

# NOTES

TO: Honorable Mayor and City Council Members  
FROM: Ann E. Watt, City Manager  
DATE: September 19, 2018  
SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Kevin Mulligan, Director of Public Works, regarding an update on Council Goal #4 Cleanliness and Beautification
2. A memo from Thomas Barnett, Director of Community Development, regarding the Inclusive Community Breakfast on Thursday, September 27, 2018 from 8:30 AM to 10:00 AM at the Greenville Hilton
3. A memo from Gary Fenton, Recreation and Parks Director, regarding movie in the park postponement
4. A memo from Eric Griffin, Chief of Fire/Rescue, regarding Organizational Stakeholder Assessment Implementation Plan

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Attachments





*Find yourself in good company*

# Memorandum

**To:** Ann E. Wall, City Manager  
**From:** Kevin Mulligan, PE, Director of Public Works  
**Date:** September 19, 2018  
**Subject:** Update on Council Goal #4 – Cleanliness and Beautification

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The City has developed a plan of action to address Council Goal #4 – Cleanliness and Beautification. This is a multi-faceted plan that includes City personnel, contractors as well as volunteer efforts.

**Action Step 1: Develop a plan to enhance city entrances and gateways including litter removal, mowing, and additional landscaping.**

Update: Currently utilizing City staff to supplement contract mowing crews to better maintain City entrances/gateways. Our litter patrol has supplemented staffing through the inclusion of using summer interns and community service personnel. The latter is utilized on a daily basis.

**Action Step 2: Work with the NCDOT to implement the gateway program.**

Update: In FY-19, the City will take over litter collection and mowing responsibilities on Stantonsburg Road and Memorial Drive from NCDOT as well as the Highway 264 between Whichard and 10<sup>th</sup> St. NCDOT will reimburse the City for the number of cycles they would perform on these roadways. On average, it is expected that the City's contractor will be mowing and/or collecting litter about 26 times per year.

Stantonsburg Road, Memorial Drive and Highway 264 south of Old Pictolus are currently under contract. Litter patrol and mowing was completed prior to the first ECU home football game. In addition, we have coordinated with NCDOT to request that their contractor perform a mowing/litter cycle along the 10<sup>th</sup> St Connector project prior to September 1st. This work was being performed earlier this week. The 10<sup>th</sup> St Connector will be another road that the City contractor will perform mowing and litter collection once the roadway has officially opened.

While we amended existing contracts to address these additional locations for mowing and litter collections, we will be re-advertising these contracts as they are expiring. The existing contracts will continue until a new contract is awarded. This is expected to be later this Fall.

The city is also formalizing the takeover of maintenance with NCDOT. We will be reimbursed by NCDOT for the number of cycles they would have performed on these roadways. Their typical cycle is 5 cycles annually for mowing and 7 for litter patrol.

**Action Step 3: Market and attract additional partners to adopt city streets through the Adopt-a-City-Street program.**

Update: The City recently hired a Recycling Coordinator who joined the Public Works staff on June 25, 2018 and assumed the Adopt-a-Street program duties. Adopt-a-Street had approximately 25 active participants during 2018. Recruiting memberships is a primary ongoing action. In the last several weeks we have had 8 new partners sign-on to the Adopt-a-Street program.

The particulars of the Adopt-a-Street Program are as follows:

- Organizations adopt a one-mile section of roadway for a minimum of two years.
- Adoptees sign a safety training sheet and commit to clean once a quarter (4 times a year).
- Name placards are added after two consecutive cleans.
- City will provide the supplies - safety vests, trash bags, etc.
- City will collect and dispose of filled trash bags when notified by coordinator.

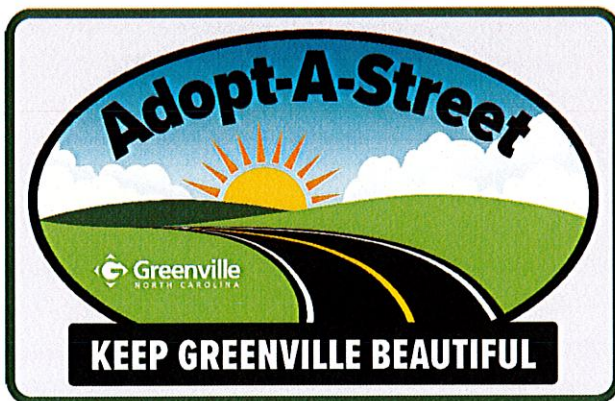
The following organizations are currently part of the Adopt-A-Street program. These entities are either continuing their previous commitment, re-committing or have recently signed on to Adopt-a-Street:

