

8.10.15

# City Council Meeting

# Item 19: Contract Award for FY 2016 Street Resurfacing Project

## FUNDING

- Road Resurfacing - \$1.0M approved budget by City Council for FY15-16
- Low bidder - Barnhill Contracting
- Base bid - \$1,141,713.75
- Several streets removed from base bid to reduce contract amount to 1,000,000.

## STREETS TO BE PAVED

Street	From	To	Lane Miles
Horseshoe Dr.	Hooker Rd.	Street End	0.90
East 4 <sup>th</sup> Street	Forest Hills Cir.	Laurel St.	0.98
Sloan Dr.	River Hill Dr.	River Hill Dr.	0.33
Syme Cl.	River Hill Dr.	Street End	0.17
South Elm St.	14 <sup>th</sup> Street	Greenville Blvd.	2.65
South Elm St.	Oakview Dr.	Charles Blvd.	0.23
Churchside Dr.	Oakview Dr.	Red Banks Blvd.	0.18
Oakview Dr.	South Elm St.	Pinecrest Dr.	0.31
<b>Total</b>			<b>5.75</b>

## FY15-16 Street Resurfacing Program - \$1.0M



# Road Conditions Found During 2014 Resurfacing Contract

York Road (base repair work)



# Road Conditions After Resurfacing

## York Road



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## 2015 Street Resurfacing Project Request

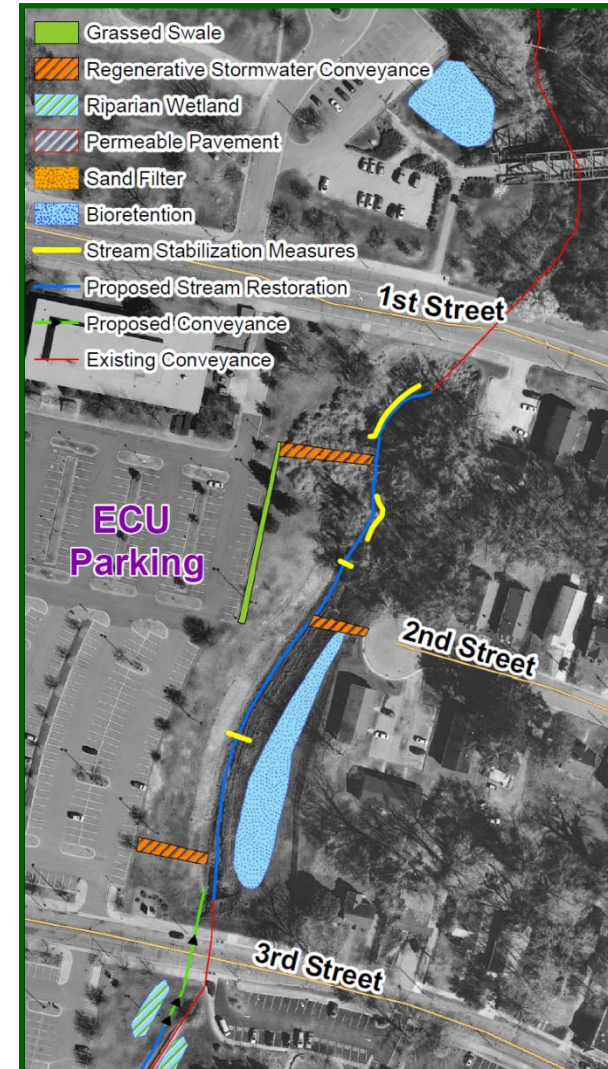
- Council approve contract to Barnhill Contracting not to exceed \$1,000,000
- Funding Source: Street Improvement Fund - \$1,000,000.00



**Item 20:** Contract Amendment #2  
for Green Infrastructure/Streetscape  
Improvements associated with Task  
Order #2 (final design) for the Town  
Creek Culvert drainage Project

# Green Infrastructure

- Letter of Intent to Fund February 2014 (\$7.3M)
- ER/EID approved August 2014 (\$10M)
- 15 BMPs were proposed
- Open channel between 3<sup>rd</sup> and 4<sup>th</sup> Streets

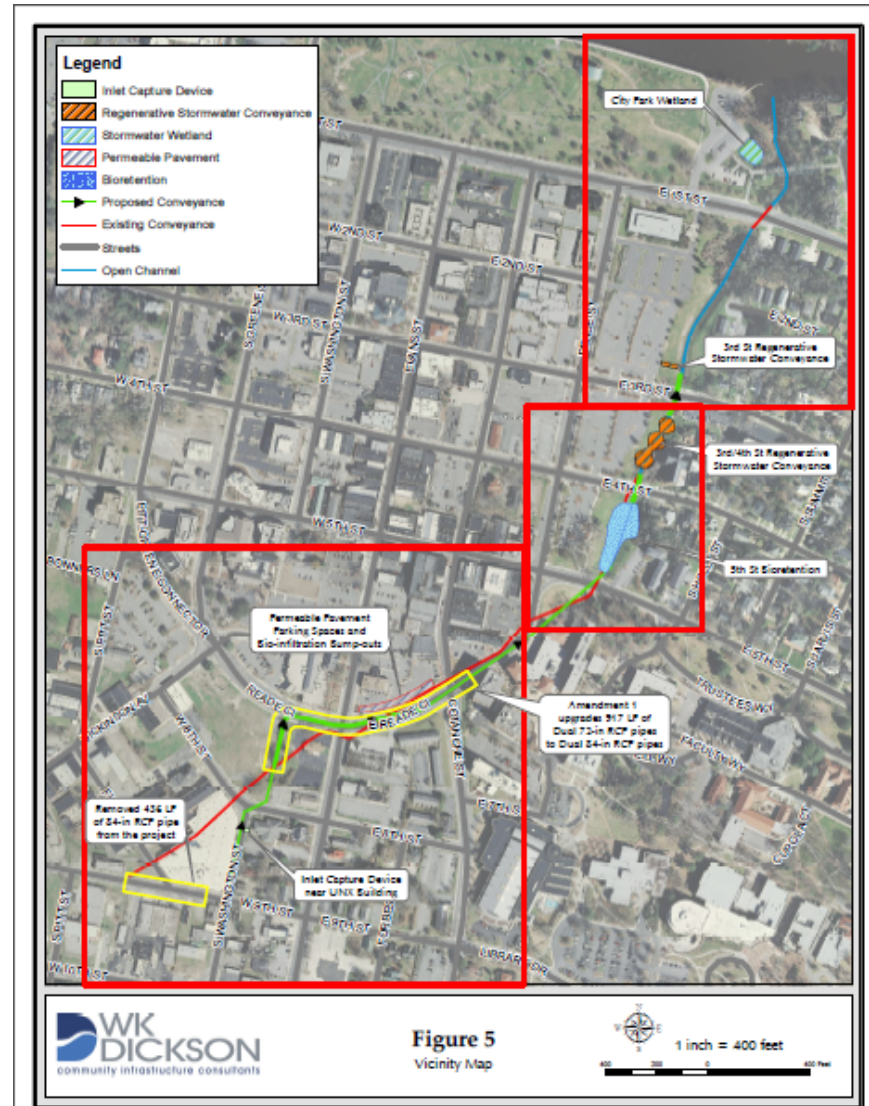


# Redirection by DWI

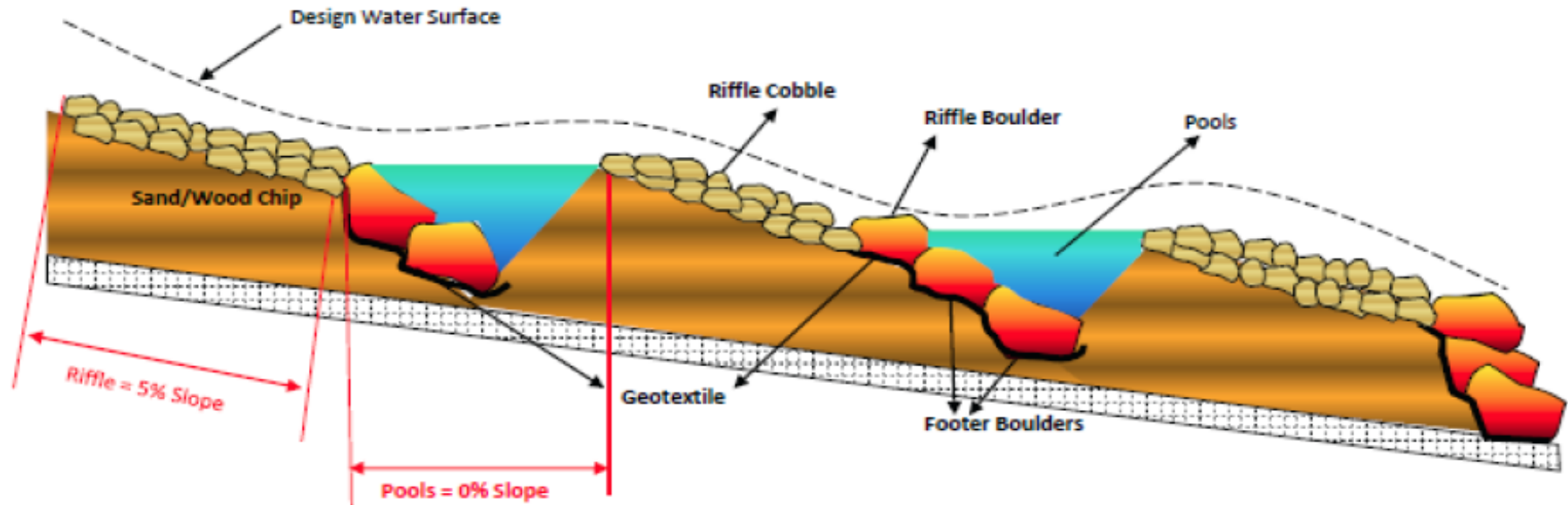
- On-site meeting
- Regional BMP required

