

# NOTES

TO: Honorable Mayor and City Council Members  
FROM: Ann E. Waff, City Manager  
DATE: August 29, 2018  
SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Tom Weitnauer, Chief Planner, regarding regulation of short-term rental properties
2. A memo from Mark Holtzman, Police Chief, regarding the Community Outreach summary report for August
3. A letter from Kevin Mulligan, Director of Public Works, requesting the donation of land from NCDOT for public use
4. A memo from Mark Holtzman, Police Chief, regarding an update on parking enforcement
5. A memo from Kevin Mulligan, Director of Public Works, regarding GREAT bus system route options to serve the Pitt County Council on Aging
6. A memo from Mark Holtzman, Police Chief, regarding Verbal Judo training for police officers and telecommunicators
7. A flyer announcing Minority Enterprise Development Week events scheduled for September 24-28, 2018
8. A memo from Eric Griffin, Fire/Rescue Chief, regarding Greenville Fire/Rescue participation in the annual fire engine pull fundraiser on October 6, 2018 at 11:15 a.m. at Eastern Radiologists Breast Imaging Center

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Attachments



COMMUNITY DEVELOPMENT

MEMORANDUM

**To:** Ann Wall, City Manager

**From:** Tom Weitnauer, AICP, Chief Planner 

**Date:** August 27, 2018

**Subject:** August 9, 2018 City Council Discussion on Regulation of Short-Term Rental Properties - Response to City Council Direction to Staff

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Following the August 9, 2018 City Council discussion on regulation of short-term rental properties, Council directed staff to conduct enforcement and research activities in response to a complaint about an air bnb in a residential area. Following are responses to Council's directives and other steps staff will take to monitor and report short-term rental activities to Council.

**City Council Directive to Conduct Enforcement Action – Inspection and Letter**

Staff members from the Community Development Department's Code Enforcement Division and Planning Division visited the site of the air bnb complaint on separate occasions and different times of the day to observe whether there were any visible violations of City Codes. Both staff members reported that no violations were observed. Based on the information provided in the complaint, the Department mailed a letter informing the owner of the complaint inquiry and listed relevant short-term rental ordinances to adhere to if the property was being used for this activity. A few days later, the president of the neighborhood association called staff and reported that activities associated with the complaints quickly appeared to diminish.

**City Council Directive to Contact Asheville and Wilmington**

Staff contacted staff at the City of Asheville and the City of Wilmington and asked the same questions City Council directed staff to research.

**How many air bnb's are in your city?**

Asheville: 600-700 are permitted, however there are still illegal ones continuing to operate but that number is dropping.

Wilmington: Roughly 700

**Reasons why the ordinance was developed?**

Asheville: Whole house rentals, noise issues and citizen complaints.

Wilmington: These uses have increased significantly in the past 5 years. There were 700 concentrated around downtown and riverfront area. The city does not want them to overwhelm those areas.

**After the ordinance was adopted, what affect did it have?**

Asheville: The City began enforcement in 2017. Whole house rentals became illegal in all districts except for resort district while existing ones were grandfathered. The City hired a third party to identify the rentals. There has been little decrease in the total number of rentals. The number of illegal rentals has decreased while the number of permitted rentals have grown. Most illegal rentals transitioned to permitted rentals.

Wilmington: Staff responded that it is too early to determine the effects of the ordinance since it will not become effective until 2019. The City is allowing a grace period so operators could adjust to the new rules.

**How is the ordinances enforced?**

Asheville: Staff said it is hard to prove this type of use and enforcement requires diligent research. The City hired a third party to monitor and identify illegal operations which is reported to the City for enforcement. Enforcement includes a notice of violation and period of 30 days to correct with a fine of \$500 per day thereafter as violations continues.

Wilmington: The City is still determining the best course of action because the ordinance will not be effective until 2019. Wilmington staff stated cities cannot require rental registration in N.C. since whole house rentals and homestays are defined as commercial lodging.

**Did the ordinance hinder tourism?**

Asheville: No

Wilmington: Too early to determine since the ordinance is not effective until 2019.

**Staff researched Council's question whether cities limit days for air bnb's?**

Yes, Santa Fe, New Mexico.

