

Greenville City Council Planning Session



Greenville
NORTH CAROLINA

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2018-2020 City Council Goals

1. Be a safe community
2. Build great places that thrive by:
 - Creating and sustaining complete neighborhoods
 - Growing a green, resilient city
 - Making a healthy and vibrant city
 - “Both sides of the river”
3. Grow the economic hub of eastern North Carolina through proactive recruitment of business
4. Enhance accessible transportation networks and public building, public infrastructure development
5. Build a high-performing organization, and govern with transparency and fiscal responsibility



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City Council Priorities

Priority 1: Proactive economic development including the seven recommendations from staff and a disparity study

Priority 2: Infrastructure (strategic with roads/sidewalks)

Priority 3: Arts/Entertainment

Priority 4: Cleanliness and beautification

Priority 5: Develop and implement a comprehensive approach to storm water management

Priority 6: Continue to implement the Town Common Master Plan

Priority 7: River Access, Tar River Vantage Points, and Tar River Legacy Plan Additions

Priority 8: Enhance public safety through street lighting, cameras, and community police relations

Priority 9: High performing organization



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Priority 1: Proactive Economic Development (Action Steps)

1. Explore a formal economic development partnership.
2. Explore creating “shovel-ready” industrial sites and/or park and shell buildings.
3. Revise and expand the outdoor dining policy.
4. Consider parking study recommendations.
5. Develop programs to support small businesses.
6. Modernize the permitting and plan review process.
7. Consider the job creation grant.

Action Step 1

Explore a formal economic development partnership

- A Convergent Economic Development Study was conducted in February 2018.
- An economic development working committee was formed, and an organizational structure and bylaws were established.
- On July 31, 2019, the Greenville-ENC Alliance was launched, and more than \$3 million has been raised thus far.



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Action Step 2

Explore creating
“shovel-ready”
industrial sites
and/or park and
shell buildings

- In October 2019, the City and the Greenville-ENC Alliance helped Indigreen Corporate Park achieve certification for five lots through the NC Certified Sites Program.
- The City continues to explore the development of additional industrial sites.



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Action Step 3

Revise and expand the outdoor dining policy

- The City Council approved revision to the Outdoor Dining Ordinance.
- Revisions included the removal of the geographic boundary, enforcing a 3-foot minimum clearance, and standardizing the fee of \$150.
- City staff has processed the changes to the ordinance.



Action Step 4

Consider the parking study recommendations

- Walker Parking Consultants presented the result of a parking study in February of 2018.
- City staff presented recommendations to the City Council and various stakeholder groups.
- Staff revised the recommendations based on feedback, and the revisions will be presented in January and February of 2020.
- Parking was added in the Dickinson Avenue corridor.
- A City employee parking lot is also in design.



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Action Step 5

Develop programs to support small businesses

- City staff benchmarked other communities to gauge small business offerings.
- A small business survey was conducted.
- City staff completed a “Greenville Means Business” web page with resources for small businesses and aspiring entrepreneurs.
- Revisions were made to the Small Business Plan Competition, and the City received 8 applications for the competition in January 2020.



Action Step 6

Modernize the permitting and plan review process

- The Technical Review Committee was reactivated in June of 2018.
- Customer service training took place for staff involved in the permitting and plan review process in June of 2018.
- The Inspections Division launched a new software system, Energov, in February of 2019.
- The Inspections Division hired a Development Services liaison to engage direction with the development community and others to ease their way through the development review process.
- Established the Department of Engineering to focus on development review and capital projects.



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Action Step 7

Consider the job creation grant

- City Council approved the job creation grant in August of 2018.
- Grant provides funding to businesses based on new full-time jobs created and an increase in the tax base.
- Options include full-time job creation option, property tax investment and full-time job creation option, and an economic development zone option.
- City Council approved the first grant in March of 2019.



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Priority 2: Infrastructure

1. Complete the G.K. Butterfield Transportation Center.
2. Continue with the final two years of the five-year roadway resurfacing plan. Begin the development of the next five-year roadway resurfacing plan
3. Design and contract the final phase of Arlington Boulevard between Red Banks Road and Hooker Road
4. Initiate construction for the Safe Routes to School sidewalk construction project
5. Initiate design for Fire Station #7
6. Begin construction of the South Tar Greenway between Pitt Street and Nash Street
7. Coordinate with the NCDOT to initiate the next phase of the signal timing project
8. Coordinate with the NCDOT on roadway projects



Action Step 1

Complete the G.K. Butterfield Transportation Center

- Complete! A ribbon-cutting ceremony was held on August 8, 2018. Services began Aug. 9, 2018.
- Center won the NCDOT MOBI Award for best new transportation center in the state.



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Action Step 2

Continue with the final two years of the 5-year roadway resurfacing plan. Begin the development of a new 5-year plan.

- In 2018, 27.1 lane miles were resurfaced
- In 2019, 13 lane miles were resurfaced
- City contracted with Transmap in early summer 2019 to update the pavement condition survey
- The next five-year road resurfacing plan will be developed in 2020.



Action Step 3

Design and construct the final phase of Arlington Boulevard between Red Banks Road and Hooker Road.

- Arlington Boulevard between Greenville Boulevard and Fire Tower Road is complete.
- Final design for the remaining sections of Arlington Blvd was completed in March 2019.
- Section of Arlington Blvd between Hooker Road and Evans Street was completed in December 2019.
- Construction on remaining section of Arlington Blvd between Evans Street and Greenville Blvd (Phase 2) is being scheduled.



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Action Step 4

Initiation of construction of the Safe Routes to School sidewalk construction project

- The City received additional funding from the NCDOT, and a supplemental agreement and contract was approved in early 2019.
- Construction began in June 2019.
- Construction is scheduled for completion in Spring 2020.



Action Step 5

Initiate design for Fire Station 7

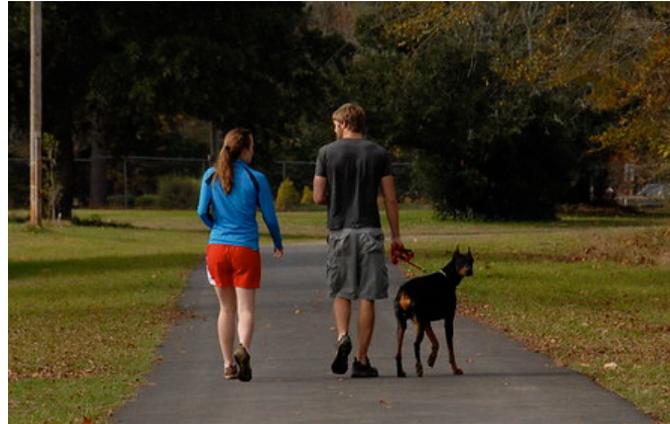
- City Council approved the reimbursement resolution for Fire Station #7 and the Station #1 Bay Extension on January 6, 2020 for \$6.6 million.
- The contract for design of Fire Station #7 was awarded to Stewart-Cooper-Newell on January 9, 2020.



