

COUNCIL MINUTES
SPECIAL WORKSHOP MEETING

May 3, 2011

A special workshop meeting of the City Council of the City of Jacksonville was held Tuesday, May 3, 2011 beginning at 5:00 PM in Council Chambers of the Jacksonville City Hall. Present were: Mayor Sammy Phillips, presiding; and Council Members: Jerry A. Bittner, Fannie K. Coleman, Randy Thomas, Bob Warden and Jerome Willingham. Mayor Pro-Tem Michael Lazzara was unable to attend. Also present were: Richard Woodruff, City Manager; Ron Massey, Assistant City Manager; Gayle Maides, Interim Finance Director; Glenn Hargett, Communications and Community Affairs Director; Mike Yaniero, Police Chief; Rick McIntyre, Fire Chief; Tim Chesnutt, Recreation and Parks Director; Earl Bunting, ITS Director; Grant Sparks, Public Services Director; Reggie Goodson, Planning and Development Services Director; Bill Ratliff, Human Resources Director; Carmen Miracle, City Clerk; and John Carter, City Attorney. *An audio recording of the Council Meeting is presently available for review in the City Clerk's Office.

CALL TO ORDER

Mayor Sammy Phillips called the meeting to order at 5:00 PM.

ADOPTION OF AGENDA

A motion was made by Councilman Bittner, seconded by Councilman Willingham, and unanimously approved to adopt the agenda as presented.

TRANSIT SYSTEM DEVELOPMENT UPDATE

Mr. Massey introduced to Council Jeff Crouchley who was hired as the Transit Manager in December. Mr. Crouchley came to the City from NCDOT where for the past 10 years he worked in the Public Transportation Division. Mr. Crouchley introduced Bethany Whitaker from the firm Nelson\Nygard Consulting Associates who were retained to prepare a five year transit study. Using the PowerPoint presentation attached to the official minutes as Exhibit A, Ms. Whitaker presented the Transit System Development Plan update. She reviewed the study objectives and methods, preliminary findings, implications for Jacksonville Transit and next steps.

Mr. Woodruff asked if this type of study was required for Federal funding. Ms. Whitaker

stated that both the Federal and State governments had certain requirements, but the goal of this study was to implement a better transit system, increase ridership and become more efficient.

2012 BUDGET REVIEW (Continued)

Mr. Woodruff stated that a packet would be given to Council by Friday with follow-up on items from yesterday's workshop. If Council would like line items details, they would be provided. Councilman Bittner stated that the beauty of this budget was its succinctness, but it was difficult to look at and determine performance. Mayor Phillips stated he liked the comments provided for the increases and decreases. He didn't feel going through the budget line for line was necessary, but Council should ask for line item details in areas where they wanted further information.

Mr. Woodruff reviewed the Budget Workshop schedule and told the public that the Public Hearing scheduled for May 17 was not the adoption Public Hearing, but for citizen comments on City services or what they felt the City should focus on.

Using the PowerPoint presentation attached as Exhibit A, Mr. Woodruff noted that the Recreation and Parks Department generated a lot of their own revenue. The fee schedule was revised last year, but would remain the same this year. The summer programs, after school programs and school vacation programs were extremely beneficial relative to assisting with child care throughout the community.

Tim Chesnutt, Recreation and Parks Director, stated that last year they came to Council with a restructuring of the fees for the facilities rental program. Currently they were 32 rentals ahead of this time last year, so the new fee structure had not had a negative impact on the rentals. No program fees went up, so the increased revenue was due to increased use. Mayor Phillips asked about the proposed cost for the Recreation Program Assistant positions listed under department issues since they appeared to be the same, but at substantially different costs. Mr. Chesnutt stated the positions were the same total cost, but because of the efficiencies it was different.

In reviewing Planning Administration, Reggie Goodson, Planning and Development Services Director, stated the budget decreased by 11% because one of the Planner positions was removed. Under department issues, the proposed cost for the electronic plan submittal has also decreased and would be discussed at a later workshop.

