

3.17.14

City Council Meeting

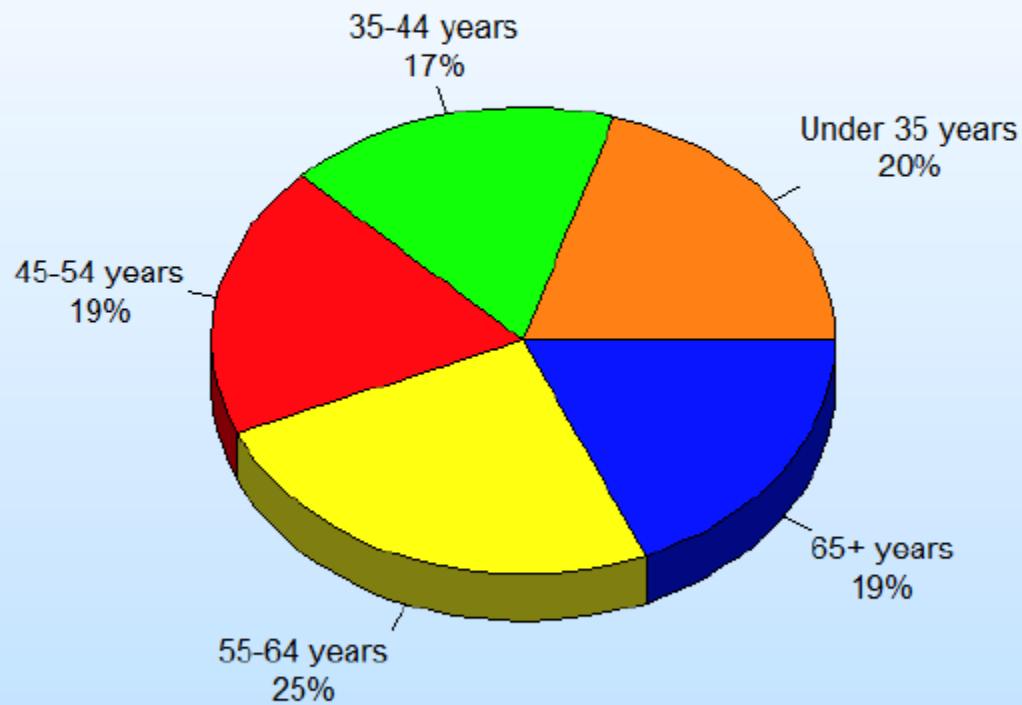
Item 9: Report on 2013 Citizen Survey Findings

Purpose

- Measure how we are doing
- Part of City Council Goals
 - Benchmarking satisfaction levels over time
 - Benchmarking results against other cities
- Help with planning, budgeting, and administration

Q27. Demographics: Age of Respondent

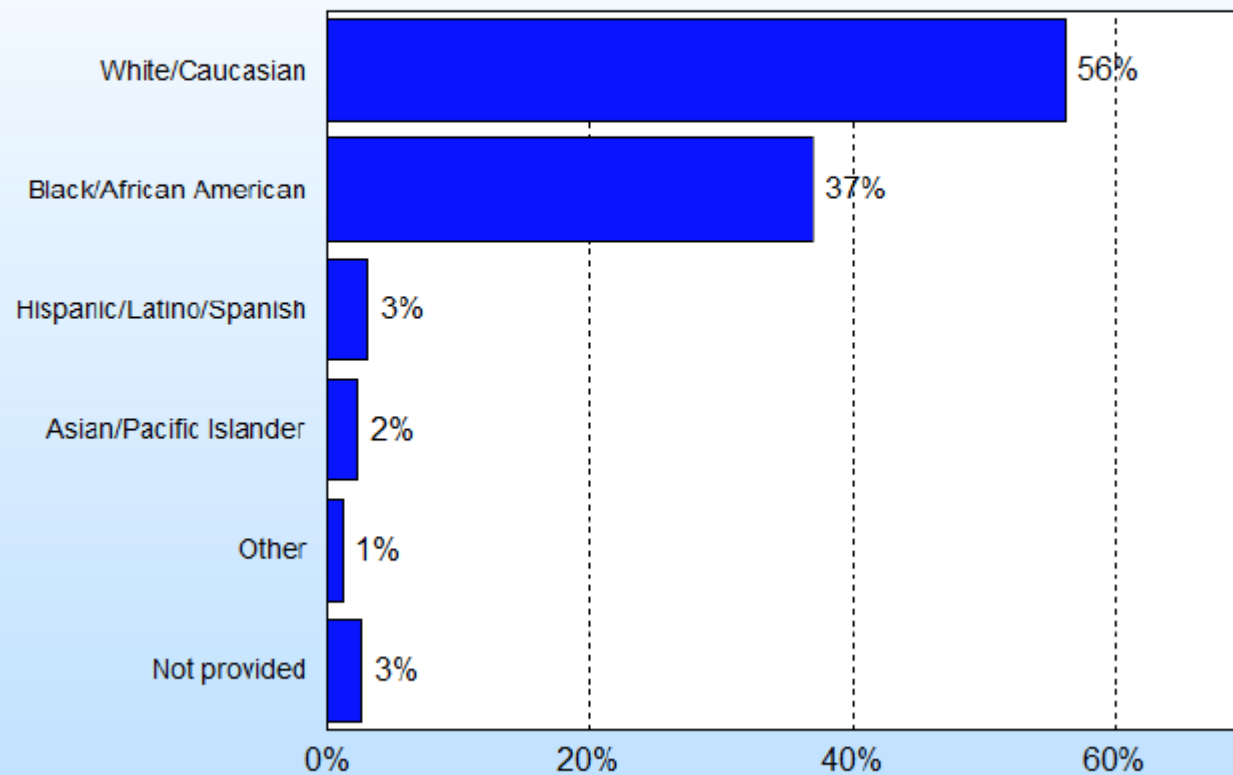
by percentage of respondents



Source: ETC Institute (City of Greenville - February 2014)

Q31. Demographics: Race/Ethnicity

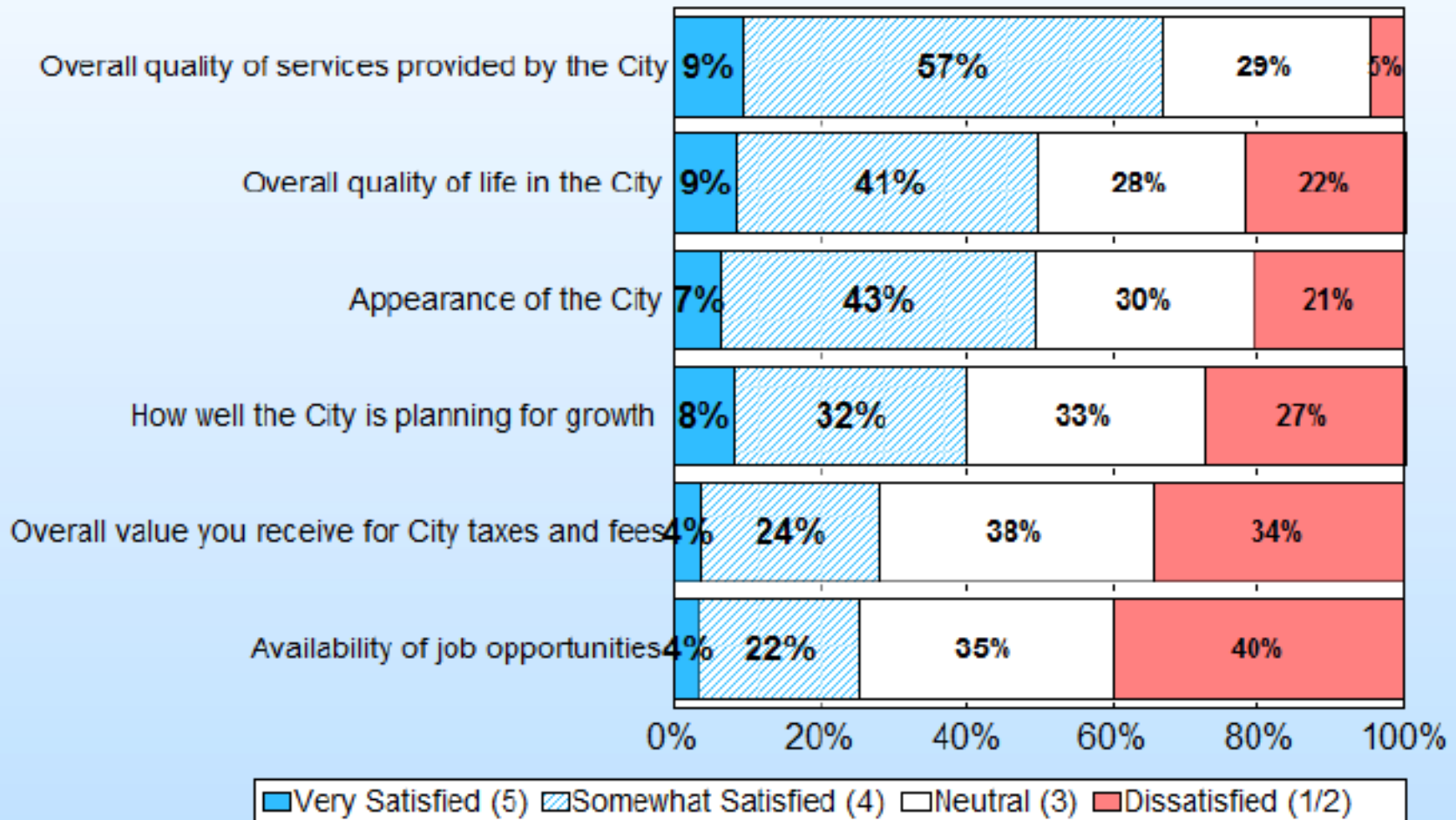
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (City of Greenville - February 2014)

Q3. Satisfaction with Various Items That May Influence Respondents' Perception of the City of Greenville

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

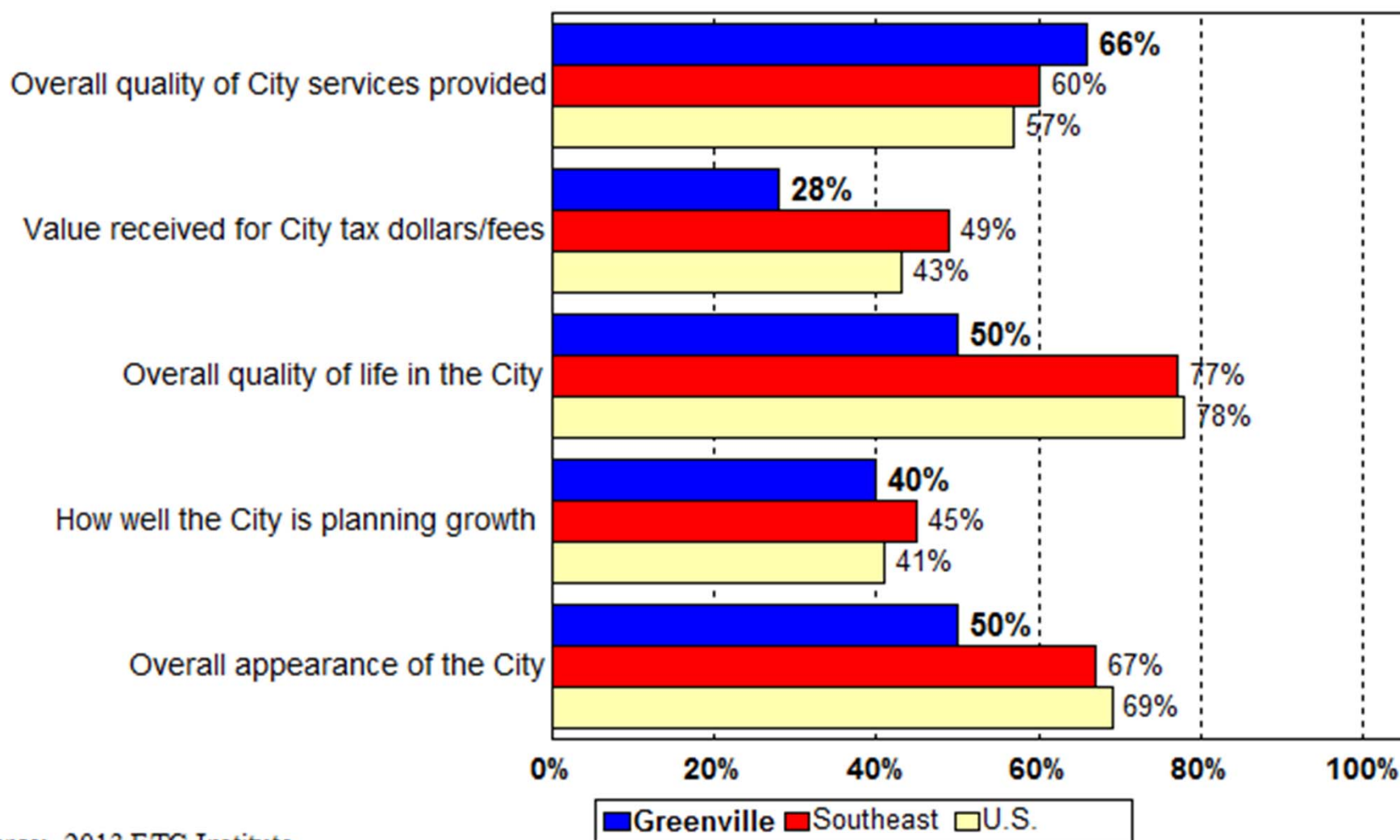


Source: ETC Institute (City of Greenville - February 2014)