Action Step 6

Begin construction on the South Tar Greenway between Pitt Street and Nash Street

- NCDOT granted additional funds for construction requested by the City.
- Contract for construction was awarded in October 2019 with NCDOT concurrence in December 2019.
- Construction is anticipated to begin in February 2020.



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Action Step 7

Coordinate with the NCDOT to initiate the next phase of the signal timing optimization project

- NCDOT and City staff have completed a Traffic Signal Optimization Study for the Memorial Drive corridor from Country Club Drive to Davenport Farm Road.
- The results of the study are signal timing adjustments to be implemented along the 11 intersections in the corridor.
- Signal timing modifications have been made and implemented along the corridor.
- Results prior to the Southwest Bypass opening showed a significant reduction in travel time from Davenport Farm Road to Arlington Boulevard.



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Action Step 8

Coordinate with
the NCDOT on
roadway projects

- 10th Street Connector completed in May 2019.
- Southwest Bypass completed in November 2019.
- Future 587 resurfacing/widening underway.
- NCDOT has delayed all future projects due to funding limitations.



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Priority 3: Arts/Entertainment

1. Convene local arts groups to partner on a visual as well as performing arts events.
2. Continue efforts to activate the Town Common with concerts, activities, and programs.
3. Work with partners to publish a single, annual directory of all local arts organizations and the arts and events opportunities they provide for residents and visitors.
4. Meet with leadership of the recently renovated Uptown Theater regarding possible partnerships and promotional initiatives.
5. Explore the development of an arts district.
6. Develop opportunities for visual arts classes to be hosted at the Town Common.
7. Investigate partnering with others to establish an annual Food Truck Rodeo with music, contests, games, and entertainment at the Town Common



Action Step 1

Convene local arts groups to partner on visual as well as performing arts events

- The City continued to partner with local groups to host a variety of events in 2019
- Examples include:
 - Concerts on the Common
 - 2nd Annual Field of Honor
 - Greenville Grooves Music Festival
 - Community Youth Arts Festival
 - New Year's Eve Celebration



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Action Step 2

Continue efforts to activate the Town Common with concerts, activities, and programs

- There were more than 75 events at the Town Common in 2019.
- The City continues to look for ways to diversify the events held at the Town Common.



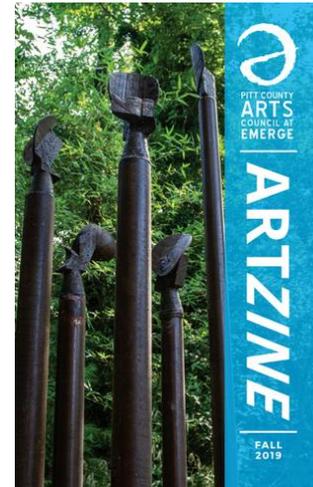
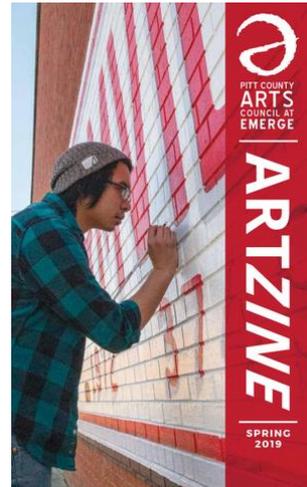
Action Step 3

Work with partners to publish a single, annual directory of all local arts organizations and the arts and events opportunities they provide



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- Recreation Supervisor for Jaycee Park Center for Arts and Crafts, Sara Caropreso, participates in joint meetings of local art organizations
- Group fosters coordination of services, mutual support, and potential sponsorships
- Arts-related initiatives from the City of Greenville are now regularly highlighted in ArtZine, an arts guide published by the Pitt County Arts Council and Emerge Gallery



Action Step 4

Meet with leadership of the recently renovated State Theatre regarding possible partnerships and promotional initiatives

- Following a 2019 Town and Gown meeting in the theater, Recreation and Parks staff met with representatives regarding possibilities for future use by the department
- Staff will initiate additional discussions



Action Step 5

Explore the development of an arts district

- The NC Arts Council has designated Greenville as a SmART City (5th one in NC).
- The public art plan will be a collaboration between the City, Arts Council, Uptown Greenville, and other stakeholders.
- Firm of Haddad/Drugan was selected to develop the plan.
- Implementation/installation of art expected in 2020.
- In November 2019, City Council approved an arts district.



Action Step 6

Develop opportunities for visual arts classes to be hosted at the Town Common

- Recreation and Parks and the Pitt County Arts Council at Emerge welcomed artists and aspiring artists to the Town Common for a Paint in the Park event in September 2019



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Action Step 7

Investigate partnering with others to establish an annual Food Truck Rodeo at the Town Common

- Many Town Common events already have numerous food trucks on hand and include other components such as music/entertainment or other activities



Priority 4: Cleanliness and Beautification

1. Develop a plan to enhance city entrances and gateways including litter removal, mowing and additional landscaping.
2. Work with the NCDOT to implement the gateway program.
3. Market and attract additional partners to adopt City streets through the Adopt-a-Street program.
4. Conduct a public information campaign to encourage a clean city and litter removal of neighborhoods and businesses.



Action Step 1

Develop a plan to enhance city entrances and gateways including litter removal, mowing, and additional landscaping

- Mowing contracts were expanded last summer to address gateway entrances.
- Litter patrol is utilizing community service personnel to focus on weekly corridor litter removal on non-contracted areas such as:
 - 10th St. (from Greenville Blvd. to Portertown Rd.)
 - Evans St. (between Arlington Blvd. and Firetower Rd.)
 - Dickinson Ave. (from Read Circle to Allen Road)
 - 10th St. Connector (between Memorial Dr. and Evans St.)
- Replacing trees and landscaping on major corridor areas is a primary winter focus for Buildings and Grounds Division.



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Action Step 2

Work with the NCDOT to implement the gateway program

- Mowing contracts were expanded last summer to address gateway entrances.
- The City is coordinating with NCDOT on reimbursement for the number of planned cycles that NCDOT would complete.
- NCDOT would typically perform five mowing cycles annually and seven litter cycles annually. This has been reduced to three mowing cycles for the calendar year.
- Adding gateway entrances and increasing mowing/litter cycles will increase mowing budget by approximately \$500,000.



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Action Step 3

Market and attract additional partners to adopt city streets through the Adopt-a-Street program

- The City hired a recycling coordinator who assumed the Adopt-a-Street program duties.
- Adopt-a-Street was re-branded, and it has grown to more than 80 organizations.
- Public Works has installed new Adopt-a-Street signage, a new Adopt-a-Street brochure was completed, and the City website was updated.
- A PSA for Adopt-a-Street was created and the program is advertised on the exterior of GREAT buses.
- Adopt-a-Street was also featured in the summer 2019 edition of Greenville: Life in the East.
- City has provided assistance for Sanitary Sunday events



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Action Step 3

Market and attract additional partners to adopt city streets through the Adopt-a-Street program



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Action Step 4

Conduct a public information campaign to encourage a clean city and litter removal of neighborhoods and businesses

- Public Works and the Public Information Office have proactively been educating residents about solid waste collection practices.
- Tools used include curbside cart stickers, social media, and the incorporation of public art.
- Public Works continues to work with Code Enforcement, Police, and neighborhood associations in the prevention of litter/illegal dumping.
- The City has installed cameras to minimize illegal dumping.
- Collectively, the City is working to prevent re-occurrence through use of cameras, PSAs, and coverage in the local media.