In reviewing Planning Transportation, Mr. Woodruff stated that a large part of the department was funded through grants. The department was operated through a contracted service agreement in the past and he felt that by now having two full time employees, the citizens were getting significantly better service. In regard to the comment that developer fees were expected to fund 100% of the expenditures associated with Traffic Impact Analyses (TIA), Mr. Woodruff noted that the development industry asked the City to look at allowing additional consultants to prepare the TIA. The number has expanded from two to eight and the cost has come down. In the past, the City funded part of the TIA, but now the state would not be contributing. Because the cost has come down to the portion the industry used to pay, staff proposed that the development industry bear the total cost.

Mr. Woodruff stated that Building Inspections was a department that was mainly self funding and reviewed the comments noted in the budget. Councilman Bittner asked if there was any solution to the department issue on the mobile computer signal except for contractors to dial option "0". Mr. Woodruff stated the comment listed was not a budget issue and was being worked on internally.

Code Enforcement was a service the City provided that was mainly complaint driven. They have been working on the gentleman or non-citation approach where they are asking citizens to take care of the matter. When it doesn't work well, the citizen was sent a citation. Mr. Woodruff stated that the \$30,000 increase was to demolish structures in accordance with City Ordinances when CDBG money was not available.

In reviewing Community Development, Mr. Woodruff stated it was funded by the HUD program. The number shown for revenue was a guess as the final number has not been received by the Federal government. Staff knew there would be a reduction of Federal funds which was reflected in the number. Lillie Gray, CD Administrator, stated they received word that there would be an additional cut in the Grant, so the amount received would be less than the \$672,326 indicated.

Mayor Phillips asked about the 66% decrease in line item 3 of expenses and wanted to know what had increased it significantly last year. Ms. Gray stated she didn't have the detail and would get him that information.

Councilman Bittner asked if entitlements from previous years had been spent. Mr. Woodruff stated not completely. Out of each of the past years budgets, there were funds

remaining to complete the implementation of those programs that were not included in the current budget figures. Councilman Bittner asked if there had been any change in the expenditure level in terms of its purpose. Mr. Woodruff said there had been no change.

Mr. Woodruff stated that when reviewing Public Services, funding changed from ad valorem taxes and sales taxes to the water/sewer fund. Because there was approximately \$20 million in the fund, staff was not recommending a rate increase at this time.

In reviewing the Public Services Administration budget, it was noted that the funds indicated in Capital Outlay were not for a project, but were a reserve in case of an unexpected need. Councilman Thomas asked about the overhead allocation expenditure. Gayle Maides, Interim Finance Director, stated that was where the other departments including the Mayor and Council allocated a portion of their expenses to the Enterprise Fund.

Mayor Phillips recessed the meeting for a break at 6:03 PM. Mayor Phillips reconvened the meeting at 6:22 PM.

In reviewing the Engineering Department, Mr. Woodruff stated that the bulk of engineering work done was related to services to other departments and they were funded by those departments. There was an increase in salary due to the additional employee that Council authorized and that person was being paid for by the various projects they supervised.

In reviewing Facilities Maintenance, Mr. Woodruff noted they were responsible for the maintenance of the 170 + buildings owned by the City. The department had been internalized instead of going outside for electricians or plumbers. Under department issues, there were building revitalization issues that were not included in the budget that would need to be addressed. Mr. Woodruff stated they were looking at adding a transportation component so they could utilize the two janitorial staff at City Hall at other locations. This was an efficiency concept and would not add cost.

In the Streets Division, Mr. Woodruff stated that unfortunately because of the Census number this year, the Powell Bill funds were being reduced by \$200,000 for FY12. On the other hand, Streets also received money from Stormwater revenue for the maintenance of drainage structures and the allocation increased. In reviewing Capital Improvement Projects, Mr. Woodruff stated that this year they were pushing forward with Street Reclamation to try to get many of the local streets resurfaced. The list of streets would be shared with Council with an explanation on why those particular streets were chosen.

Councilman Thomas asked what caused the jump in the debt service. Johnny Stiltner, Streets Superintendent, stated that part of the increase was the purchase of a new street sweeper. Ms. Maides stated that three SRF loans were budgeted to be paid back. Mr. Woodruff stated that would be verified and reported back to Council.

In reviewing the Water & Sewer Non-Departmental, Mr. Woodruff asked about the negative salaries and Ms. Maides stated that they anticipated the salary savings in the Water & Sewer Fund. They were budgeted here and distributed later when they knew which departments were not fully staffed.