# ER/EID Amendment

- 15 BMPs were reduced to 6 BMPs
- Regional RSC included (250' Long x 40' Wide)
- Nitrogen removal increased from 69 lb/yr to 252 lb/yr



# Regional RSC



Source: *W. Virginia Stormwater Management & Design Guidance Manual*

# ER/EID Amendment

SRF Recommended BMPs				
Basin(s)	Stormwater Control Measure	Nitrogen Removal (lb/yr)	Installation Cost (\$)	\$ per lb N Removed per yr
3rd/4th St RSC	RSC	190.88	\$ 197,800.00	\$ 1,036.25
3rd St RSC	RSC	10.76	\$ 33,600.00	\$ 3,122.39
4th/5th St Bioretention	Bioretention w/ IWS	39.73	\$ 178,800.00	\$ 4,500.38
Inlet Capture Device	Filtera/Silva Cell	3.60	\$ 20,500.00	\$ 5,694.44
City Park Wetland	Wetland	5.45	\$ 49,020.00	\$ 8,989.55
Reade St. PP	Permeable Pavement	1.23	\$ 108,900.00	\$ 88,536.59
	<b>Totals*</b>	<b>251.65</b>	\$ <del>588,620.00</del>	
	Cost per Pollutant Removed (\$/lb N Removed/yr)		\$ <b>2,339.01</b>	

**Better project than initially submitted!**

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# Results of Amendment

- Equitable distribution of BMPs
  - Total Pollutant removal (~252 lb N/yr)
- Treat both surface runoff and flow through the trunk line (10<sup>th</sup> St. Connector).
- Large-scale Regenerative Stormwater Conveyance (RSC) System
  - Removes large amounts of pollutant (~191 lb N/yr)
  - On-line structure treating 258 acres.
  - Similar to converting 10% of this watershed to a coastal plain forest.

# Town Creek Culvert

Fall 2013  
2014-2015  
November 2015  
Winter 2016  
Spring 2016  
Summer 2016  
August 2016  
Summer 2018



Surveys  
Analysis and Design  
Complete Final Design  
Permits/Easements  
Advertise for Construction  
Review Construction Bids  
Award Construction Contract  
Complete Construction

**We are here**



# Item 24: Presentations by Boards and Commissions:

## Historic Preservation Commission

# Historic Preservation Commission

## Annual Report to City Council

August 10, 2015

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## Historic Preservation Commissioners

- McLean Godley, Chair
- David Hursh, Vice Chair
- David Dennard
- Alice Arnold
- William Gee
- Brittany Whitney
- Kerry Carlin
- Roger Kammerer
- Ryan Webb
- Jeremy Jordan

Council Liaison: Kandie Smith  
City Attorney: Bill Little  
Planning Staff: Collette Kinane  
Amy Nunez

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## Work Reviewed since November 2014:

5 Certificates of Appropriateness (withdrawn)

21 Minor Works COAs

4 Façade Improvement Grants

## Work Reviewed:



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*City of Greenville, North Carolina*

Historic District and Local Landmark Design Guidelines

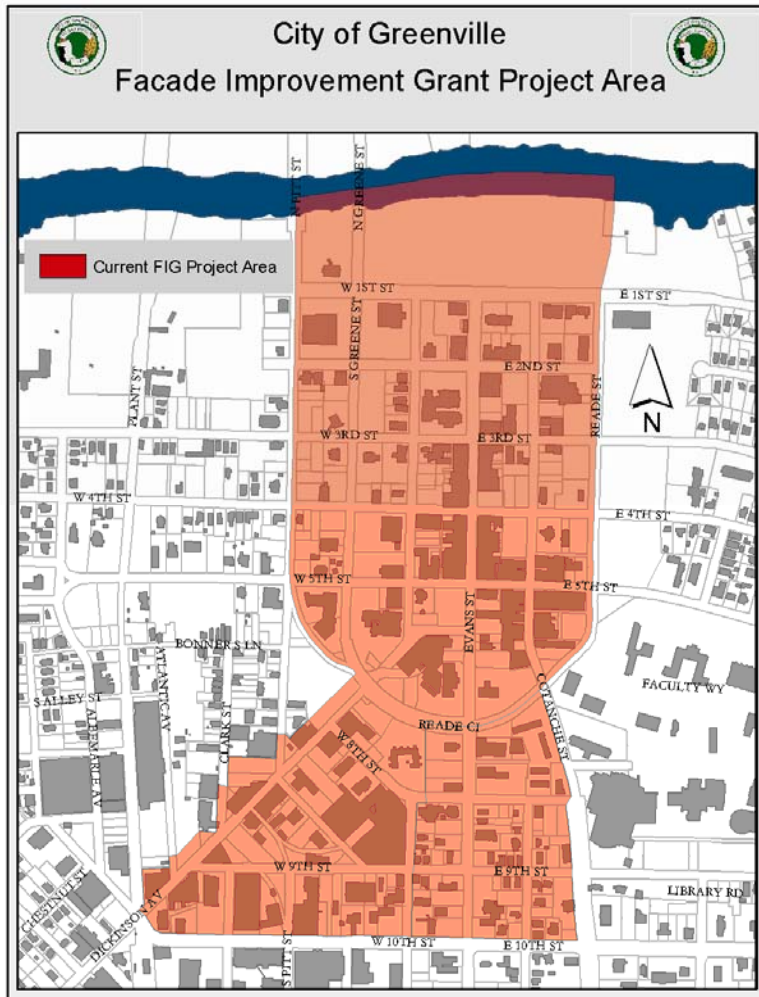


Adopted March 25, 2014

## Certificates of Appropriateness

A COA is necessary when exterior alterations are being made to properties in College View Historic District or Local Landmarks.

Minor Works are repairs or improvements that can be reviewed by staff.



## Façade Improvement Grants

Help preserve and enhance the unique historic character and architectural quality of Greenville's central business district.

Encourage substantial, historically appropriate exterior building renovations.

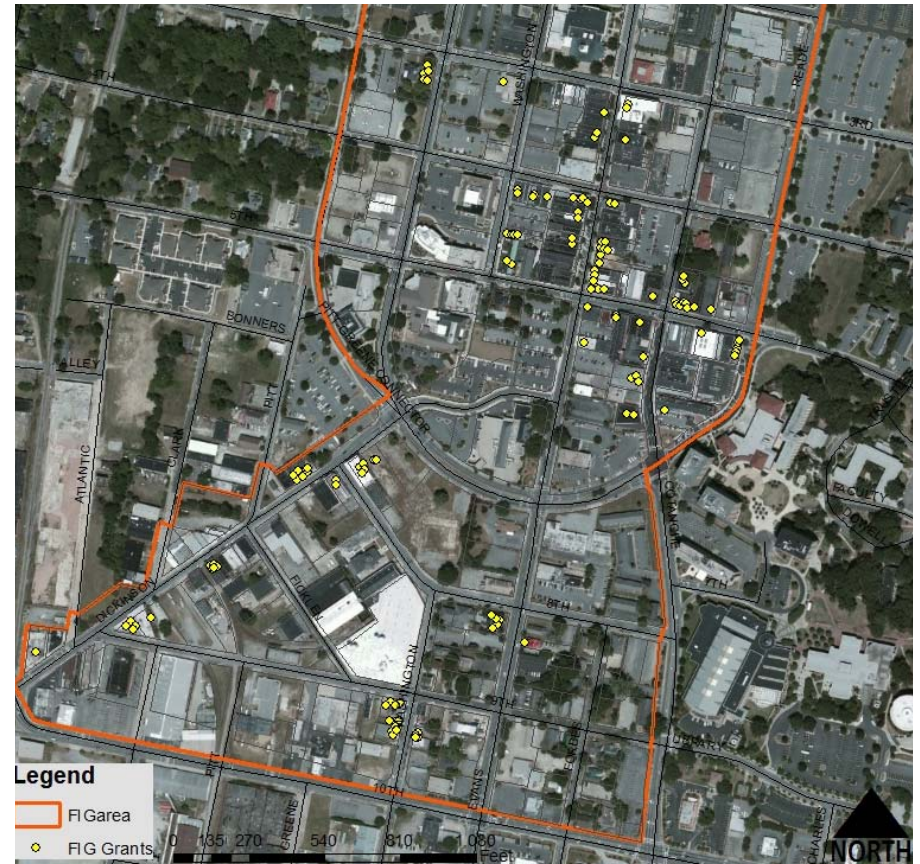
Matches 50% of eligible cost up to \$5,000 reimbursement per façade.