Satisfaction with Issues that Influence Perceptions of the City

Greenville vs. Southeast vs. the U.S

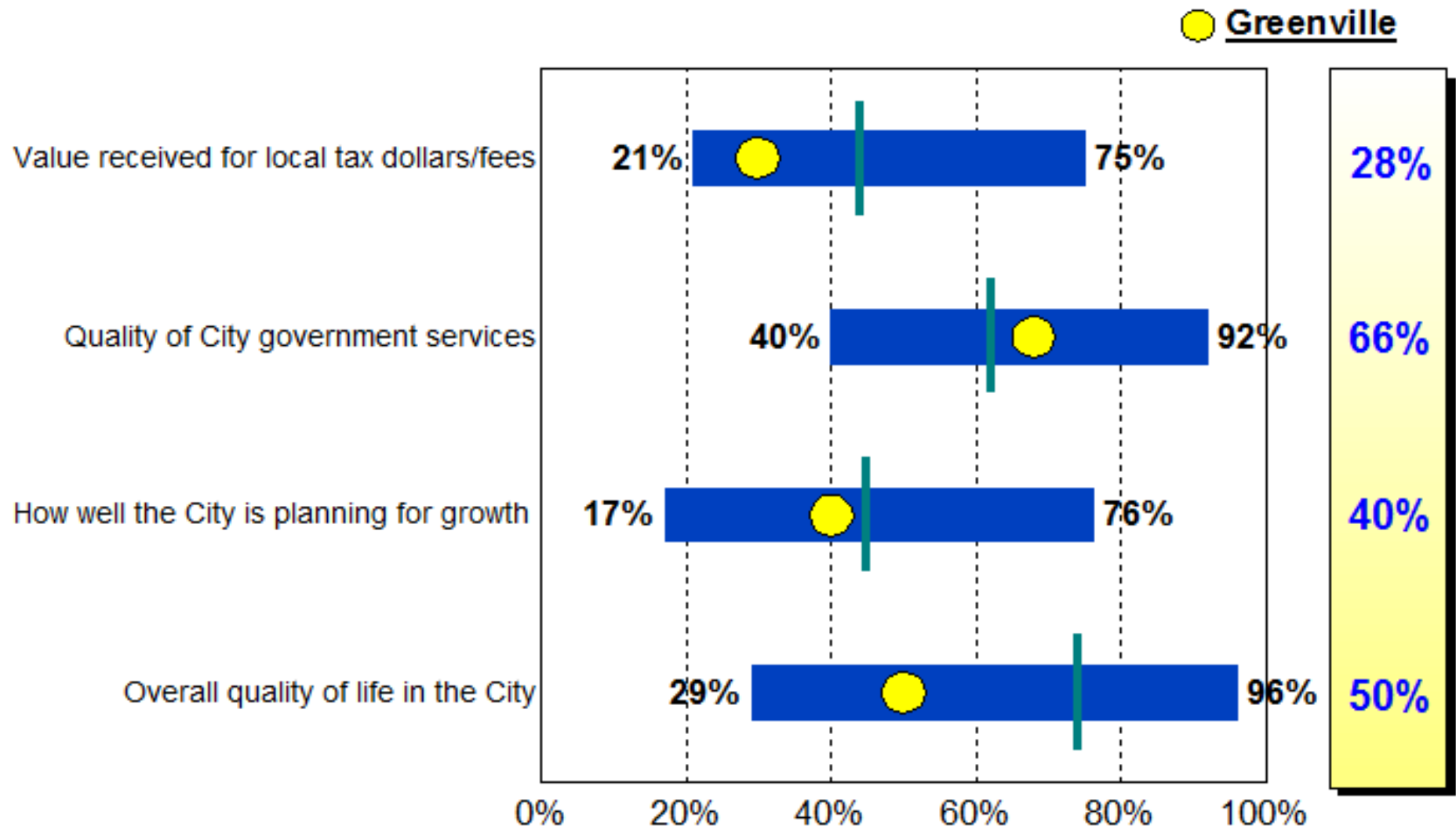
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2013 ETC Institute

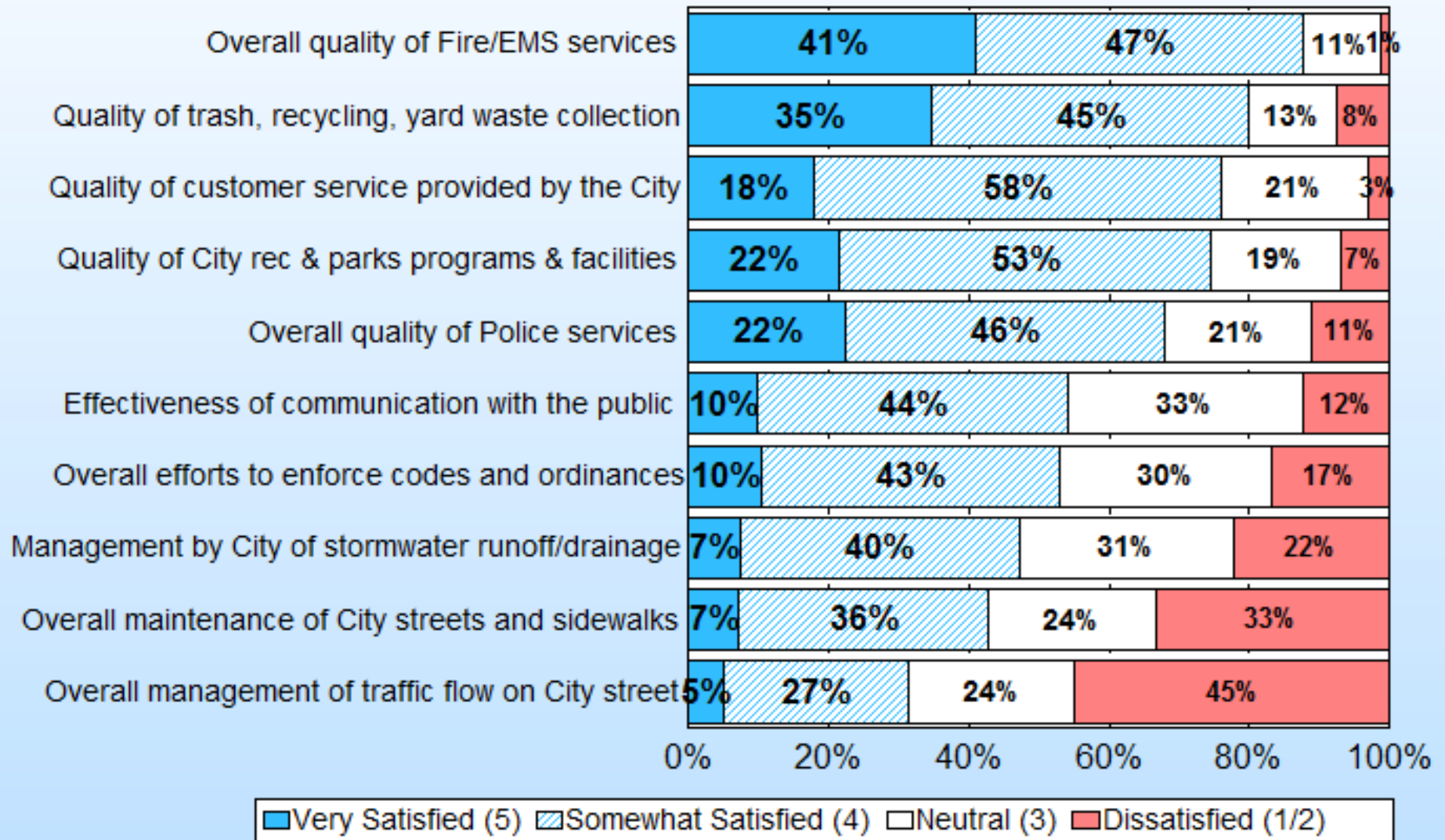
Satisfaction with Issues that Influence Perceptions of the City 2013

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



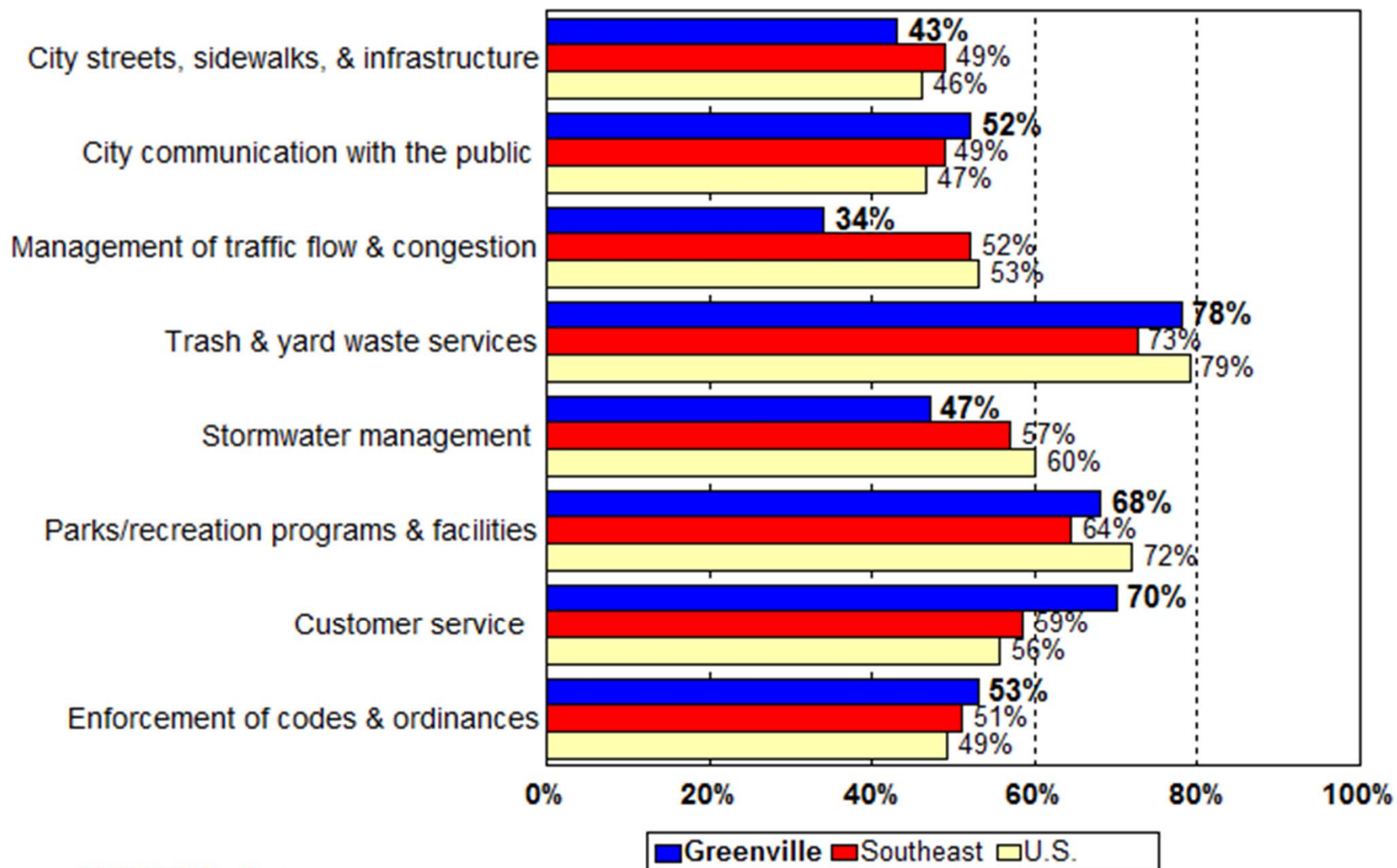
Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Overall Satisfaction with Various City Services Greenville vs. Southeast vs. the U.S

