

Village of Pinehurst

Historic Walking Tours

Mobile (Smartphone) Application (App)

What is it?

- Smartphone Mobile App for IOS (apple) and Android platforms
- Guide to 60+ Historic sites in the Village of Pinehurst
- Two predefined tours within the Village and a guide to sites outside the “downtown”
- History of Pinehurst narrated video
- Links to other resources (Shop, Dine, events, etc.)
- Provides maps and other functionality for visitors
- Downloadable from anywhere, no charge

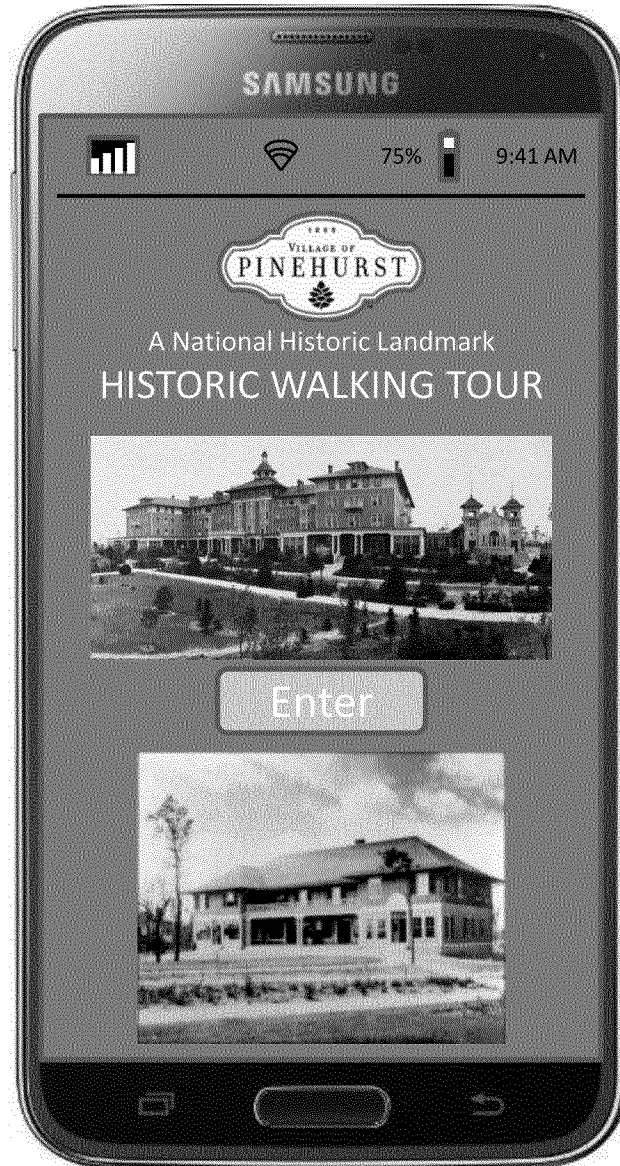
Who is the Audience?

- Visitors (potential and on-site)

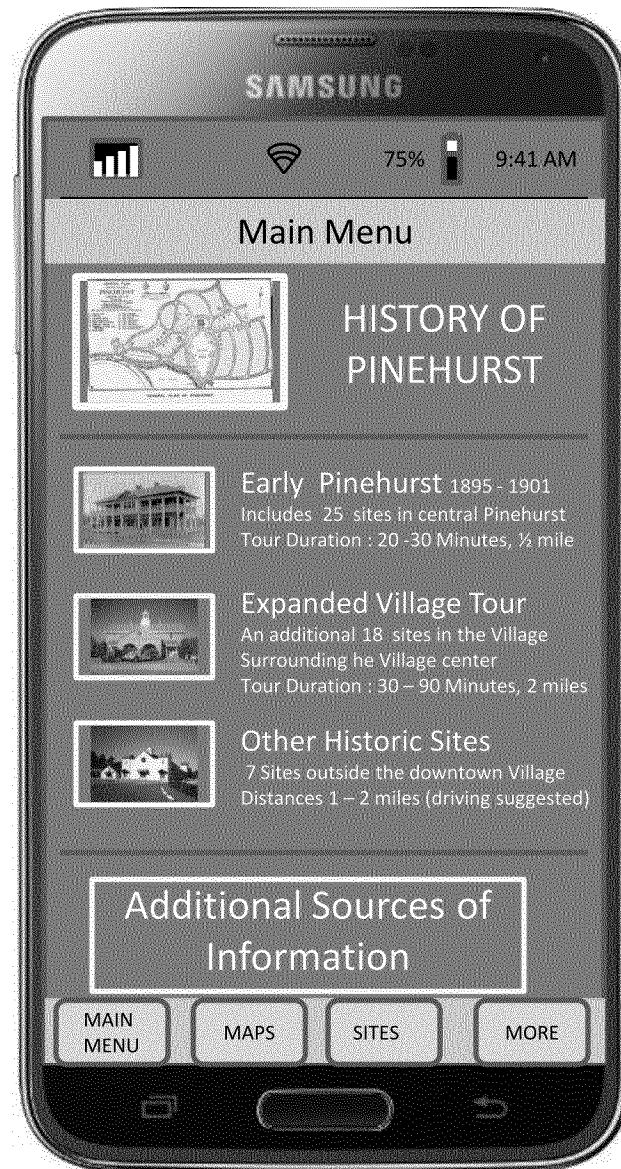
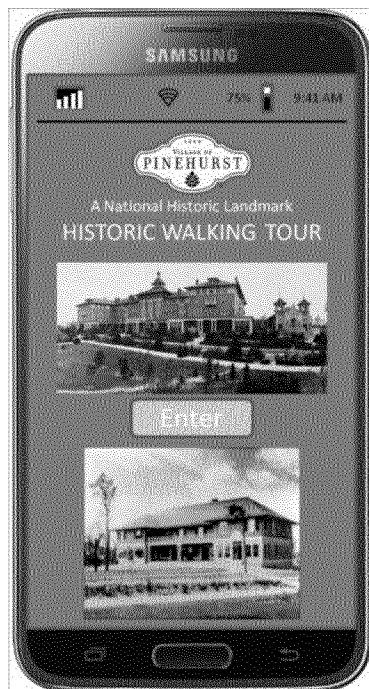
Why?

- Creates additional visibility and focus on our historic assets
- May be used to promote historic tourism
- Assists visitors to find their way around Pinehurst. Keeps them in the Village longer
- A logical follow-on to the “Guide to the Historic Village of Pinehurst” brochure
- Supports our Landmark status / Additional visibility of our historic assets

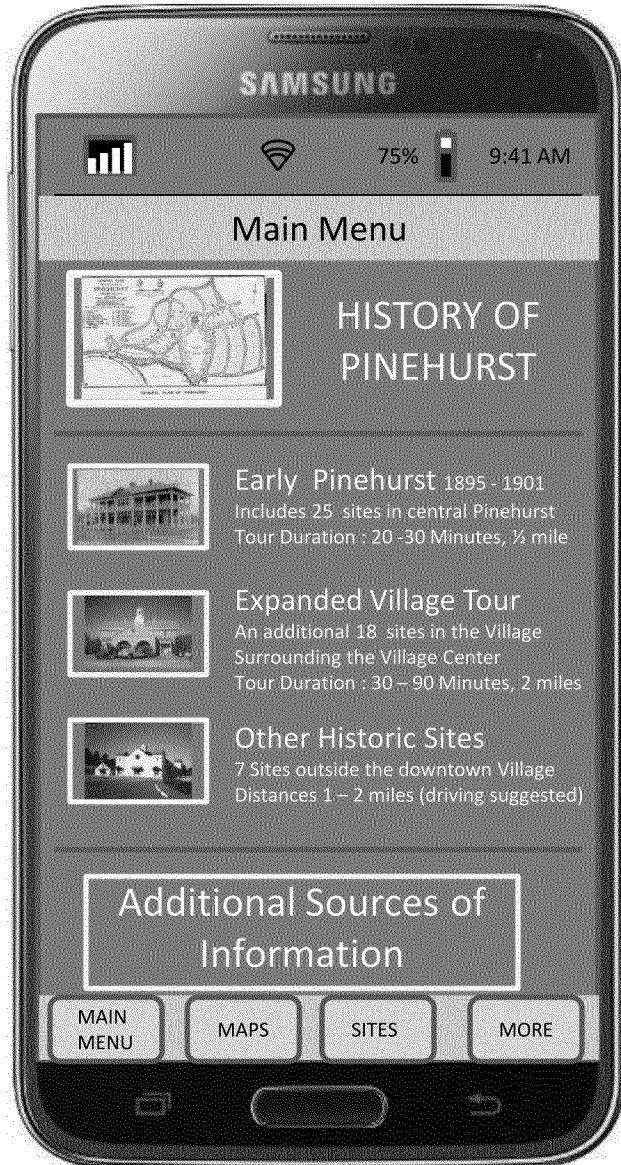
Pinehurst – Historic Tour Mobile Application