Mr. Woodruff stated there was a substantial increase in the Utilities Maintenance budget because of the Capital Projects. He pointed out that the City was participating with ONWASA on the Piney Green Road Sewer Infrastructure Improvements project. The replacement of the SCADA system for the Wastewater Lift Stations was also in the budget and was currently under design. When the system comes on line, there would be a need to have a person capable of operating the system and keeping it up to date.

Councilman Bittner stated that it would be helpful in future budgets to have line extenders to follow across to the figures.

Mr. Woodruff told Council that Staff was there to help them understand the budget and to drop by if they had any questions. They tried to simplify the budget but hoped that it wasn't simplified to the point that important detail was left out.

ADJOURNMENT

A motion was made by Councilman Warden, seconded by Councilman Thomas, and unanimously adopted to adjourn the meeting at 6:47 PM.

Adopted by the Jacksonville City Council in regular session this 7th day of June, 2011.

Sammy Phillips, Mayor

ATTEST:

Carmen K. Miracle, City Clerk

Jacksonville City Council



Special Workshop Meeting
May 3, 2011



Transit Report
Report Prepared by Consultant

**Jacksonville Transit
Transit System Development Plan
City Council Workshop**



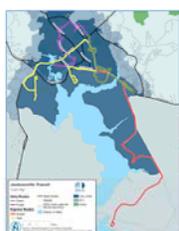


May 3, 2011

Presentation Overview

Transit System Development Plan (TSDP)

- Study Objectives and Methods
- Data Analysis and Preliminary Findings
- Implications for Jacksonville Transit
- Next Steps



Jacksonville Transit TDP

Study Objectives and Methods

- Review Existing Service
 - Ridership
 - Service Productivity Measures
- Understand Jacksonville's growth and development patterns
- Coordinate with Existing Studies
- Identify Service Needs and Gaps
- Develop a Plan for Service Improvements
 - 5-year Planning Period

