



## 2016 ACCOMPLISHMENTS & HIGHLIGHTS



photo by Lynn Donovan



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### COMMUNITY ENGAGEMENT

The City of Greensboro experienced tremendous success in 2016 by focusing on City Council priorities, living our core values (of Honesty, Integrity, Respect and Stewardship), and by continuing to identify ways to provide effective, high quality services to the residents of Greensboro.

### QUALITY CUSTOMER SERVICE

Each day, our employees placed emphasis on working from a model that harnessed creativity and collaboration through a “One City, One Team” approach, which allowed us to deliver a balanced budget (with no property tax rate increase for the eighth consecutive year), enhance customer service, maintain our AAA bond rating, and advance a successful \$126 million bond campaign in November.

### KEEPING THE “GREEN” IN GREENSBORO

This report highlights a few examples of our notable accomplishments. As a community we have moved the dial on economic development. Over the past two fiscal years (2015-16 and 2016-17) the City awarded nearly \$4 million, which leveraged more than \$290 million of private investment. A projected 1,226 jobs will be created through these efforts. In addition, our participation in the new Guilford County Economic Development Alliance continues to garner regional success in business recruitment and expansion.

### COMMUNITY CONNECTIONS

Greensboro Police implemented the final phase of its Neighborhood Oriented Policing, a multi-year initiative geared toward crime-reduction. City Council established policies on the use of body worn police cameras and bias-free policing techniques. Guilford Metro 9-1-1 is credited with 43 life saves, while the Greensboro Fire Department is in the top five percent in the United States, having earned the Center for Public Safety Excellence accreditation and a “Class 1” rating by the Insurance Service Office.

### BETTER NEIGHBORHOODS

Greensboro continues to offer a tremendous quality of life through award-winning Parks and Recreation and infrastructure. Tourism continues to succeed through evolution of services and through great opportunities with the Greensboro Coliseum and Greensboro Science Center as well as a blossoming arts scene that includes the increased popularity of the National Folk Festival. Also, City infrastructure needs were addressed in 2016, including continued upgrades to TZ Osborne Water Reclamation Facility, allocation of additional resources to double the city’s street resurfacing program, and continued advancement of the Downtown Greenway.

### QUALITY OF LIFE

We are honored and privileged to serve as your City Council. Together with our dynamic team of employees, we are thankful for the opportunity to serve this great community and look forward to providing another year of quality customer service in 2017.



## COMMUNITY ENGAGEMENT

The City of Greensboro kept residents engaged through a wide range of education and outreach efforts designed to keep them informed about their city and increased public safety.

### Public Safety

The Fire Department installed 755 free smoke alarms and educated 24,936 people through fire station tours, equipment displays, the Citizens Academy and the Fire Explorer Program for high schoolers. The Police Department participated in 294 community events or speaking engagements. More than 41,000 people attended police programs.

### Neighborhood-Oriented Policing

Greensboro Police implemented the final phase of Neighborhood Oriented Policing, a multi-year initiative that included changing patrol boundaries, quantifying workload, and establishing crime-reduction responsibilities for each member of the department, as well as reassigning personnel and garnering public support.

### Youth Programs

The Library increased its number of teen programs by 68 percent. More than 67,000 children and teens participated in Parks and Recreation programs, such as Summer Night Lights and after school care. Workforce Development connected 172 teens with employment.

### Greensboro Television Network (GTN)

GTN produced 143 original programs in 2016, including Council Conversations, This is Greensboro, Building Bridges and FYI Weekly.

### Social Media Outreach

The City's official Facebook page generated 620 posts, gained 2,332 followers and garnered more than 1.5 million views. Twitter generated 1,640 tweets and gained 10,842 followers.



### Office of Community Engagement

In its first year of existence, the Police Department's Office of Community Engagement continued the success of police initiatives such as National Night Out, Operation PASS and Operation Yuletide. Approximately 140 neighborhoods in Greensboro participated in National Night Out, helping the City be a National Award Winner again this year. Operation PASS helped provide school supplies to students to prepare them for a successful school year and Operation Yuletide provided holiday cheer to more than 100 families in need.



**13,174 NEW FOLLOWERS**  
ON FACEBOOK & TWITTER

Facebook had  
**1,538,975**  
views in 2016.



## QUALITY CUSTOMER SERVICE

Greensboro continues to improve its programs and offerings to meet the City's goal of providing top-notch service to residents and businesses.

### City Hall on Call

Greensboro's Contact Center assisted 227,000 people last year through calls to 336-373-CITY, online chats, email messages, mobile app submissions and walk-in requests.