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Priority 5: Develop and implement a comprehensive approach to stormwater management

1. Continue to support the work of the Stormwater Advisory Committee (SWAC) through their review of ordinances, levels of service, revenues, and capital projects.
2. Present the SWAC recommendations to City Council.
3. Begin the construction of the Town Creek Culvert project.
4. Complete the FY18 Stormwater Repair Project.
5. Initiate the design for the priority stormwater projects.



Action Step 1

Continue to support the work of the SWAC through their review of ordinances, levels of service, revenues, and capital projects

- SWAC met 14 times and completed a review of the Stormwater Program and Utility.
- SWAC unanimously agreed to the extent and level of service.
- The final report of the SWAC and recommendations were presented to the City Council.



Action Step 2

Present the SWAC recommendations to the City Council for final deliberations

- A report and recommendation that included extent of service, level of service, and a rate and capital spending plan was presented to the City Council over several months.
- City Council directed staff to move forward with increasing the utility fee \$1 per ERU each year for 4 years.



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SERVICE LEVELS	
Inspection of New Infrastructure	50%
Public Channels Cleaned	Every Year
Catch Basins Cleaned/Inspected	Every 2.5 Years
All pipes Cleaned/Inspected	Every 7 Years
Utility Bill Audits	Yes
Condition Assessment	20 Yr Full Review
Annual Funding for Preventive Maint	\$1,500,000

Action Step 3

Begin the construction of the Town Creek Culvert project

- Work has been completed at Town Common, Third Street, Fourth Street, Fifth Street, and Washington Street between Eighth and Ninth Streets.
- Work is continuing along Reade Circle with Cotanche Street and Reade Circle anticipated to open in February of 2020.
- Evans Street and Reade Circle will close for construction shortly after Cotanche opens.
- Project is expected to be completed in late 2020.



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TOWN CREEK CULVERT

CITY OF GREENVILLE, NC

Action Step 3

Begin the construction of the Town Creek Culvert project



Action Step 3

Begin the construction of the Town Creek Culvert project



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Action Step 3

Begin the construction of the Town Creek Culvert project



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Action Step 3

Begin the construction of the Town Creek Culvert project



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Action Step 3

Begin the construction of the Town Creek Culvert project



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Action Step 3

Begin the construction of the Town Creek Culvert project



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Action Step 4

Complete the FY18 Stormwater Repair Project

- Trader Construction completed projects at the following locations under the FY18 Stormwater Repair Contract:

2018

- Greenfield Boulevard
- Brookgreen Road
- Glasgow Lane
- York Road
- First Street
- Fifth Street
- Rock Springs Road
- Hooker Road
- Ravenwood Drive



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Action Step 4

Complete the FY18 Stormwater Repair Project

- NC Earthworkers has completed projects at the under the FY19 Stormwater Repair Contract:
 - Greenville Boulevard
 - Stanwood Drive
 - Lakewood Road

*FY2019 contract ends on July 1, 2020.



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Action Step 5

Initiate design for one or more of the priority stormwater projects

- Design of the Arlington Boulevard stormwater system is complete and under construction.
- Design contracts for the following projects were awarded by the City Council in October of 2019:
 - Elm Street between Fourth Street and the Tar River outfall
 - Cedar Lane Drainage Improvement and Bank Stabilization
 - Greenbriar Drainage Improvement
- A Notice to Proceed was issued for each of the above projects in November of 2019.



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Priority 6: Continue to implement the Town Common Master Plan

1. Complete and dedicate the Sycamore Hill Gateway Project at the Town Common.
2. Continue efforts to have a watercraft rental company available on site at the Town Common.
3. Develop a plan for more programming and activities at the Town Common.
4. Create and issue an RFP for a restaurant/event space to be developed in the 1.46 acres of Town Common that has no Land and Water Conservation Fund (LWCF) development restrictions.



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Action Step 1

Complete and dedicate the Sycamore Hill Gateway Plaza project

- Construction started in May of 2019.
- Project is on schedule for a spring 2020 dedication.
- Approximately \$30,000 has been donated by individuals and families in support of the project.



Action Step 1

Complete and
dedicate the
Sycamore Hill
Gateway Plaza
project



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Action Step 2

Continue efforts to have a watercraft rental company available on site at the Town Common

- RFP for the provision of canoe/kayak rental services at the Town Common will be released when the Town Creek Culvert project is complete.
- Currently, two local companies are reserving watercraft by phone or online and delivering them to renters.



Action Step 3

Develop a plan for more programming and activities at the Town Common

- More than 75 events were held at the Town Common in 2019.
- All Town Common events are promoted on the City website.
- Efforts are underway to enhance the Town Common pedestrian bridge (painting, lighting, decking).
- Improvements to the Town Common pedestrian bridge will allow it to serve not only as a connector between the park and the greenway, but also as a unique event venue.
- Painting will take place in mid-spring, followed by the decking replacement.
- Lighting will be the final improvement in late spring/early summer of 2020.

Action Step 3

Develop a plan for more programming and activities at the Town Common



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Action Step 4

Create and issue an RFP for a restaurant/event space at the Town Creek Common

- This project is prepared to be released with the completion of the Town Creek Culvert.



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Priority 7: River Access, Tar River Vantage Points, and Tar River Legacy Plan Additions

1. Explore the acquisition of riverside lake lands as recommended in the Tar River Legacy Plan.
2. Develop mountain bike trails connecting to the greenway and river overlook.
3. Investigate the creation of a gravel trail around the Beech Street connector pond along with fishing access.
4. Identify a site for establishing an additional overlook/river access along the Tar River, design overlook, and simultaneously seek no-rise certification from NCDENR and the US Army Corps of Engineers.
5. Seek grant opportunities to expand trails and greenways along the river.



Action Step 1

Explore the acquisition of riverside lake lands as recommended in the Tar River Legacy Plan

- The City acquired 163 acres of Phil Carroll Estate riverside lake lands.
- The acquired lands will be used to develop an East Side Park.
- Staff is in the process of seeking bids on Phase One of the new park including a primitive trail at River Park North



Revenue

EPKD/TC/TRP	\$ 666,772
Eddie Smith - East	132,000
FEMA	51,000
	<hr/>
	849,772

Expense

East Property Purchase	(417,500)
Primitive Trails Design	(15,738)
RPN Primitive Trail Extension	(75,000)
* East Property Improvements	(316,534)
Contingency	(25,000)
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	(849,772)