Since 1999, 130 funded grants  
(3 currently in progress).

Grants have ranged from \$325  
to \$5000.

City has invested **\$270,928.20**  
while property owners have  
invested **\$1,126,882.83**

For every \$1 given by City,  
~\$4.16 is spent by business  
owners.

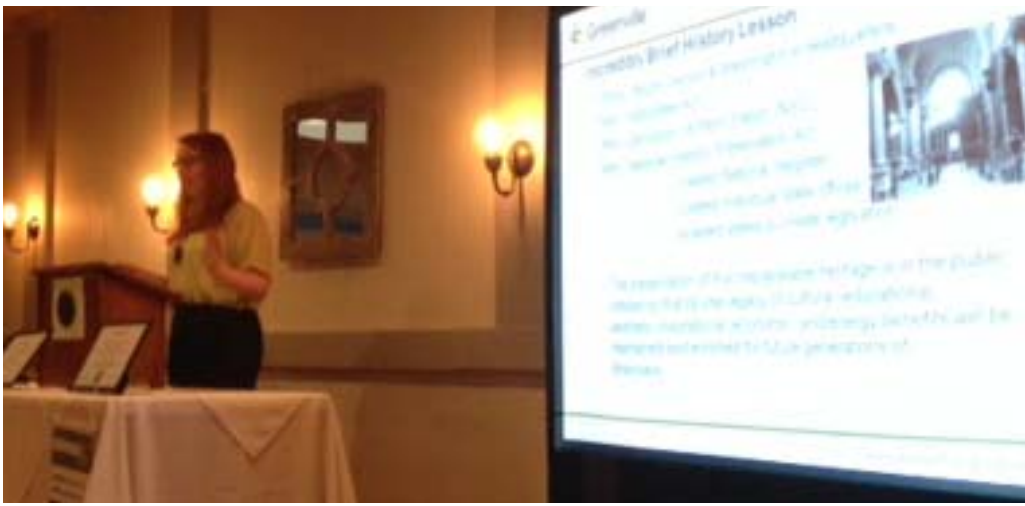






Crossbones Tavern, 114 East 5<sup>th</sup> Street

# Educate: Workshops – public and region



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# Educate:

**City of Greenville, NC Government**  
July 16 at 5:25am · 🌐

#DYK the Winterville Machine Works built 12 practice space capsules for NASA's Project Mercury? #hbt <https://goo.gl/f0PC49>



**Winterville space capsules**  
Man overseeing machinery at Winterville Machine works, which is building 12 practice space capsules for NASA's project mercury. April 21, 1961....  
GOO.GL

Like Comment Share

Vic Stanfield, Nichole Wren Budaye, Sarah Joseph Glancy and 5 others like this.



**City of Greenville, NC Government**  
We love our streets, our places of eats, our stores, and our outdoors. We think #thisplacematters! Join us in celebrating preservation on July 30th and download a sign to share the places in Greenville that matter to you! <http://goo.gl/pDhbQ7>

July 9

👍 National Trust for Historic Preservation, Alexander Da-Great Williams, Jim Latham and 8 others like this.

🔄 1 share

 **Matt Mobley-Payton** May Love it!  
July 9 at 5:51pm

**Saving Places**  
@SavingPlaces Following

MT @PresGreenville: @presonomics Here's one of our #taxcredit successes! #OldBuildingsNewJobs #TransformationTuesday



RETWEETS 5 FAVORITES 6

4:55 PM - 23 Jun 2015

# Opportunities

## Benefits of Historic Preservation:

- Increased property value
- Retention of existing building materials
- Creation of local jobs
- Reuse of infrastructure
- Energy savings
- Retention of history and authenticity

# Economic Development



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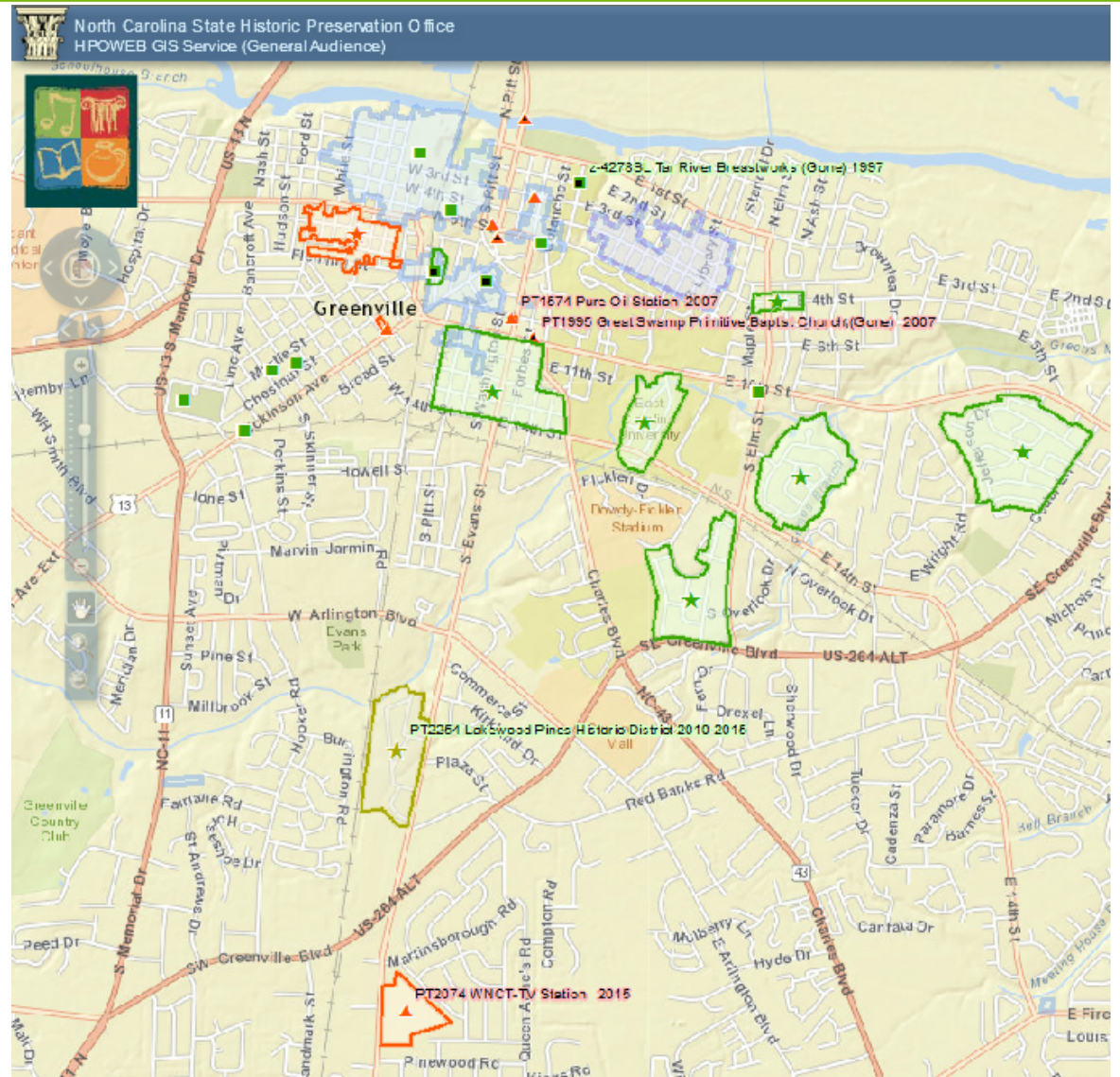
# Neighborhood Restoration



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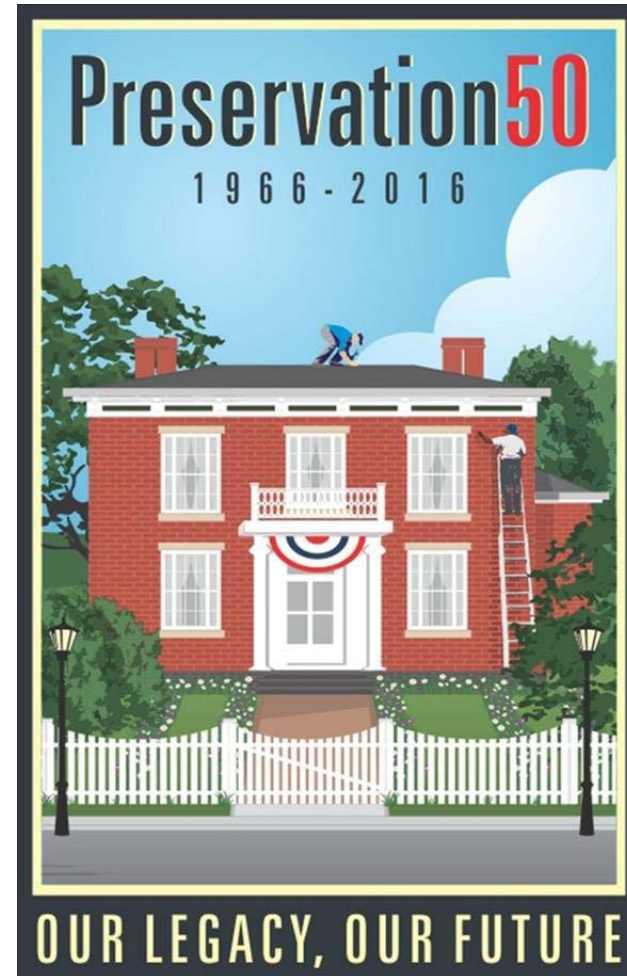
# Potential Nominations



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# Expanding education



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# Item 24: Presentations by Boards and Commissions:

## Recreation and Parks Commission

# **Greenville Recreation & Parks Commission**

***Annual Report to City Council***

**August 10, 2015**

# The GRPD Goal:

*Positively Impact our  
Community's Image,  
Environment, Economy & the  
Health & Well-Being  
of our Citizens*



## **Sunday in the Park**

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# Sunday in the Park Concessionaires

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# **Sunday in the Park 2015 Sponsors**

**News Channel 12  
Barbour Hendrick Honda  
Pitt County Arts Council  
The Greenville Times  
East Carolina Veterinary Service  
Physicians East  
WNCT 107.9 & 1070 WNCT.**



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# Little League Tournament of State Champions

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# Drew Steele Center

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# Magnolia ARTS CENTER

Celebrating 10 Years!