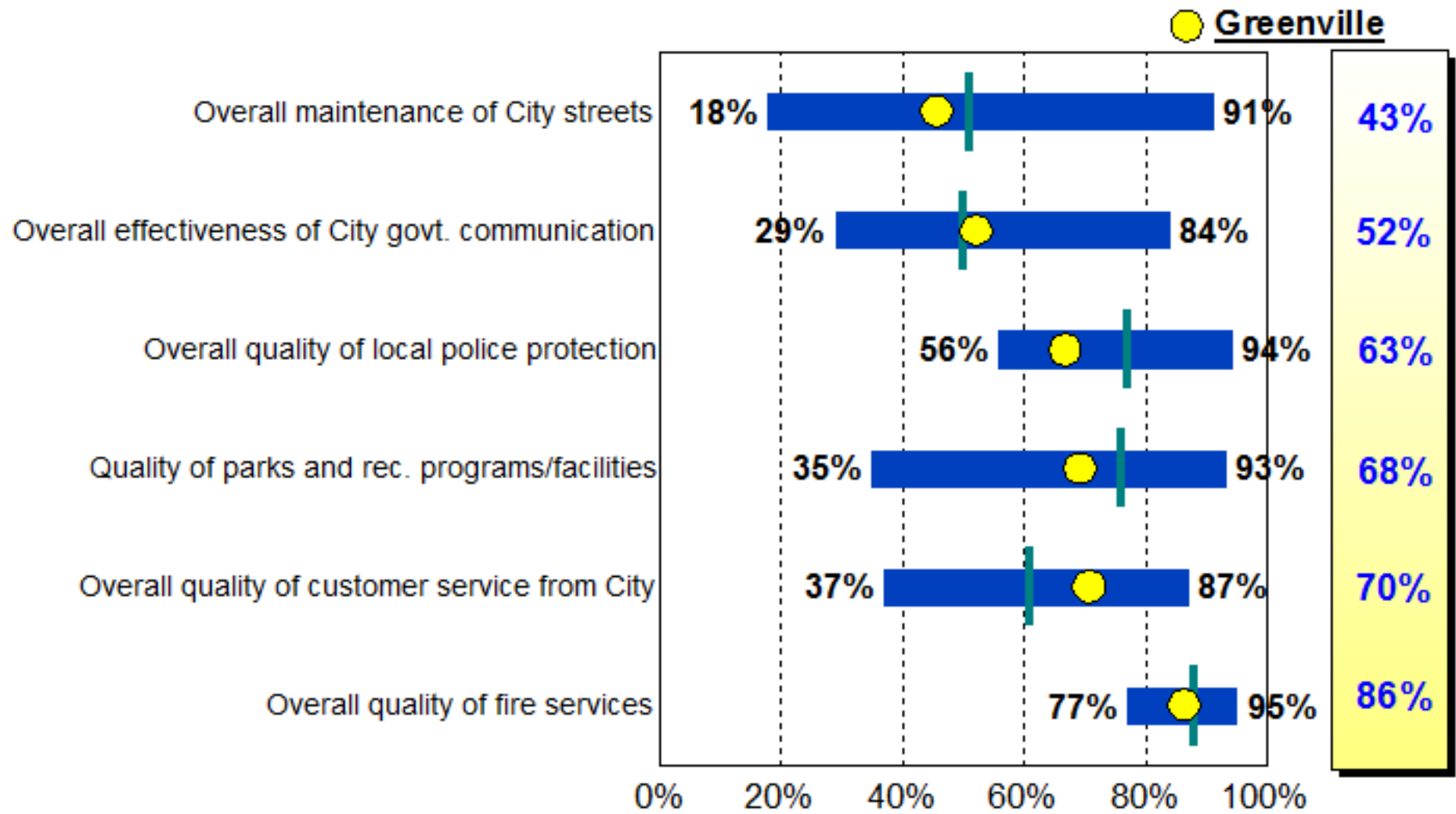
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2013 ETC Institute

Overall Satisfaction with Various City Services 2013

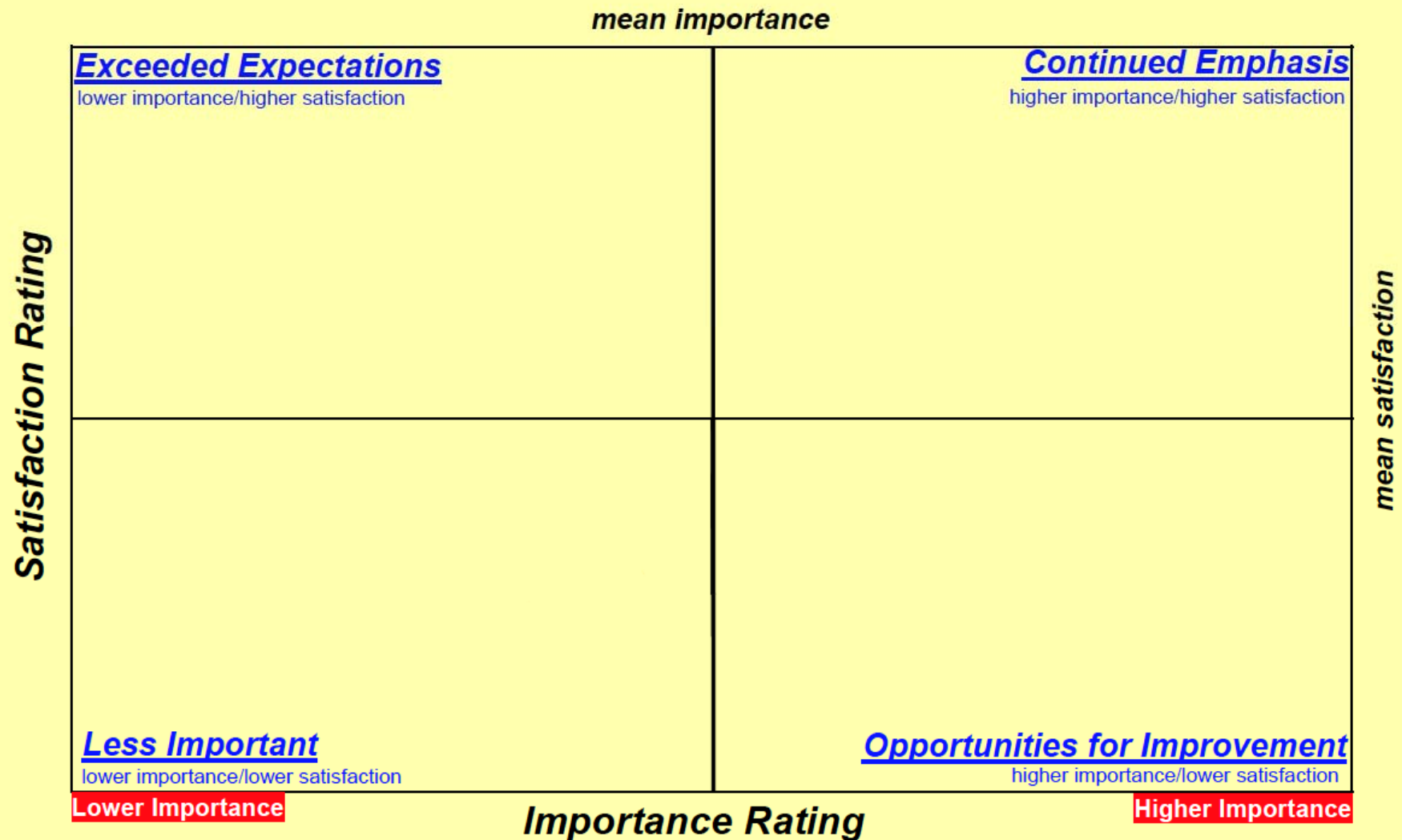
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



City of Greenville 2013 Citizen Survey Importance-Satisfaction Assessment Matrix

- *Category* -

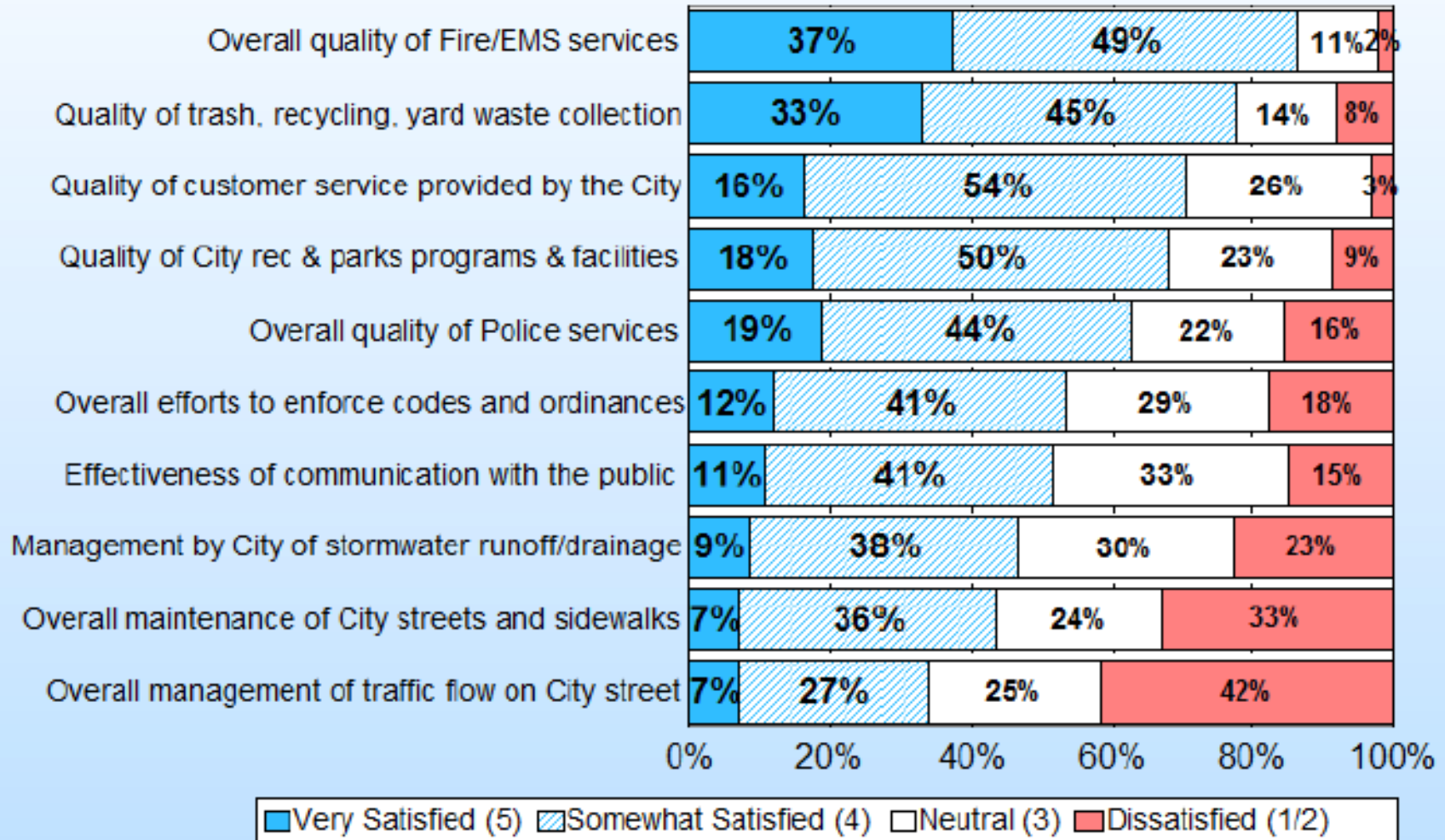
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2013)