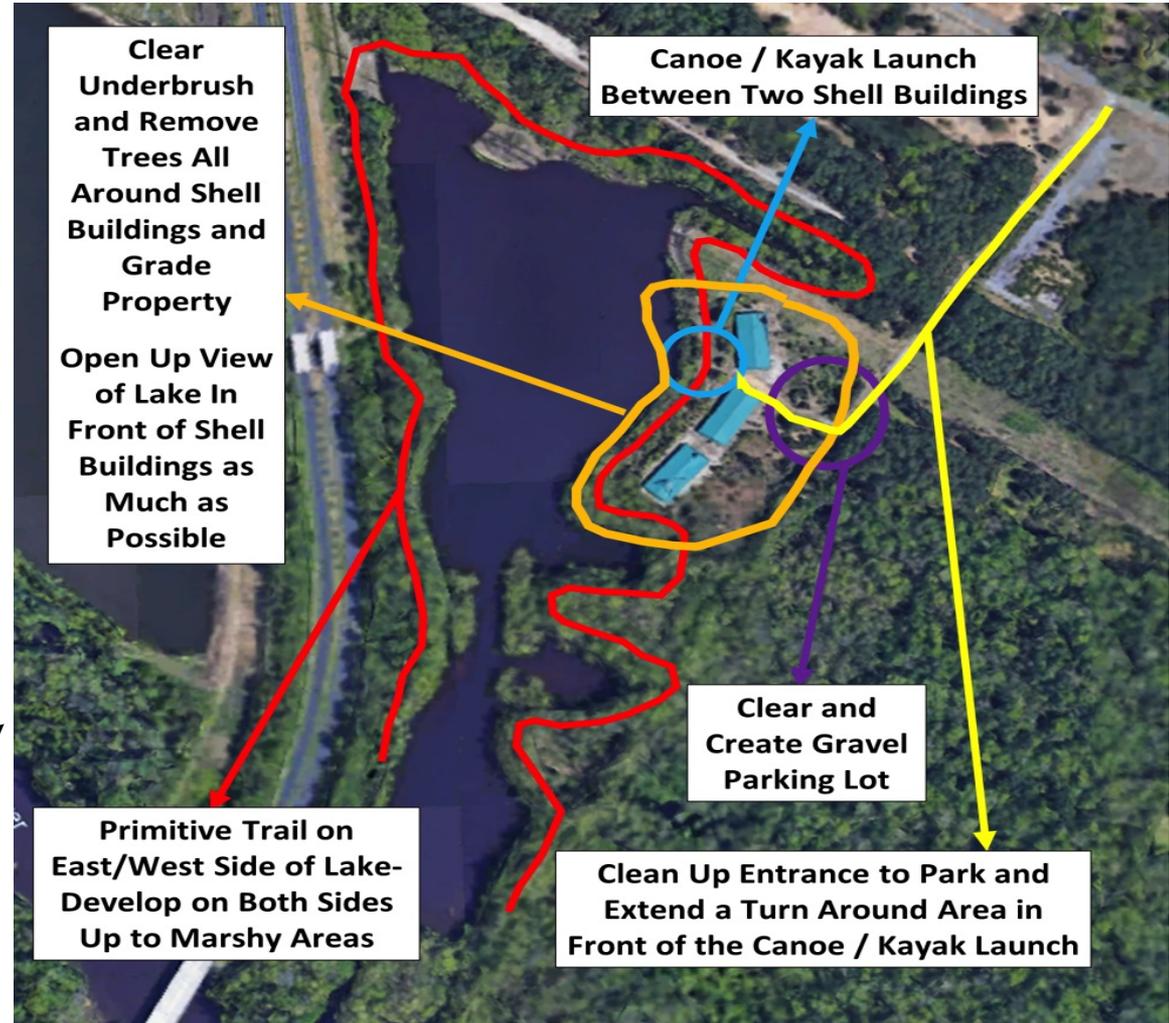
Balance \$ -

*** East Property Improvements**

Property Prep (Orange)	\$ 75,000
Primitive Trail (Red)	91,534
Property Parking Lot (Purple)	50,000
Signage	25,000
Canoe/Kayak Launch (Blue)	75,000
Total	<u>\$ 316,534</u>

Property Prep Includes:

- Clear Underbrush in Front of Shell Buildings
- Removal of Designated Trees / Light Poles
- Grading of Property
- Opening up View of Lake in Front of Shell Buildings as Much as Feasibly Possible



Action Step 1

Explore the acquisition of riverside lake lands as recommended in the Tar River Legacy Plan



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Action Step 1

Explore the acquisition of riverside lake lands as recommended in the Tar River Legacy Plan



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Action Step 2

Develop
mountain bike
trails connecting
to the greenway
and river overlook

- Project was originally on hold waiting for the NCDEQ to complete lining of the old landfill site.
- City recently received guidance from NCDEQ that the City may move forward with approval of the project plan.
- Staff is currently working on the project plan to submit to NCDEQ for approval.



Action Step 3

Investigate the creation of a gravel trail around the Beech Street connector pond along with fishing access

- The estimated cost of this project including the clearing, gravel installation, signage and benches is \$20,000-\$25,000.
- Staff plans to move forward with this project during calendar year 2020.



Action Step 4

Identify a site for establishing additional overlook/river access along the Tar River

- This project will be a part of the Tar River Legacy Plan and East Side Park project.



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Action Step 5

Seek grant opportunities to expand trails and greenways along the river

- Work on primitive trail development continues at River Park North, and staff expects to put the project out for bid soon.
- The new riverside trails will ultimately connect to similar trails at the adventure park.
- There is a plan in place to apply for a NC Recreation Trails Program grant in mid-2020 in support of this initiative.



Priority 8: Enhance Public Safety through Street Lighting, Cameras, and Community Relations

1. Establish 4-year street lighting plan with GUC to include expectations, priorities, responsibilities, and costs regarding the scope of the citywide lighting project.
2. Assess and implement the installation of new poles/lights in areas where LED lighting conversion has been completed.
3. Leverage technology to adapt the lighting level for public safety needs.
4. Continue the expansion of the public safety camera network to include the exploration of a neighborhood partnership program.
5. Police community stakeholders meeting.
6. Police community fair
7. Safe police encounters
8. PAL and Police Explorers program
9. Diversity recruiting