**MEET AND GREET**  
SOCIAL HOUR  
7:00PM - 8:00PM  
SHOW TIME: 8:30PM

## Major Media Comedy Night

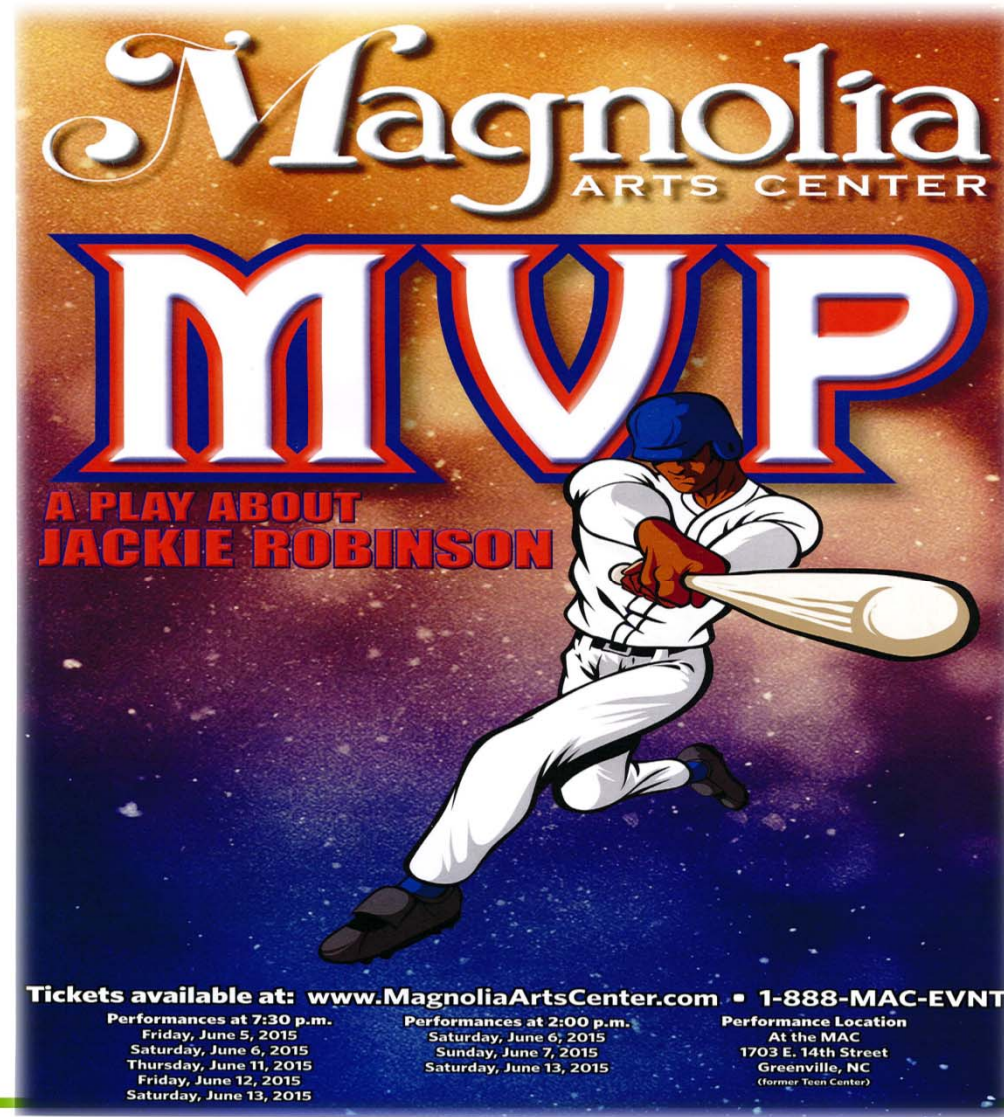
**MAY 30, 2015**  
@ MAGNOLIA ART CENTER  
1703 EAST 14TH STREET  
IN GREENVILLE, NC

**LEROY SEABROOKS**

**JAY DERRELL**

**\$15.00**


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**Magnolia**  
ARTS CENTER

**MVP**

**A PLAY ABOUT  
JACKIE ROBINSON**



**Tickets available at: [www.MagnoliaArtsCenter.com](http://www.MagnoliaArtsCenter.com) • 1-888-MAC-EVNT**

<b>Performances at 7:30 p.m.</b> Friday, June 5, 2015 Saturday, June 6, 2015 Thursday, June 11, 2015 Friday, June 12, 2015 Saturday, June 13, 2015	<b>Performances at 2:00 p.m.</b> Saturday, June 6, 2015 Sunday, June 7, 2015 Saturday, June 13, 2015	<b>Performance Location</b> At the MAC 1703 E. 14th Street Greenville, NC <small>(former Teen Center)</small>
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## ***MVP - The Jackie Robinson Story***



## ***Check Presentation***

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BY ERNEST THOMAS

Jaston Williams, Joe Sears, and Ed Howard's

**A TUNA**  
*Christmas*

directed by  
**David Allen George**

**What's  
Next?**

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## Community Garden



## Greenfield Terrace Playground Program

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## Playground Program Greenfield Terrace

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## **Splashpoint at Dream Park**

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## River Park North

*Find yourself in good company*



## **Born Learning Trail**



*Find yourself in good company*



## **Kids' River Fest**

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*Find yourself in good company*



## **Kid's RiverFest**

*Find yourself in good company*



## Camping Platform

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*Find yourself in good company*



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## **Environmental Symposium, River Park North**

*Find yourself in good company*



## **Environmental Symposium, River Park North**

***NC Secretary of Natural Resources Vandervart***

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## Love a Sea Turtle Camp

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## **Love a Sea Turtle Camp**

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*You're Invited to Attend*  
**VOLUNTEER  
APPRECIATION DAY!**

**August 6<sup>th</sup>**  
**5:30 PM–8:30 PM**  
**River Park North**  
1000 Mumford Road

**RSVP by July 20, 2015 at**  
**[surveymonkey.com/r/grpdvolunteer](http://surveymonkey.com/r/grpdvolunteer)**  
For more information, call 252.329.4550 or email  
Morgan Rickert at [mrickett@greenvillenc.gov](mailto:mrickett@greenvillenc.gov).

Fun for the whole family! Dinner will be provided. Activities include:

- Free Raffle
- Cornhole
- Moonbounce
- Water Slide (bring swimsuit and towel)
- Games
- And MORE!



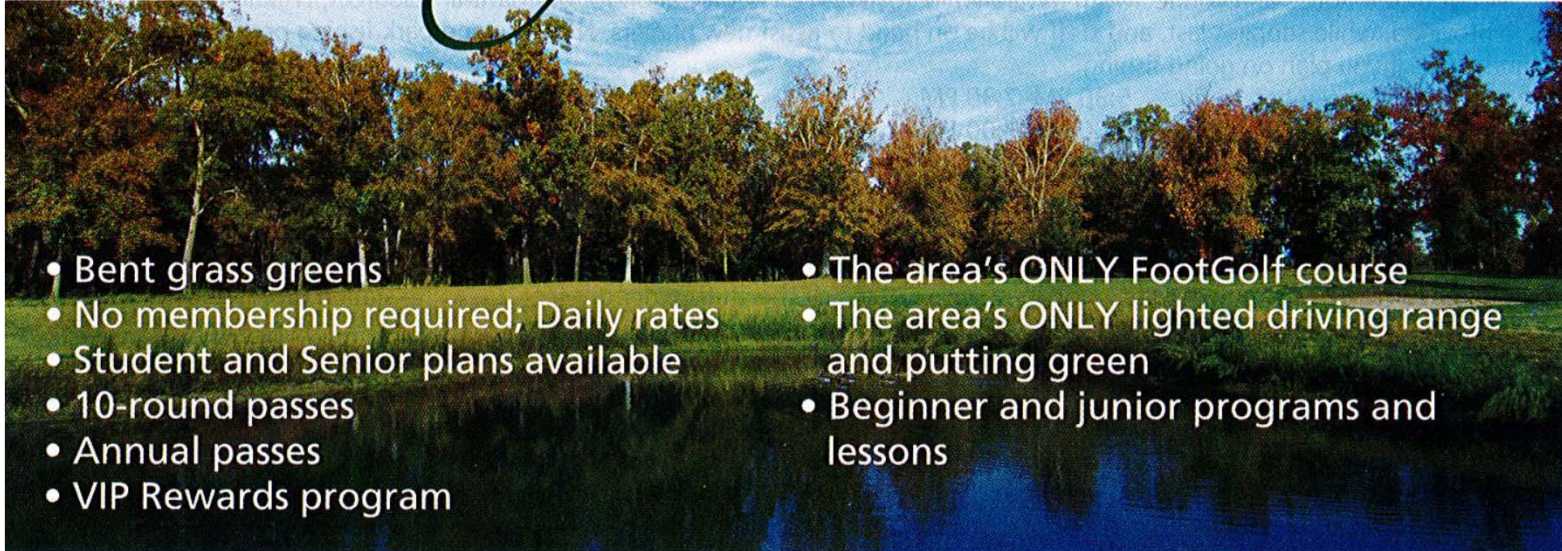
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**Annual Mud Day – Sept 19, 2015**

