

# NOTES

TO: Honorable Mayor and City Council Members  
FROM: Ann E. Ward, City Manager  
DATE: October 2, 2019  
SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Eric Griffin, Fire/Rescue Chief, regarding Greenville Fire/Rescue participation in Fire Prevention Month
2. Greenville Fire/Rescue September 2019 Community Outreach Highlights Report
3. A memo from Brock Letchworth, Public Information Officer, regarding food for fines initiative
4. A memo from Brock Letchworth, Public Information Officer, regarding social media analytics
5. An agenda for the October 8, 2019 meeting of the Police Community Relations Committee and minutes from the September 10, 2019 meeting


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Attachments



FIRE/RESCUE

MEMORANDUM

TO: Ann Wall, City Manager  
FROM: Eric Griffin, Fire/Rescue Chief   
DATE: October 1, 2019  
SUBJECT: GFR Celebrates Fire Prevention Month

Fire Prevention Week is celebrated nationally during the second week of October each year and is the longest running public health observance according to the National Archives and Records Administration's Library Information Center. At Greenville Fire/Rescue, we dedicate the entire month of October to promoting safety throughout the community. As many as 90 programs are scheduled to take place through the City of Greenville in daycares, public and private schools, libraries, senior housing residences, and other community events.

Home fires burn faster and hotter than in years past and most families only have two to three minutes to escape their home from the time the smoke alarm sounds. That's why families should take heed of this year's Fire Prevention Week Campaign, "Not Every Hero Wears a Cape. Plan and Practice Your Escape!"

Prevention is the best protection a family has to escape a fire. While fire deaths in North Carolina have decreased from last year at this time, we should not stop providing community awareness around this risk as even one fire death is one too many.



FIRE/RESCUE

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### September 2019 Community Outreach Highlights

9/3—Crews staffed a booth at Belk on Senior Day to promote fall and fire prevention in senior adults



9/7—Crews from Station 5 visited the Vancroft Subdivision during their neighborhood event to promote fire safety

9/11—Engine 1 visited about 100 students at the EC School to talk to the kids about being a firefighter

9/11—GFR facilitated Falls Prevention Bingo at the Pitt County Council on Aging to teach 30 seniors about how to prevent falls

9/12—GFR facilitated Falls Prevention Bingo at Hope Lodge for a group of 15 seniors



9/12—Engine 2 visited Dubber Laney Woods Housing Authority properties on Best Road to promote fire safety

9/13—15 recruits graduated from the 6-month academy and joined the GFR ranks

9/14—Crews set up a booth outside Lowe's on East 10th Street for the Annual Preparedness & Safety Fair

9/14—Station 2 crews visited Cornerstone Church for their Family and Friends Day



9/18—Crews and off-duty personnel attended the annual Employee Appreciation and Recognition Event

9/19—Station 1 crews visited Hopkins Park neighborhood to promote fire safety

9/20—Station 1 hosted more than 20 special needs adults for a tour and a quick fire safety lesson

9/23—Engine 5 taught business fire safety to the staff of the newly-opened daycare at Christ's Church

9/23—Station 1 hosted a group of boy scouts for a tour and a quick lesson



9/25—Station 6 crews facilitated Falls Prevention Bingo for a group of seniors at Cypress Glen

9/25—Crews and command staff attended the Annual Blessing of the Badges ceremony at Memorial Baptist Church

9/26—Station 1 crews visited Kearney Park to promote fire safety during the Housing Authority event

9/28—GFR partnered with Eastern Radiologists to hold the fourth Pullin' for Pink Fire Engine Pull, a fundraiser for local breast cancer charities



9/28—Station 2 crews attended the Carnival for a Cause event on Heart Drive

9/28—Crews from Station 3 visited Old Navy for their annual Fire Safety Day to promote fire safety in the community

\*Crews installed 7 smoke alarms and put batteries in another 13 in City of Greenville residents' homes.\*

\*Crews assisted 18 caregivers with car seats.\*





## **Memorandum**

**To:** Ann Wall, City Manager

**From:** Brock Letchworth, Public Information Officer

**Date:** October 2, 2019

**Subject:** Food for Fines

The City of Greenville will be offering anyone who has received a parking ticket an opportunity to get their fine reduced while also helping feed the hungry during the month of October as part of the Food for Fines initiative.

Anyone who donates a non-perishable food item during this time can receive \$1 per item off of parking fines, up to \$15 total. Drop-off locations include the Greenville Police Department at 500 South Greene Street and the City of Greenville Collections Office located in City Hall at 200 West Fifth Street.

A flyer for the initiative is included.



# food FOR fines\$

**October 1–31, 2019**

Help feed the hungry and reduce parking fines during the month of October! Donate non-perishable food items and receive \$1 per item off parking fines, up to \$15 total. Food items must be dent-free with unexpired use-by dates to qualify.

Drop-off locations:

Greenville Police Department • 500 S Greene St  
Greenville Financial Services • 200 W 5th St (City Hall)

For more information, please contact Greenville Financial Services Collection Division at (252) 329-4884.