Action Step 1

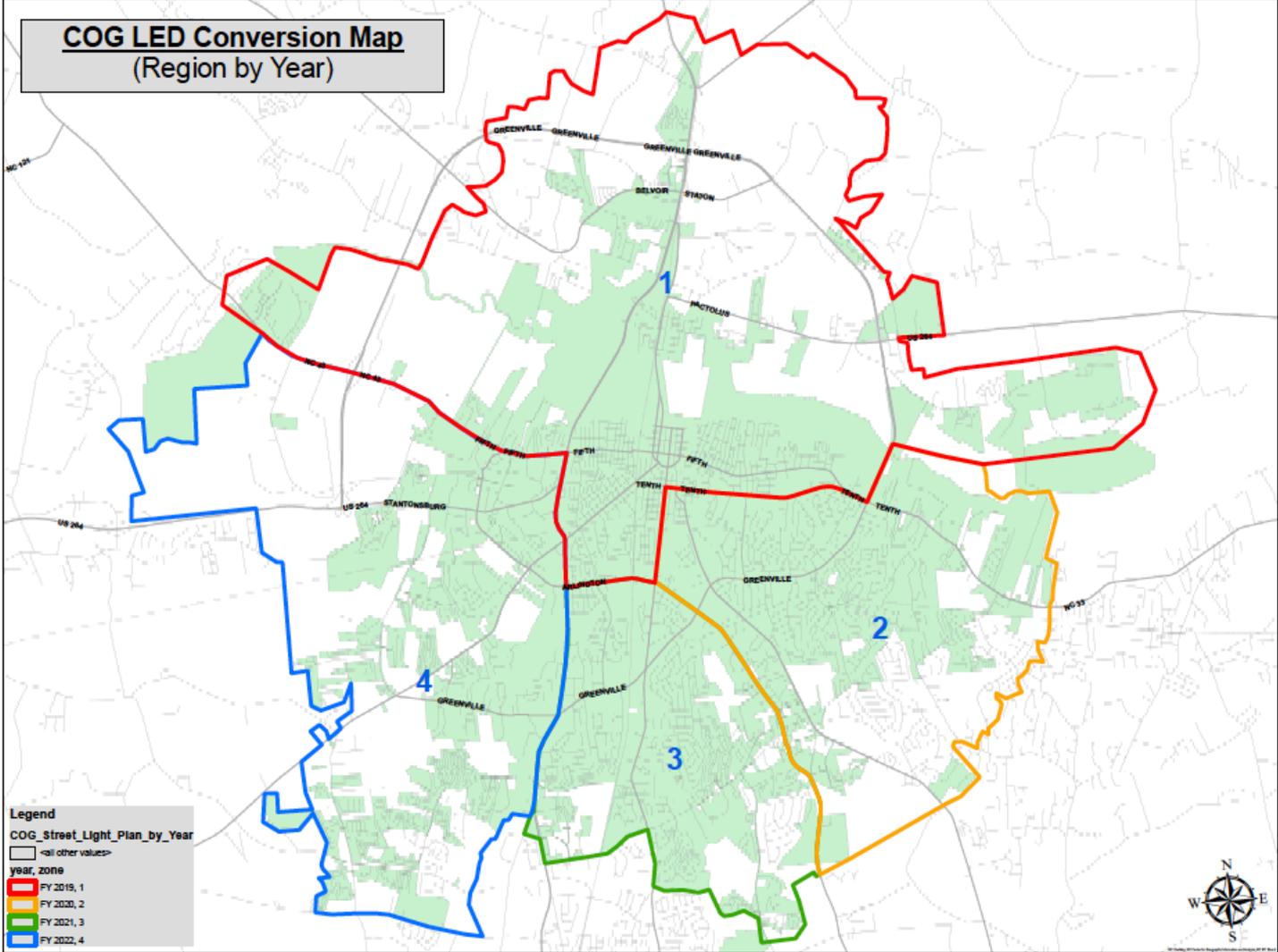
Establish 4-year
street lighting
plan with GUC

- In 2019, the City worked with GUC to convert 1,531 lights to LED.
- Since July 1, 2019, 542 additional fixtures have been converted.
- In all, there have been 4,171 street lights converted to LED out of a total of 7,841 total lights (53%).



Action Step 1

Establish 4-year street lighting plan with GUC



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Action Step 2

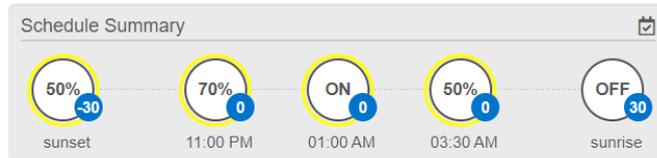
Assess and implement the installation of new poles/lights

- GUC has completed the installation of more than 230 new poles and lights.
- This includes Kearney Park, which has now been upgraded with additional lighting throughout the neighborhood.

Action Step 3

Adapt lighting levels for public safety needs

- Nearly 200 lights downtown have the adaptive lighting controls installed.



Action Step 4

Continue the expansion of the public safety camera network to include the exploration of a neighborhood partnership program

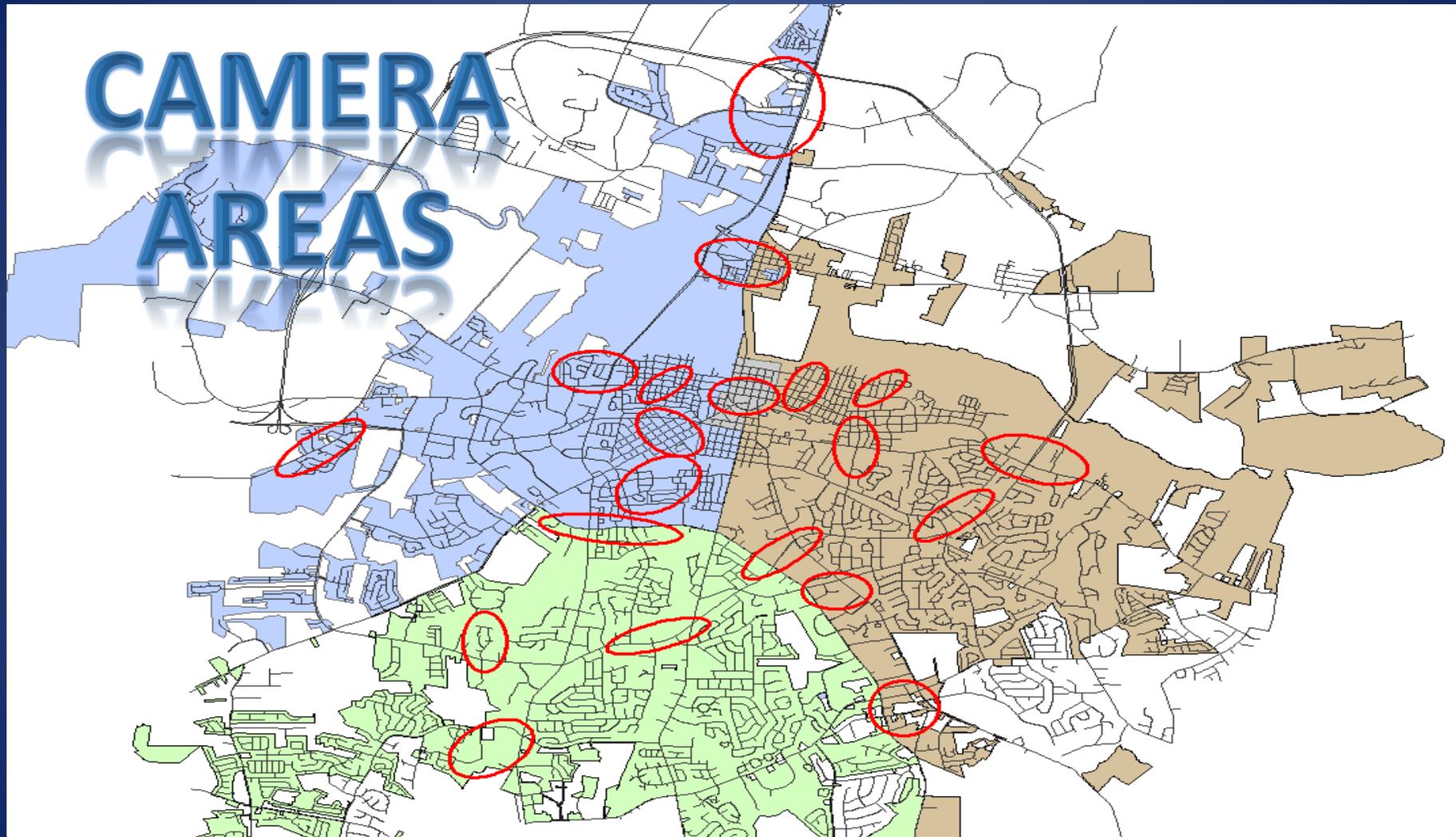
- There was \$1 million allocated in the 2017-2018 budget for lights and cameras (\$650,000 used on cameras)
- There have been 142 of 144 cameras installed at 68 of 70 locations along with:
 - Two recording servers
 - Increased network uplink bandwidth for Public Works
 - Fiber Optic splicing/termination for traffic intersections
- In 2019, the City added an additional 32 cameras at a cost of \$148,235.