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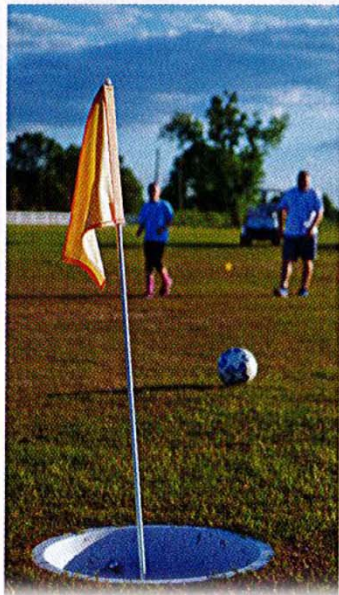
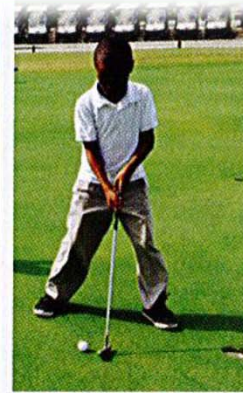


Find yourself in good company  
at  
*Your hometown course*



- Bent grass greens
- No membership required; Daily rates
- Student and Senior plans available
- 10-round passes
- Annual passes
- VIP Rewards program
- The area's ONLY FootGolf course
- The area's ONLY lighted driving range and putting green
- Beginner and junior programs and lessons

For information on booking tee times, lessons, or hosting your next event with us, call 252.329.4653 or visit [greenvillenc.gov](http://greenvillenc.gov)



# Bradford Creek

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**The First Tee®**

**INTEGRITY**  
**JUDGMENT**  
**HONESTY RESPONSIBILITY**  
**SPORTSMANSHIP RESPECT**  
**CONFIDENCE PERSEVERANCE**  
**COURTESY**

*We're not playing to beat the course.  
We're not playing to brag to our friends.  
Or to win a trophy. Or to see our faces  
on the cover of a magazine. We're playing  
for something a whole lot more important.*



**YOU CAN HELP  
THEM SUCCEED  
FOR THE REST  
OF THEIR LIFE**



*Find yourself in good company*

# FOOTGOLF

NOW OPEN

at

THE SHORT COURSE AT



**Bradford Creek**  
PUBLIC GOLF COURSE

What is FootGolf? FootGolf is the popular new sport that combines soccer and golf! To play, players use soccer balls on a traditional golf course with 21-inch diameter cups. The rules largely correspond with the rules of golf.

\$8—15 & under

\$10—16 & up

\$7 Cart rental *(Must be 16 to rent a cart.)*

\$3 ball rental fee.



Call for available FootGolf tee times—252.329.GOLF



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# Youth Golf



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# Athletics

*Find yourself in good company*



# Athletics

*Find yourself in good company*



# The Yellow Fins

*Find yourself in good company*



# End-of-Season Meet

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*Find yourself in good company*



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# CAMPS

*Find yourself in good company*



# Jaycee Jamboree

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*Find yourself in good company*

# The Facility Improvement Program





## Facility Improvement Program

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# South Greenville

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## **South Greenville Recreation Center Renovations**

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## Examples Camping Platform, Observation Deck

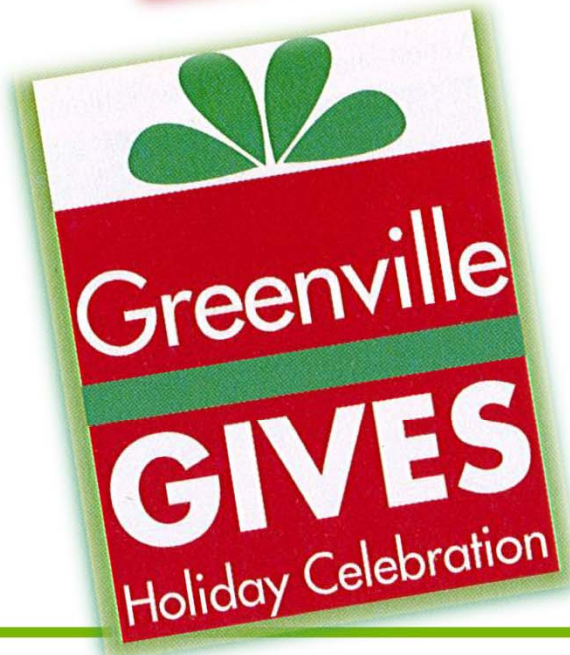


# Town Common Furnishings

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**Greenville**  
**GIVES**  
Holiday Celebration

**EXERCISE IN THE PARK**  
A free community series the second Thursday of each month May–October  
TOYOTA AMPHITHEATRE STAGE AT TOWN COMMON  
100 East First Street • Greenville, NC

Bring your friends, co-workers, and family as exercise & encouragement to come out for this free community series and exercise with us in the park. In the event of inclement weather all events will occur the following week same day and time.

May 14	5:30 PM	Zumba
June 11	5:30 PM	Aerobics
July 9	6:30 PM	Yoga
August 7	6:30 PM	Pilates
September 10	5:30 PM	BootCamp
October 8	5:30 PM	Line Dancing

**Greenville**  
RECREATION AND PARKS

For more information please call 252.329.4567 or visit us online @ [greenvillenc.gov](http://greenvillenc.gov)

River Park North  
GREENVILLE, NORTH CAROLINA

**Ramble 5k**  
RACE & NATURE WALK

**11.8.15 • 4:00 PM**

Run or walk our scenic trails through beautiful wetland habitats in support of early childhood experiences outside. Enjoy free pre and post-run activities including beer, fishing, campfires, music and more.

Registration Begins at 2:00 PM  
Race & Nature Walk at 4:00 PM  
Fee: \$25; Early Bird Registration \$15

Register online at [www.RunTheEarth.com](http://www.RunTheEarth.com)  
For more information contact Christopher Horrigan at 252.329.4567 or visit [greenvillenc.gov](http://greenvillenc.gov)

**CELEBRATION OF YOUTH EXPRESSION**

Joe Pacheco  
GREENVILLE, NC

**Greenville**  
RECREATION AND PARKS

The Daily Reflector  
Collector...

**SATURDAY • JUNE 20, 2015**  
**6:00 PM–8:30 PM**  
**TOWN COMMON**  
100 East First Street

The celebration is a forum for young people to highlight their talents through performance and visual arts.

For more information, call 252.329.4567 or visit [greenvillenc.gov](http://greenvillenc.gov).

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## Doggie Pool Party – Next Saturday

*Find yourself in good company*





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# The Arts

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# Item 25: Presentation on Pitt County Revaluation for 2016

**Pitt County**

**Revaluation for  
2016**

# What Is Revaluation ?

Revaluation is the process of reappraisal that updates the assessed value of all properties to keep those values consistent with what the properties are worth in the current market.

The goal is for

**Assessed Value = Market Value**

# Why Is Revaluation Necessary?

- ↑ North Carolina law requires a revaluation be completed at least once every eight years. (NCGS 105-286A)
- ↑ The effective date of the new revaluation-- January 1, 2016--will be four years from Pitt County's last revaluation in 2012.
- ↑ Some counties conduct the revaluing process more frequently to lessen the impact on taxpayers and to better maintain equity.

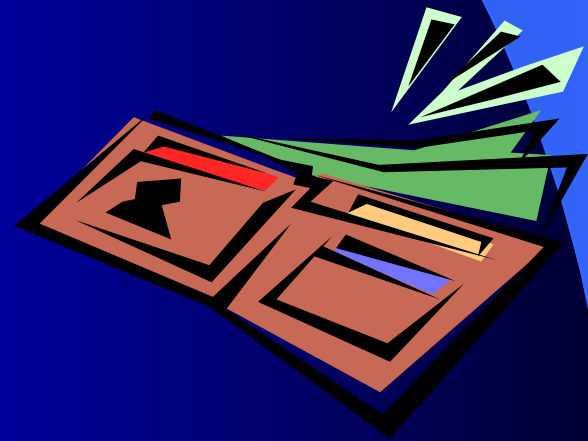
# Why Is Revaluation Necessary?