**Monitor and Report Short-Term Rental Activities to Council.**


The informational letter mailed to the property owner with the air bnb had the intended effect of decreasing the activities associated with the complaint. Staff will continue to use this approach for future complaints. In order to determine whether there are increased violations of the City's short-term rental ordinances, staff will randomly visit short-term rental properties to determine whether there is a growing number of negative impacts. Staff will provide quarterly reports of these compliance checks to City Council.



POLICE DEPARTMENT

# Memorandum

RECEIVED

**To:** Ann Wall, City Manager  
**From:** Mark Holtzman, Chief of Police   
**Date:** August 15, 2018  
**Subject:** Community Outreach Report

AUG 15 2018

CITY MANAGER'S OFFICE

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Attached is the Community Outreach summary report for the first couple of weeks in August. Please distribute and share as needed.

Attachment

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cc: Captain Ken Laws  
Sgt. Dale Mills

***GPD Mission Statement***

***The Greenville Police Department exists to enhance public safety and quality of life, in partnership with ALL people in OUR community, by preventing crime with honor and integrity.***

1085148

# Memorandum

**To:** Sgt. Dale Mills, Community Outreach Division  
**From:** Devinder Culver, Community Projects Coordinator  
**Date:** August 15, 2018  
**Subject:** Community Outreach Report – July 30, 2018 to August 12, 2018

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Partnerships, collaboration, reaching out, talking, playing and bringing neighbors and neighborhoods together are the bywords of the past two weeks' activities. As per an African proverb "If you want to go fast, go alone. If you want to go far, go together."

## **Spotlight: Reaching Out, Collaborating and Making a Difference**

**National Night Out (NNO) – August 7, 2018** – Hundreds of families showed up at the five NNO sites; Five Points Lot, Jaycee Park, Boyd Lee Park, Dream Park and the Barnes Ebron-Taft Building. This was a great event for showcasing how we all work together to make it a night for citizens to interact with police officers, have fun and learn not only about how to keep their property safe ("Lock it Down") but to find out about community resources and how to access them. NNO was a collaboration between the Greenville Police Department, Real Crisis Center, B Smart Gun Control, Cypress Glen Retirement Community, Pitt County Health Department, Carolina Donor Services, Impact Resource Center, Martin-Pitt Partnership for Children, West Greenville Health Council, VA Healthcare, Center for Family Violence Prevention, Sup Dogs, Greenville Fire and Rescue, Recreation and Parks and over 15 neighborhood groups. Carolyn Glast from the Greenfield Terrace Neighborhood Group said:



"The 2018 National Night Out was very enjoyable and very well planned. Had a lot for the children and that was a plus. Thank you Greenville Police Dept. for a beautiful night out with good food, fun and police participation. We enjoyed our surrounding neighbors with good fellowship."

## **West Greenville Health Council (WGHC) – 1<sup>st</sup> Annual Block Party, Thomas Foreman Park – August 4, 2018**

The WGHC started over 18 months ago with a planning grant from the Blue Cross Blue Shield Foundation to the Pitt County Health Department to, "...build capacity and partnerships to improve community health."

Greenville Police Department is one of the WGHC agency partners working with the ECU faculty to address obesity. The agency partners (e.g. Greenville Housing Authority, Lucille Gorham Intergenerational Community Center, Third Street Education Center, Churches Outreach Network, Pitt Partners for Health and Pitt County Health Department) recognized that community health improvement would be most successful if West Greenville residents and concerned citizens drove improvement efforts by identifying common concerns, evaluating, and testing possible solutions.



**The 1<sup>st</sup> Annual Block Party, Thomas Foreman Park – August 4, 2018**

The group and community representatives decided to take the holistic approach to “community health improvement” to include not just health but the physical and social environments which encompass safety (crime, traffic, lighting and walkability), recreation, poor housing quality and police community relations. The objective is to advocate for systems and policy level changes.

WGHC hosted the 1<sup>st</sup> Annual Block Party on August 4, 2018 to encourage citizen participation and to promote social cohesion in West Greenville.