Q1. Overall Satisfaction With City Services by Major Category

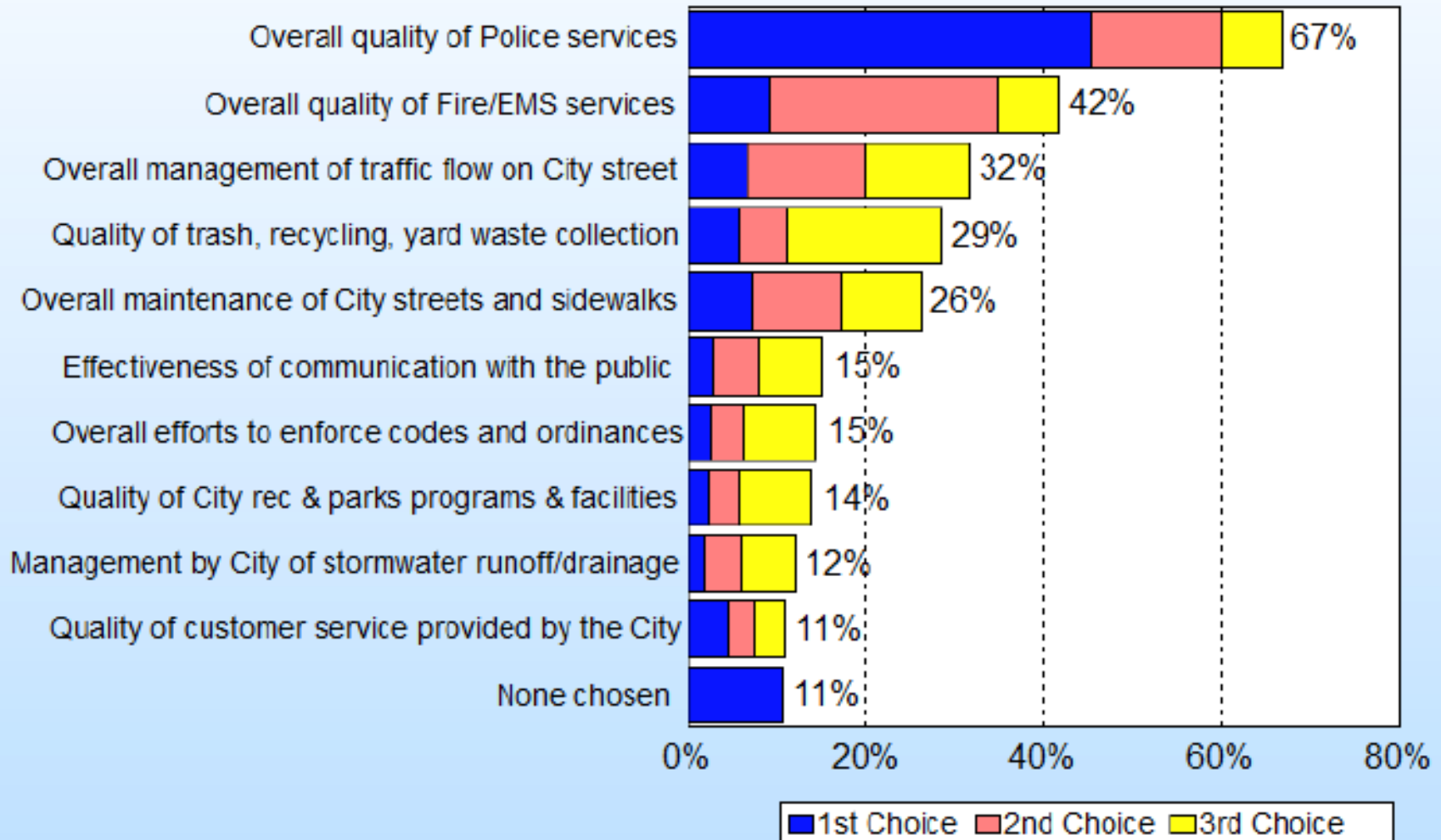
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - February 2014)

Q2. City Services That Are Most Important for the City to Provide

by percentage of respondents who selected the item as one of their top three choices

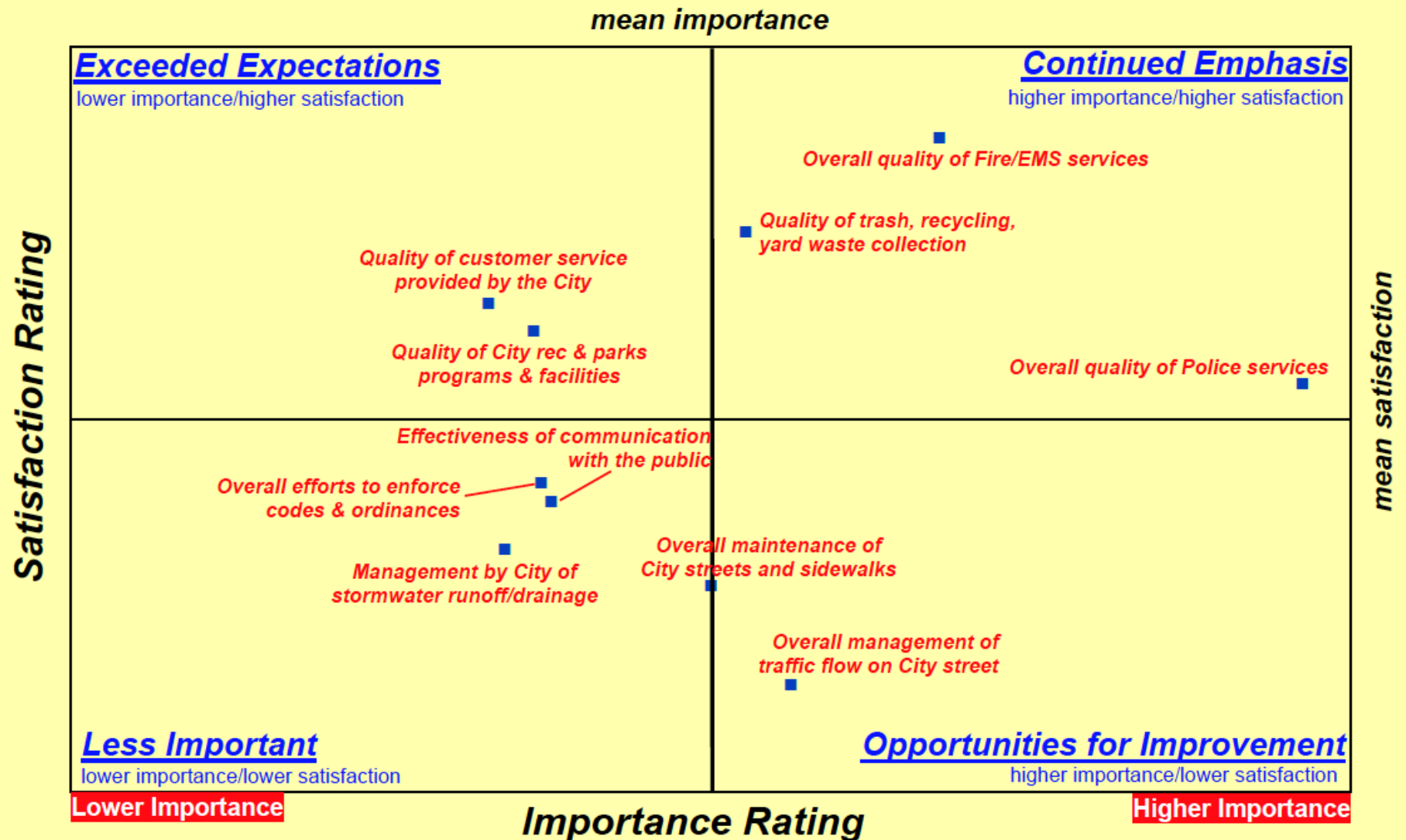


Source: ETC Institute (City of Greenville - February 2014)

City of Greenville 2013 Citizen Survey Importance-Satisfaction Assessment Matrix

-Overall City Services-

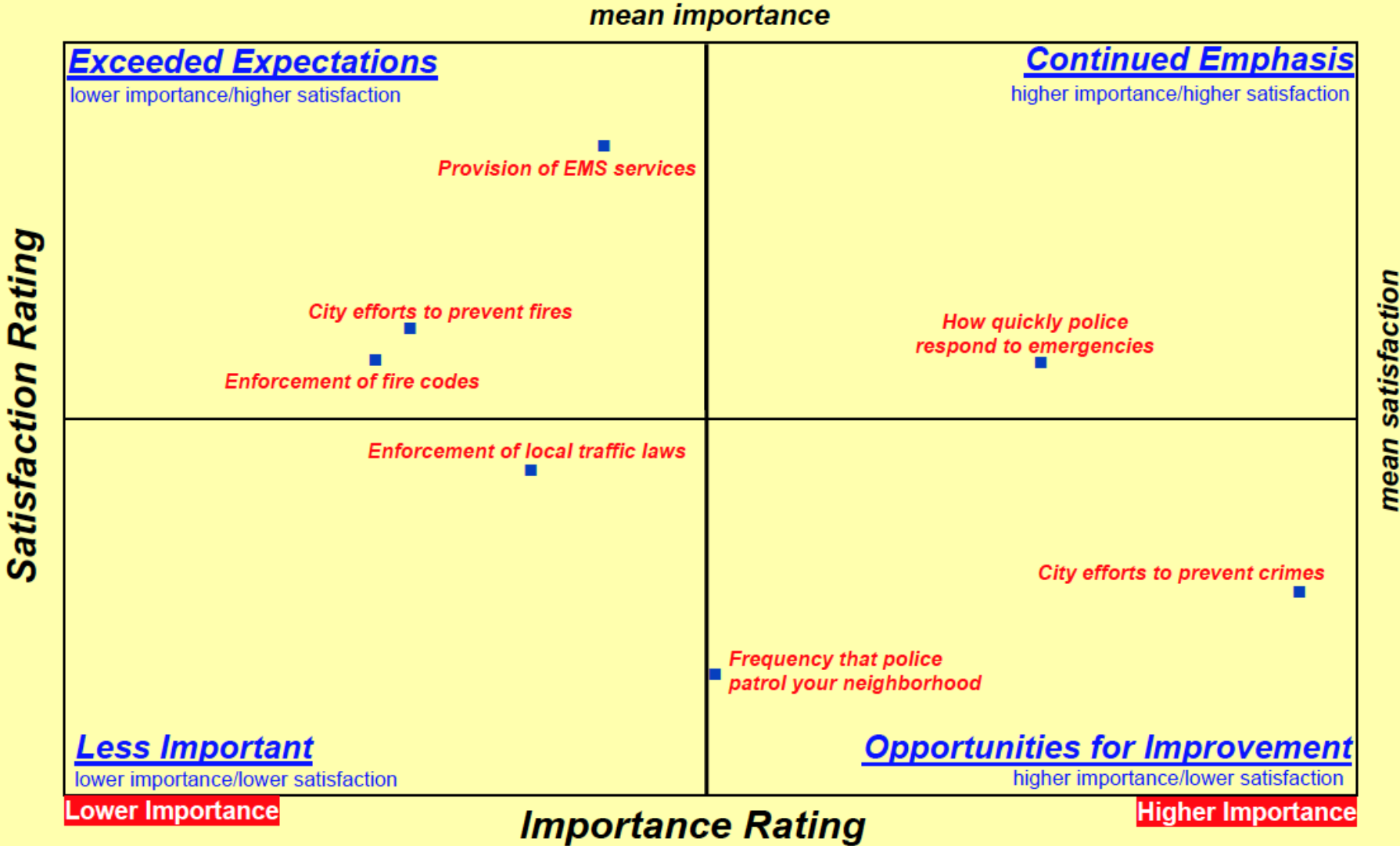
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



City of Greenville 2013 Citizen Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

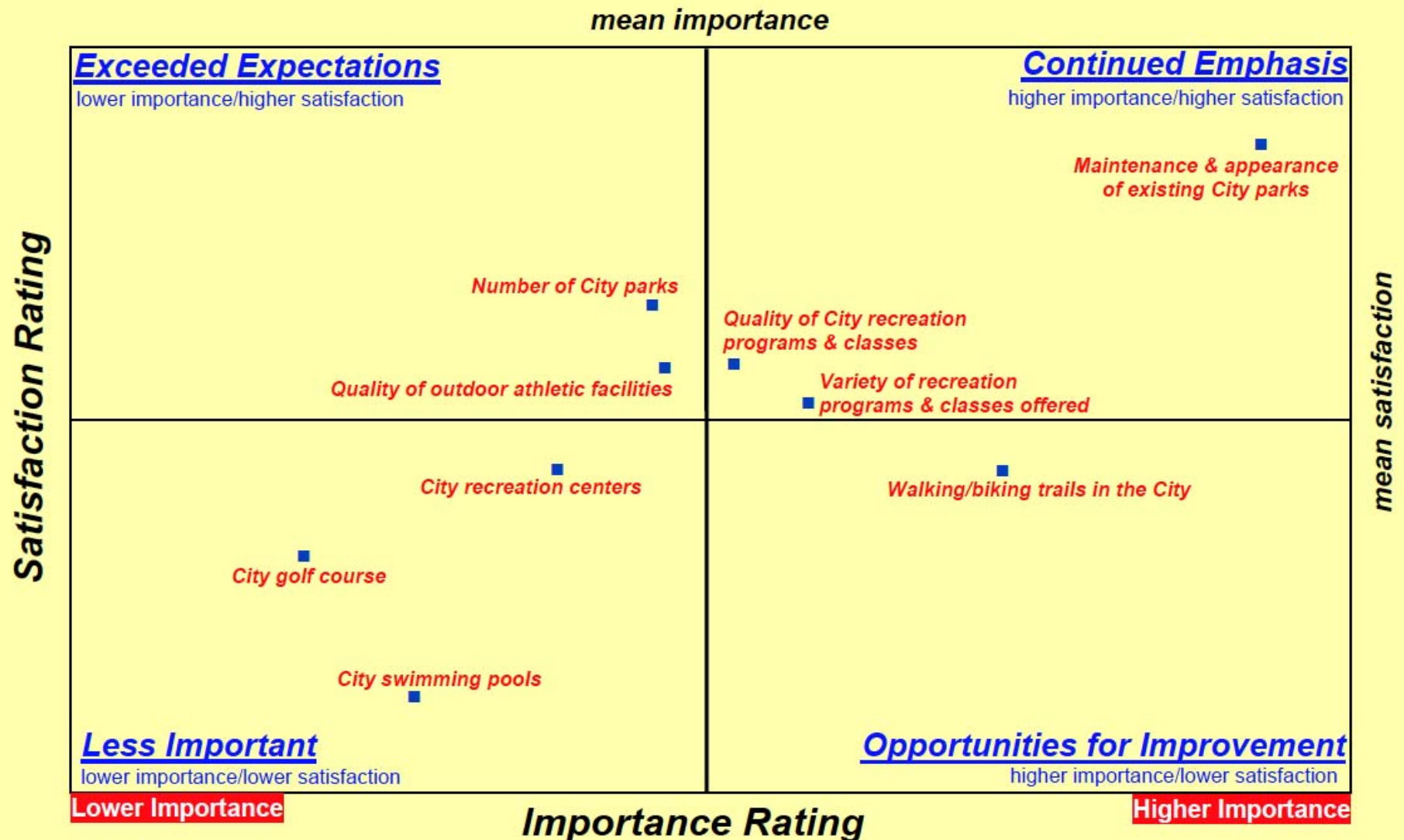


Source: ETC Institute (2013)