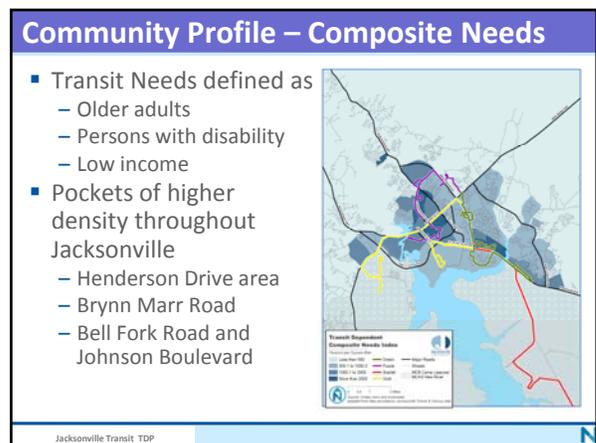
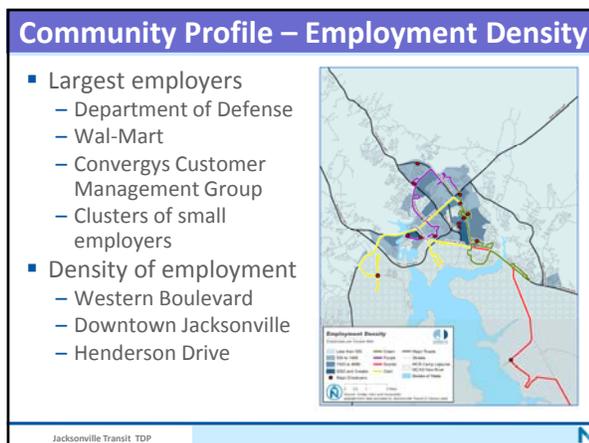
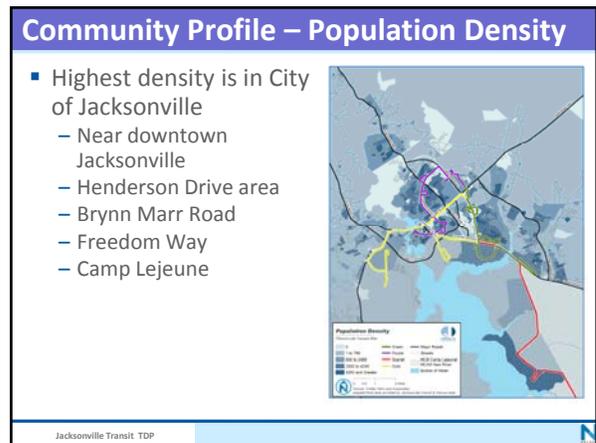
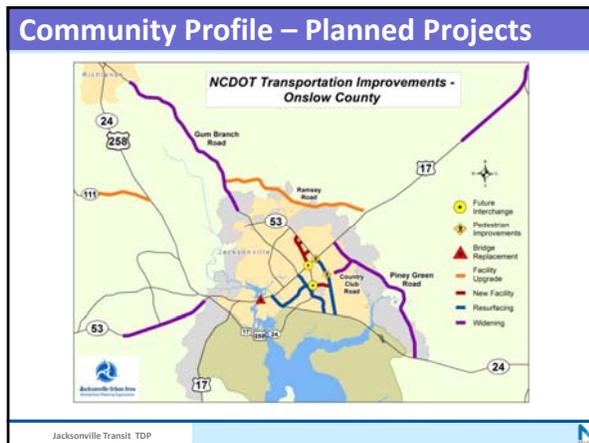
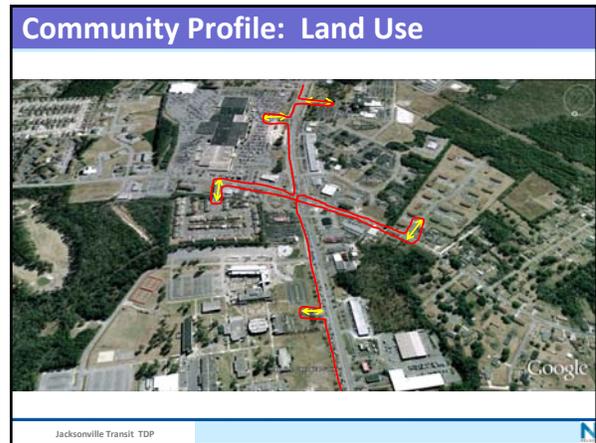
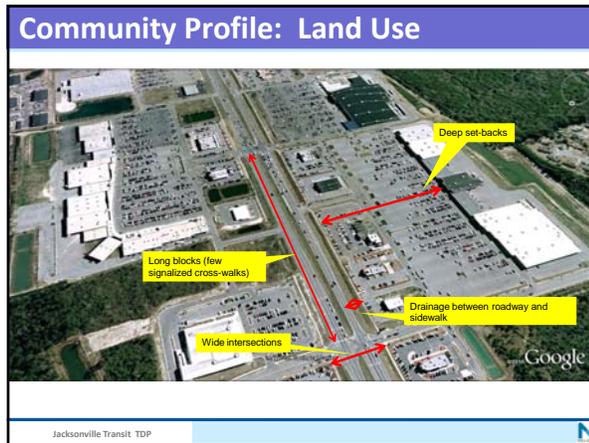
Jacksonville Transit TDP

Jacksonville Transit – Current Network



- Two Local Fixed-Routes
 - Purple and Green Routes
 - Daily Operations
- Express Services
 - Gold and Scarlet Routes
 - Operate on Friday nights, Saturday and Sunday

Jacksonville Transit TDP



Stakeholder and Employer Interviews

- Appreciation for transit services, but not fully embraced
- Low level of information generally
- Major Employer Shifts
 - Wide Variation for Retail, Hospitals and Education
 - Many Shifts outside of “Traditional Hours”
 - 7 am – 10 pm
 - Major Employers Shift Times
 - 8 am – 8 pm (Convergys)
 - 9 am – 3 pm (Jacksonville Mall)
 - 8 am – 5 pm (County employees)

Jacksonville Transit TDP

Passenger Survey

- Existing riders gave service high marks
- Areas for improvement
 - Longer service hours
 - Especially in evening
 - Less wait time between buses
 - More frequent service
 - Serve Yopp Road area
- About 50% of all riders are regular transit riders
 - Local fixed-routes
- 25% were first-time riders
 - Express service