### **Highlights**

- **Dickinson Avenue Stakeholder’s Meeting – July 31, 2018** – Members of the business community met to hear from Chief Holtzman, Sgts. Fischer and Johnson about lighting, cameras, and parking along the Dickinson corridor. The 15 plus attendees also heard about the Center City Unit’s move to the new G.K. Butterfield Transportation Center
- **Cops and Barbers- Open Community Forum - August 11, 2018 - Harris Barber Shop** – Chief Holtzman and Sgt. Richie Williams shared conversation and hotdogs with the community. It was another opportunity for citizens to interact with members of the department in a casual friendly atmosphere.
- **Citizen’s Police Academy Alumni - 1<sup>st</sup> Annual Domestic Violence Impact Luncheon** – Our Alumni were the first to have 10 members contribute \$100 each in order to sponsor a table at the fundraising event scheduled for 11:30 a.m. Thursday October 11, 2018.
- **GPD’s K9 for a Day Program – 2018 Savvy Awards Program** – We were informed that Greenville is “a **Finalist** in the 2018 *Savvy Awards* competition and a candidate for one of the three awards (Savvy, Silver Circle or Award of Excellence) in the category **Most Creative Activity with Least Dollars Spent.**” The 3CMA’s (City-County Communications and Marketing Association) *Savvy Awards* competition seeks to recognize outstanding local government achievements in communications, public-sector marketing and citizen-government relationships. The Savvies salute skilled and effective city, county, agency or district professionals who have creatively planned and carried out successful innovations in communications and marketing. We are honored to be a finalist in this competition.



## PUBLIC WORKS

August 23, 2018

Mr. Preston Hunter, PE  
Division 2 Engineer  
North Carolina Department of Transportation  
2815 Rouse Road Extension  
Kinston, NC 28504

Dear Mr. Hunter:


The City of Greenville is requesting the donation of Tax Parcel #19449 in the Pitt County Registry from project WBS ELEMENT #3578.2.1, TIP# U-3315, Parcel 092 formerly owned by The Hope of Glory Ministries but is now currently owned and maintained by the North Carolina Department of Transportation (NCDOT). This parcel of land will be made available for public use as a parking lot containing approximately forty-four (44) parking spaces.

We understand that recent legislation (NC House Bill 501) allows the transfer of NCDOT property to a municipality for public use.

If you have any questions, please contact me at 252-329-4520.

Thank you.

Sincerely,

  
Kevin Mulligan, PE  
Director of Public Works

Attachment

cc: Bert M Whitehurst, Division Right of Way Agent

#1085925



CLARK ST

DICKINSON AV

19449

W 9TH ST


CLARK ST





*Find yourself in good company*

# Memorandum

**To:** Ann Wall, City Manager  
**From:** Mark Holtzman, Chief of Police   
**Date:** August 27, 2018  
**Subject:** Parking Enforcement Updates

**RECEIVED**

**AUG 27 2018**

**CITY MANAGER'S OFFICE**

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As recommended in the parking study conducted by Walker Parking Consultants (presented to City Council on February 8, 2018), and as a result of a recent meeting with business owners along Dickinson Avenue, the Greenville Police Department's Parking Enforcement Unit will be expanding enforcement of the 2 hour parking limit until 10:00 p.m. in the uptown area.

The Parking Enforcement Unit is in the process of hiring additional part-time staff, which will provide available personnel to cover the expanded enforcement time, as well as respond to the noted parking concerns in this area. The extended enforcement days will vary based on available staffing and assessed needs. As additional staffing becomes accessible, a more definite enforcement schedule will be established.

**MEMORANDUM**

TO: Ken Graves, Assistant City Manager

FROM: Kevin Mulligan, Director of Public Works

DATE: August 29, 2018

RE: Council on Aging Routing Options

The Council of Aging (COA) has requested transportation service through the GREAT bus system. Public Works has evaluated multiple options in consideration of this request. Transportation service could be accomplished using one of the three options listed below.

- Option 1: The City could provide GREAT transportation services with modifications to our existing routes. To accomplish this task, we would make adjustments to Routes 1 and 4. Route 1 would follow its current route from the G. K. Butterfield Transportation Center (GKBTC) to Smythewyck Drive. The bus would travel south on Charles Blvd until it reaches Fire Tower Road, turn right onto Fire Tower Road and then left onto County Home Road. The bus would travel to the COA facility then return along County Home Road to Arlington Blvd where it would return to GKBTC via the normal route.