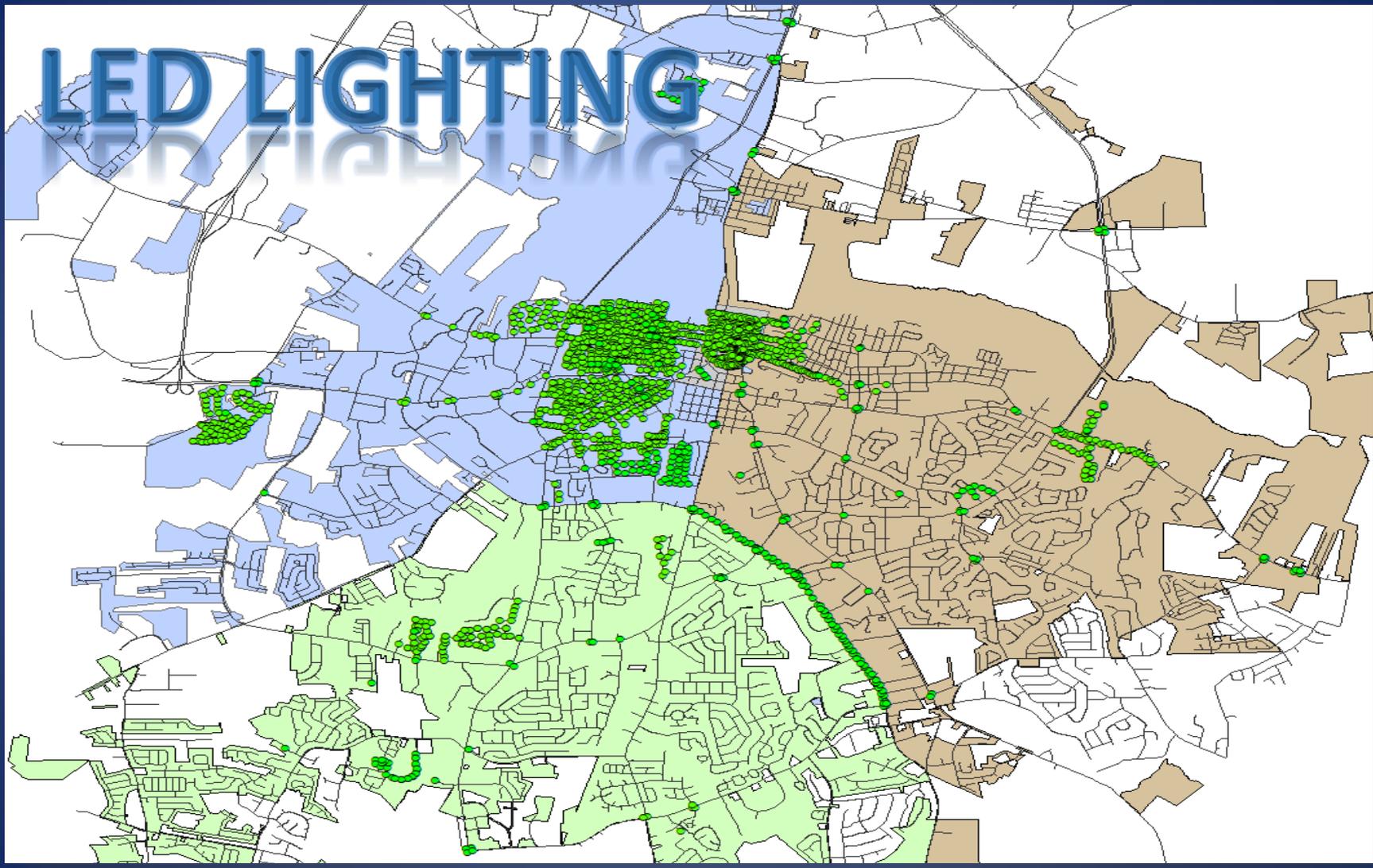
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**Greenville, NC
Lighting & Camera
Improvements**