Active: Public Works, Delta Sigma Theta, Nu Alpha Chapter, Vontex, North Overlook, Pitt Co. Adult Drug Treatment, PCMH Radiology Ecomaniacs, Street Hawks

Recommitted: SEANC, Star of East, Theta Alpha, Coghill Neighborhood, No Strings Attached, Lakeforest Elementary, AKA, ECU PA Program, Trendsettaz, Havknot, Upsilon Zeta Chapter, Next Level, Phi Gamma Delta, Project Heart, Alpha Kappa Psi, ECU German Club, ECU Music Therapy, Joyner Library, Delta Sigma Theta, Nu Alpha Chapter

New: New Dimensions, Suddenlink, Rivers and Assoc., ECU Center for Leadership, ECU Engineering Honor Society, An-Nissa, ECU Swim Club, John Paul II Catholic School

The Adopt-a-Street program has also been re-branded. The current signage will be removed and replaced with the new signs. Sites that have not been adopted will have the Adopt-a-Street sign but also include a sign beneath that indicates this location is available for adoption. Signage with the following logo will be installed to replace the existing or identify new locations.



The new brochure has been completed and is also included as part of this memorandum. The City website has also been updated to reflect the new program and a commercial which will run on GTV9 has been completed.

The city and its partner Keep Greenville Beautiful will manage this program as well as expand on options. As part of a clean city plan the City and Keep Greenville Beautiful will introduce Adopt-a-Spot (catch basins, bus shelters, i.e.), Adopt-a-Planter, Adopt-a-Greenway and Adopt-a-Stream. These small additions stress the importance of a clean city while bringing us closer to our goal of a cleaner city.

**Action Step 4: Conduct a public information campaign to encourage a clean city and litter removal of neighborhoods and businesses.**

Update: Public Works and the Public Information Office (PIO) have proactively been educating citizens about solid waste collection practices using a variety of tools such as curbside cart information stickers, social media and the incorporation of public art.

In addition, these City Departments have provided information for articles in the local newspapers as well as several news stations on the Adopt-a-Street Program. The PIO has completed our first commercial which highlights the importance of a clean city. The commercial, which will run on GTV9, is also available at the following link:

<https://www.youtube.com/watch?v=dBfJvpNZ0OI>

**Action Step 5: Additional Items**

The City is beginning to evaluate the potential to institute a Volunteer Time-Off Program and Policy. The purpose of this volunteer program is to support volunteer activities that enhance and serve the community in which we live and work and to address issues that impact quality of life such as cleanliness and beautification.

The intention of this program is to create community engagement opportunities for employees that are meaningful, purposeful and helps those in need. Eligible activities, time and other parameters of this program will be evaluated.

In conjunction with Code Enforcement, Public Works conducted a successful Spring Clean-Up during 2018. Our Recycling Coordinator is meeting with Keep Greenville Beautiful to seek their leadership in the implementation of this program for 2019. In many cities the local arm of Keep America Beautiful, leads the efforts for local participation in the Great American Cleanup (Spring Clean-up). We will coordinate our efforts with this program.

During the Great American Cleanup, Keep America Beautiful affiliates (Keep Greenville Beautiful), partner organizations, corporate partners and millions of volunteers:

- Remove litter and debris from roadsides, highways, shorelines and waterways for safer, cleaner communities;
- Plant trees, flowers and gardens to strengthen our community's green infrastructure;
- Clean and restore nature trails, recreation areas and playgrounds to encourage play and physical activity;
- Recycle aluminum cans, plastic bottles, electronics, paper products, tires, clothing and even junk cars to give garbage another life;

- Rebuild public spaces in communities struck by natural disasters to renew social connections; and
- Restore urban, suburban and rural business districts and thoroughfares to spur economic impact.

The Great American Cleanup is Keep America Beautiful's signature national program. The local affiliates work with community partners to organize and implement participation in creating a country in which every community is a clean, green, and beautiful place to live.

There are additional steps that have been take to engage the community in participating in localized monthly cleanups. The recent "Sanitary Sundays" that have occurred in the uptown and college area are scheduled to continue. Public Works will continue to provide the materials and equipment to ensure success with this program. We will also reach out to the Neighborhood Advisory Board and attend local neighborhood meetings to begin to engage neighborhoods to conduct their own monthly clean-up. We will provide the materials and equipment for these events as well.

All of these action steps are part of the plan for a cleaner Greenville. We will continue to keep you informed on these action steps.



## Who Should Adopt?

The City of Greenville Adopt-A-Street program began in 1989.

Many types of organizations participate in the Adopt-A-Street program including school, civic, business, professional, religious and social groups. Some sections of streets are adopted by individuals and families.