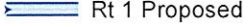
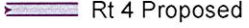
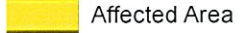
Currently, Route 1 travels on Fifth Street to First Street then back to GKBTC. In order to incorporate the extra time needed to accommodate the new stop at the COA facility, modifications to this route would be required. The section of the Route 1 (Fifth St to First St) would be moved to the Route 4 operation. The attached figures labeled as Option 1 show the necessary modifications to each of these routes. The City of Greenville would not see an increase in cost because the total length of the combined mileage would be minimal. In order to accomplish this we would want to provide public notice as this change in routing has the potential to alter schedules for passengers currently riding Routes 1 and 4.

- Option 2: The City could create a seventh route, which would begin service at the G. K. Butterfield Transportation Center and travel on Charles Blvd until it reaches Fire Tower Road. The bus would turn right on Fire Tower Road, and then left onto County Home Road. This trip would travel approximately 12.5 miles in total. The annual cost to operate Route 7 would be approximately \$200,000. In recent weeks, the Town of Winterville has inquired about GREAT service into Winterville. City staff will continue this conversation with Winterville representatives. A new route (Route 7) would be required to address the demands associated with COA and Winterville. The inclusion of this additional area is currently being studied. We will provide that information when we have the analysis completed.
- Option 3: Encourage Pitt Area Transit System (PATs), to provide service to COA under their curb-to-curb service model.

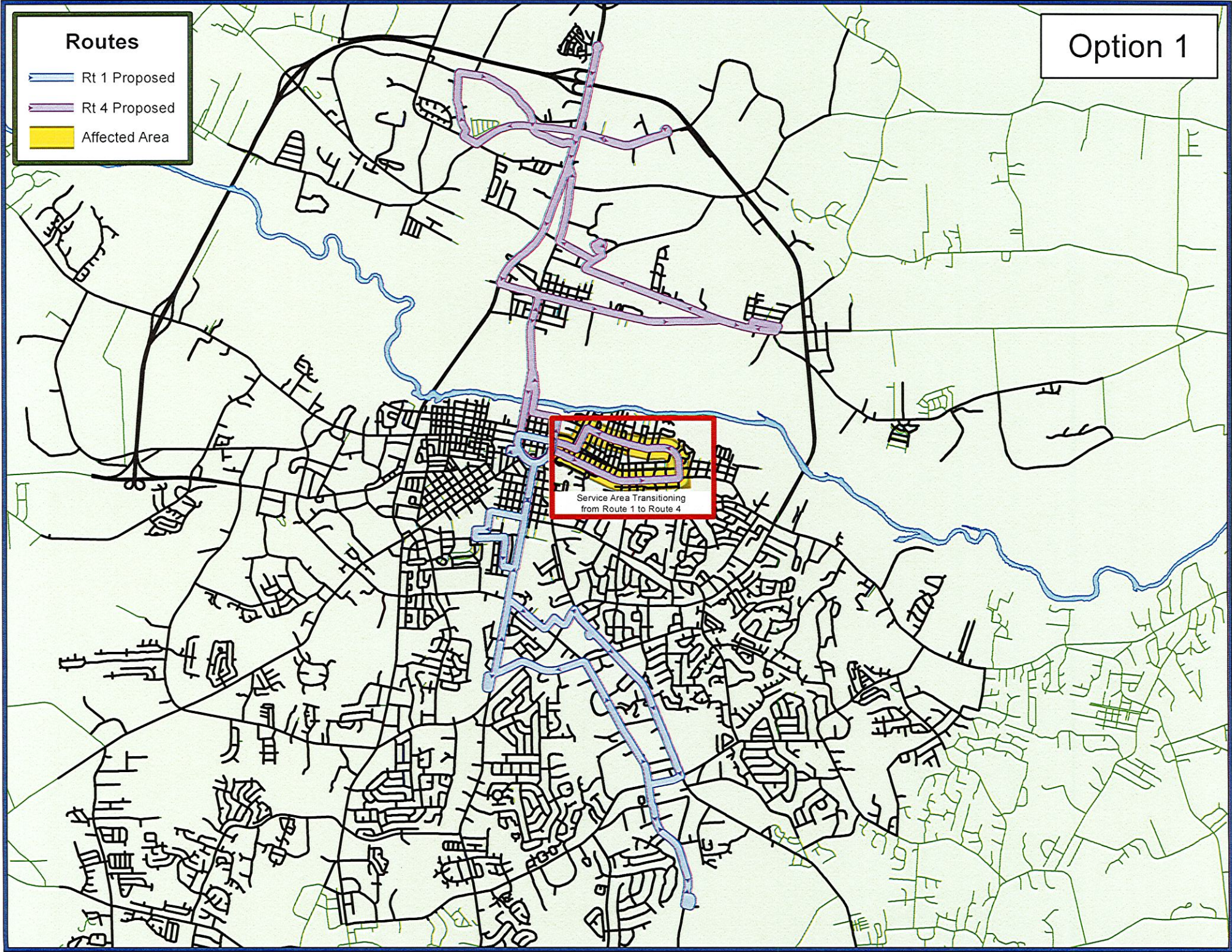
The simplest way to move forward with providing service to the Council on Aging would be Option 1. This has the least cost and only has minor alterations to the existing routes.

