

NOTES

TO: Honorable Mayor and City Council Members
FROM: Ann E. Wall, City Manager
DATE: September 27, 2017
SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Mark Holtzman, Chief of Police, regarding a Red Light Camera Program update
2. A memo from Tom Weitnauer, Interim Community Development Director, regarding Student and Market-Rate Apartment Housing Analysis Public Kickoff Meeting on Tuesday October 3, 2017 at 5:30 PM in the City Hall Third Floor Gallery
3. A memo from Gary Fenton, Recreation and Parks Director, regarding a Sycamore Hill Gateway Plaza Project Update
4. A memo from Roger Johnson, Economic Development Manager, regarding the Transportation Investment Generating Economic Recovery (TIGER) Grant
5. A memo from Kevin Mulligan, Public Works Director, regarding the status of installation of LED streetlights

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Attachments



POLICE DEPARTMENT

Memorandum

To: Ann Wall, City Manager
From: Mark Holtzman, Chief of Police 
Date: September 25, 2017
Subject: Red Light Camera Program Update

The purpose of this memorandum is to provide an update and overall timeline for our Red Light Camera Program. In the spring of 2017, American Traffic Solutions (ATS) was selected out of seven vendors to facilitate the Red Light Camera program for the City of Greenville. They presented a four to six month timeline for contract agreement, local and state site plan approvals, back office development and training, camera installation and program implementation.

In early August, all of the plans were finalized and the State DOT gave the final approval for installation. ATS has begun the initial site prep work and the final installations of the poles and red light cameras will be complete in early October. We have an anticipated "go live" date of October 15. The first 30 days of our red light enforcement program will be a warning period only. Red light violators will be mailed a warning ticket if they run a red light during this first 30 days. This will be a warning only and no fine will be associated with the violation.

The Greenville Police Department will begin a media campaign starting immediately that will educate the public about the red light camera program. This campaign will show how the system works, where the cameras are located throughout the city, and answer common questions and misconceptions about the program. There is also a red light camera link at the City of Greenville website under the Police tab. This link provides useful information for the public if they have questions about the program.

Each citation that is issued will be mailed to the registered owner of the vehicle. This citation will have a web address and unique citation number associated with the violation. Violators will be able to access their citation, a 12 second video of the violation, and view payment options from any computer or device that has internet access. There will also be specific instructions for an appeals process or transfer of liability if the registered owner was not driving the vehicle at the time of the violation.

The Police Department selected Officer Pat O'Callaghan to serve as our red light camera program officer. His responsibilities will include the reviewing and approval of every citation that is given, work with the public that could have questions about the program and utilize his free time for traffic enforcement in school zones. Officer O'Callaghan will be the primary point of contact for the program once the program begins.



COMMUNITY DEVELOPMENT

MEMORANDUM

To: Ann Wall, City Manager
From: Tom Weitnauer, Interim Director 
Date: September 25, 2017
Subject: Student and Market-Rate Apartment Housing Analysis – Public Kickoff Meeting

During City Council's June 5, 2017 meeting, Council authorized issuance of an RFP for the preparation of a Student and Market-Rate Apartment Housing Analysis. The firm of Kimley-Horn was selected and a contract for services was recently executed. The project is now underway and the goal is to present the final document to City Council in December/January.

A community input kickoff meeting is scheduled on Tuesday, October 3 from 5:30 to 7:30 in the City Hall 3rd floor gallery. The purpose of the meeting is to gather feedback on issues and opportunities through active engagement with the general public. A drop-in format will be utilized for the public input meeting to allow attendees to participate in a series of interactive stations at their own pace.

Attached is a summary of the first steps of this project including the Oct. 3 public kickoff meeting.



STAFF – CONSULTANT INTRODUCTORY MEETING

9:00 - 10:30 | Tuesday, October 3rd

Location: Planning Department Conference Room

Purpose: The kick-off meeting will provide an opportunity to set expectations by discussing team organization, staff coordination guidelines, and procedures for sharing information. It will also be leveraged to gather input concerning the structure of the project, identify opportunities and challenges from the City's perspective, and determine data availability.

TOUR AND LUNCH

10:30 - 1:00 | Tuesday, October 3rd

Location: Greenville

Purpose: A market tour will allow Kimley-Horn visual assessment of on- and off-campus multi-family housing distribution and conditions in Greenville, while getting a better understanding for development patterns in the area.

STAKEHOLDER MEETINGS

1:30 – 4:30 | Tuesday, October 3rd

Location: Planning Department Conference Room (potentially elsewhere if needed by stakeholder)

Purpose: Information gathered during stakeholder interviews will contribute to the understanding of existing trends as well as identification of opportunities and challenges. One-on-one and small group discussions will allow an uninterrupted discussion with an emphasis on the specific perspective held by the interviewee(s).