Jacksonville Transit TDP

Community Survey

- Administered On-line
 - 316 Completed to Date
 - Survey Still Open – Findings are Preliminary
- Primarily Choice Riders
 - 88% had access to an automobile
- Most (87%) had Never Used Jacksonville Transit
 - But 22% have bus stop near their home
- Potential service improvements (choice riders)
 - Park and ride Service to Camp Lejuene
 - Commuter Service to Wilmington
 - Increase Service Frequency and Span
 - Increase Awareness/Better Marketing

Jacksonville Transit TDP

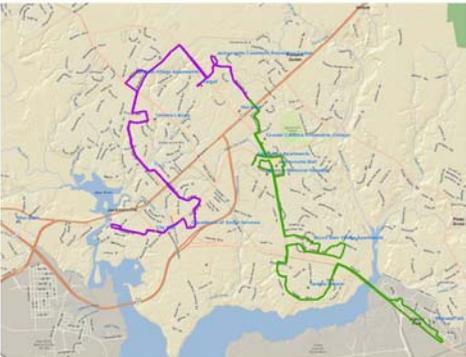
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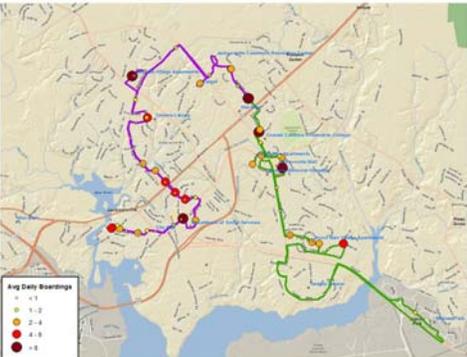
Jacksonville Transit TDP

Jacksonville Transit – Local Services



Jacksonville Transit TDP

Jacksonville Transit – Local Services



Avg Daily Boardings
 ● <1
 ● 1-2
 ● 2-4
 ● 4-8
 ● >8

Jacksonville Transit TDP

Performance Measures

- Local Fixed-Route Service
 - 192 riders per day and 6.7 riders per hour
 - Subsidy per passenger \$7.02
- Express Service
 - 74 – 197 riders per day
 - Subsidy per passenger is \$6.50
- Hourly Cost of Service is \$54.75
- Solid performance for a small transit service
 - State of Vermont sets “Acceptable” Cost per Ridership as
 - \$7.20 for urban system
 - \$11.96 for small town

Jacksonville Transit TDP

Service Analysis - Opportunities

- Existing Service
 - Productivity within expectations
 - Express routes highly productive
- Opportunities
 - Local service has low ridership in Camp Lejeune
 - Serves most important neighborhoods but there are opportunities for improvement
 - Increase service levels
 - Frequency of Service
 - Hours of Operation
 - Service Area

Jacksonville Transit TDP

Transit Service Design Principles

- Service should be as simple and straight-forward as possible
 - Easy to remember and use
- Key design principles
 - Alignments should be as direct as possible.
 - Operate on major roads
 - Place stops near major landmarks
 - Minimize route variations and deviations.
 - Stop at major destinations
 - Schedule around times that are easy to remember
- Each principle involves trade-off between service goals

Jacksonville Transit TDP

Next Steps

- Develop Draft Service Plan
 - Continue to work with Jacksonville Transit Staff
 - Steering Committee
 - Public Outreach and Involvement
- Presentation to Council in July
- Recommendations will Include:
 - Service Improvements
 - Capital Needs
 - Funding
 - Marketing and Fare Structures
- Recommended Improvements Expected to be Phased in over 5-Year Planning Period

Jacksonville Transit TDP

Thank You

Bethany Whitaker, Principal
Nelson\Nygaard Consulting Associates
bwhitaker@nelsonnygaard.com

Jacksonville Transit TDP



Budget Review

Resumption

Schedule

Mon, May 2,	Budget Workshop	5-8PM
Tues, May3	Budget Workshop	5-7PM
Mon, May 16	Budget Workshop	5-8PM
Tues, May 17	Budget Public Hearing	7PM
May & June	Additional Workshops as Desired	
No later than June 30	Budget Adoption	



Recreation & Parks Department

Offer exceptional leisure opportunities that contribute to continuous improvement in individual health & wellness, a sense of community, environmental stewardship, and economic development.