# Option 1

## Routes

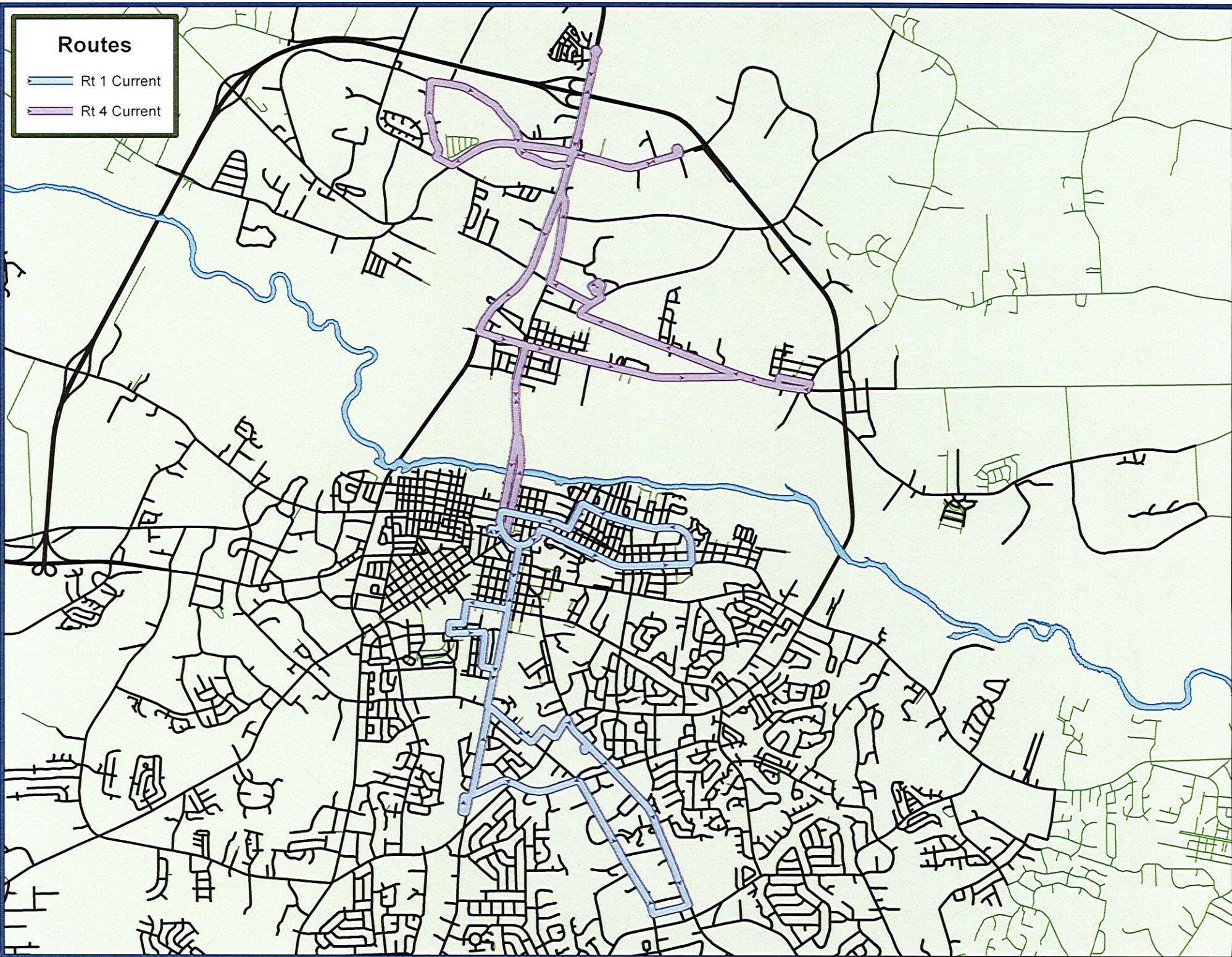
-  Rt 1 Proposed
-  Rt 4 Proposed
-  Affected Area