### CPR Success

The Greensboro Fire Department has improved its CPR success rate. EMT training, team-based CPR techniques and the use of medications like Narcan, resulted in a 16 percent increase in the CPR success rate from 2015 to 2016.

### Better Bus Technology

The Greensboro Transit Authority (GTA) introduced Go Pass, a rechargeable card, allowing riders to pay their fare more efficiently by tapping the card on the fare box, reducing transit stop wait times. GTA also implemented a real-time bus tracker app that lets riders track buses on their mobile devices.

### Open Data

In October, the Information Technology Department launched an Open Data Portal that provides digital access to public safety, local ordinance enforcement, human resources, finance, and permit and inspection information.

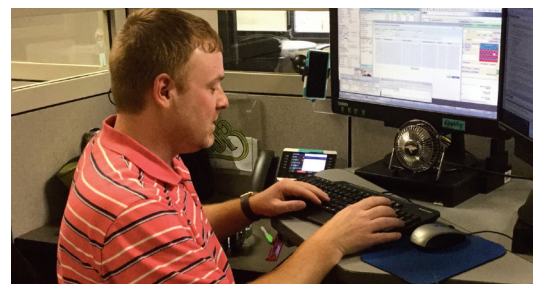
### Development Assistance

The Planning Department launched the Lots of Opportunity application. The interactive map of City-owned properties available for redevelopment assists developers in finding investment opportunities.



### Cost Savings

The Financial and Administrative Services Department refinanced \$21.5 million in bonds to a lower interest rate. Based on the City's "AAA" credit rating – the highest possible rating – Greensboro will be able to save of \$2.4 million over the next nine years at the new interest rate.



Based on after-call Contact Center Customer Survey results

Greensboro has adopted environmentally friendly projects to save energy and money.

### Green Fleet

Greensboro's Equipment Services Division was honored by the NC Clean Energy Technology Center for demonstrating commitment to fleet efficiency, fuel diversity and conservation. The City owns five compressed natural gas refuse trucks, 12 hybrid vehicles and two electric motorcycles.

### Electric Buses

Greensboro's Department of Transportation plans to transition to a full fleet of electric buses with the help of \$4.5 million in voter-approved 2016 transportation bonds to buy vehicles and a \$450,000 Duke Energy grant to purchase a quick charging station. The electric buses cost less over the lifetime of the vehicle than diesel buses and have no emissions.

### LED Street Lights

This year, 250 downtown street lights were converted from High Pressure Sodium (HPS) lights to LED lights, which are more energy efficient and better for public safety.

### Plarn – yes, Plarn

With the help of residents, schools and community groups, Field Operations collected 203 plastic bag yarn sleeping mats that were delivered by police to the Interactive Resource Center and to the homeless population. The bed rolls kept an estimated 103,000 plastic grocery bags out of the landfill.

### Low Water Rates

The Water Resources Department continues to offer the second lowest water rate in North Carolina. The average water bill for Greensboro residents is \$40 per month, far less than \$70+ for cities, such as Jacksonville, Chapel Hill and Cary.



### Ardmore Park Stream Restoration Project

The Water Resources Department, in conjunction with Parks and Recreation, stabilized and restored the stream through the Ardmore neighborhood. Work improved water quality and crews planted additional trees throughout the park to improve stream bank stability.

### Partnership for Safer Water

The Water Resources Department's Mitchell and Townsend water treatment plants have each received the Partnership for Safe Water Director's Award for the fourth consecutive year.

Greensboro can't do it alone. The City worked with community partners on projects that improved our local economy and quality of life for residents.



### Economic Development Funding

The Renaissance Community Co-Op and the Morehead Foundry Multiplex, both recipients of economic development funding from the City, opened for business.

### Park Partnerships

Parks and Recreation secured more than \$17 million in private funds for Greensboro facilities. Donors helped fund LeBauer Park, Declan's Playground, Kiwanis Nature Play Yard, Van Dyke Performance Space, and Keeley Park Pump Track. There are also community-funded improvements underway at Bryan Park and Spencer Love Tennis Center.

### Union Square

The \$34 million Union Square Campus, a partnership between Cone Health and local educational institutions, opened in August in the City's South Elm Redevelopment area. The City, as well as local colleges and private donors, helped fund this state-of-the-art nursing education center.

### Revolution Mill

A renovation of the historic Revolution Mill is underway, with the help of an economic development incentive of up to \$1 million from City Council. Self-Help will invest \$85 million in capital improvements and create 20 new jobs by 2018.