Village of Pinehurst – Historic Tour Mobile Application



Village of Pinehurst – Historic Tour Mobile Application



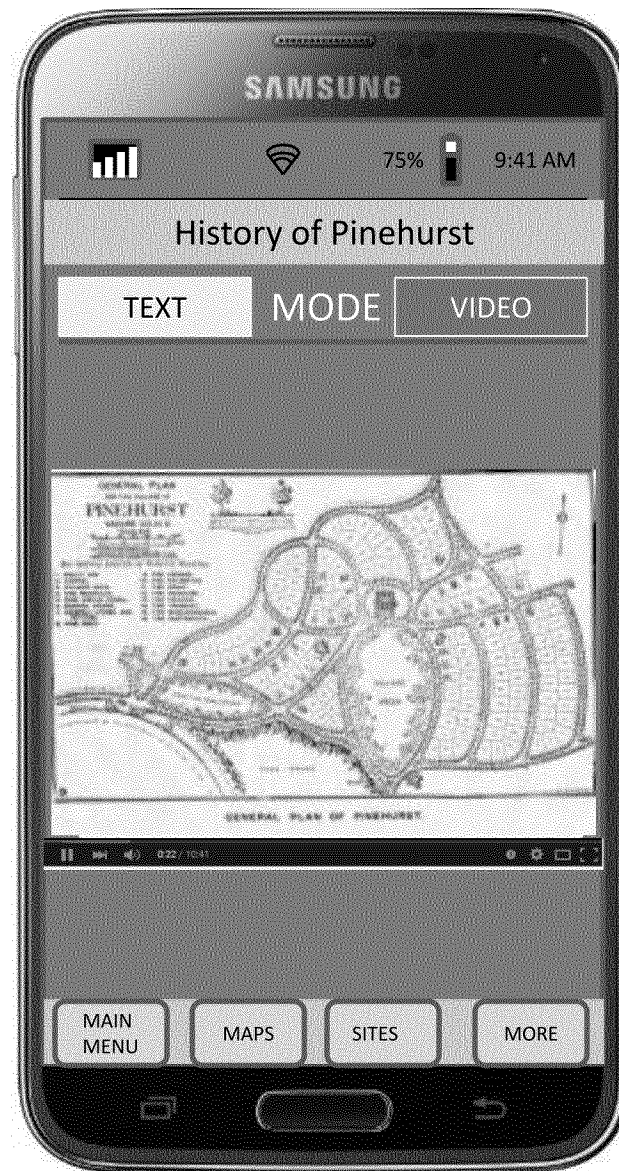
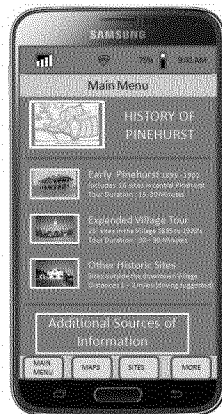
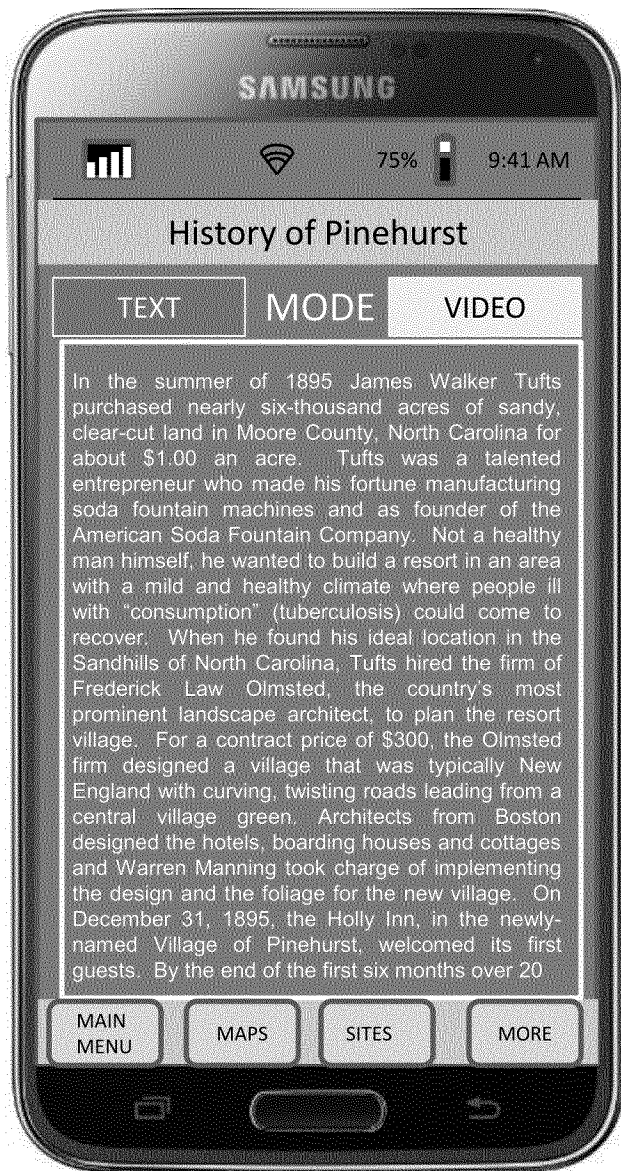
History of Pinehurst Text/Video

Two Historic Tours and Information on historic sites outside Village center

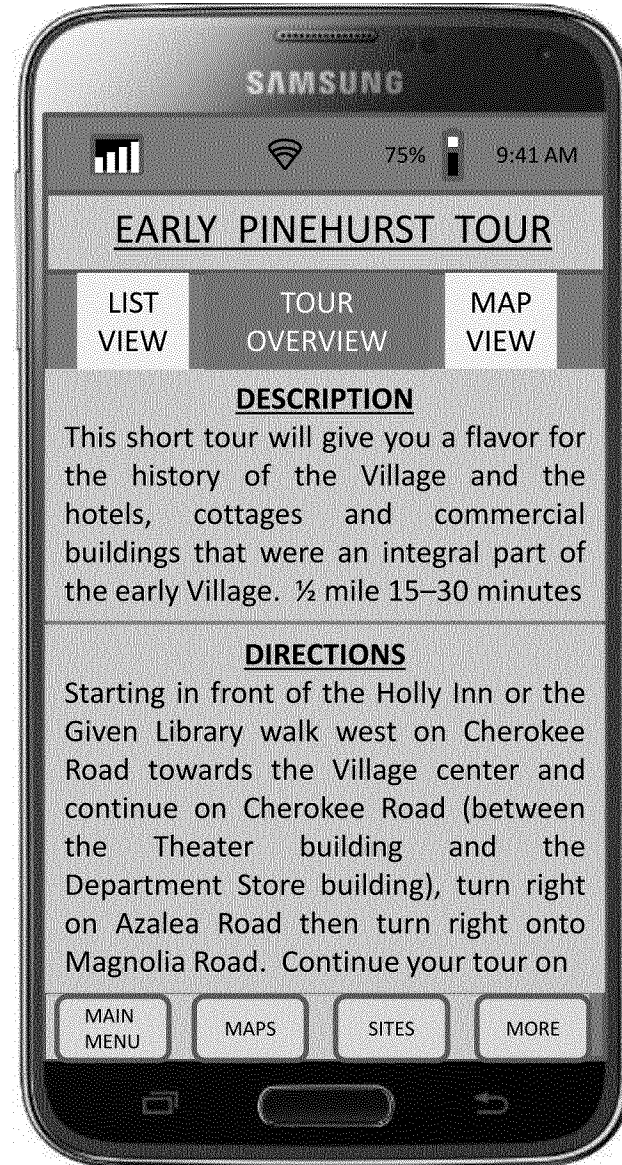
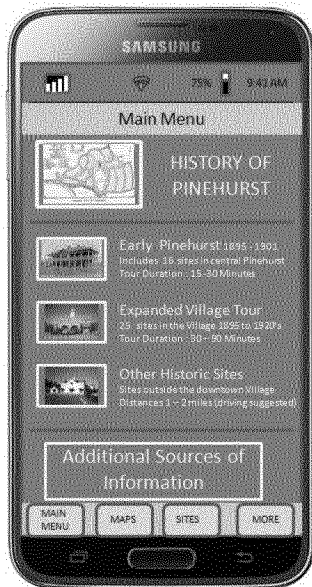
Links to other web sites / mobile Apps