- Meetings should be +/- one hour, with 10-15 minutes between for transition
- Target consistent topic groups (no larger than five)



KICK – OFF MEETING

5:30 – 7:30 | Tuesday, October 3rd

Location: City Hall – The Gallery

Purpose: The meeting will be hosted to gather feedback on issues and opportunities through active engagement with the general public. A drop-in format will be utilized for the public input meeting to allow attendees to participate in a series of interactive stations at their own pace. The following stations are proposed:

Information Wall/Sign-In – In addition to acting as the sign-in desk, this station will be the first area that attendees visit. A board will be set up to describe the purpose of the study and the geography. There will also be handouts with similar information for reference and to take home after the meeting. From here, attendees will be instructed to visit the other stations in any order and on their own timeframe.

Thought Wall – Participants will be given five sheets of paper and asked to write one issue, concern, topic, need, or challenge on each sheet as it relates multifamily housing in Greenville. One sheet will be reserved for their most important thought. Participants then will post their sheets under the housing themes that best represent the thought. Suggested housing themes include:

- Location/Distribution
- Safety
- Affordability
- Construction Quality
- Connectivity
- Demographics

Priority Pyramid – Participants will receive a game board and series of stickers representing the six housing themes (see above). They will be asked to rank the importance of the themes as it relates to multifamily housing in Greenville, then post their game board on a wall beneath the station banner representing their top priority.

More or Less? – Participants will be given a game board that displays two or more housing themes. Participants will be asked to write down features for each identified theme that they would like to see more or less of in the Greenville community.

Visual Preference Survey – Participants will be given stickers to place onto a variety of images to denote preference for different multi-family housing elements. This activity will largely be focused on aesthetics of construction quality.

- Kimley-Horn will prepare all materials for the various stations, supplying sign-in sheets, easels, flip charts, pens, markers, and drafting dots, and station materials.
- We will need an average of two tables per station (+/-10 tables)



- Participants will be asked to complete an exit questionnaire to gather information on how they heard about the workshop, reason for participating, satisfaction with the event. Through the exit questionnaire attendees will also have the opportunity to provide any remaining thoughts or comments (completely anonymously).

STAKEHOLDER MEETINGS

9:00 – 4:00 (or as needed) | Wednesday, October 4th

Location: Planning Department Conference Room (potentially elsewhere if needed by stakeholder)

Purpose: Information gathered during stakeholder interviews will contribute to the understanding of existing trends as well as identification of opportunities and challenges. One-on-one and small group discussions will allow an uninterrupted discussion with an emphasis on the specific perspective held by the interviewee.

- Meetings should be +/- one hour, with 10-15 minutes between for transition
- Target consistent topic groups (no larger than five)



POTENTIAL STAKEHOLDER GROUPS

- ECU
- Pitt Community College
- Neighborhood Advisory Chair
- Planning Commission Chair
- Uptown Greenville
- Chamber of Commerce
- City Manager
- Economic Development
- ECU Student Government
- Elected Officials
- Engineering Firms
- Real estate industry
- Developer(s)
- Realtor(s)
- Property management companies
- ECU Transit



SCHEDULE BLOCK

	Tuesday	Wednesday
8:00 AM		
8:30 AM		
9:00 AM	Stakeholder/Consultant	Stakeholder Meetings Block II
9:30 AM	Introduction (9:00 - 10:30)	(9:00 - 4:00)
10:00 AM		
10:30 AM	Tour and Lunch (10:30 - 1:00)	
11:00 AM		
11:30 AM		
12:00 PM		
12:30 PM		
1:00 PM		
1:30 PM	Stakeholder Meetings Block I	
2:00 PM	(1:30 - 4:30)	
2:30 PM		
3:00 PM		
3:30 PM		
4:00 PM		
4:30 PM		
5:00 PM		
5:30 PM	Kick - Off Meeting (5:30 - 7:30)	
6:00 PM		
6:30 PM		
7:00 PM		
7:30 PM		
8:00 PM		

Memo

To: Ann Wall, City Manager
From: Gary Fenton, Director of Recreation and Parks 
Date: September 26, 2017
Re: Sycamore Hill Gateway Plaza Project Update

Attached is a Project Status Report for the Sycamore Hill Gateway Plaza Project. Please let me know if there are any questions.

cc: Michael Cowin, Assistant City Manager

City of Greenville Project Status Report

Report Date:	9/26/2017	Department Name:	Recreation & Parks
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Project Title:	Sycamore Hill Gateway Plaza
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Short Project Description:
<p>This project consists of the provision of construction / bid documents and construction of a Gateway Plaza on ½ acre at Town Common, located on the corner of Green Street and 1st Street. The Sycamore Hill Gateway Plaza will transform the western edge of the park into a prominent park entrance that commemorates the history and memory of both the Sycamore Hill Missionary Baptist Church and the “Downtown” neighborhood that once existed on the park’s lands.</p>