Recreation & Parks Department

Revenues	Amended FY11	Proposed FY12
Taxes & Other General Fund Revenue		
Fees	467,039	509,847
Grants		
Debt Proceeds		
Totals	4,844,430	5,961,662



Recreation & Parks Department

Expenditures	Amended FY11	Proposed FY12
Operations		
Grants		
Capital Improvement Projects		
Northeast Creek Park Phase I		298,350
Jack Amyette Recreation Center		300,000
Jacksonville Commons Phase III		135,000
Richard Ray All-American Park Phase II		36,250
Playground Surfaces		65,000
Wooten Park		111,500
CIP Total		946,100
Totals	4,844,430	5,961,662



Recreation & Parks Department

Staffing	Amended FY11	Proposed FY12
Full Time	38	38
Part Time	2	2
Seasonal	30	30
Totals	70	70



Recreation & Parks Department Issues

- Request: Permanent Part Time Athletics Position
- Request: Convert Recreation Assistants to Permanent Part Time
 - For Carolina Forest
 - Teen after school programs



Planning Administration

Protect the public, health, safety and welfare as well as improve the quality of life for all Citizens.



Planning Administration

Revenues	Amended FY11	Proposed FY12
Taxes & Other General Fund Revenue		
Overhead Allocations		
Water Sewer, Solid Waste, Stormwater		
Fees		
Totals	758,885	669,280
Expenditures	758,885	669,280



Planning Transportation

Protect the public, health, safety and welfare as well as improve the quality of life for all Citizens.



Planning Transportation

Revenues	Amended FY11	Proposed FY12
Taxes & Other General Fund Revenue		
Onslow Matching Grant		
Other Grants		
Fees		
Totals	572,638	532,603
Expenditures	572,638	532,603



Planning Transportation Comments

- MPO Division Created FY11
- Developer Fees fund all cost of Traffic Impact Analysis
- Most funds come from 80/20 federal program



Planning Transportation

Staffing	Amended FY11	Proposed FY12
Full Time	2.1	2.1
Totals	2.1	2.1



Building Inspections

Provide for sound and structural safe buildings and fire protection consistent with building practices and State Building Code.



Building Inspections

Revenues	Amended FY11	Proposed FY12
Taxes & Other General Fund Revenue	+ 42,611	+ 110,410
Inspection Fees		
Totals	975,055	995,090
Expenditures	975,055	995,090



Building Inspections

Comments

- Division self supporting from Fees
- Increase in overtime due to increase commercial construction



Building Inspections

Staffing	Amended FY11	Proposed FY12
Full Time	11	11
Totals	11	11



Code Enforcement

Protect the public, health, safety and welfare as well as improve the quality of life for all Citizens.



Code Enforcement

Revenues	Amended FY11	Proposed FY12
Taxes & Other General Fund Revenue		
Nuisance Abatement Fees		
Totals	328,879	368,807
Expenditures	328,879	368,807



Code Enforcement

Comments

- Increase: \$30,000 for **building demolition**



Code Enforcement

Staffing	Amended FY11	Proposed FY12
Full Time	3.8	3.8
Totals	3.8	3.8



Community Development

Protect the public, health, safety and welfare as well as improve the quality of life for all Citizens.



Community Development

Revenues	Amended FY11	Proposed FY12
Grants: Entitlements		
Grants: Other		
Totals		672,326
Expenditures	761,948	672,326



Community Development Comments

- **Unknown: Final Grant Amounts**



Community Development

Staffing	Amended FY11	Proposed FY12
Full Time	3.2	3.2
Totals	3.2	3.2





Public Services Administration

Provide leadership, oversight, fiscal responsibility & strategic planning for Public Services Divisions.



Public Services Administration

Revenues	Amended FY11	Proposed FY12
Taxes and Other General Fund Revenue		
Water Sewer Revenue		
Totals	1,596,458	1,820,254
Expenditures	1,596,458	1,820,254



Administration: General Fund

Revenues	Amended FY11	Proposed FY12
Taxes and Other General Fund Revenue		
Totals	60,883	61,203
Expenditures	60,883	61,203



Administration: W/S Fund

Revenues	Amended FY11	Proposed FY12
Water Sewer Revenue		
Totals	1,535,575	1,679,051
Expenditures	1,535,575	1,679,051



Engineering

Provide technical knowledge and assistance to ensure successful projects.