Additional Functions

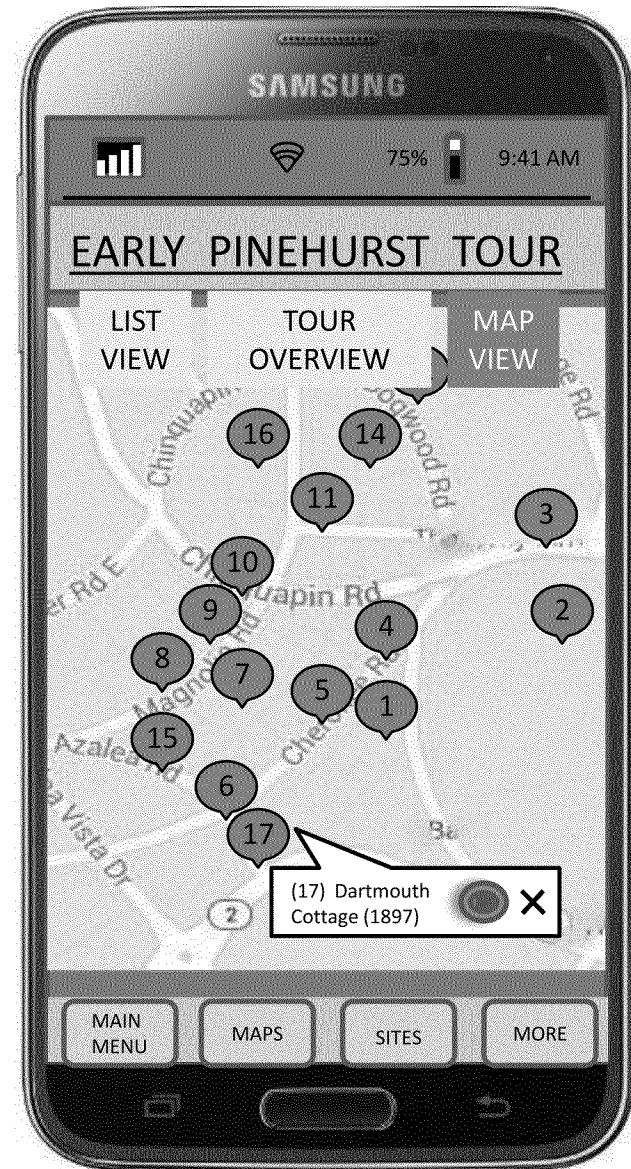
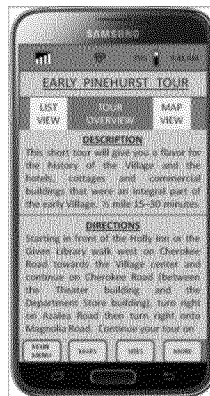
Village of Pinehurst – Historic Tour Mobile Application



Village of Pinehurst – Historic Tour Mobile Application

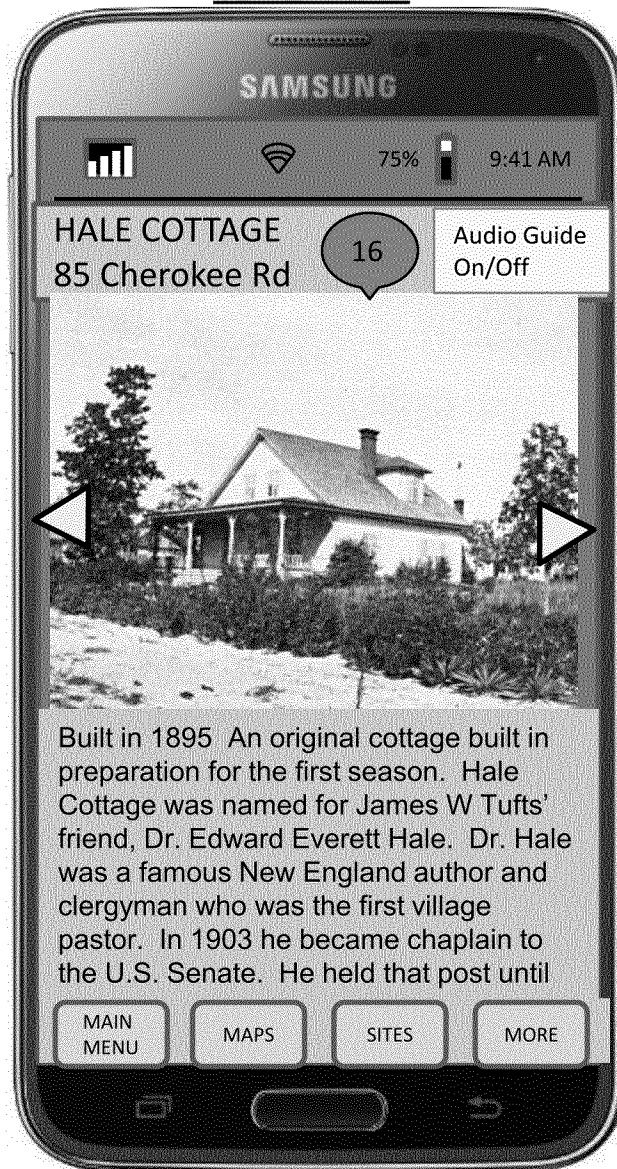


Village of Pinehurst – Historic Tour Mobile Application



Village of Pinehurst – Historic Tour Mobile Application

Site Detail



Village of Pinehurst – Historic Tour Mobile Application

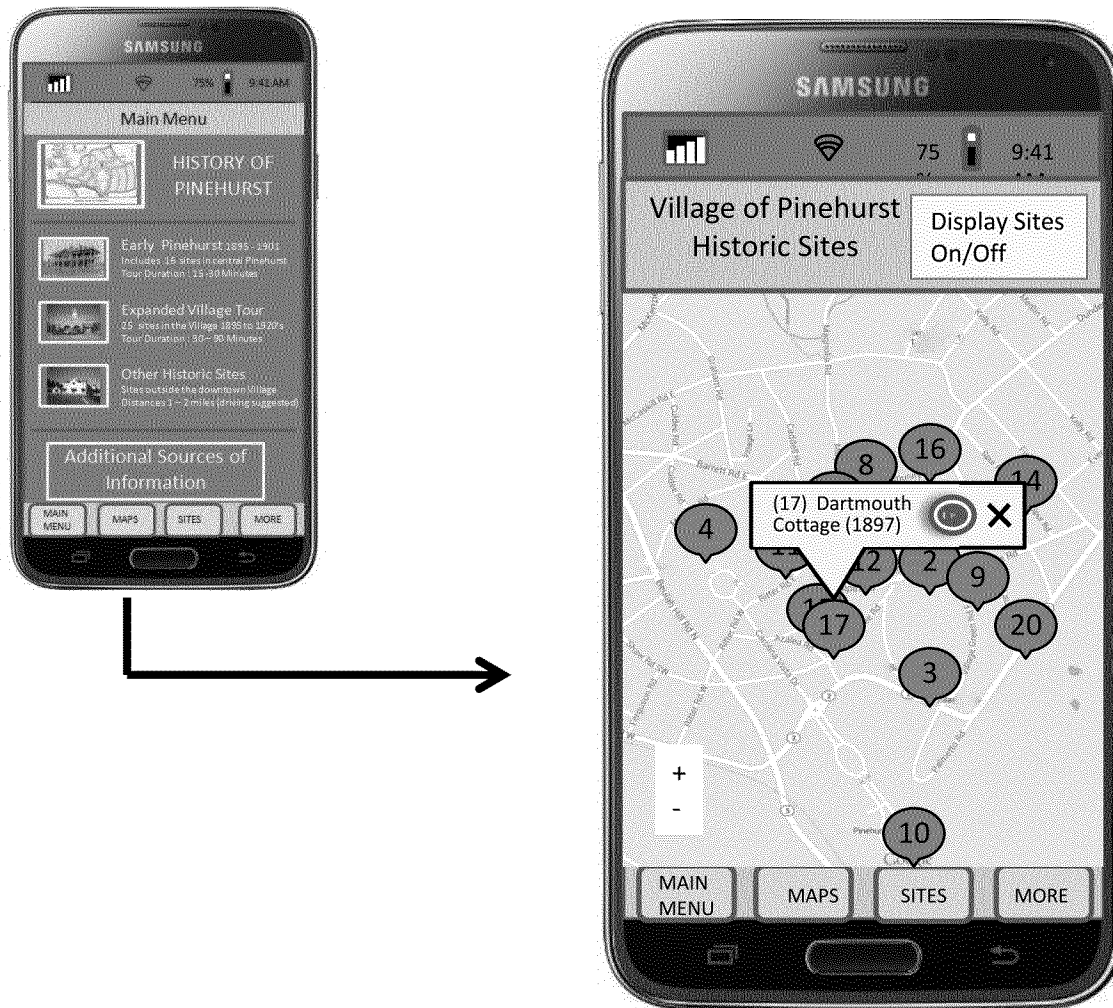


Village of Pinehurst – Historic Tour Mobile Application



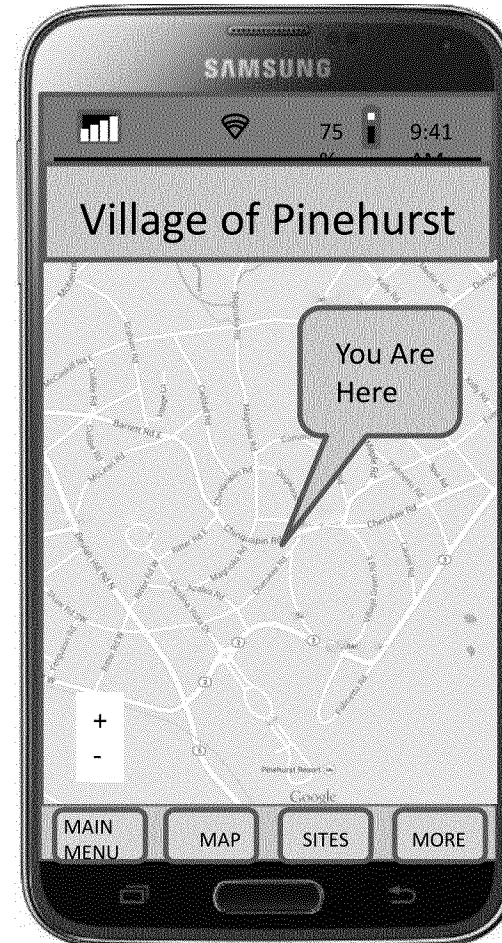
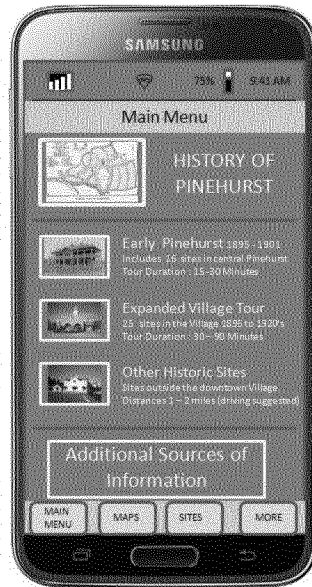
Village of Pinehurst – Historic Tour Mobile Application