- ↑ Revaluation is conducted to ensure all properties are appraised or assessed equitably because over time some properties increase or decrease in value in comparison to others in the county.



# Why Is Revaluation Necessary?

- ↑ Revaluing ensures that all property owners are paying their fair share of the property tax burden based on the true market value of their property.



# How Are Market Values Determined ?

The Pitt County Tax Assessor uses various tools to arrive at market value including:

- 3 Comparable Property Sales Files
- 3 Sales Questionnaires
- 3 Multiple Listing Service
- 3 Revenue Stamps
- 3 Cost Books
- 3 Ratio Studies - conducted in-house and by the NC Department of Revenue



# Why Appraise At Market Value?

- ↑ NC law requires appraisal of real and personal property at its true value in money, which is its market value.  
(NCGS 105-283)



# Why Appraise At Market Value?

- ↑ The law also establishes a uniform assessment standard (NCGS 105-284).
- ↑ All property real and personal shall be assessed for taxation at its true value and taxes levied by all counties and municipalities shall be levied uniformly on assessments.

# How Much Will My Property Value Change ?

Each property's value will change at various rates depending upon numerous market factors.

Your property appraisal may increase, decrease, or stay the same depending upon the changes that have occurred since the last revaluation.

# Who Conducts The Revaluation ?

Tax Administration is conducting the 2016 revaluation. Tax Administration staff have many years of experience in property assessment and are familiar with the local marketplace in Pitt County.

# When Will I Know My New Value ?



All real property owners will be mailed a revaluation notice in February.

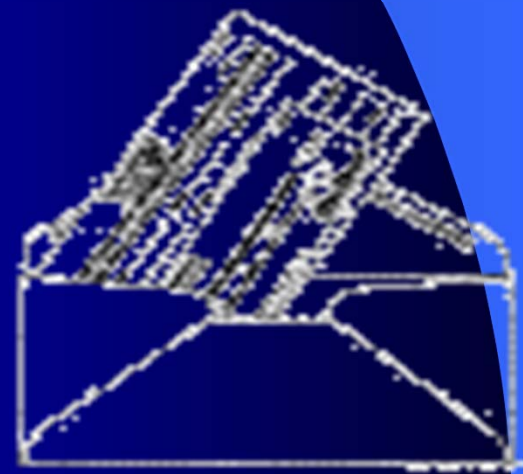
# When Will The Revaluation Become Effective ?

The background work for revaluing property began in January of 2014 and will be completed in January of 2016.

The new tax values will be effective on **January 1, 2016.**

# When Will The Change Show Up On My Tax Bill ?

- ↑ Tax bills with the new assessed values will be mailed in July 2016 and become due on September 1, 2016.
- ↑ Payment of these bills will become past due on January 6, 2017.



# How Much Will My Taxes Change?

There is no way at this time to determine how much your tax bill will be affected by the revaluation.



The tax rate for Fiscal Year 2016-2017 will be determined by the Pitt County Board of Commissioners prior to July 1, 2016 and will be based on the level of services Pitt County provides its citizens and the revenue needed to support those services.



# How Much Will My Taxes Change?



The tax rate necessary will be computed based on the total county property assessment as determined by the revaluation.

***Typically*** as a result of revaluation, the total taxes paid on real property increase due to appreciation. As you are aware, we did not experience a typical revaluation 2012 due to the weak real estate market.

# Components Of Your Tax Bill

There are two components to your tax bill--  
each set at different times of the year.

Assessed Value.....January 01

Tax Rate.....July 01

**Assessed Value X Tax Rate = Tax Bill**

# Tax Rates

Pitt County's ad valorem tax rate for Fiscal Year 2015-2016 is 68¢ per \$100 valuation.

The tax rate for Fiscal Year 2016-2017 could decrease, increase or stay the same. Again, the rate will be established during the Fiscal Year 2016-2017 budget process.

# What If I Disagree With The New Assessed Value?

Any property owner has the right to appeal their assessment. Instructions for appeal will be included with your revaluation notice.



# Pitt County's Role

- 4 Inform citizens of revaluation process--  
communicate, communicate!
  - | **Newspaper**
  - | **TV**
  - | **Public Meetings**
- 4 Conduct a fair and impartial revaluation of property
- 4 Accept and investigate appeals thoroughly, accurately and timely.

# Questions

For more information concerning  
Revaluation 2016,  
please contact Pitt County Tax Administration at  
252-902-3390  
or visit our website at  
<http://www.pittcountync.gov/depts/taxadmin>

# Item 26: Appeal from Decision of Greenville Utilities Commission as to rates





# 110 Years of Service



- Not-for Profit
- Independent agency owned by the citizens of Greenville
- Chartered by N.C. General Assembly

# Board of Commissioners



# Long-Term Strategy

- On June 29, 2015, the Board of Commissioners adopted new electric rate schedules, effective August 1, 2015, which included a **7%** retail rate reduction for all customer classes.

# Due Diligence

First Southwest	Financial Advisor
Black & Veatch	Financial Forecasting & Power Supply Modeling
McCarter & English	Legal Services
GUC General Counsel	Legal Services
Sidley Austin	Bond Counsel


# Rate Strategy Considerations

- Asset sale to reduce GUC's 2016 wholesale power costs by approximately **15.8%**.
- Wholesale costs are just a portion of the retail rate so the maximum available retail reduction would be **13.5%**
- Duke Energy Progress projects average annual wholesale increases of **3.5%**, beginning April 2016
- Long-time policy of GUC's leaders to create predictability and stability in rates to avoid rate shock.
- Rate Stabilization Reserve Fund (RSRF)
  - Set aside funding annually to minimize future rate impacts

# Rate Strategy Goals

- Stability/predictability
- Lower rates for a longer period
- Market competitive rates
- Minimize future retail increases

# Rates and Funding Forecast

First Rate Increase	Year	Purchased Power Rate Adjustment	GUC Rate Adjustment	Transfer to/(from) RSRF
	FY 2015		0.0%	\$1,500,000
	FY 2016	(15.8)%	(7.0)%	\$13,000,000
	FY 2017	3.2%	0.0%	\$7,000,000
	FY 2018	3.1%	0.0%	-
	FY 2019	2.3%	0.0%	(\$6,000,000)
	FY 2020	1.1%	0.0%	(\$5,500,000)
<b>YR6</b> 	FY 2021	3.5%	4.0%	(\$1,500,000)
	FY 2022	4.2%	3.5%	(\$2,000,000)
	FY 2023	2.7%	3.5%	(\$1,500,000)
	FY 2024	6.2%	4.0%	(\$1,000,000)
	FY 2025	4.8%	4.0%	(\$3,000,000)
	FY 2026	(1.4)%	2.5%	\$4,000,000
	FY 2027	3.9%	2.5%	-
	FY 2028	1.9%	2.5%	(\$1,500,000)
	FY 2029	2.3%	2.5%	(\$500,000)
	FY 2030	7.0%	2.5%	(\$3,000,000)

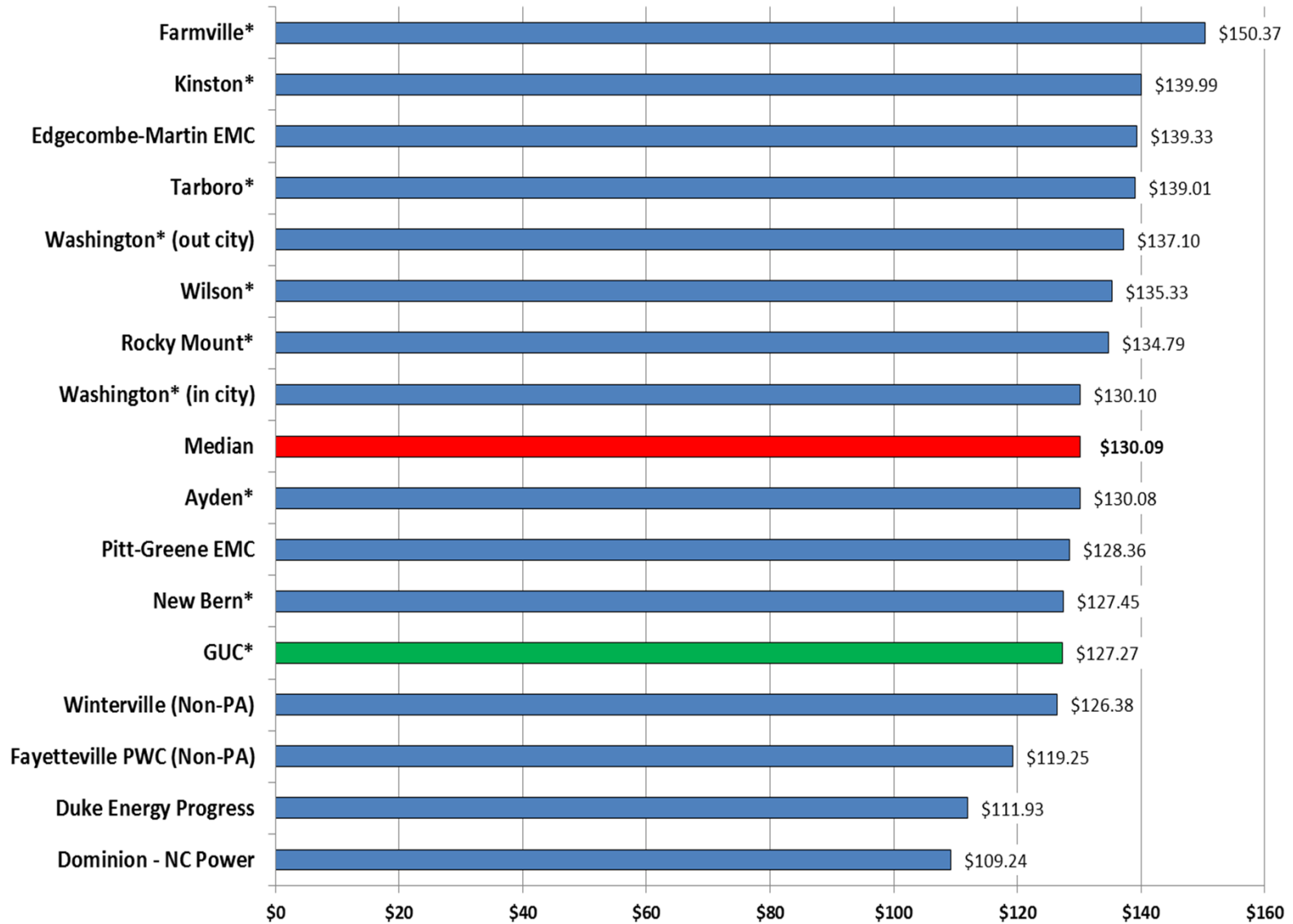
# Rate Decisions:

*Unique to Each NCEMPA Member*





## Electric Residential Average Monthly Bill at 1000 kWh



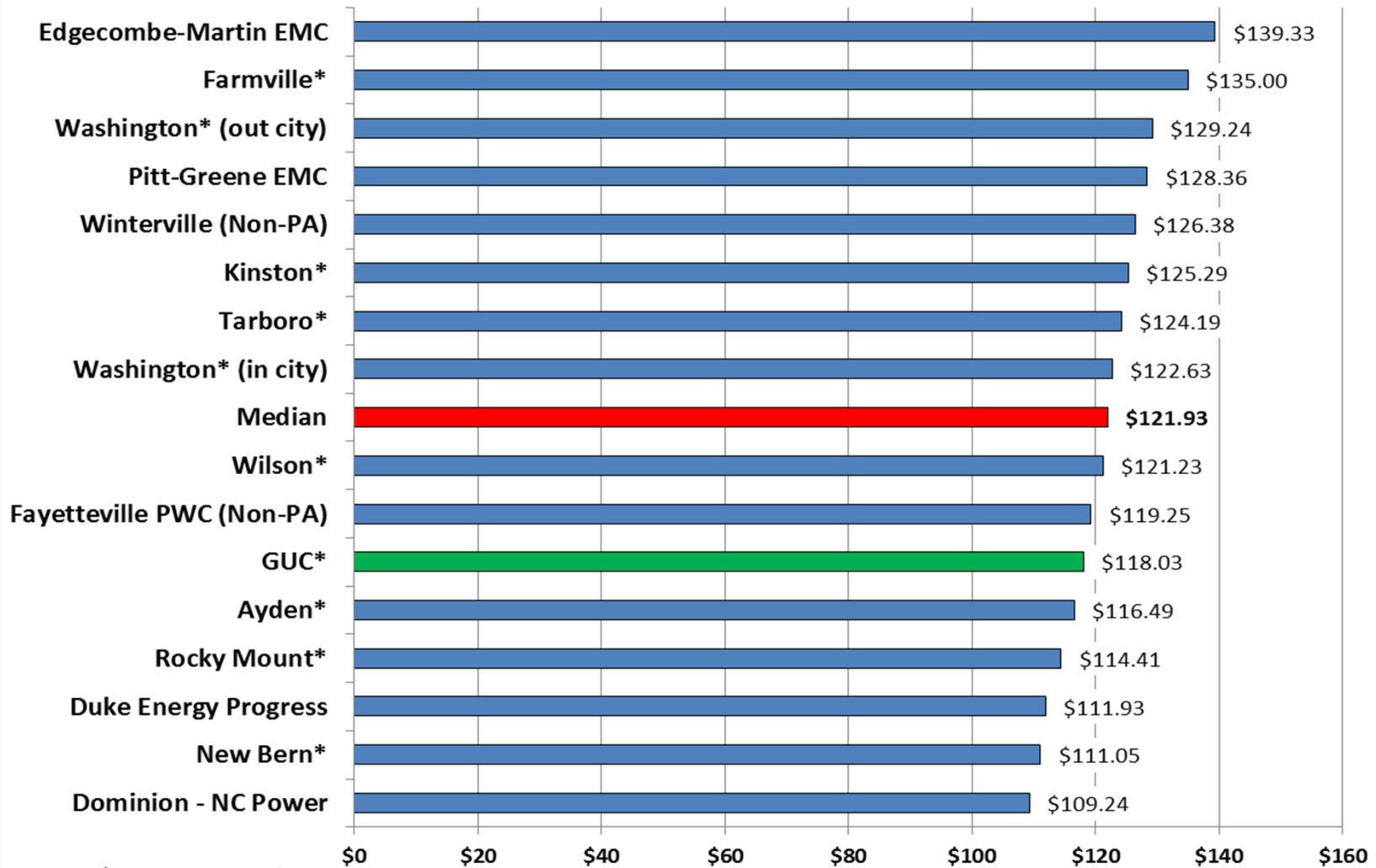
\* NCEMPA Member

<sup>1</sup> Load Management Credits included

<sup>2</sup> Average Bill effective July 1, 2015

# Electric Residential Average Monthly Bill at 1000 kWh

NCEMPA Members with 10% retail reduction



\* NCEMPA Member

<sup>1</sup> Load Management Credits included

<sup>2</sup> Exception - Greenville 7%, New Bern 12%, Rocky Mount 14%, Washington 6%

# Strategy Benefits

- Immediate rate relief
- Maintains lower rate for an extended period of time
- Rate stability and predictability
- Keeps GUC rates competitive with other regional providers
- Minimizes future retail rate increases

# Credit Rating Agencies Update

**MOODY'S**

from - Aa3 to Aa2

**With a stable outlook**

**Fitch**Ratings

from - A+ to AA-

**With a stable outlook**

**STANDARD  
& POOR'S**

A+

**With a stable outlook**

# Key Drivers of Rating Upgrades

- Strong financial operations
- Healthy liquidity margins (i.e. strong cash flows)
- Keen focus of management on operating metrics
- Conservative and proactive management
- Timely adoption of rate adjustments
- Stability due to diversified sources of revenues of the combined utility

# Rating Sensitivities

GUC's financial forecast takes into account the sale of NCEMPA's assets to DEP and the associated decrease in power costs and GUC's resulting rate decrease. The decreased costs will allow GUC to implement a 7% rate decrease, while also transferring a total of \$20 million to a RSF in 2016 and 2017 and not raising rates until 2021.

**CHANGE IN FINANCIAL STRATEGY:** While not anticipated, a shift in management strategy to operate at tighter margins could prompt negative rating pressure.



# **Item 28:** Minority and Woman Business Enterprise (MWBE) Program Update



**City of Greenville  
Minority and Women Business  
Enterprise (MWBE) Program**

**“Putting Our Words to Work...”**



# What is MWBE?

## Minority and Women Business Enterprise

- Joint Program between the City of Greenville & Greenville Utilities.
- Vehicle to promote our policy to provide minorities and women **equal opportunity** in selling their products and services to the City and GUC.



# What is MWBE?: Then & Now

**(1989)**

NC General Statute 143-128 amended to include provision for MWBE participation on building construction projects. City/GUC adopt interim plan.

**(1991)**

City/GUC create M/WBE plan and develop MOA for joint administration. Plan expands GS to include all categories of work. Duties added to existing position.

**(2007)**

New full-time position created, MWBE Coordinator. Moves from plan to program.

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# What is MWBE?: 5 Major Functions

1. Serves as liaison between MWBE firms and buyers. Includes knowledge, access, and resource networks.
2. Responsible for compliance with NC General Statutes and City/GUC Policy. Provides guidance and training on MWBE requirements.
3. Reports MWBE participation to the State of NC, City Council, Utilities Commission, and other interested bodies.
4. Provides business development and technical assistance to MWBE firms.
5. Develops and creates strategic alliances to increase the participation and utilization of MWBE.

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# What is MWBE?: Targeted Groups

How do we define Minority?

51% of the business is owned and

- (2) The management and daily business operations are controlled by a business owner(s) who is a member of at least one of the groups in subsection (b)

Subsection b

- (1) Black, (2) Hispanic, (3) Asian American, (4) American Indian, (5) Female, (6) Disabled, (7) Disadvantaged

**\*Must be certified to qualify!**

# What is MWBE?: Equal Opportunity

How do we define Equal Opportunity?

The chance for minorities and women to obtain contracts and procurement opportunities at the same rate as their availability.

*Rate or percentage is determined by comparing the number of available (ready, able, & willing) MWBE firms to the number of total available firms.*

# What is MWBE?: Goals

If the City were to reach its goal in each category of work, the utilization of MWBE firms would **equal** the availability.