Project Schedule:			
Project Phase	Projected Completion Date	% Complete	Comment
Planning	6/8/2017	100%	
Design	6/4/2018	20%	The design team Rhodeside & Harwell / Perkins + Will Architects will submit 30% construction in early November 2017 for City staff review.
Bidding	8/9/2018	0%	
Construction	5/31/2019	0%	

Budget Summary:	
Approved Budget	\$2,000,000.00
Actual Project to Date Expense	0.00
Balance	\$2,000,000.00

Sources of Funding:	
City Funds	\$2,000,000.00
Bond Funds	0.00
State Funds	0.00
Grant Funds	0.00
Other Funds	0.00
Total Budget Funding	\$2,000,000.00

Status Update Since Last Report:
<ul style="list-style-type: none"> September 14, 2017 – City Council approved the preferred design for the gateway plaza and the allocation of up to \$2 million for construction. September 15, 2017 – GRPD approved the proposed design schedule submitted by Rhodeside & Harwell, Inc. and issued a notice to proceed.



Find yourself in good company

MEMORANDUM

TO: Ann Wall, City Manager

FROM: Roger Johnson, Economic Development Manager *RJ*

DATE: September 26, 2017

RE: Notes to Council

SUBJECT: TIGER Grant

Last year, the City of Greenville applied for a Transportation Investment Generating Economic Recovery (TIGER) grant. Greenville's proposal, was "highly recommended" by those evaluating applications, but was not funded.

City staff plans to submit a 2017 TIGER application that, like the 2016 proposal, will again focus on pedestrian and roadway improvements on West 5th Street, Dickinson Avenue, Reade Circle, and Albemarle Avenue. However, the 2017 application will expand to include pedestrian improvements for Pitt Street, Clark Street, Atlantic Avenue and a pedestrian passage across the railroad tracks to and from West Greenville.

The grant application explains the improvements will create easier and safer access to the Greenville Transportation Activity Center (GTAC). Moreover, GTAC will safely link people, particularly West Greenville residents, to "ladders of opportunity" for education, healthcare, and jobs.

The grant proposal requests \$8,200,000 in federal funding and requires a minimum 20% local match. Staff learned that successful applicants historically provide a larger local match. Staff formulated an application that provides a larger local contribution and does not require new funding. The City will use \$5.65M in existing funds to include the Highway Trust Fund, the 2015 Street and Pedestrian Transportation Bond and \$1,500,000 from the City's Capital Improvement Plan. We estimate this combination of funding will result in a 41% local match.

The deadline for applying for a 2017 TIGER Grant is October 17, 2017. Given the extremely short timeframe, staff is providing this update in advance of asking for permission to apply for a TIGER Grant at the upcoming October 9, 2017 City Council Meeting.

cc: Dave Holec, City Attorney
Michael Cowin, Assistant City Manager
Kevin Mulligan, Public Works Director

Memorandum

To: Ann Wall, City Manager
From: Kevin Mulligan, PE, Director of Public Works
Date: September 27, 2017
Subject: Status of Installation of LED Streetlights

- The most recent installation of new LED streetlights on Stantonsburg Road between South Memorial Drive and Arlington Boulevard is now complete. The cost to the City for the installation was \$83,020 which included the installation of 41 lights, 17 of which were on new black aluminum poles.



- The next area that GUC will be upgrading is the Uptown grid. GUC has reported that they have received the materials needed to do this work. The work will begin in the Uptown area within the next 2 weeks. Conversions to LED will include all fixtures (cobra head and decorative lantern style fixtures). The City provided authorization for the conversion of 175 cobra head and 195 lantern fixtures to LED lights.

- The next series of LED upgrades are planned for Arlington Boulevard between Evans Street and Fire Tower Road, South Memorial Drive, Kearney Park and the University area. The planning and design of this next phase is scheduled to be finalized by the end of October 2017, with all projects completed by the end of the fiscal year.
- The overall status of the LED conversion is as follows through June 30, 2017:
 - Total Streetlights (cobra head, pedestrian, flood) – 7,250
 - Total LED Fixtures – 1,377
 - Remaining to be upgraded – 5,873
- For FY17, approximately 911 streetlights were converted or installed. The increased cost to the City for these streetlights will be approximately \$53,000 annually.
- As of the August 31, 2017, the monthly cost for streetlights is \$125,370. Projecting that monthly cost, the yearly cost is \$1,504,440 not including future LED upgrades. The current annual budget for streetlights is \$1.55M.

cc: Scott P. M. Godefroy, PE, City Engineer