“MAPS” Function



Village of Pinehurst – Historic Tour Mobile Application

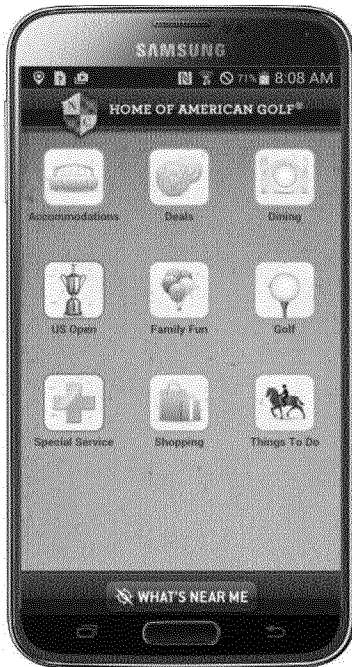
The “Where Am I?” Function



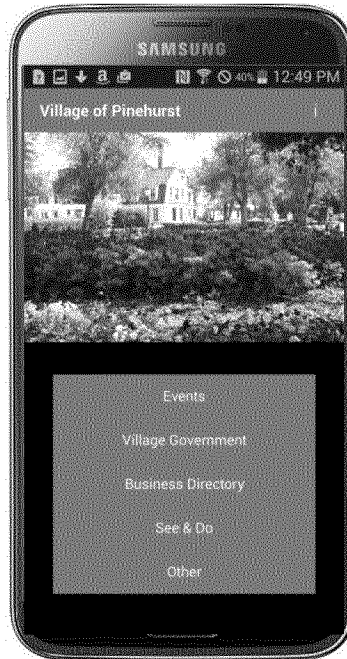
Village of Pinehurst – Historic Tour Mobile Application

?? Duplication of Function ??

CVB Mobile App
Home of American Golf



VOP
Mobile App



Inside
Pinehurst



(Web Site)

??



Village of Pinehurst – Historic Tour Mobile Application

Status:

- Designed, documented functional specifications, screen mockups, wire frame App flow, etc.
- Reviewed with VOP IT
- Started data gathering (Site pictures, text and audio narrative, Video design and content, GPS coordinates being determined, tour routing, etc.)
- App functions and design reviewed, sized and priced by development firms

Options:

Decision:

- Who?



History, Charm, & Southern Hospitality.

Vision

The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.

Mission

Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

Values

Competent

Courteous

Professional

Responsive



HISTORY, CHARM, AND SOUTHERN HOSPITALITY

SUMMARY FOR THE MONTH OF JULY 2015

SUMMARY OF INCIDENT CALLS

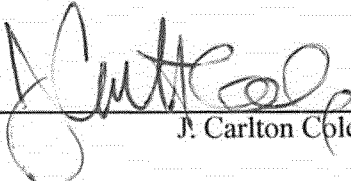
TYPE OF INCIDENT	NUMBER THIS MONTH	NUMBER YTD	NUMBER THIS MONTH LAST YEAR	NUMBER YTD LAST YEAR	PERCENTAGE YTD
Fire	1	40	8	41	-2%
Overpressure Rupture, Explosion, Overheat - no fire	0	3	0	2	50%
Rescue & EMS Incidents	6	46	16	84	-45%
Hazardous Conditions - no fire	11	86	10	78	10%
Service Call	21	131	10	102	28%
Good Intent Call	20	158	20	161	-2%
False Alarm & False Call	47	195	26	133	47%
Severe Weather & Natural Disaster	1	12	2	2	500%
Special Incident Type	0	0	0	1	-100%
TOTAL INCIDENTS	107	671	92	604	11%

SUMMARY OF INSPECTION

TYPE OF INSPECTIONS	NUMBER THIS MONTH	NUMBER YTD	NUMBER THIS MONTH LAST YEAR	NUMBER YTD LAST YEAR	PERCENTAGE YTD
Residential	13	68	12	40	70%
Residential New Systems	0	0	0	0	0%
Residential Fire Sprinkler	0	2	0	4	-50%
Commercial	28	232	0	157	48%
Plan Review/Site Inspections (*)	1	6	0	1480	N/A
Reinspection	12	216	0	142	52%
Occupancy Certificates	0	0	0	0	0%
TOTAL INSPECTIONS	54	524	12	1823	-71%
Violations Found:	48	411	0	349	18%
YTD Violations to be Corrected:		353		335	
YTD Violations Corrected:		344		244	
Correction Percentage:		97%		73%	

(*) US Open Tent/Property Inspections (June 2014)

August 3, 2015


J. Carlton Cole, Fire Chief

FIRE DEPARTMENT

395 Magnolia Road • Pinehurst, NC 28374 • Telephone (910) 295-5575 • Fax (910) 295-4861 • www.vopnc.org

ORDINANCE #15-15:

AN ORDINANCE AMENDING THE ORDINANCE APPROPRIATING FUNDS FOR OPERATIONS OF THE VILLAGE OF PINEHURST FOR FISCAL YEAR 2016, REGARDING REVENUES AND EXPENDITURES OF THE GENERAL FUND (RE-APPROPRIATE FY 2015 FUNDS IN FY 2016).

THAT WHEREAS, funds that were restricted to specific uses were received by the Village in the fiscal year ending June 30, 2015 that were not expended but are expected to be expended in the fiscal year ending June 30, 2016 including Police donations, Fire donations, Recreation donations, greenway wildlife habitat donations, and Police controlled substance taxes; and

WHEREAS, the Village budgeted for expenditures in the fiscal year ending June 30, 2015 for various other projects that were not incurred, but are expected to be incurred in the fiscal year ending June 30, 2016; and

WHEREAS, the Village did not appropriate these funds in the original budget adopted for the year ended June 30, 2016;

NOW, THEREFORE, BE IT RESOLVED by the Village Council of the Village of Pinehurst, North Carolina, in the regular meeting assembled this 11th day of August 2015, as follows:

SECTION 1. To amend the General Fund with regard to revenues and expenditures, the revenue and expenditure accounts are to be changed as follows:

<u>Account No.</u>	<u>Account Name</u>	<u>Debit</u>	<u>Credit</u>
10-00-210-5911	IT Charges	\$ 8,748	
10-00-980-3560	Charges to Other Departments		\$ 8,748
10-00-980-5901	Maintenance & Repairs: Equipment	2,748	
10-00-980-5300	Contracted Services	6,000	
10-00-220-5300	Contracted Services	5,554	
10-00-220-7430	Capital Outlay: IT Eq. Charges	35,000	
10-00-980-3560	Charges to Other Departments		35,000
10-00-980-7400	Capital Outlay: Equipment	35,000	
10-10-310-5402	Departmental Supplies-Restricted	4,969	
10-10-310-5911	IT Charges	6,000	
10-10-310-7430	Capital Outlay: IT Eq. Charges	12,300	
10-00-980-3560	Charges to Other Departments		18,300
10-00-980-5300	Contracted Services	6,000	
10-00-980-7400	Capital Outlay: Equipment	12,300	
10-10-320-5400	Departmental Supplies	4,209	
10-10-320-5402	Departmental Supplies-Restricted	6,399	

<u>Account No.</u>	<u>Account Name</u>	<u>Debit</u>	<u>Credit</u>
10-10-320-6300	Travel & Training	\$ 1,000	
10-10-320-7510	Capital Outlay: Vehicle Charges	31,300	
10-00-960-3560	Charges to Other Departments		\$ 31,300
10-00-960-7500	Capital Outlay: Vehicles	31,300	
10-20-410-7510	Capital Outlay: Vehicle Charges	56,000	
10-00-960-3560	Charges to Other Departments		56,000
10-00-960-7500	Capital Outlay: Vehicles	56,000	
10-20-420-7700	Capital Outlay: Infrastructure	98,038	
10-80-610-5400	Departmental Supplies	890	
10-80-610-5904	Buildings & Grounds Maint.-ISF	3,400	
10-00-970-3560	Charges to Other Departments		3,400
10-00-970-5900	R&M: Buildings & Grounds	3,400	
10-80-610-6532	Greenways Wildlife Habitat	3,119	
10-80-610-7120	Capital Outlay: B&G Land Charges	43,975	
10-00-970-3560	Charges to Other Department		43,975
10-00-970-7100	Capital Outlay Land	43,975	
10-80-615-6932	Given Library OutPost Operations	25,000	
10-40-710-5800	Professional Services	10,000	
10-40-710-6970	Grants for Community Projects	750	
10-40-720-7100	Capital Outlay: Land	60,700	
10-40-720-7300	Capital Outlay: Fixtures	17,500	
10-00-190-3905	Fund Balance Appropriated		434,851

SECTION 2. Copies of this budget amendment shall be furnished to the Village Clerk, Village Manager and to the Financial Services Director for their direction and implementation.