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## Memorandum

**To:** Ann Wall, City Manager

**From:** Brock Letchworth, Public Information Officer

**Date:** October 2, 2019

**Subject:** Social Media Analytics

The City continues to work on expanding its reach through social media as it persistently grows as a preferred method of receiving information. As you know, the City hired a part-time member of the Public Information Office earlier this year to assist in these efforts. Having a dedicated employee to focus solely on social media has proven to be beneficial in our efforts to expand our reach and increase engagement.

Below is a look at data reflecting the City's increases in number of followers and engagement on our three primary social media accounts. Please note that a follower is anyone subscribed to get updates from our pages, and engagement represents when anyone likes or shares our posts, views a video, makes a comment, reacts to a post, or clicks a link in a post.

Social Media Account	# of Followers January 2019	# of Followers September 2019	# of Engagements January 2019	# of Engagements September 2019
Facebook	14,563	16,786	4,176	10,367
Twitter	7,014	7,684	342	1,162
Instagram	2,606	4,087	493	2,903





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## **POLICE COMMUNITY RELATIONS COMMITTEE**

### **A G E N D A**

Tuesday, October 8<sup>th</sup>, 2019, 6:00 pm  
McAlister's Deli

740 Southeast Greenville Blvd., Suite 600  
Greenville, NC

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- 1) Call to Order – Greg Rubel, Chair
- 2) Roll Call
- 3) Approval of the Agenda – Oct. 8, 2019
- 4) Approval of Minutes – Sept. 10, 2019
- 5) State briefly the Mission of the Committee and purpose of the meeting
- 6) Topic – Citizens Police Academy (Sergeant Dale Mills)
- 7) Public Expression and Questions
- 8) PCRC Election Procedure (Assistant City Attorney – Donald K. Phillips)
- 9) Adjourn

NOTE: To maintain order of the board and clarity of recording, please allow one person to speak at a time.

The Police Committee Relations Committee Mission Statement: Serve as a liaison between the community and the police. To serve as an advocate for programs, ideas, and methods to improve relations between the community and the police. To disseminate information to the community and the City with regard to the state of relations between the community and the Greenville Police Department. To assist and promote the community education efforts concerning safety awareness and community and individual awareness.



## **POLICE COMMUNITY RELATIONS COMMITTEE**

### **Citizens Police Academy**

**Presentation on the history, and how  
the academy benefits the citizens of Greenville**

**When:** Tuesday, October 8, 2019, 6:00 PM – 7:00 PM  
The public is invited to attend!

**Where:** **McAlister's Deli**  
740 Southeast Greenville Blvd., Suite 600  
Greenville, NC 27858

**Presenter:** Sgt. Dale Mills, Greenville Police Department

Open Forum - Time for questions and discussion



# **SUMMARY MINUTES FOR THE POLICE COMMUNITY RELATIONS COMMITTEE**

September 10<sup>th</sup>, 2019

Greg Rubel called the Police Community Relations Committee meeting to order at 6:30 p.m., at Greenville Police Department.

## **INTRODUCTION OF COMMITTEE MEMBERS**

Greg asked committee members to introduce themselves.

### **Committee members present:**

Carol Ann Bass, District 5  
Scott Snyder, District 4  
Betsy Ray, Mayoral  
Lennard Naipaul, District 2  
Louis Warren, At-Large  
Gregory Barrett, District 1

### **City Staff Members present:**

Sgt. Dale Mills	Major David Bowen
Billie Jo Viverette	Officer J.W. Young
Donald K. Phillips	

### **Absent**

Lennard Naipaul, District 2

## **APPROVAL OF THE AGENDA**

Carol Ann Bass made a motion; seconded by Gregory Barrett. The agenda was unanimously approved.

## **APPROVAL OF THE MINUTES**

Motion was made by Scott Snyder; seconded by Gregory Barrett. The minutes were unanimously approved.

Greg Rubel read the mission statement. Scott Snyder introduced the speaker, Major David Bowen and explained that he would be discussing the Shot Spotter system.

Major Bowen discussed the Shot Spotter system. He discussed how it is a new tool being implemented to increase response time to shots fired calls. He stated that while it is still in a learning phase for the Police Department, there's proof already that it will be a beneficial tool for deterring shots fired.

Officer Jonathan Young introduced himself as the Drone Coordinator for the Police Department. He discussed the new drones and how they will be used to assist in certain situations. After answering a few brief questions, Officer Young gave a demonstration on one of the drones outside of the Police Department.

Major Bowen then provided a tour to everyone in attendance to the Communications Division, where all tele-communicators perform their duties. Lead Tele-communicator Brad Cayton gave a brief description of the duties of tele-communicators.

After the tour the committee members were given revised PCRC By-Laws by Donald Phillips. There was a vote on changing the meeting time from 6:30 p.m. to 6:00 p.m. The response was unanimous by the committee.

A motion was made to adjourn the meeting by Carol Ann; seconded by Gregory Barrett.