City of Greenville 2013 Citizen Survey Importance-Satisfaction Assessment Matrix

-Recreation and Parks-

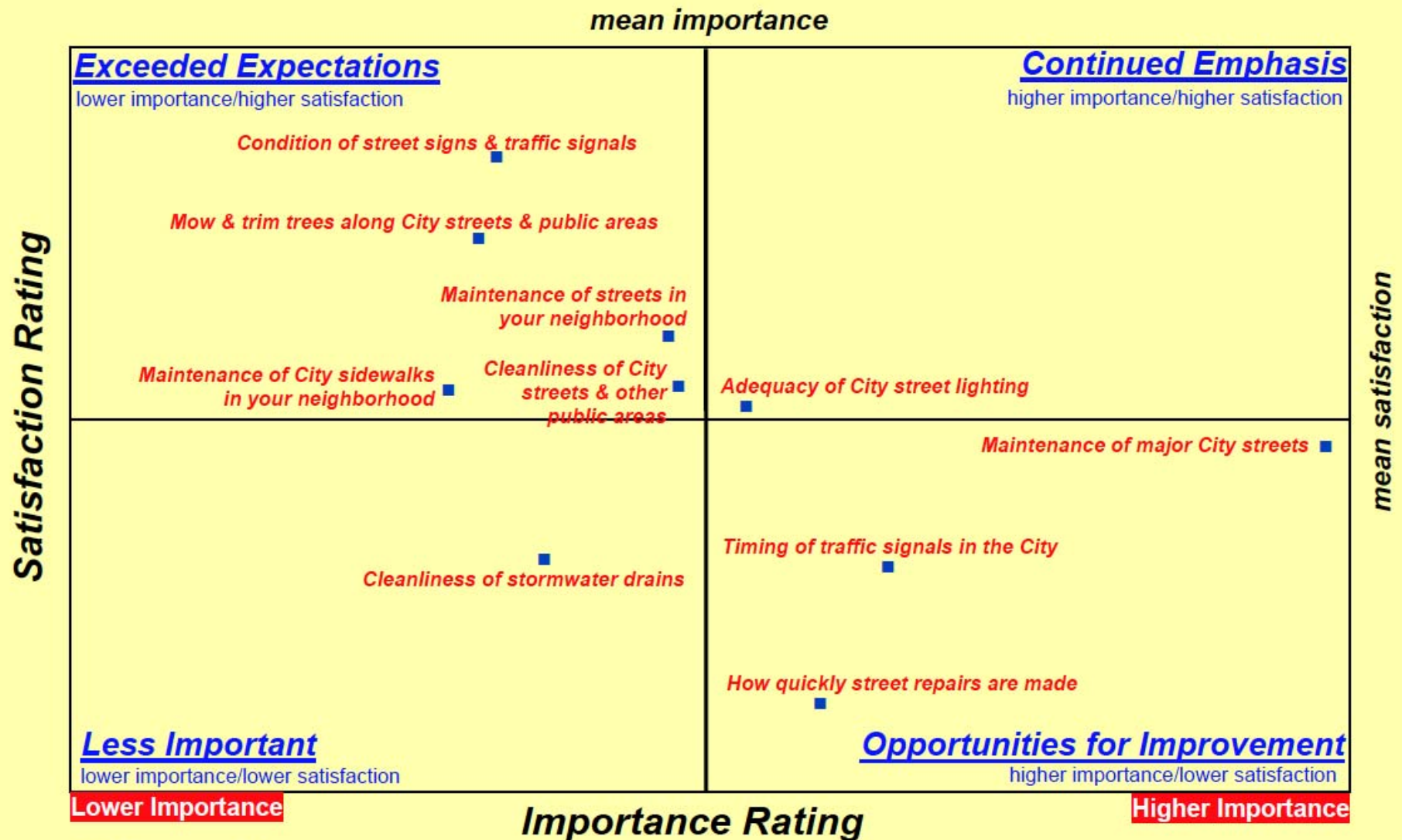
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



City of Greenville 2013 Citizen Survey Importance-Satisfaction Assessment Matrix

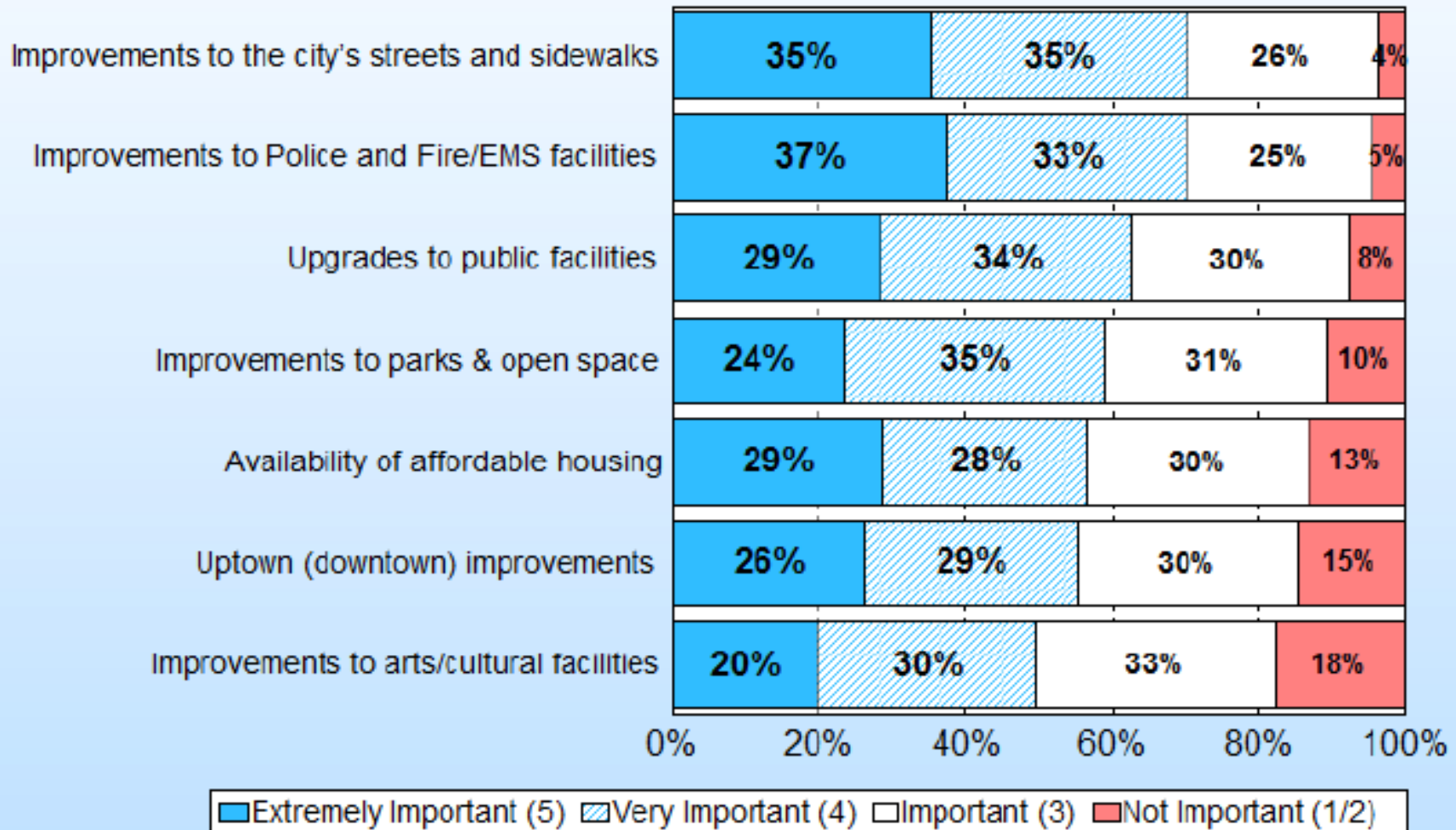
-City Maintenance-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



Q20. Importance of the City Continuing to Invest in Various Projects

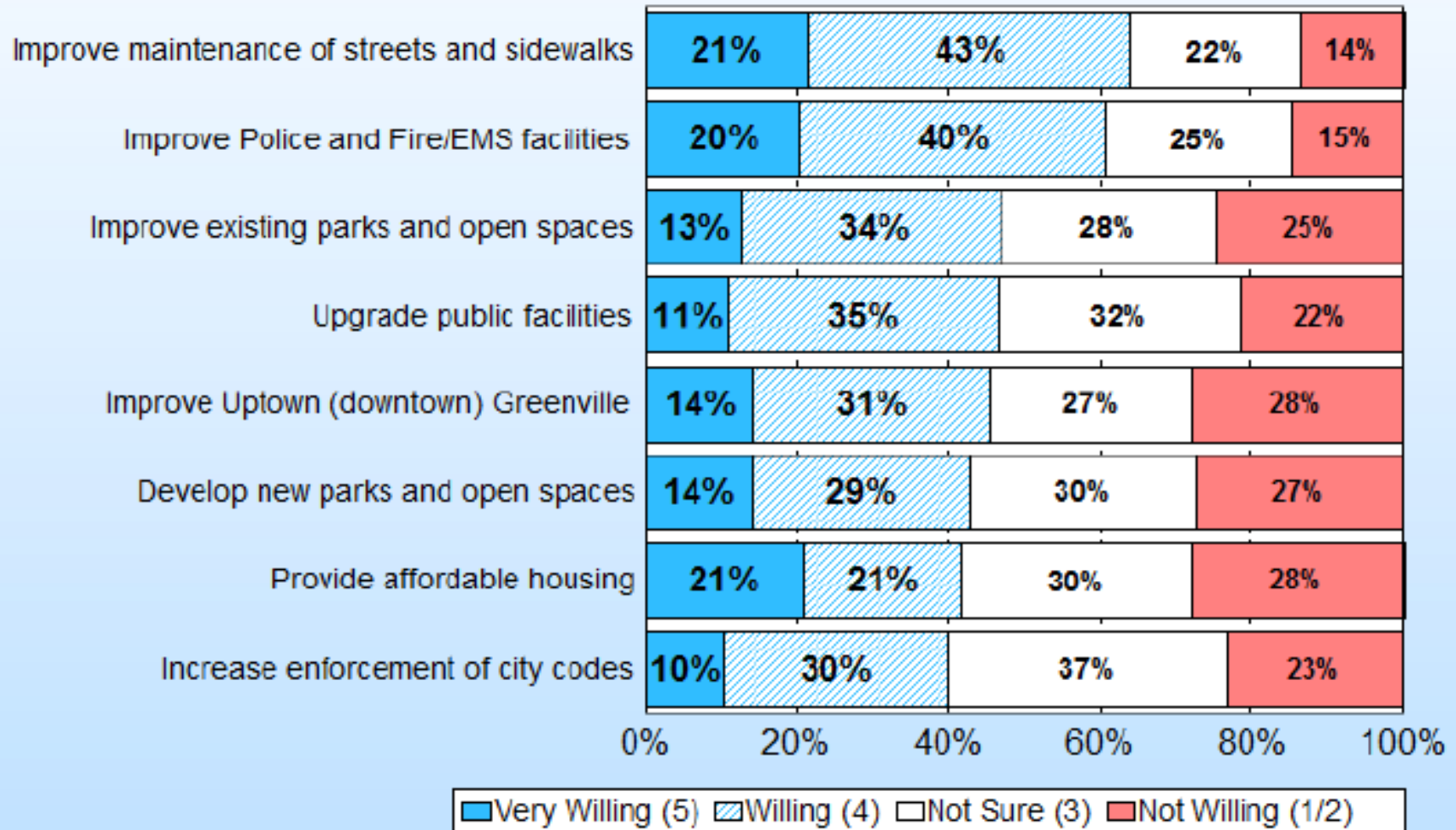
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - February 2014)