THIS ORDINANCE passed and adopted this 11th day of August 2015.

VILLAGE OF PINEHURST
VILLAGE COUNCIL

(Municipal Seal)

By: _____
Nancy Roy Fiorillo, Mayor

Attest:

Approved as to Form:

Lauren M. Craig, Village Clerk

Michael J. Newman, Village Attorney

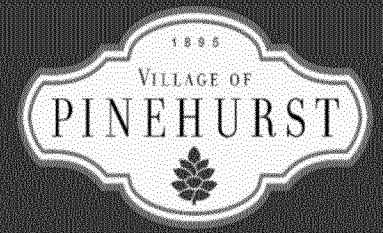


Code Enforcement Process – BIRDIE Report

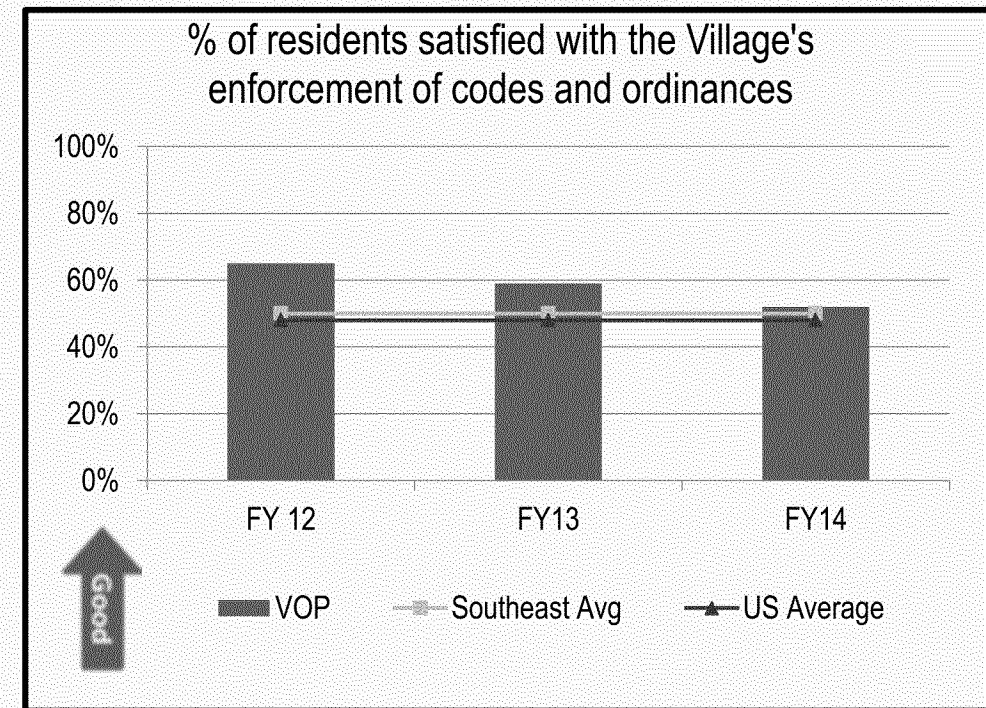
August 11, 2015

Executive Summary

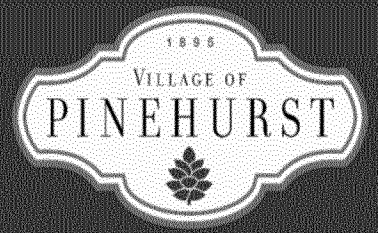
Code Enforcement – BIRDIE Report



- Completed as a result of declining satisfaction ratings with code enforcement, as indicated in Community Surveys
- Addresses Council goal to “Preserve the Character of Pinehurst and the Quality of Neighborhoods”

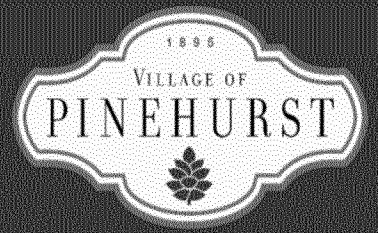


Code Enforcement – BIRDIE Report



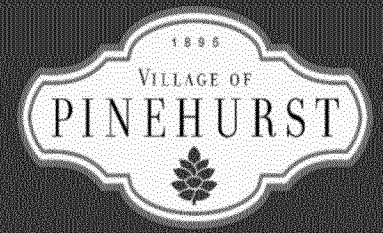
- Conducted a thorough review of data, including:
 1. 2012, 2013 and 2014 Community Surveys, segmented by neighborhood
 2. Additional neighborhood surveys for:
 - Village Acres/Gun Club
 - Lake Pinehurst
 - Morganton/Monticello
 - Pinehurst No. 6
 3. Open Village Hall topic on code enforcement
 4. Three year trend information on complaints segmented by neighborhood and type of complaint

Code Enforcement – BIRDIE Report



- Identified and evaluated seven potential solutions:
 1. Anonymous vs. non-anonymous complaints
 2. Proactive enforcement
 3. Mobile 311 technology
 4. Public education
 5. Collaboration between the Code Enforcement Officer, Community Appearance Commission, Public Services, and Citizen Patrol
 6. Use of friendly notifications and revised notice of violations
 7. Focused enforcement and education by type of violation

Code Enforcement – BIRDIE Report



- Recommend three solutions to enhance resident satisfaction with the Village's enforcement of codes & ordinances:

BIRDIE Team Recommendations

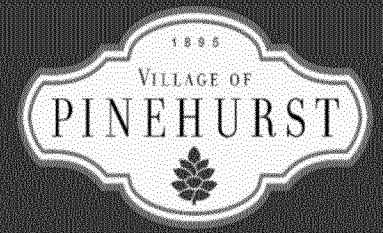
1. A greater use of technology in the code enforcement process,

2. Establishing a public education campaign on Village codes and ordinances, and

3. Revising the code enforcement process to make it friendlier with consistent abatement deadlines

Evaluation Process

Code Enforcement – BIRDIE Report



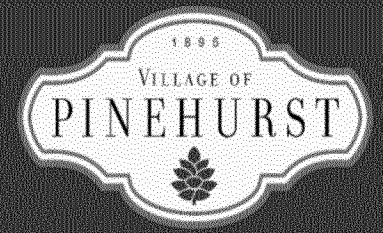
- Followed standard BIRDIE process
- Root cause analysis indicated two primary reasons for dissatisfaction:
 1. A lack of investment or use of technology in the code enforcement process, and
 2. A lack of education to residents about Village codes and ordinances.
- The top three complaints in each of the last three years are for:
 1. Weeds or unsightly yards
 2. Signs, or
 3. Oversized vehicles

BIRDIE

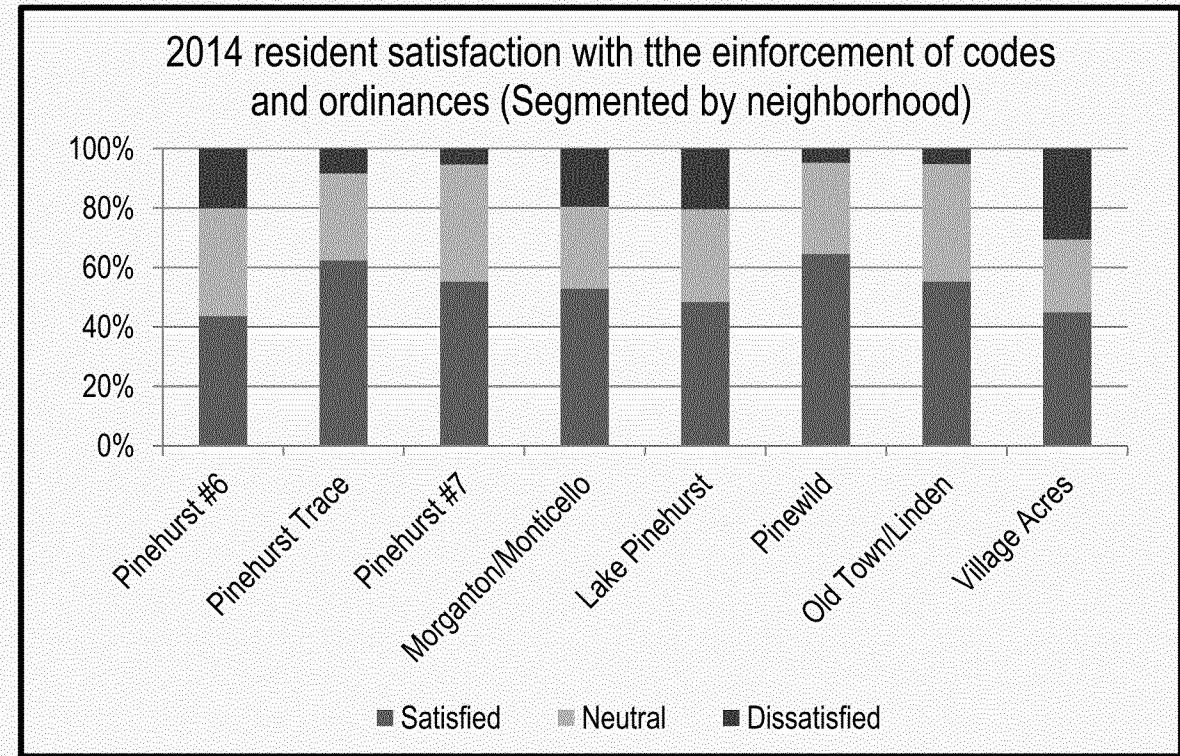
- B** Bring the opportunity forward
- I** Investigate the opportunity
- R** Review potential solutions
- D** Determine the solution
- I** Implement the solution
- E** Evaluate the solution