### Community Partners Board

Greensboro launched a new process for reviewing funding requests from nonprofits. The Community Partners Board reviewed 22 applications. City Council approved \$900,850 for 14 organizations, including FaithAction International House, Greensboro Children's Museum, Greensboro Partnership, Triad Stage and Triad Local First.

### Homelessness Initiatives

The City provided funding to local agencies to provide assistance to 2,900 people experiencing homelessness or who are at risk of becoming homeless. The programs moved them from shelters to permanent housing.

### Feeding Greensboro

Working with Guilford County and volunteers, 200,000 pounds of leftover school food was reclaimed and provided to families in need at City recreation centers. Some 100,000 meals were served to children at our centers and kids were sent home with enough food to feed a family of four for the weekend.

### Boosting Economic Development

In 2016, City Council provided nearly \$1.5 million in economic incentives and grants to bring an estimated 832 new jobs and \$122 million in private investment to Greensboro.

### Greensboro Randolph Megaproject

This project received \$7 million from the Golden Leaf Foundation to support sewer infrastructure at the industrial site.



Better lives start at home – that’s why the City of Greensboro is doing its part to improve local neighborhoods.

### Firefighting Efforts

The Greensboro Fire Department responded to 272 structure fires of properties worth \$430 million. As a result, only \$3 million worth of property was destroyed. The total value of property saved in 2016 is a 221 percent increase from 2015. The Greensboro Fire Department is in the top five percent in the United States, having earned the Center for Public Safety Excellence accreditation and a “Class 1” rating by the Insurance Service Office.

### Houses Built and Rehabilitated

Neighborhood Development’s housing investment and code enforcement programs spurred 1,436 housing units to be built or improved.

### Homes Saved

Thirty-five distressed homes were saved from demolition after Neighborhood Development started issuing monthly e-mail blasts to property investors. The e-mail advertises distressed properties that are available for new investment.

### Ole Asheboro Improvements

Two major investments were completed in the Ole Asheboro neighborhood: the first phase of a mixed-use development by New Zion Missionary Baptist Church and the completion of a new Family Dollar store. The \$7 million in private investment occurred on Redevelopment Commission land and leveraged \$229,000 in public funds.

### Housing Assistance

The Human Relations Department’s Landlord Tenant Dispute program handled more than 700 inquiries about fair, safe and affordable housing and conducted 10 fair housing investigations.



All City departments are responsible for maintaining our quality of life. Here are a few highlights from 2016.

### Lives Saved

Guilford Metro 9-1-1 call takers saved 43 lives in 2016 by providing CPR instructions by phone to callers who were assisting someone experiencing cardiac arrest.

### New Construction

Economic growth has continued to improve, as demonstrated by the 68,853 inspections on commercial and residential construction that the Engineering and Inspections Department completed last year. The inspection process ensured \$667 million worth of new construction and renovations met NC building codes focused on protecting community members' accessibility and safety.

### New Sidewalks and Roads

In the continued effort to improve the drivability and walkability of the community, Engineering and Inspections inspected 52 miles of new and resurfaced roadways and 37 miles of sidewalk construction.

### Street Resurfacing

Field Operations has been resurfacing about 25 lane-miles of road annually. Changes to the vehicle registration fee are expected to allow the department to repave an additional 45 lane-miles of road annually.

### United Way Goals

City staff raised \$144,000 for United Way Campaign, besting last year's total by \$23,000 and surpassing its goal for the first time in six years. Overall participation also increased by 21 percent. Since 2001, the City/County Campaign has raised more than \$5.5 million collectively.

### National Folk Festival

An estimated 138,000 people attended the 2016 National Folk Festival in downtown Greensboro from September 9-11, a 35 percent increase from the previous year.



### New Breweries

Three new microbreweries and one new micro distillery opened in downtown as a result of new provisions in the Land Development Ordinance.

### Water and Sewer Improvements

Water Resources invested more than \$10 million in water and sewer line rehabilitation. The improvements ensure better service reliability for customers and businesses, and fewer water main breaks and sewer overflows.

### Greensboro Coliseum Highlights

The Charlotte Hornet's development league team, the Swarm, played its first game at the new Coliseum Fieldhouse facility. The Coliseum also hosted hundreds of revenue-generating sports and entertainment events, including the 2016 US Olympic Table Tennis Trials, ACC swimming, diving and women's basketball tournaments.

### Body Worn Cameras

City Council established policies on the use of body worn police cameras and bias-free policing techniques. GPD received a \$600,000 grant from the Bureau of Justice Assistance with a 50 percent match over two years to purchase more body worn cameras.