Engineering

Revenues	Amended FY11	Proposed FY12
Taxes and Other General Fund Revenue		
Water Sewer Revenue		
Overhead Allocations		
Fees		
Totals	1,546,424	1,444,863
Expenditures	1,546,424	1,444,863



Engineering

Staffing	Amended FY11	Proposed FY12
Full Time	15.6	15.6
Totals	15.6	15.6



Facilities Maintenance

Coordinates, integrates and provides proactive repair, renovation and life cycle management; provide custodial services.



Facilities Maintenance

Revenues	Amended FY11	Proposed FY12
Taxes and Other General Fund Revenue		
Overhead Allocations		
Fees & Charges for Services		
Totals	1,075,619	1,030,261
Expenditures	1,075,619	1,030,261



Facilities Maintenance

Staffing	Amended FY11	Proposed FY12
Full Time	12	12
Totals	12	12



Facilities Maintenance: Public Services

Revenues	Amended FY11	Proposed FY12
Taxes and Other General Fund Revenue		
Overhead Allocations		
Grant		
Totals	818,720	781,052
Expenditures	818,720	781,052



Facilities Maintenance: Public Services

Staffing	Amended FY11	Proposed FY12
Full Time	10	10
Totals	10	10



- ### Facilities Maintenance: Public Services Issues
- **Building Revitalization: 150,000**
 - City Hall
 - Fire Station #4
 - Public Services Complex
 - Fire Station #3
 - Commons Gym
- 

- ### Facilities Maintenance: Public Services Issues
- **Building Revitalization: 150,000**
 - Land Application Plant
 - Northeast Creek Park
 - Sturgeon City Lab
 - Kerr Street Recreation Center
- 

Facilities Maintenance: City Hall

Revenues	Amended FY11	Proposed FY12
Charges for Services		
Totals	256,899	249,209
Expenditures	256,899	249,209



Facilities Maintenance: Public Services

Staffing	Amended FY11	Proposed FY12
Full Time	10	10
Totals	10	10



Streets Division

Maintain roadways in a safe and reliable condition and to maintain stormwater drainage system.



Streets Division

Revenues	Amended FY11	Proposed FY12
Taxes & Other General Fund Revenue		
Stormwater Revenue		
Powell Bill		
Overhead Allocations		
Grants		
Totals	4,999,183	5,991,816



Streets Division

Expenditures	Amended FY11	Proposed FY12
Operations	4,410,338	5,087,552
Capital Improvement Projects		
Sidewalk Installations		118,000
Street Reclamation		779,000
New Bridge Streetscape		127,000
Gateway Median Improvements		50,000
Hargett St Pedestrian Improvements		171,000
CIP Total		348,000
Totals	4,999,183	5,991,816

Streets Division Comments

- **Powell Bill:** Reduction due to Estimated State Population Change



Streets Division

Staffing	Amended FY11	Proposed FY12
Full Time	43	43
Part Time	2	1
Seasonal	0	1
Totals	45	45



Water & Sewer Non Departmental

Captures payments to ONWASA, Inventory, Unanticipated Expenses and Debt Service.



W&S Non Departmental

Revenues	Amended FY11	Proposed FY12
Water & Sewer Revenue		
Totals	957,122	956,869
Expenditures	957,122	956,869



Utilities Maintenance

Inspect, operate and maintain water and sewer utility collection and distribution systems.



Utilities Maintenance

Revenues	Amended FY11	Proposed FY12
Water & Sewer Revenue		
Debt Proceeds		
Totals	4,026,904	10,926,727



Utilities Maintenance

Expenditures	Amended FY11	Proposed FY12
Operations	4,410,338	5,087,552
Capital Improvement Projects		6,887,880
Totals	4,026,904	10,926,727

Utilities Maintenance

Staffing	Amended FY11	Proposed FY12
Full Time	25	25
Totals	25	25



Utilities Maintenance Issues

- **Request:**
 - Inflow & Infiltration Maintenance worker
 - Inflow & Infiltration Technician