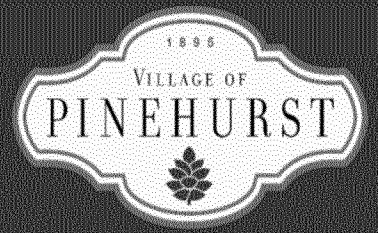
Code Enforcement – BIRDIE Report



- Segmented Community Survey results indicated the highest dissatisfaction rates were in:
 1. Pinehurst No. 6,
 2. Village Acres,
 3. Lake Pinehurst, and
 4. Morganton/Monticello
- After a review of the last three years of code enforcement complaints received, we found that 63% of all complaints come from these three neighborhoods:
 1. Pinehurst No. 6,
 2. Village Acres, or
 3. Lake Pinehurst

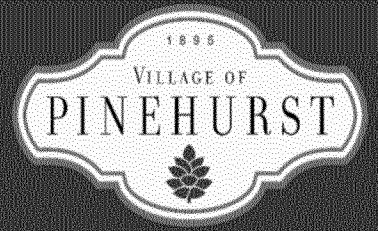


Code Enforcement – BIRDIE Report

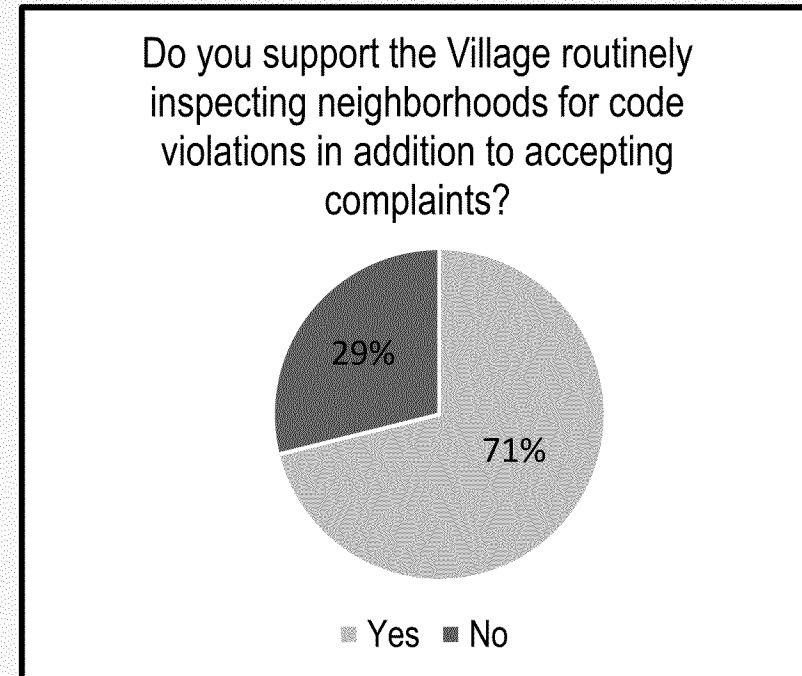
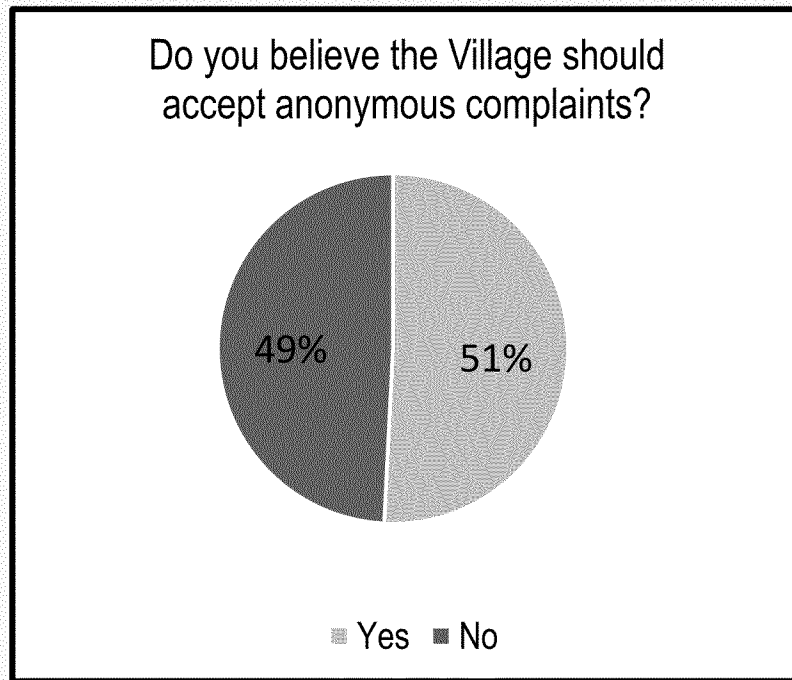


- Neighborhood Survey was mailed to approximately 5,000 homes in:
 1. Village Acres
 2. Pinehurst No. 6
 3. Lake Pinehurst
 4. Morganton/Monticello
- Key information received from the 1,250 responses was:
 1. 74% indicated the Village has the appropriate amount of code regulations
 2. 50% indicated the Village should only respond to complaints and 50% felt the Village should routinely inspect neighborhoods for violations

Code Enforcement – BIRDIE Report

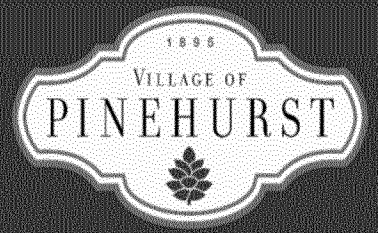


- Data obtained from Open Village Hall topic included:



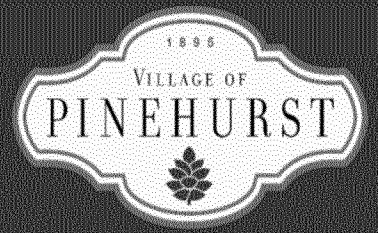
Recommended Solutions

Code Enforcement – BIRDIE Report



- Recommend three solutions to enhance resident satisfaction with the Village's enforcement of codes & ordinances:
 1. A greater use of technology in the code enforcement process,
 2. Establishing a public education campaign on Village codes and ordinances, and
 3. Revising the code enforcement process to make it friendlier with consistent abatement deadlines.

Code Enforcement – BIRDIE Report



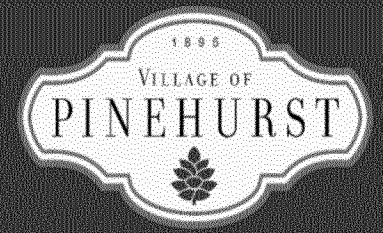
- #1: Leverage technology in the code enforcement process:

- Utilize Mobile 311
- Provides:
 - 24/7 access
 - Instant updates
 - Automated custom reports
 - Website interface available
- Total estimated annual cost is \$1,310

Key Benefits Include:

1. Responsiveness - intake requests and quickly respond to complaints
2. Transparency - document violations, improve information sharing, and track work
3. Productivity - improve efficiency of inspections and easily flag issues for follow up

Code Enforcement – BIRDIE Report

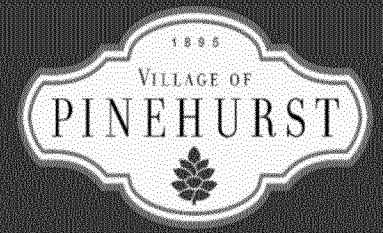


- #2: Establish a public education campaign on Village codes and ordinances:
 - Focus on one key code enforcement area per quarter, using multiple education channels:
 - Speak at POAs/HOAs; NAC; Real estate/Property management associations
 - Create a new resident packet
 - Utilize the Village Newsletter
 - Printed informational materials such as postcards to targeted neighborhoods
 - Total estimated annual cost is \$5,000

Key Benefits Include:

1. Productivity – fewer complaints and documented violations allows for more time to address enforcement/abatement
2. Transparency – publishing a map of code enforcement violations on website will inform the public if a violation is being addressed by the Village
3. Knowledge – educational opportunities will allow residents and property owners to have a greater understanding of Village codes and ordinances

Code Enforcement – BIRDIE Report



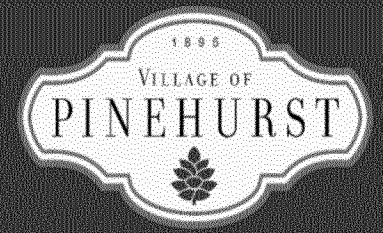
- #3: Revise the code enforcement process to make it friendlier with consistent abatement deadlines:
 - Targeted reinforcement – Code Enforcement Officer to routinely address known problem areas with educational information
 - Begin using FRIENDLY REMINDERS instead of starting enforcement immediately
 - Implement consistent abatement deadlines – 30 days
 - There are no additional costs for this recommendation

Key Benefits Include:

1. Consistency – uniform and consistent deadlines will assist the Code Enforcement Officer in tracking violations and provide accurate data for performance monitoring
2. Responsiveness – targeted reinforcement and the ability to address specific areas and problems may result in greater overall compliance
3. Satisfaction – the introduction and use of friendly reminders prior to beginning enforcement action may lead to a higher resident satisfaction levels

Implementation Plan

Code Enforcement – BIRDIE Report



Implementation Plan for BIRDIE Team Recommendations

September 30, 2015	Install hardware and software; define and setup code enforcement criteria; train employees; conduct field tests and implement software
	Produce postcards/flyers/printed material/social media/eblasts for targeted education area (Topic: solid waste containers)
	Begin issuing friendly notifications
	Newsletter article – “Code Corner”
October 31, 2015	Implement consistent abatement deadline
December 31, 2015	Produce postcards/flyers/printed material/social media/eblasts for targeted education area (Topic: oversized vehicles)
	Develop website integration of code violation map
	Begin Quarterly targeted reinforcement
March 31, 2016	Produce postcards/flyers/printed material/social media/eblasts for targeted education area (Topic: signs/objects in ROW)
	Complete New Resident Packet on Code Enforcement
June 30, 2016	Produce postcards/flyers/printed material/social media/eblasts for targeted education area (Topic: weeds/grass)
	Speak at HOA/POA/NAC meetings

Code Enforcement – BIRDIE Report



What questions do you have?