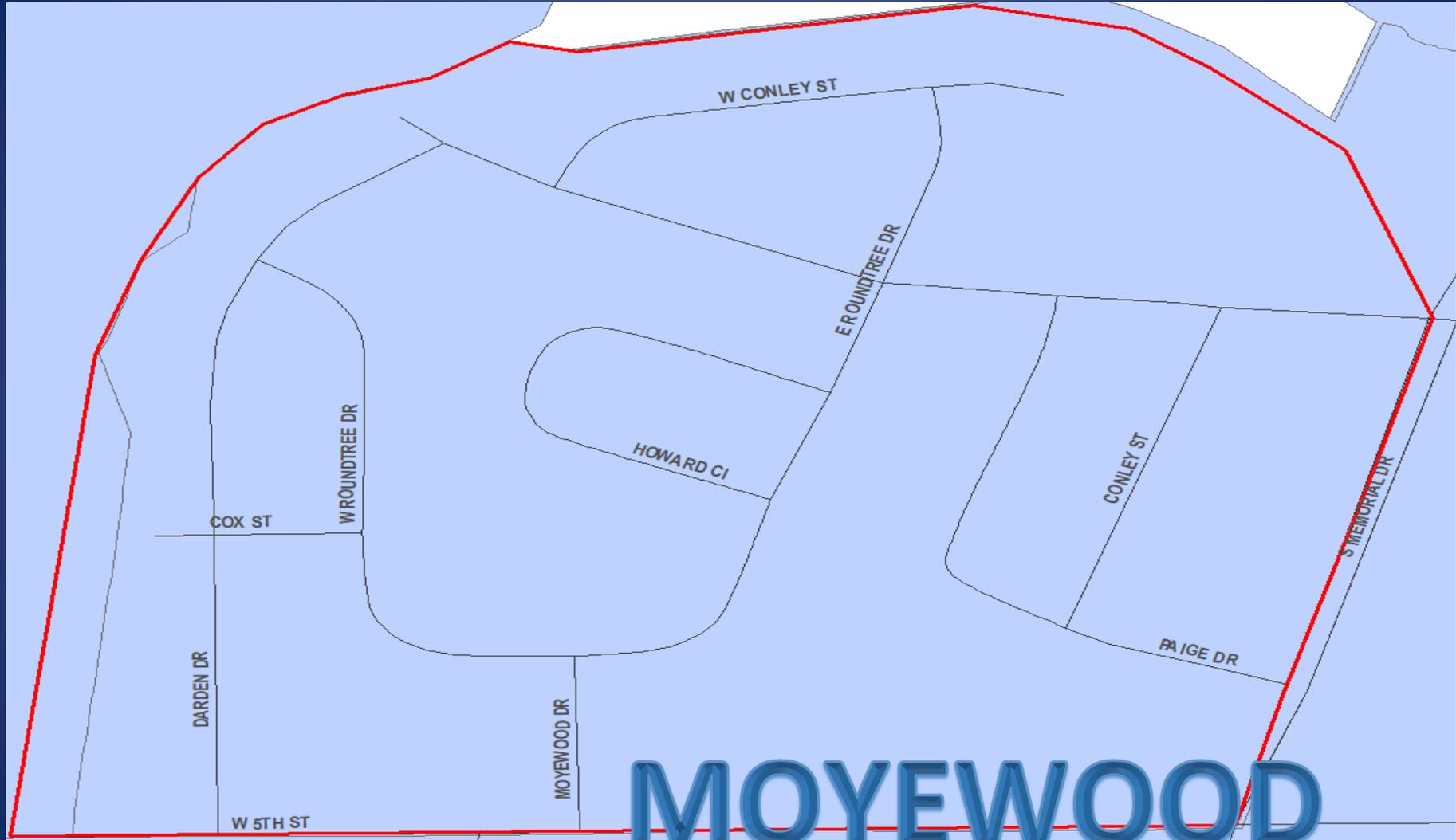
CAMERA AREAS



LED LIGHTING



LED/Camera Crime Impact

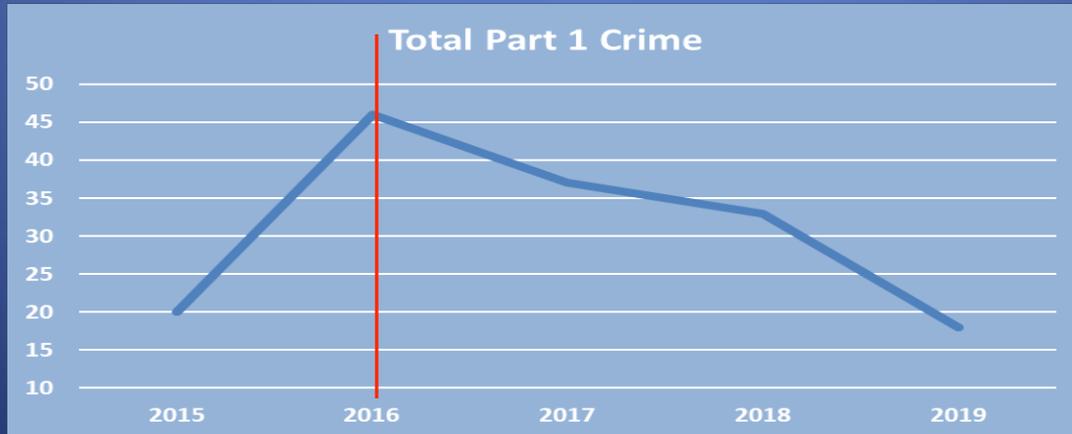


MOYEWOOD

MOYEWOOD

IMPLEMENTED MID 2016

	2016	2016 – 2018 Avg	2019	2019 % Avg Change	2016 vs 2019 % Change
Violent Crime	10	9	6	-33%	-40%
Property Crime	36	30	12	-60%	-67%
Total Part 1 Crimes	46	39	18	-53%	-61%

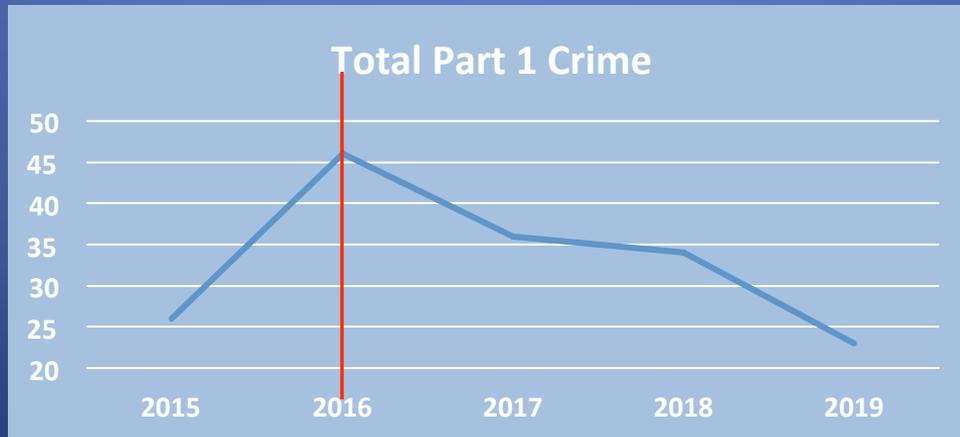


RIVERDALE



RIVERDALE IMPLEMENTED MID 2016

	2016	2016 – 2018 Avg	2019	2019 % Avg Change	2016 vs 2019 % Change
Violent Crime	8	13	7	-45%	-13%
Property Crime	38	26	16	-38%	-58%
Total Part 1 Crimes	46	39	23	-41%	-50%

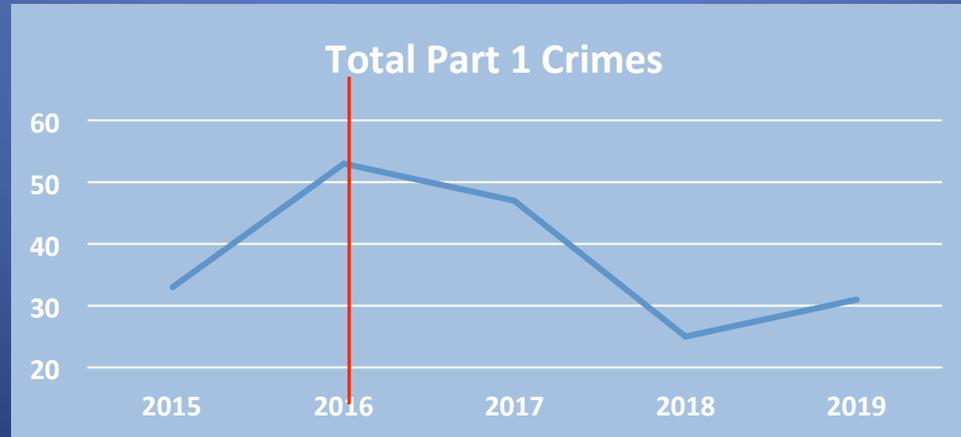




KRISTIN DR AREA

KRISTIN DR AREA IMPLEMENTED MID 2016

	2016	2016 – 2018 Avg	2019	2019 % Avg Change	2016 vs 2019 % Change
Violent Crime	9	10	6	-40%	-33%
Property Crime	44	32	25	-21%	-43%
Total Part 1 Crimes	53	42	31	-26%	-42%



Action Step 5

Police community stakeholders meeting

- A second annual stakeholders event was held on April 30, 2019 at the Cornerstone Missionary Baptist Church.
- The event included static and interactive displays along with a presentation on the department's initiatives relating to crime reduction, crash reduction, and community engagement.