## How to Adopt!

To adopt a street, your group or business agrees to pick up litter for three years along a mile of road-way within the City of Greenville on a quarterly basis.

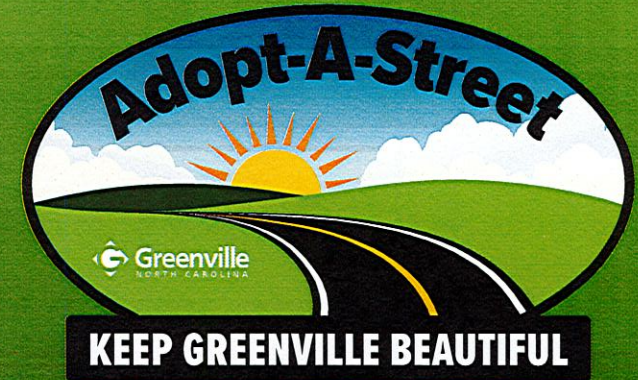
The City of Greenville reserves the right to refuse any group adopting a section of street when the adoption may create a safety hazard for City employees or the public, jeopardize the Adopt-A-Street program or prove counter-productive to its purpose.

## Safety Precautions

- Before collecting litter for the first time, all volunteers must receive adequate safety training. The City of Greenville has established the following rules to help ensure the safety of everyone participating in the Adopt-A-Street Program.
- Wear your safety vest.
- Face on coming traffic.
- Maintain a working group of 6 to 10 people
- Avoid work during hours and days that are peak travel times.
- Stop work in inclement weather.
- Avoid overexertion.
- Be alert for snakes.
- Avoid contact with noxious weeds and areas where herbicides have been applied.
- Do not pick up items on bridges, in tunnels, or on overpasses.
- Stay clear of any construction.
- Use extra caution near edge of curbing and intersections.
- Other safety tips include wearing light-colored clothing, heavy gloves, leather shoes or boots as well as a hat and long sleeves.



*Find yourself in good company®*



The City of Greenville  
Wants **YOU** To

**Adopt  
A  
Street!**



For more information, please call  
(252) 329-4522.





## What the City Provides

The City will maintain/provide a list of potential streets for adoption which can be supplemented by CAC (Community Appearance Commission) and adopting organizations. When your group adopts a street, we will do the following:

- Post a sign with your group's name to mark your adopted section of street, if your organization adopts the street for a minimum of 2 years.\*
- Provide training before litter pickup begins.
- Furnish safety vests (which you will be required to wear).
- Provide trash and recycle bags.
- Collect and dispose of filled trash bags when notified by your coordinator of the date and place.
- Present certificates of appreciation to your organization at the end of 2 years.

\*Signs will be posted after the group's second successful clean.

## Your Responsibilities

- Pick up litter along your adopted roadway at least once per calendar quarter. You are encouraged to clean your street more often if needed. We hope two of your cleanups will take place in April and September. Letters will be mailed when special cleanup campaigns are held.
- Make sure everyone in your organizations has a clear understanding of the program and follows the safety procedures.
- Choose an Adopt-A-Street coordinator who is at least 21 years of age.
- Notify Public Works at least 48 hours before a scheduled clean and pick up bags, vests, etc.
- Youth groups must have parental permission. For safety reasons, no one under the age of 12 is allowed to participate in the program. **Young children must not accompany you to the street site.**
- Whenever possible recycle collected litter.
- You are encouraged to obtain media coverage during your cleanup times.
- Coordinate cleanup dates and times with The City Public Works Department. Your first cleanup should be within 3 months of adoption.
- Clean up areas quarterly (four times per year).
- Maintain a current liability release form for each participant.

The City of Greenville Wants **YOU** To  
**Adopt A Street!**



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**COMMUNITY DEVELOPMENT**

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# MEMO

**DEPARTMENT**

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**TO:** Ken A Graves, Assistant City Manager

**FROM:** Thomas Barnett, Director of Community Development Department *TB*

**DATE:** September 5, 2018

**SUBJECT:** Notes to Council – Inclusive Community Breakfast

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A seat has been reserved for the Greenville City Council, to join us, as we celebrate the City of Greenville's Tenth Annual Inclusive Community Breakfast.

This year's Inclusive Community Breakfast will be held Thursday, September 27, 2018 at the Greenville Hilton located at 207 Greenville Blvd SW, Greenville, NC at 8:30AM to 10:00AM.

Please RSVP Cassandra Daniels @ 252.329.4494 or via e-mail at [cdaniels@greenvillenc.gov](mailto:cdaniels@greenvillenc.gov) to confirm your reserved seating.

If you have additional questions, you may contact me at (252) 329-4500.

Thank you.