**MINUTES OF
VILLAGE COUNCIL REGULAR MEETING
JULY 14, 2015**

**395 MAGNOLIA ROAD
ASSEMBLY HALL
PINEHURST, NORTH CAROLINA
4:30 P.M.**

The Pinehurst Village Council held a Regular Meeting at 4:30 p.m., Tuesday, July 14, 2015 in the Assembly Hall of the Pinehurst Village Hall, 395 Magnolia Road, Pinehurst, North Carolina. The following were in attendance:

Ms. Nancy Roy Fiorillo, Mayor
Ms. Claire L. Berggren, Councilmember
Mr. Clark H. Campbell, Councilmember
Mr. John R. Cashion, Mayor Pro-Tem
Mr. John C. Strickland, Councilmember
Mr. Jeffrey H. Sanborn, Interim Village Manager
Ms. Lauren M. Craig, Village Clerk

And approximately 22 attendees, including 6 staff and 2 press.

1. Call to Order.

Mayor Nancy Roy Fiorillo called the meeting to order.

2. Invocation and Pledge of Allegiance

Councilmember Cashion explained that local pastors will begin giving the invocation at future Council meetings. David Beam, Senior Pastor of Pinehurst United Methodist Church, offered the invocation and the Manager led everyone in the Pledge of Allegiance.

3. Reports

Manager

- Announced that it is Mayor Fiorillo's birthday.
- Briefed Council on the items under the Consent Agenda.
- Explained that there will be one item under Other Business for Council to consider.

Council

- No reports.

4. Motion to Approve Consent Agenda.

All items listed below are considered routine or have been discussed at length in previous meetings and will be enacted by one motion. No separate discussion will be held unless requested by a member of the Village Council.

- A. Approval of Draft Village Council Meeting Minutes
 - June 2 Work Session Minutes
 - June 9 Regular Meeting Minutes
 - June 9 Closed Session Minutes
 - June 23 Regular Meeting Minutes
- B. Public Safety Reports
 - Police Department
 - Fire Department
- C. Motion to Receive Budget Amendments Report for June 30, 2015

End of Consent Agenda.

**MINUTES OF
VILLAGE COUNCIL REGULAR MEETING
JULY 14, 2015**

Councilmember Campbell moved to approve the Consent Agenda. The motion was seconded by Councilmember Cashion and passed unanimously with a vote of 5-0.

5. Motion to Recess Regular meeting and Enter into a Public Hearing.

Councilmember Cashion moved to recess the regular meeting and enter into a public hearing. The motion was seconded by Councilmember Berggren and passed unanimously with a vote of 5-0.

6. Public Hearing No. 1

The purpose of the public hearing is to consider an Official Text Amendment to the Pinehurst Development Ordinance (PDO) specifically "Table 9.2a Table of Dimensional Requirements". This proposed amendment would allow a home being constructed in the R-8 Zoning District to exceed the maximum impervious surface coverage of 42.5% in order for the home to contain up to 2,400 square feet. The applicant is the Village of Pinehurst.

Manager Jeff Sanborn introduced the public hearing item to consider a text amendment to the Pinehurst Development Ordinance. Director of Planning and Inspections, Kevin Reed, provided a summary of the staff report for the request by the Village of Pinehurst for a proposed amendment to Section 9.2a, "Table of Dimensional Requirement", of the Pinehurst Development Ordinance for the R-8 Zoning District. Mr. Reed explained this would allow for a single-story home being constructed in the R-8 Zoning District to exceed the maximum impervious surface requirement of 42.5% in order to have up to 2,400 square feet of home under roof. Mr. Reed explained this would apply to property in Pinehurst Trace and a portion of Village Acres and staff has reached out to representatives from both neighborhoods. Mr. Reed explained that the Planning and Zoning Board moved to deny the proposed amendment and staff recommends that any amendment approved should include the language that this provision would only apply to newly constructed single-story homes and not the expansion of an existing home.

Audience member Doug Middaugh asked about the rationale to not allow existing homes not to expand up to 2,400 square feet and staff noted this was to create less of an impact.

Council held a discussion about the text amendment.

7. Motion to Adjourn the Public Hearing and Re-Enter the Regular Meeting.

Councilmember Cashion moved to adjourn the public hearing and re-enter the regular meeting. The motion was seconded by Councilmember Berggren and passed unanimously with a vote of 5-0.

8. Consider Ordinance 15-13 amending the Pinehurst Development Ordinance Table 9.2a Table of Dimensional Requirements.

Manager Jeff Sanborn explained that Ordinance 15-13 has been drafted for Council's consideration if they are ready to take action on the public hearing. Upon a motion by Councilmember Campbell, seconded by Councilmember Berggren Council unanimously approved Ordinance 15-13 amending the Pinehurst Development Ordinance Table 9.2a Table of Dimensional Requirements by a vote of 5-0. (A copy of the ordinance can be found in the Ordinance Book)

Upon a motion by Councilmember Campbell, seconded by Councilmember Cashion, Council unanimously approved that the proposed amendments to the Pinehurst Development Ordinance are consistent with the goals outlined in the 2010 Comprehensive Long Range Plan and are considered reasonable and in the best interest of the public as referenced in the memorandum dated July 8, 2015 from Kevin Reed, Director of Planning and Inspections by a vote of 5-0

9. Presentation by Par 5 Development on the Medlin Road paving request.

Manager Jeff Sanborn explained there is an unimproved road section of Medlin Road between Rattlesnake Trail and McIntyre Road with seven undeveloped, platted lots. He explained that per the PDO, these lots cannot be built upon unless an improved road is constructed. Par 5 Development has submitted a request for the Village to consider funding the construction of the road for future

**MINUTES OF
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JULY 14, 2015**

development. Lee Pittman and Brian Clodfelter, representatives from Par 5 Development addressed the Village Council regarding their proposal. The representatives noted the lots have been under contract for several months and they shared the rendering being proposed. Mr. Pittman noted the road construction would be \$85,000 including grading, stone, paving and striping and with the Village annual paving budget they believe it would be beneficial to go ahead and pave the road to enhance the area. Mr. Clodfelter noted this would not be a normal request but they are trying to make a last effort to get assistance from the Village to pave the road to help develop the residential properties. Council held a discussion about the request. Mark Parson noted Council was going to help with something similar for the steam plant project. Council formed a consensus not to support funding this request.

10. Discuss the recommended changes to the Pay and Classification Plan.

Director of Human Resources, Angie Kantor, presented Council with a recommendation to amend the pay and classification plan for the Village of Pinehurst after evaluating at least 33% of Village positions annually. The changes include increasing pay ranges by 1.5% based on the CPI, moving the pay grade of Telecommunications Specialist from the Police Department, adding the Events Assistant position, and adding a Planner position due to a restructuring for potential growth internally. Ms. Kantor explained several minor wording modifications to the policy that would also be included in the suggestions. Ms. Kantor also noted three other positions that require pay changes: Solid Waste Superintendent, Special Events Coordinator, and the Planning and Inspections Director. Ms. Kantor noted these pay changes were budgeted for in the current fiscal year budget. Upon a motion by Councilmember Campbell, seconded by Councilmember Strickland, Council unanimously approved Resolution 15-27 amending the policy on Administration of the Position Classification and Pay Plan by a vote of 5-0. (A copy of the resolution can be found in the Resolution Book)

11. Discuss the 2015 Community Survey.

Manager Jeff Sanborn introduced the need for Council to offer suggestions to the upcoming 2015 Community Survey. Director of Financial Services, John Frye, discussed the process for reviewing potential modifications to the questions in the 2015 Community Survey. Mr. Frye noted that staff suggests to add a question to ask residents about their satisfaction with library services to determine the effectiveness and to ask residents about capital improvements to help inform the strategic planning for the Village. Staff has provided Council examples from Chapel Hill's survey regarding capital improvements. Mr. Frye noted the questions should be ready by August 1 to get in the mail by mid-August. Mayor Fiorillo suggested working with the library to discuss the opportunity of using the survey to help them further to collect data. Council held a discussion about potential changes to the survey.