Action Step 6

Police community fair

- This event was combined with the community stakeholders event held on April 30, 2019.



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Action Step 7

Safe police encounters – ongoing education to improve public safety when stopped by the police and the complaint process

- An introduction of this was made at the Interfaith Clergy meeting in May of 2018.
- A presentation was made to the City Council on June 11, 2018.
- Police have participated in a variety of outreach events reaching an estimated 300,000 contacts.



Action Step 8

PAL and Police Explorers – continued support for the PAL afterschool programs, youth camps, sports programs, and Police Explorers program



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- PAL has two afterschool programs located at South Greenville and Eppes Recreation Centers.
 - Programs serve approximately 50 kids per semester.
 - Partnership with ECU, STEM-Corps East, and the Center for Leadership and Civic Engagement.
 - Designed to improve STEM achievement.
- PAL hosted 3 summer camps in 2019 serving approximately 100 youth ages 5-13.
- PAL had a successful baseball season with 2 teams competing in the Jackie Robinson Baseball League.
- PAL had 3 teams competing in the East Carolina American Youth Football League.
- In 2019, the Greenville Police Explorer Post 108 traveled to Goldsboro to assist with the Wings of Wayne Air Show and assisted with the Officer Down Memorial Ride.

Action Step 9

Diversity
recruiting –
Improve diversity
in department
through focused
outreach

- The Police Department added a second position for recruiting to meet the competitive demands for high-quality police recruits.
- Outreach efforts for recruiting include:
 - A diversity recruiting video
 - Military base visits
 - A new marketing campaign
 - Online postings
 - BLET academy visits expanded to Edgecombe Community College, Coastal Plains, Coastal Carolina, Wake Tech, and Beaufort Community College
 - University career fairs at ECU, UNC-Asheville, North Carolina Central, and Fayetteville State.



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Priority 9: High Performing Organization

1. Provide “at-market” pay and benefits to attract and retain top talent by allowing funds in budget to provide for market-based increases in pay and benefits.
2. Offer internal and external opportunities for professional growth and development.
3. Expand efforts to make City government reflect the diversity of Greenville.
4. Expand the City’s Wellness program to enhance and maintain the optimal health of employees and retirees by increasing incentives.
5. Expand the scope of services of the employee health clinic to enhance the health and well-being of employees and retirees on the plan.
6. Provide employees with access to information regarding upcoming City initiatives and events.
7. Sponsor annual teambuilding exercises for each work group including the department heads and City Council.



Action Step 1

Provide "at-market" pay and benefits to attract and retain top talent

- The FY 2019-20 Budget for the City includes an average employee wage increase of 2.7%.
- City Council also approved a 2.1% adjustment of the salary ranges in order to maintain market competitiveness.
- On July 1, 2019, the City and GUC kicked off the joint classification and compensation study which is conducted in 10-year intervals.



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Action Step 2

Offer internal and external opportunities for professional growth and development through training, education and mentoring

- All employees have participated in customer service training conducted by the City's Training and Development Specialist.
- New employees are required to complete the B.R.I.D.G.E. training program.
- New supervisors and managers continue to participate in the S.T.A.R. training program with 30 supervisors and managers scheduled to graduate in the spring.
- City has partnered with Pitt Community College to provide a heavy equipment training class for Public Works employees.
- Offered financial literacy workshops and lunch-and-learns in April 2019 for Financial Literacy Month.



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Action Step 3

Expand efforts to make City government reflect the diversity of Greenville

- The City continues to be an equal opportunity employer and strives to increase diversity in the employment and promotional opportunities.
- Each interview panel is a diverse representation of perspectives and backgrounds with regards to gender, race, and other characteristics.
- When feasible, a Human Resources Department employee serves as a member of the interview panel for new hire and promotional processes.
- Human Resources collaborated with the Public Works Department to host a Job Fair and used non-traditional recruiting methods such as mobile billboards.



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Action Step 4

Expand the City's Wellness program to enhance and maintain the optimal health of employees and retirees by increasing incentives

- The City's Wellness program encourages employees and retirees to achieve and maintain a healthy lifestyle.
- Employees and retirees are eligible to earn up to \$300 by participating in well-being activities such as biometric and preventative care screenings and health coaching.
- Other incentives include gift cards for birthday month biometric screenings and utilization of telehealth services.
- Wellness Boot Camp and the Couch to 5K Program are popular wellness offerings to employees.



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Action Step 5

Expand the scope of services of the employee health clinic to enhance the health and well-being of employees and retirees

- Since opening in May of 2017, the employee health clinic has provided a variety of services and expanded its scope of services.
- On August 1, 2017, pre-65 retirees became eligible to use the clinic.
- On May 1, 2018, pharmacy services were added to provide on-site dispensing of commonly prescribed medications.
- On July 1, 2018, the number of provider hours increased to 12 hours per week and covered spouses and dependent children at least 13 years old became eligible to use the clinic.
- On January 1, 2019, a half-time registered nurse was added to the employee health clinic staff.



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Action Step 6

Provide employees with access to information regarding upcoming City initiatives and events

- The City's Wellness Coordinator provides regular updates to employees about activities/programs.
- The City's PIO provides information to all City employees for numerous events happening around the city, and the Human Resources Department provides resources for professional development initiatives.
- Employee safety guidelines, training, and informative websites are provided to employees to help enhance the awareness of on-the-job safety.
- In November 2019, HR hosted the annual benefits fair with the highest level of participation.
- Employee tuition assistance program is well-utilized with employees being able to use \$2,507 per year (adjusted annually for inflation).



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Action Step 7

Sponsor annual teambuilding exercises for each work group including department heads and City Council

- The City's Training and Development Specialist has developed a variety of training programs for employees.
- Effective communication, trust, defeating unconscious bias, and performance management are examples of training provided along with specific department-requested training.
- Quarterly department head training is being held with an emphasis on leadership development.
- The City's annual Family Fun Day was held in October at Boyd Lee Park.



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What is on the Horizon?



Greenville
NORTH CAROLINA

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Economic Development

- Greenville-ENC Alliance
- Site Development
- Economic Development Tools

Infrastructure

- Town Creek Culvert
- South Tar River Greenway
- Greenway Expansion



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Recreation

- Pool
- Adventure Park
- Greenway Expansion



BUILD Grant

- 5th Street
- Town Creek Connector
- Greenway Expansion



Center City

- Imperial Development
- Boutique Hotel
- Millennial Campus



Public Safety

- Fire Station 7
- Fire Station 1 Bay Expansion
- Crime reduction strategies



Transportation

- Public transportation
- NCDOT project delays



Organization

- Class and compensation study
- Employee benefits



Discussion



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