Q22. Willingness to Support a Bond Referendum or Additional Funding for Various Reasons

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - February 2014)

**Final Report will be
placed on the website
*greenvillenc.gov***

Item 11: Presentation of Draft Capital Improvement Program for Fiscal Years 2015 through 2019

Presentation Overview

- **What is a CIP**
- **General Fund Limitations**
- **Approach to this CIP**
- **Funding Sources**
- **CIP Overview 2015 - 2019**
- **CIP 2015**
- **CIP 2016**
- **Next Steps**

What is a Capital Improvement Program? Decision Making Tool

- ✓ **Prioritize capital needs**
- ✓ **Guide capital investments**
- ✓ **Maximize limited resources**

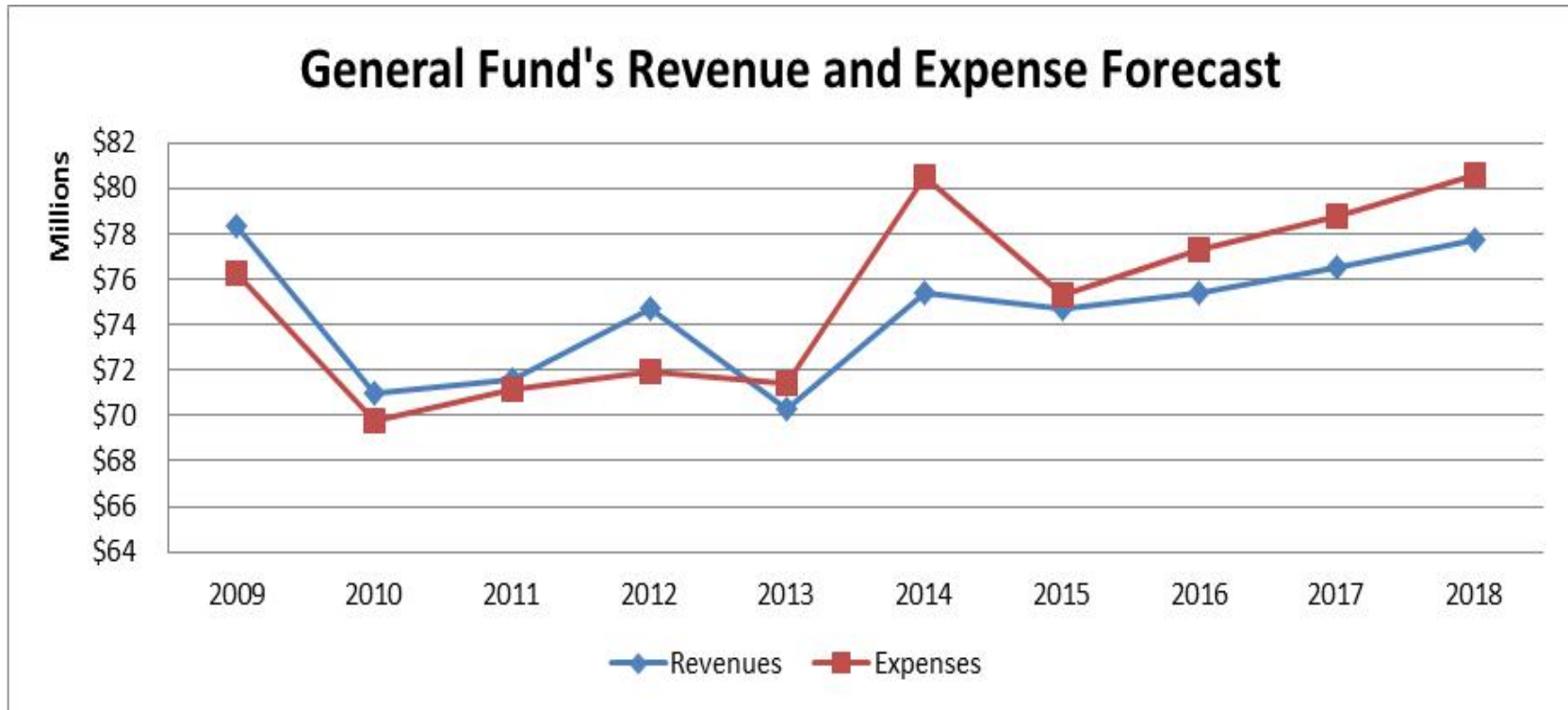
What is a Capital Improvement?

Equipment greater than \$35,000 and has a useful life of at least 5 years.

All projects that cost more than \$10,000 and have a useful life of at least 10 years

Process





- Financial Projections depict growing annual deficits over the next five-years

What Does This Mean?

Revenues not growing at a rate to address all needs:

- Vehicles and Equipment
Vehicle Replacement Fund
- Transportation
Street paving, sidewalks, traffic lights, ped. crossings, etc.
- Maintenance of Existing Facilities
Facilities Improvements Plan
- New Capital/Projects
New parks and facilities and various other departmental needs

Approach to this CIP

Full Funding

- Vehicles and Equipment
Vehicle Replacement Fund
- Maintenance of Existing Facilities
Facilities Improvements Program

Partial Funding

- Transportation
Street paving, sidewalks, traffic lights, ped. crossings, etc.

Not Funded

- New Capital/Projects

Funding Sources

GENERAL FUND (GF)

- The General Operating Fund of the City

POWELL BILL (PB)

- Allocated from the State to maintain streets

SANITATION (SF)

- Funds obtained through user fees to manage the sanitation program

STORMWATER UTILITY FUND (SWU)

- Funds obtained through user fees to manage the stormwater program

Funding Sources

VEHICLE REPLACEMENT FUND (VRF)

- Fund accumulated from user departments to purchase replacement vehicles (funding provided by multiple funds)

BONDS (B)

- City borrowings (i.e. General Obligation, Certificates of Participation (COPS))

FACILITIES IMPROVEMENT PROGRAM (FIP)

- Funds from departments for capital projects (funding provided primarily by General Fund)

GRANTS/ OTHER SOURCES (G)

- Funds obtained through grants for capital projects

CIP Overview 2015-2019

- Requests - \$99M
- Proposed for Funding - \$49.9M
- Proposed as Unmet - \$49.1M

Major Items Included as Met:

- Vehicle Replacement Fund - \$18.3M
 - Facilities Improvement Program - \$13M
- Town Creek Culvert - \$7.3M
- GTAC - \$7.7M

CIP 2015

- Requests - \$29.3M
- Proposed for Funding - \$20.2M
- Proposed as Unmet - \$9.1M

Major Items Included as Met:

- Vehicle Replacement Fund - \$2.9M
 - Facilities Improvement Program - \$2.6M
- Town Creek Culvert - \$7.3M
- Watershed Master Plans - \$3.0M
- Other Stormwater Projects - \$704K
- GTAC - \$2.7M
- Street Resurfacing \$600K

FY 2015 Funding - Facilities Improvement Program

<u>Department</u>	<u>Amount</u>
Fire/Rescue	\$ 50,000
Police	\$ 700,000
Public Works	\$ 250,000
Recreation/Parks	\$1,488,500
Library	\$ 140,000
Total	= \$2,628,500

FY 2015 Funding - Facilities Improvement Program

<u>Specific Projects</u>	<u>Amount</u>
Roll-up door replacement at Fire Stations 3 and 4.	\$50,000
Police - Fire/Rescue Headquarters generator replacement.	\$700,000
IGC School Building Roof Replacement	\$175,000
Public Works Roof Repairs – Buildings B, C, D and E	\$75,000
Carver Library Carpet	\$45,000
Main Library Envelope, Exterior and Interior Paint	\$95,000
HVAC Equipment Replacement - Boyd Lee Rec. Center, Bradford Creek Clubhouse, Elm Street Center, Eppes Rec. Center, Jaycee Park and River Birch Tennis Center	\$82,500
Roof Replacements - Eppes Rec Center, Guy Smith Stadium and Jaycee Park	\$150,000

FY 2015 Funding - Facilities Improvement Program

<u>Specific Projects</u>	<u>Amount</u>
Tennis Court Resurfacing - Thomas Foreman Park, Elm Street Park and Evans Street Park	\$45,000
Fencing Replacement - Thomas Foreman Park and Westhaven Park	\$35,000
ADA Renovations – Jaycee Park, Town Common amphitheater, River Birch Tennis Center, Elm Street Park, Greenfield Terrace	\$211,000
Aquatics and Fitness Center Renovations – Renovate showers and restrooms, carpet and tile replacement, interior plumbing and ADA repairs	\$185,000
Boyd Lee Park / Center Renovations – Replace exterior doors, replace plaza lighting, drainage, and furnishings, parking and drive improvements	\$77,000

FY 2015 Funding - Facilities Improvement Program

<u>Specific Projects</u>	<u>Amount</u>
Bradford Creek Public Golf Course – ADA and various renovations.	\$38,000
Community Pool – Replace primary water line and ADA renovations.	\$39,000
Eppes Recreation Center – Replace concrete stairs and railing, reseal and restripe parking lot, improve drainage, regrade and repave rear access road	\$93,000
Guy Smith Stadium – ADA renovations	\$266,000
Sports Connection Renovations – Replace electrical components of batting machines.	\$14,000
River Park North – Playground replacement, paddleboat dock replacement, park entrance road paving.	\$213,000
Various other facility repairs and renovations	\$40,000

CIP 2015

Major Items Not Funded or Partially Funded:

- Street Resurfacing and Sidewalks - \$2.1M
- Town Common Improvements - ???
- Renovation of the Uptown Theater - \$2.5M
- Viper System Upgrade (Police) - \$250K
- Various Technology Needs (IT) - \$404K
- Cotanche to Reade Alley Improvements - \$275K
- Comprehensive Plan Major Review - \$200K
- Various R&P Facility Improvements (R&P) - \$491K

CIP 2016

- Requests - \$20.9M
- Proposed for Funding - \$11.6M
- Proposed as Unmet - \$9.3M

Major Items Included as Met:

- Vehicle Replacement Fund - \$2.8M
 - Facilities Improvement Program - \$2.3M
- Stormwater Projects - \$639K
- GTAC - \$5M
- Street Resurfacing \$525K

FY 2016 Funding - Facilities Improvement Program

<u>Department</u>	<u>Amount</u>
Fire/Rescue	\$ 35,000
Police	\$ 330,000
Public Works	\$ 140,000
Recreation/Parks	\$1,768,000
Total	= \$2,273,000

FY 2016 Funding - Facilities Improvement Program

<u>Specific Projects</u>	<u>Amount</u>
Fire Station 2 – Repave parking lot.	\$35,000
Police - Fire/Rescue Headquarters roof replacement	\$180,000
Police - Fire/Rescue Headquarters garage door replacement	\$150,000
Municipal Building Interior Painting	\$35,000
Public Works Fleet Heating System	\$75,000
Public Works carpet replacement – administrative area	\$30,000
HVAC Equipment Replacement – Barnes-Ebron-Taft Building, Boyd Lee Rec. Center, River Park North, Sports Connection	\$60,000
Roof Replacements - Eppes Rec Center, Boyd Lee Rec. Center, Green Springs Park shelter, Acquatics and Fitness Center	\$579,000

FY 2016 Funding - Facilities Improvement Program

<u>Specific Projects</u>	<u>Amount</u>
Athletic Facility Lighting – Tennis courts and two softball fields at Evans Street Park	\$378,000
ADA Renovations – ADA restroom renovations at Perkins facility.	\$30,000
Playground Replacement – Peppermint Park	\$90,000
Boyd Lee Park / Center Renovations – Paint interior and exterior, exercise station replacement, ADA renovations	\$102,000
Bradford Creek Public Golf Course – Bulkhead replacement at pumphouse, bank stabilization on holes 6 and 12, fairway drainage repairs	\$133,000