*Find yourself in good company*

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## BUILDING AN INCLUSIVE COMMUNITY

“GAME P.L.A.Y”  
POLICE, LIFE AND YOUTH


Join us for the City’s  
Tenth Annual  
Inclusive Community Breakfast

Thursday, September 27, 2018  
8:30 a.m. – 10:00 a.m.  
Greenville Hilton

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Please RSVP  
Cassandra Daniels  
252-329-4494 or via e-mail: [cdaniels@greenvillenc.gov](mailto:cdaniels@greenvillenc.gov)

## MEMORANDUM

TO: Thomas Barnett, Community Development Director 

FROM: Cassandra Daniels, Human Relations Officer

DATE: August 28, 2018

RE: **Notes to Council – Inclusive Community Breakfast**

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In 2007, the City of Greenville joined the National League of Cities “Inclusive Communities Campaign”, reaffirming the City’s commitment to sustain a community in which the dignity of every individual and diversity is respected. The purpose of this initiative is to create an environment where all residents feel respected and regarded as contributing members of the community.

### **The Mission and Vision Statements are:**

The **Mission** is to engage, listen, recognize, welcome and celebrate an inclusive community; and, the **Vision** is to work towards becoming an inclusive and just community.

The Inclusive Community Initiative is comprised of programs and/or activities that provide opportunities for the community to not only embrace the city’s diversity; but, also provide occasions for the community to meet someone different and build new relationships. Activities and/or events promoting the City’s commitment towards building an inclusive community are: appropriate signage placed at key gateway corridors of the City; signage at the airport welcoming visitors to the area in different languages; and, the city’s annual inclusive community breakfast. To create a more inclusive community, there must be trust and understanding between the various groups. This requires a commitment of openness from every individual, group and institution in our community.

Attached is your invitation for the tenth annual inclusive community breakfast. The community will be introduced to GAME P.L.A.Y, an interactive game phenomenal designed to build trust and positive relations between the youth and law enforcement. GAME P.L.A.Y was the winner of the 2018 Best-Irons Humanitarian Business Award. This gaming sensation was developed by Gera Miles and Dion Dail. Both developers have confirmed their attendance and will provide more information regarding the importance of this initiative. The breakfast will take place at 8:30 a.m. at the Greenville Hilton. If additional information is needed, please contact the Human Relations Office at 252-329-4494 or via e-mail: [cdaniels@greenvillenc.gov](mailto:cdaniels@greenvillenc.gov).



# Memo

**To:** Ann Wall, City Manager  
**From:** Gary Fenton, Director of Recreation and Parks   
**Date:** September 19, 2018  
**Re:** Movie in the Park Postponement

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The City's second "Movie in the Park" event, previously scheduled for Friday, September 21<sup>st</sup>, has been postponed until the next open Friday, October 5<sup>th</sup>.

This change will provide time for the soggy conditions at Town Common to subside, increase community participation in selecting the movie, and create a better timeframe for promoting the event away from the recent Hurricane Florence updates.

Screening and licensing vendors have been arranged in order to provide this free event for the community, and planning for pre-movie activities and vendors is underway.

Residents are invited to participate on the movie selection by voting in a social media poll, to be posted on the City's Twitter and Facebook accounts.

The four choices for October 5<sup>th</sup> are "Incredibles 2," "Beauty and the Beast," "Moana" and "Spider-Man: Homecoming." All these films are rated PG-13 or lower.

The movie will begin after sunset, at approximately 7 p.m.

The October 16<sup>th</sup> movie will be Halloween-themed, but, of course, suitable for family viewing.

Please let me know if there are any questions.

cc: Michael Cowin, Assistant City Manager

FIRE-RESCUE

MEMORANDUM

TO: Ann Wall, City Manager

FROM: Eric Griffin, Fire/Rescue Chief *EG*

DATE: September 19, 2018

SUBJECT: Organizational Stakeholder Assessment Implementation Plan

The Fire/Rescue Department has prepared an Implementation Plan based upon the recommendations presented in the Organizational Stakeholder Assessment prepared by Developmental Associates. This plan will guide the department over the next several months towards completion of the recommended action items. The plan provides an array of opportunities for employee engagement and involvement in multiple cross functional committees and workgroups.

While there are a few recommendations that can be completed by individuals, the overarching goal of the implementation plan is to encourage and be supportive of the functional committees as they work to evaluate and make recommendations for implementation of the various outcomes.

Through a project dashboard approach, all employees in the department can remain engaged and informed of the progress on each recommendation. I anticipate there being budgetary implications associated with the various items; however, those exact costs are not known at this time. We look forward towards full implementation of this plan. Thank you in advance for your support and guidance in this process.