  
Service Area Transitioning  
from Route 1 to Route 4



# Routes


- Rt 1 Current
- Rt 4 Current





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# Memorandum

**To:** Ann Wall, City Manager  
**From:** Mark Holtzman, Chief of Police   
**Date:** August 28, 2018  
**Subject:** Training – Verbal Judo

**RECEIVED**

AUG 28 2018

**CITY MANAGER'S OFFICE**

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This fall, sworn police officers and communications staff will participate in additional training designed to improve our tactical communication skills. The course, entitled 'Verbal Judo', is well known throughout the law enforcement community and is being re-introduced to GPD staff. It is our belief that the course will improve our ability to achieve positive outcomes through effective communication skills. A list of the course objectives is attached.

Additionally, GPD staff will be completing 'Surviving the First Three Seconds' training. Both courses go above training which is required by NC Training and Standards.



# 2018 | MINORITY ENTERPRISE DEVELOPMENT WEEK

## September 24-28

*A week to recognize the economic impact of minority and women-owned firms*

### MONDAY, SEPTEMBER 24

#### Social Media Experience

Tag a minority or woman business owner! Use #MEDWeek2018 and highlight a MWBE.

### TUESDAY, SEPTEMBER 25

#### Getting Started in Business

Interested in starting a business? Learn what it takes at this event! Hosted by Ms. Dede Carney and DST/GAC and ECBOR.

### WEDNESDAY, SEPTEMBER 26

#### Small Business Information Session

Greenville Economic Development will showcase their Greenville Means Business website and small business services. 11:00 AM-12:00 PM, Art & Soles, 415 Evans St.

### THURSDAY, SEPTEMBER 27

#### MED Week Luncheon

Join us at the Martinsborough in Uptown Greenville for a guest speaker and lunch! This event is free and open to the public. 11:00 AM, 3rd Floor, 330 Evans Street.

### FRIDAY, SEPTEMBER 28

#### Lessons on being a Professional

Join Young Urban Professionals (YUP) as they share ways to increase your wealth and economic mobility.



Register for all events at [medweek2018.eventbrite.com](http://medweek2018.eventbrite.com)

[mwbe.greenvillenc.gov](http://mwbe.greenvillenc.gov)  
#mwbe #MEDweek2018



**FIRE-RESCUE**

MEMORANDUM

TO: Ann Wall, City Manager  
FROM: Eric Griffin, Fire/Rescue Chief *EG*  
DATE: August 28, 2018  
SUBJECT: GFR Partners with ERI to Hold Annual Fire Engine Pull Fundraiser

Greenville Fire/Rescue is partnering up with Eastern Radiologists, Inc. (ERI) once again to hold its fourth Pullin' for Pink Fundraiser on October 6, 2018. The event is being held in conjunction with ERI's successful annual Ride for the Ribbon fundraiser and includes a silent auction, vendors, food trucks and live music.

The event is being hosted by Eastern Radiologists Breast Imaging Center, located at 2101 West Arlington Boulevard, and kicks off at 11:15 a.m. Teams of either 6 adults or 12 children (ages 12 and under) will compete to see who can pull a firetruck 100 feet in the fastest time. The two fastest adult and child teams will be recognized, as well as the best dressed team and the team that raises the most money. Teams can sign up the day of the event, but pre-registering is recommended to guarantee your event t-shirt. Day-of registration starts at 10 a.m. The entry fee is \$25 per person (\$12.50 for kids) or \$150 per team.

In 2017, ERI and GFR were able to raise record-breaking amounts of money for those battling breast cancer in our area by combining the events. The two groups were able to raise and donate a total of \$25,500. The monies are distributed to local foundations and used to support breast cancer screenings, early detection programs, and provide assistance to breast cancer patients (women and men) during treatment.