FY 2016 Funding - Facilities Improvement Program

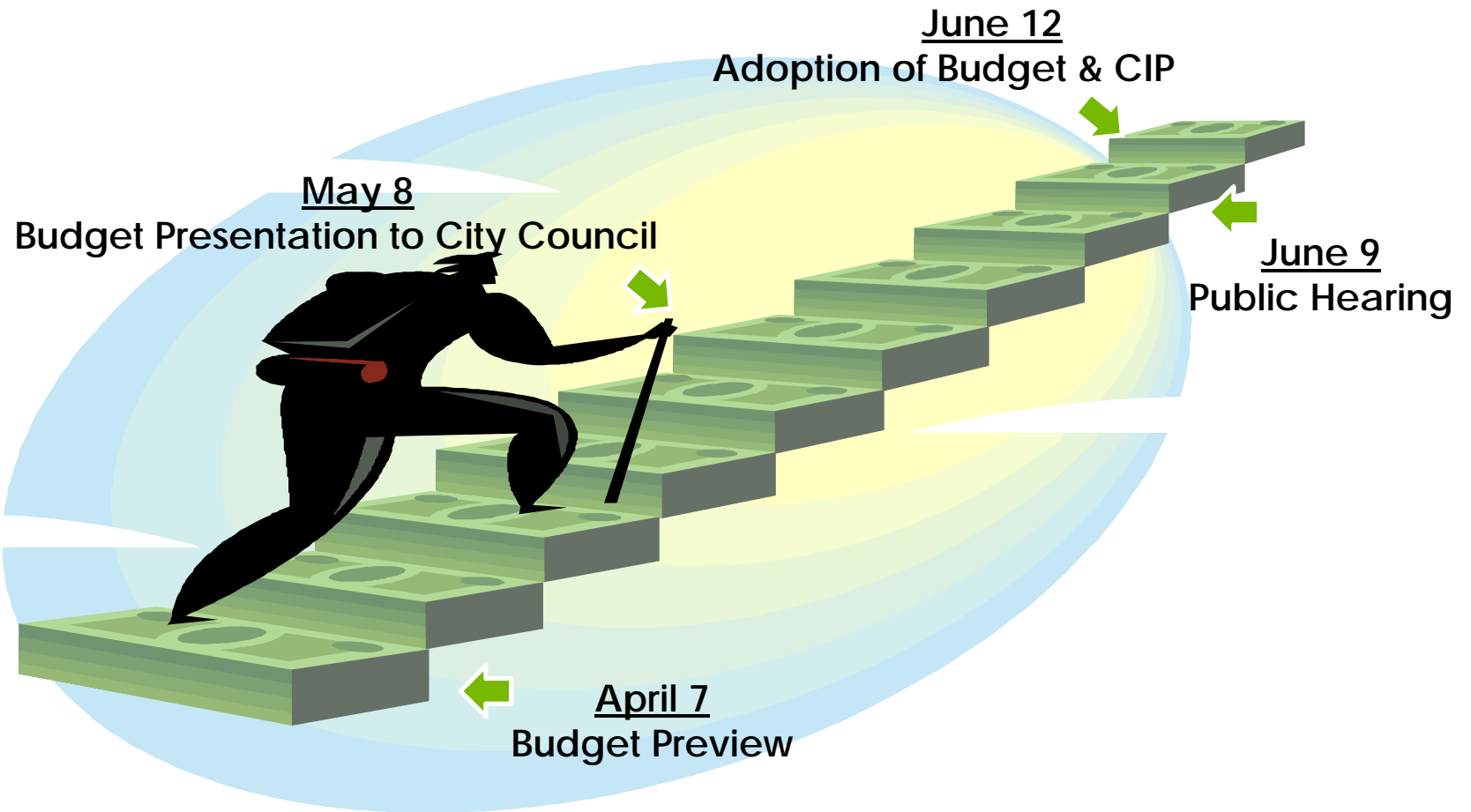
<u>Specific Projects</u>	<u>Amount</u>
Guy Smith Stadium – Replace portion of stadium roof, paint interior and exterior of facility, caulk interior and exterior of structure	\$153,000
Sports Connection Renovations – HVAC improvements, replace gym flooring system	\$115,000
River Park North – Parker’s Creek bridge renovation	\$35,000
Green Mill Run Greenway – bridge reconstruction	\$85,000
Various other facility repairs and renovations	\$8,000

CIP 2016

Major Items Not Funded or Partially Funded:

- Street Resurfacing and Sidewalks - \$2.2M
- S. Greenville Rec. Center Reconstruction - \$2.2M
- Imperial Center Site Acquisition - \$1M
- Land Acquisition Fund (R&P) - \$150K
- Various Technology Needs (IT) - \$386K

Next Steps



Item 12: Report on City's Privilege License Fee Structure

For Tonight's Discussion

- Timing
 - History
 - Comparative Cities
 - Potential Modifications
 - Internet Sweepstakes
 - Summary and Next Steps

Timing

Renewals are Mailed in the Spring

Based on 2013 Gross Receipts

**Revenue to support Government Services
Fiscal Year 2014-2015**

Current Fee

\$50 for first \$25,000

Gross Receipts

**.50 cents per thousand for
Additional Receipts**

**Up to the first \$3.925m in
Gross Receipts**

Capped at \$2,000

History

Definition	Levied on a specific good or service
Mandate	Adopt an ordinance levying the tax
Effective Date	May 8, 1980, the City adopted ordinance 963

<u>Years</u>	<u>Gross Receipts</u> <u>Cap</u>
2015	Potential Mod.
2005	\$2,000
2001	\$1,250
2000	\$ 750
Prior Years	\$ 500

State Reform

2013

Review all state-wide taxes

2014

General Assembly short session in
May

Privilege License may be discussed

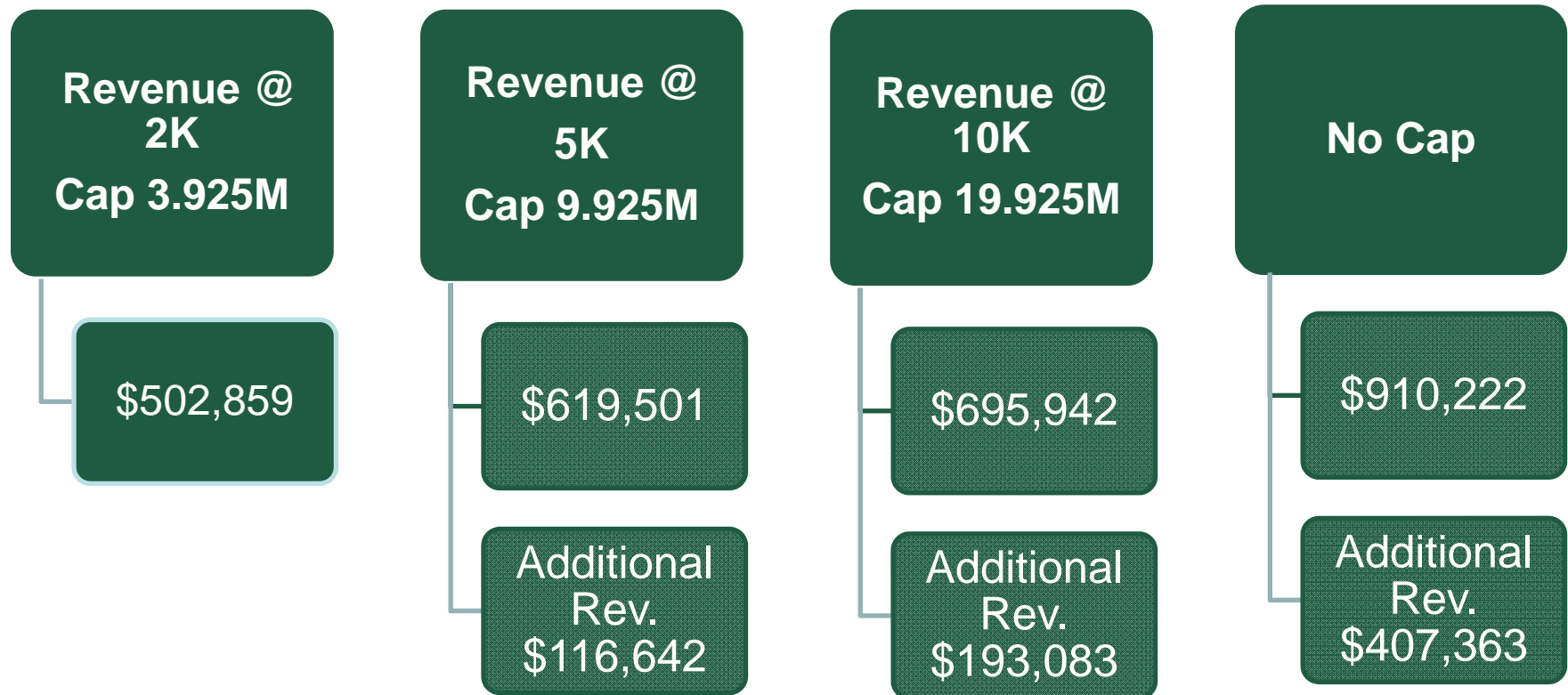
Comparative Cities

<u>MUNICIPALITY</u>	<u>GROSS RECEIPT CAP</u>
ASHEVILLE	NO CAP
CHARLOTTE	\$10,000
CARY	\$ 5,000
DURHAM - RETAIL	NO CAP
FAYETTEVILLE	NO CAP
GREENVILLE	\$2,000

Comparative Cities

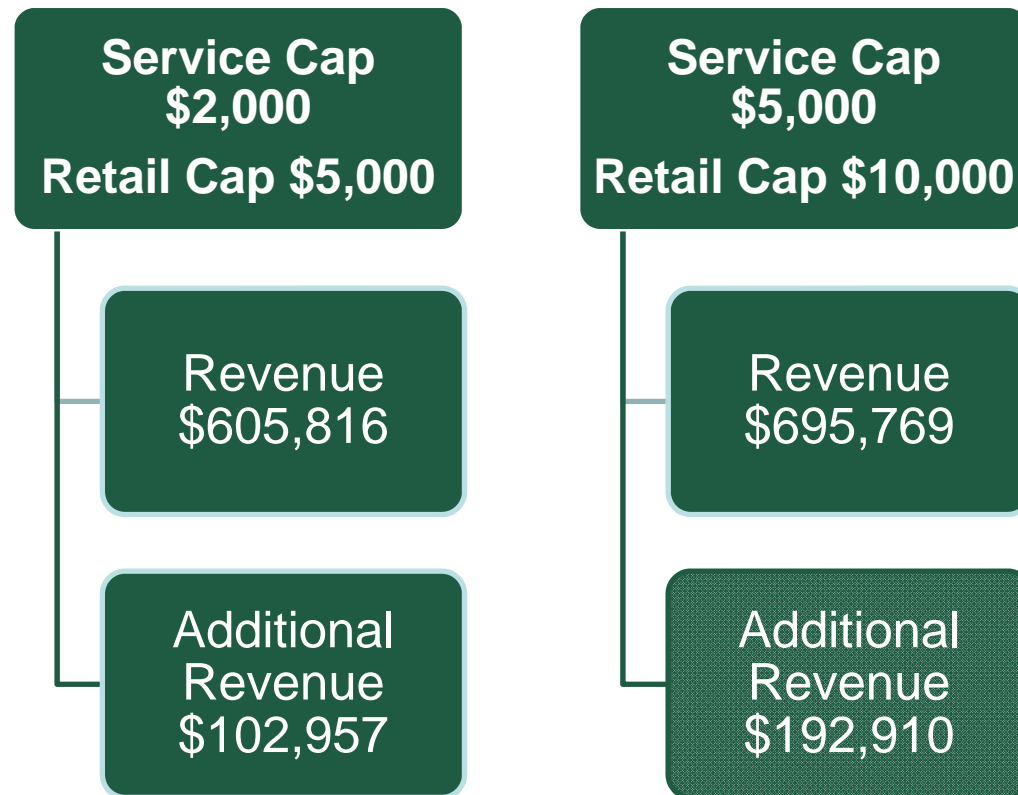
<u>MUNICIPALITY</u>	<u>GROSS RECEIPT CAP</u>
HIGH POINT – RETAIL	\$ 5,000
JACKSONVILLE	NO CAP
RALEIGH	\$20,000
ROCKY MOUNT	FLAT RATE
WILMINGTON	NO CAP
WINSTON-SALEM	\$11,000