	Construction	Services	Supplies & Materials (ASME)
MBE (Minority)	10%	4%	2%
WBE (Woman)	6%	4%	2%

# Why do we have a MWBE Program?





## Value Proposition

- Historically and even into present day, MWBE firms are not utilized in proportion to their availability in the market.
- We value diversity and equal opportunity.
- It's a smart economic decision.
  - Growing firms creates jobs and strengthens overall economic activity.
- It's just good business.
  - When firms compete, tax payers win.







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# 2013 and 2014 Participation Results

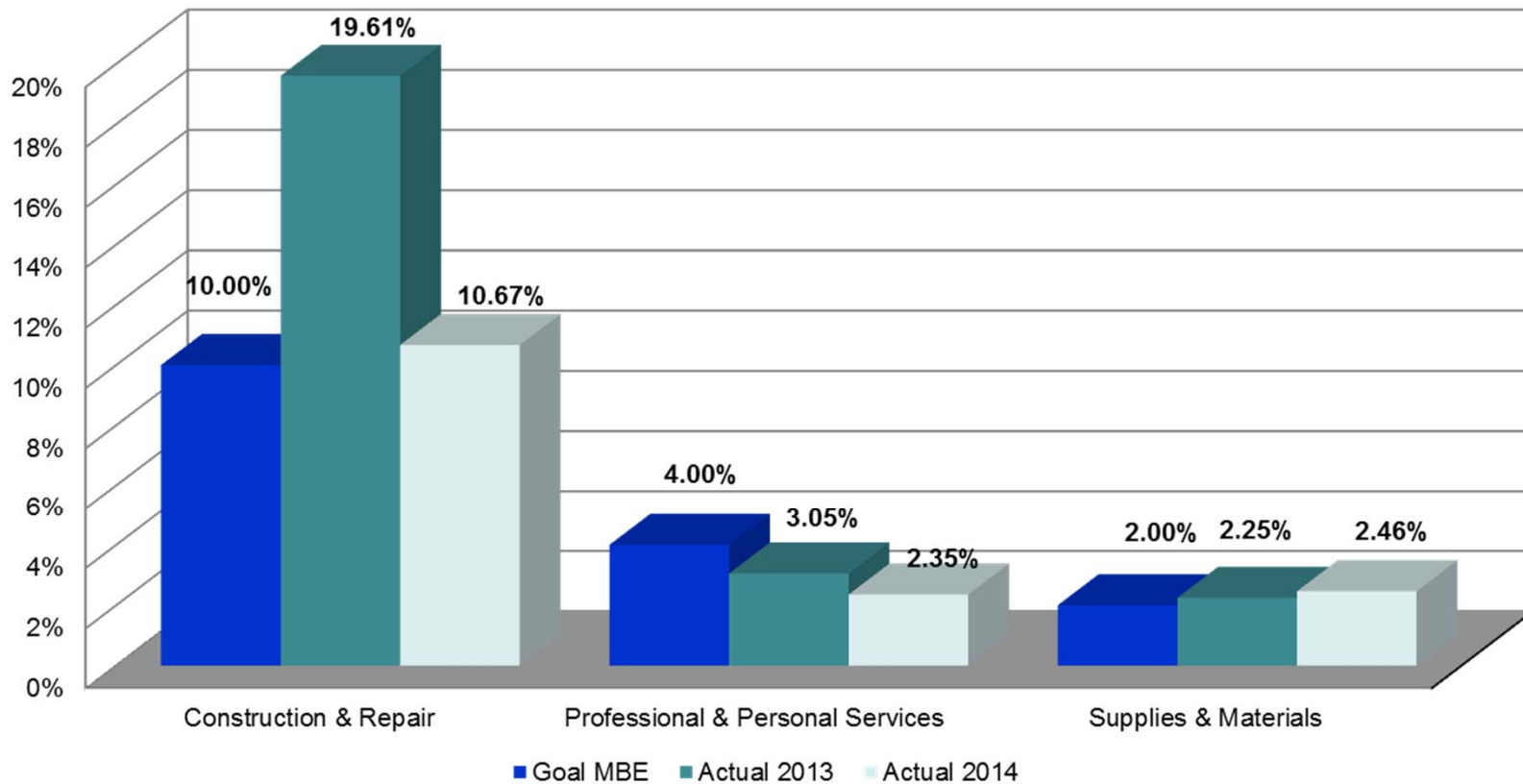
- Total spend \$25.1M in FY 2013
  -  Construction,  ASME,  Services
  - **MWBE spend \$3M or 11.9%**
  -  Overall percentage of minority spend from 2012. **43%** of the certified MWBE firms doing business were new.

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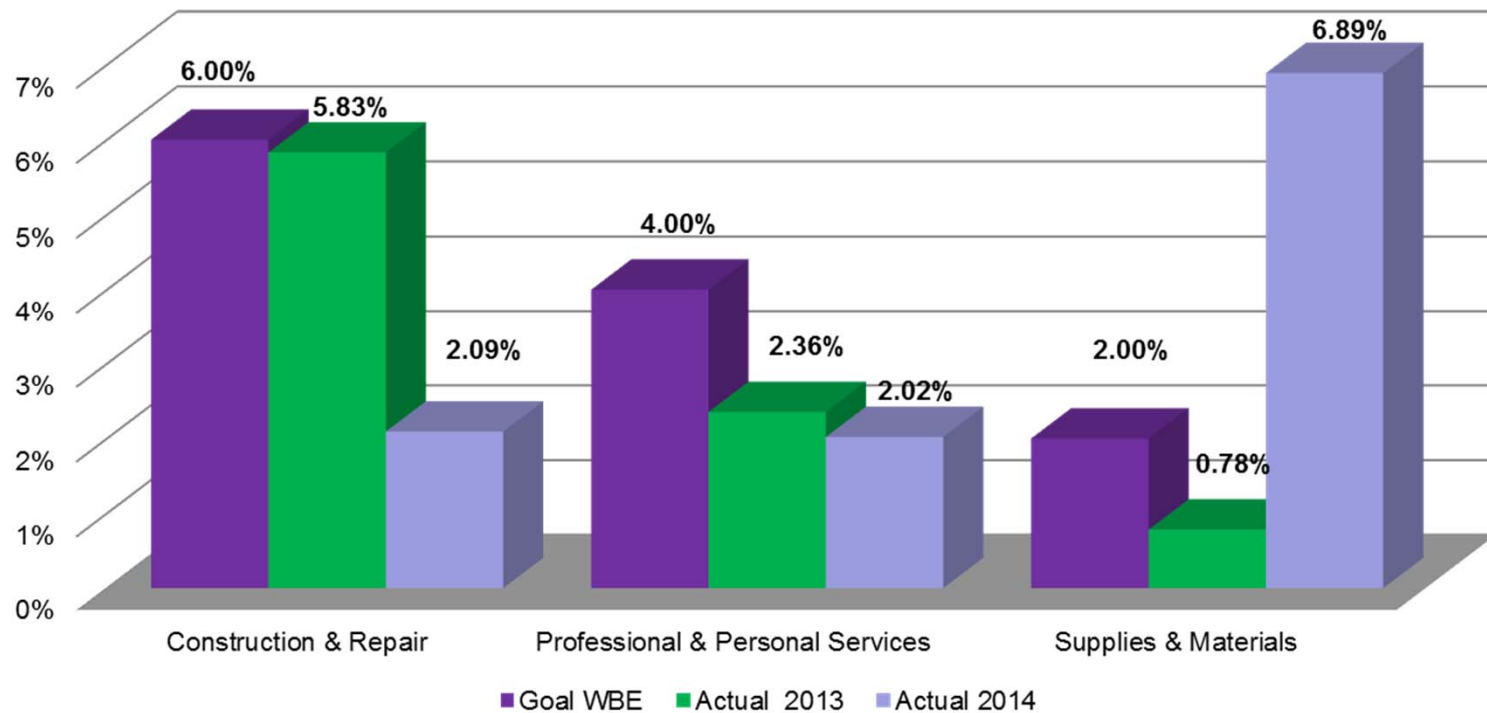
# 2013 and 2014 Participation Results

- Total spend \$23M in FY 2014
  - Considerable  in construction,  ASME,  Services
  - **MWBE spend \$2M or 8.7%**
  -  In overall percentage of minority spend from 2013 likely due to decreased spend in category with greatest # of available MWBE firms (construction)

# 2013 and 2014 MBE Goals vs. Actual



# 2013 and 2014 WBE Goals vs. Actual





Putting Our Words to Work...  
*Signature Event: Mix-n-Meet*

“Thank you,  
City of Greenville and  
Greenville Utilities  
Commission for  
having Appogee at the  
MWBE Mix-n-Meet!”

*Find yourself in good company*

CITY OF GREENVILLE / GUC

# MWBE

MINORITY AND WOMEN BUSINESS ENTERPRISE

**SEPTEMBER 28 - OCTOBER 3**

MINORITY ENTERPRISE DEVELOPMENT WEEK 2015

[MWBE.GREENVILLENC.GOV](http://MWBE.GREENVILLENC.GOV)  
#MWBE

To view full reports and learn  
more about the  
MWBE Program, visit  
[mwbe.greenvillenc.gov](http://mwbe.greenvillenc.gov)