Potential Options



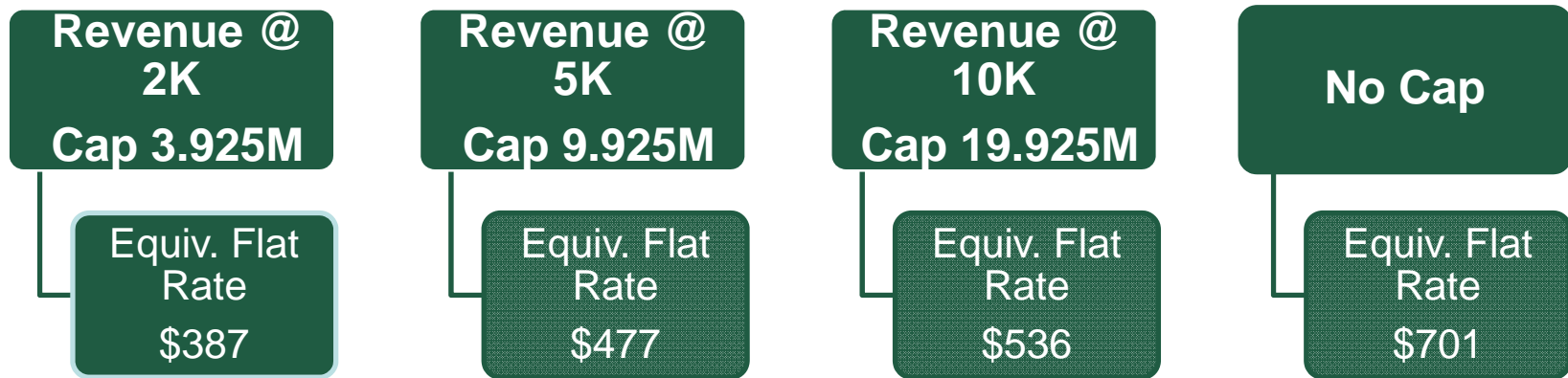
Potential Options

...if split between Service and Retail



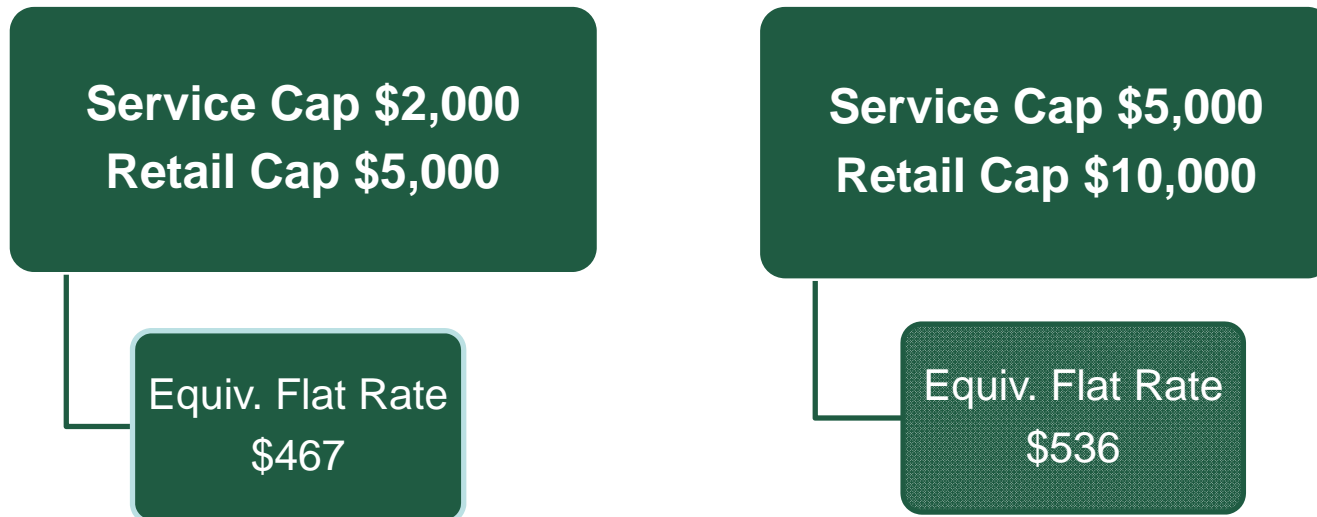
Potential Options

...if flat rate utilized



*Equivalent

Potential Options



Internet Sweepstakes Business

Internet Sweepstakes Business

- Fee is not set by State Statute
- Flat Fee set by each Municipality
- Greenville current fee - \$250 per Location

Comparative Cities

<u>MUNICIPALITY</u>	<u>FEE</u>
ASHEVILLE	\$1,500 per location, \$2,500 per machine
CONCORD	\$2,600 per location, \$500 per machine
FAYETTEVILLE	Internet Sweepstakes Not Allowed
HICKORY	\$2,500 per location, \$1,500 per machine
JACKSONVILLE	\$5 per machine
RALEIGH	\$2,500 per location, \$1,000 per machine

Comparative Cities

<u>MUNICIPALITY</u>	<u>FEE</u>
ROCKY MOUNT	Internet Sweepstakes Not Allowed
SALISBURY	\$500 per machine
WASHINGTON	\$1,000 per machine
WILMINGTON	\$1,500 per machine
WILSON	\$100 per location, \$1,000 per machine

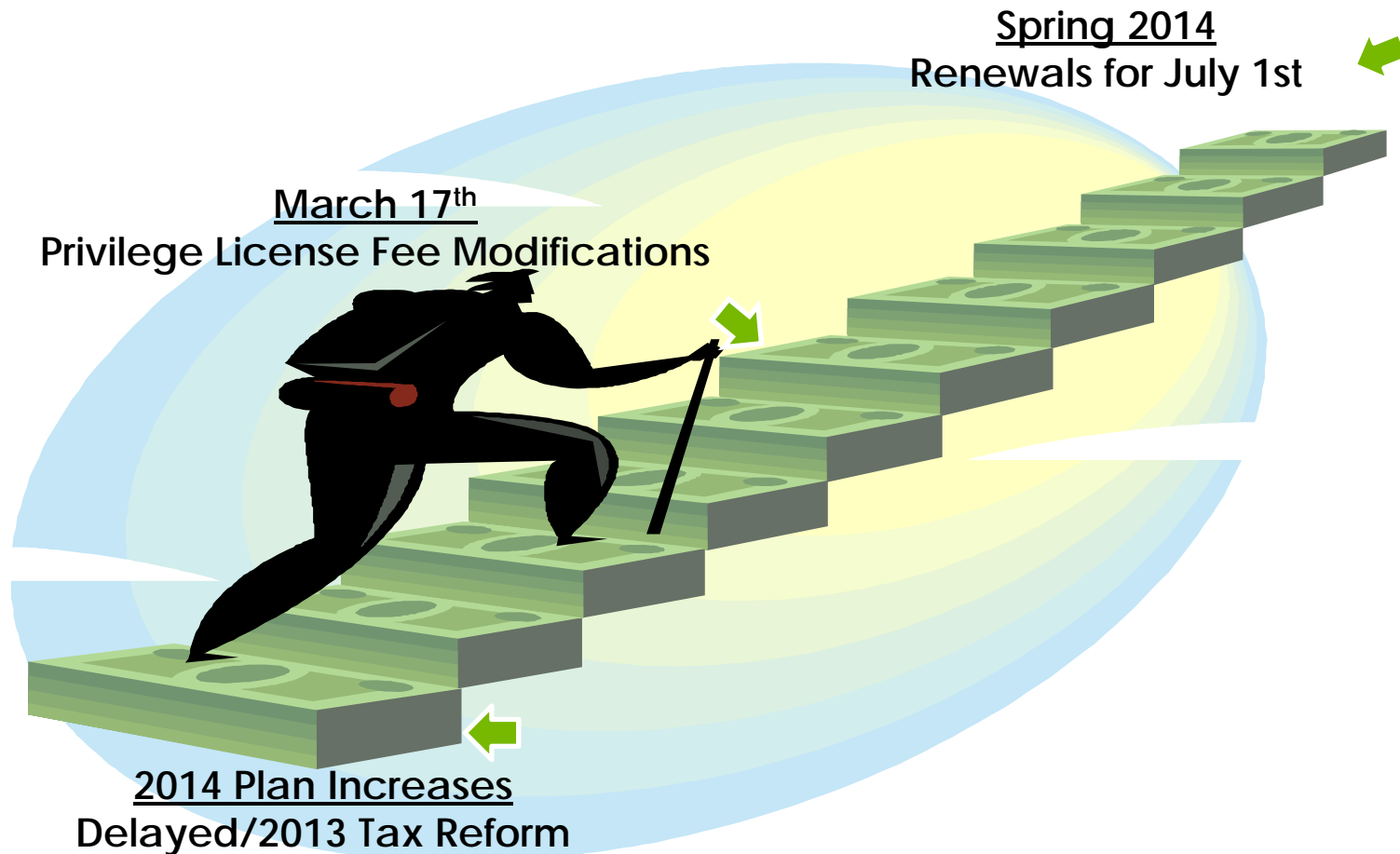
Potential Modifications

Internet Sweepstakes Business		
NUMBER OF CITY OF GREENVILLE LOCATIONS	FEE OPTIONS PER LOCATION	REVENUE
13	\$250 Current Fee	\$3,250
	\$1,500	\$19,500
	\$2,000	\$26,000
	\$5,000	\$65,000

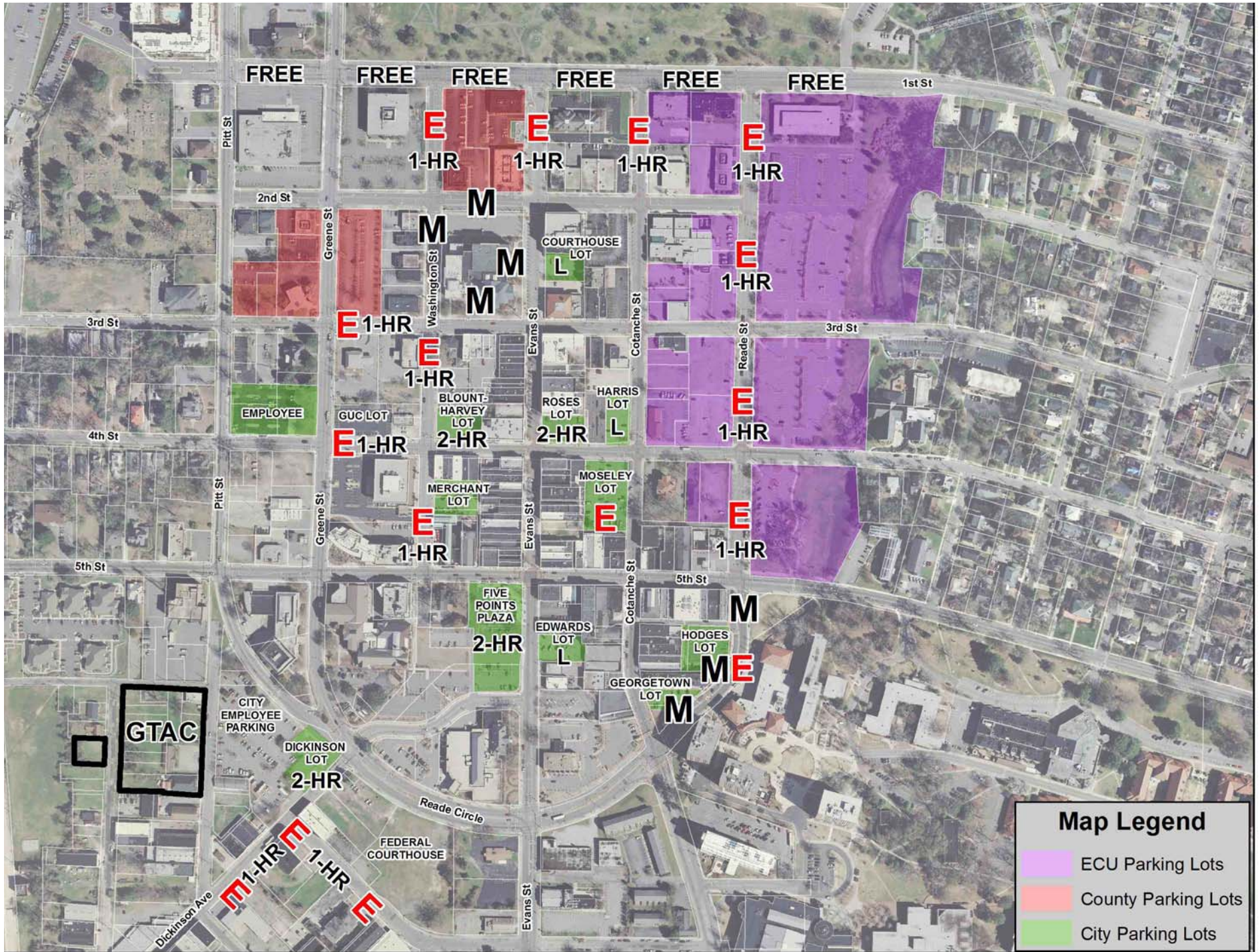
Summary

- ✓ Privilege License Timing and History
- ✓ How Greenville compares to other Cities
- ✓ Options for Greenville
- ✓ Internet Sweepstakes Options

Next Steps



Item 14: Central City Parking Enforcement - Community Services Approach



FREE

FREE

FREE

FREE

FREE

FREE

1st St

1-HR

1-HR

1-HR

1-HR

1-HR

1-HR

2nd St

M

M

M

M

COURTHOUSE LOT

E

1-HR

3rd St

E

1-HR

E

1-HR

ROSES LOT

2-HR

E

1-HR

4th St

EMPLOYEE

E

1-HR

E

1-HR

2-HR

L

E

E

1-HR

E

1-HR

2-HR

L

E

5th St

M

M

M

M

FIVE POINTS PLAZA

2-HR

E

1-HR

EDWARDS LOT

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CITY EMPLOYEE PARKING

DICKINSON LOT

2-HR

FEDERAL COURTHOUSE

GTAC

1-HR

1-HR

E

Dickinson Ave

1-HR

1-HR

E

Evans St

Cotanche St

5th St

Reade St

3rd St

Pitt St

Greene St

Washington St

Evans St

Cotanche St

Pitt St

Greene St

Washington St

Evans St

Cotanche St

Reade Circle