12. Discuss the Community Road Streetscape Project.

Assistant Manager Jeff Batton explained staff needs direction from Council on the desired stopping point for the current phase of sidewalk for the Community Road streetscape project. Mr. Batton noted the original budget for the project was \$85,000 and was in the FY2015 Strategic Operating Plan but was delayed as a result of the Assistant Village Manager of Operations serving as Interim Village Manager. Mr. Batton noted the lowest bid for the project to extend to the Corner of McCaskill and Dundee Roads came in at \$122,187 and staff is seeking a consensus on the desired termination point for this phase and whether it is at the corner of Power Plant and Community Roads or the corner of McCaskill and Dundee Roads. Councilmember Cashion suggested extending the sidewalk around the property on the corner of McCaskill and Dundee Roads. Mr. Batton noted he would be in touch with the property owner regarding this. Council formed a consensus to move forward with this plan.

13. Consider a request for a new street lighting location in the Village of Pinehurst.

Assistant Manager Jeff Batton shared that a request was received by a Village Acres resident to install a street light at the corner of Hunt Street and Longleaf W. The light meets the criteria for possible placement per our street lighting policy and the final decision rests with Council. Staff is also suggested a relocation of one existing street light on Spring Lake Road near the Pinehurst No. 6 north entrance to a location across the street to put it on Duke Energy's grid and convert it to LED. Council

**MINUTES OF
VILLAGE COUNCIL REGULAR MEETING
JULY 14, 2015**

formed a consensus to install the light requested in Village Acres and relocating the light near the Pinehurst No. 6 entrance.

14. Other Business

- Jeff Batton, Assistant Village Manager, explained that an agreement with the USGA has been formed to utilize Village facilities for the 2024 U.S. Open Championship. Mr. Batton noted there is a \$350,000 fee associated with the agreement. Upon a motion by Councilmember Cashion, seconded by Councilmember Strickland, Council unanimously approved that the Mayor or her designee be authorized to execute the license agreement with the United States Golf Association to utilize certain Village properties when conducting the 2024 United States Open Championship by a vote of 5-0.
- Councilmember Phillips inquired if the work session will be held next Tuesday, July 21 and Council determined to cancel the work session.
- Councilmember Campbell wished Jeanne Casinella and Mayor Fiorillo a happy birthday. Councilmember Campbell also proposed that staff bring a report to Council to better understand the policy for street resurfacing projects.

15. Comments from attendees.

- None.

16. Motion to Adjourn.

Councilmember Strickland moved to adjourn the Regular Meeting. The motion was seconded by Councilmember Cashion and carried unanimously. The Regular Meeting adjourned at 6:01 p.m.

Respectfully Submitted,

Lauren M. Craig
Village Clerk

ORDINANCE #15-14:

AN ORDINANCE AMENDING THE ORDINANCE APPROPRIATING FUNDS FOR OPERATIONS OF THE VILLAGE OF PINEHURST FOR FISCAL YEAR 2016, REGARDING REVENUES AND EXPENDITURES OF THE GENERAL FUND FOR THE VILLAGE OF PINEHURST, NORTH CAROLINA. (MARKET AND OTHER SALARY ADJUSTMENTS)

THAT WHEREAS, the Village intends to maintain competitive pay rates; and

WHEREAS, Human Resources presented Position Classification and Pay Plan changes that were approved by the Village Council on July 14, 2015 that resulted in salary adjustments for Police, Fire, Solid Waste, Recreation, Harness Track, and Planning Department employees effective July 1, 2015; and

WHEREAS, an estimated amount of \$40,000 was appropriated in the Human Resources budget for this purpose;

NOW, THEREFORE, BE IT RESOLVED by the Village Council of the Village of Pinehurst, North Carolina, in the regular meeting assembled this 11th day of August 2015, as follows:

SECTION 1. To amend the FY 2016 General Fund Budget with regard to revenues and expenditures, the revenue and expenditure accounts are to be changed as follows:

<u>Account No.</u>	<u>Account Name</u>	<u>Debit</u>	<u>Credit</u>
10-10-310-4000	Salaries & Wages- <u>Police</u>	\$ 4,400	
10-10-310-4200	FICA Expense	350	
10-10-310-4500	Retirement Expense	550	
10-10-320-4000	Salaries & Wages- <u>Fire</u>	5,200	
10-10-320-4200	FICA Expense	400	
10-10-320-4500	Retirement Expense	650	
10-30-510-4000	Salaries & Wages- <u>Solid Waste</u>	3,000	
10-30-510-4200	FICA Expense	250	
10-30-510-4500	Retirement Expense	350	
10-80-610-4000	Salaries & Wages- <u>Recreation</u>	1,300	
10-80-610-4200	FICA Expense	100	
10-80-610-4500	Retirement Expense	150	
10-80-620-4000	Salaries & Wages- <u>Harness Track</u>	550	
10-80-620-4200	FICA Expense	50	
10-80-620-4500	Retirement Expense	50	
10-40-710-4000	Salaries & Wages- <u>Planning</u>	5,550	
10-40-710-4200	FICA Expense	450	
10-40-710-4500	Retirement Expense	650	
10-00-240-4990	Salary Adjustments- <u>Human Resources</u>		\$ 24,000

SECTION 2. Copies of this budget amendment shall be furnished to the Clerk to the Village Council, Village Manager, and Financial Services Director for their direction and implementation.

THIS ORDINANCE passed and adopted this 11th day of August 2015.

(Municipal Seal)

VILLAGE OF PINEHURST
VILLAGE COUNCIL

By: _____
Nancy Roy Fiorillo, Mayor

Attest:

Approved as to Form:

Lauren M. Craig, Village Clerk

Michael J. Newman, Village Attorney

DRAFT

ORDINANCE #15-16:

AN ORDINANCE AMENDING THE ORDINANCE APPROPRIATING FUNDS FOR OPERATIONS OF THE VILLAGE OF PINEHURST FOR FISCAL YEAR 2016, REGARDING REVENUES AND EXPENDITURES OF THE GENERAL FUND FOR THE VILLAGE OF PINEHURST, NORTH CAROLINA (HARNESS TRACK BARN 9 RENOVATIONS)

THAT WHEREAS, funding was appropriated in the FY 2016 General Fund operating budget to renovate the interior of Barn 9 at the Harness Track; and

WHEREAS, upon further review, the total cost of the renovation project exceeds the Village's capitalization threshold and need to be transferred from the operating budget to the capital budget; and

WHEREAS, this amendment is a reclassification of funding from operating expenditures to capital outlay and no new funds are requested with this amendment;

NOW, THEREFORE, BE IT RESOLVED by the Village Council of the Village of Pinehurst, North Carolina, in the regular meeting assembled this 11th day of August 2015, as follows:

SECTION 1. To amend the FY 2016 General Fund budget with regard to revenues and expenditures, the revenue and expenditure accounts are to be changed as follows:

<u>Account No.</u>	<u>Account Name</u>	<u>Debit</u>	<u>Credit</u>
10-80-620-7200	Capital Outlay: Buildings	\$29,800	
10-80-620-5400	Harness Track-Departmental Supplies		\$ 5,000
10-80-620-5904	Harness Track-B&G Maint-ISF		24,800
10-00-970-5900	B&G-R&M: Buildings & Grounds		24,800
10-00-970-3560	B&G-Charges to Other Departments	24,800	

SECTION 2. Copies of this budget amendment shall be furnished to the Clerk to the Village Council, Village Manager, and Financial Services Director for their direction and implementation.

THIS ORDINANCE passed and adopted this 11th day of August 2015.

VILLAGE OF PINEHURST
VILLAGE COUNCIL

(Municipal Seal)

By: _____
Nancy Roy Fiorillo, Mayor

Attest:

Approved as to Form:

Lauren M. Craig, Village Clerk

Michael J. Newman, Village Attorney

Incident IBR Reported Offenses Month To Month Comparison

Pinehurst Police Department

July 2015 - July 2014

Part I Offenses	July 2014	July 2015	+/-	Percent Changed	Year-To-Date		+/-	Percent Changed
Murder	0	0	0	0%	0	0	0	0%
Rape	0	0	0	0%	0	0	0	0%
Robbery	0	0	0	0%	1	1	0	0%
Commercial	0	0	0	0%	1	0	-1	-100%
Individual	0	0	0	0%	0	1	1	-
Assault	0	0	0	0%	0	2	2	-
Violent Total:	0	0	0	0%	1	3	2	200%
Burglary	0	0	0	0%	0	0	0	0%
Residential	0	0	0	0%	0	0	0	0%
Non-Residential	0	0	0	0%	0	0	0	0%
Commercial	0	0	0	0%	0	0	0	0%
Other	0	0	0	0%	0	0	0	0%
Larceny	13	14	1	8%	63	62	-1	-2%
Auto Theft	0	0	0	0%	0	1	1	-
Arson	0	0	0	0%	0	0	0	0%
Property Total:	13	14	1	8%	63	63	0	0%
Part I Total:	13	14	1	8%	64	66	2	3%

Part II Offenses	July 2014	July 2015	+/-	Percent Changed	Year-To-Date		+/-	Percent Changed
Drug	19	10	-9	-47%	60	42	-18	-30%
Assault Simple	1	0	-1	-100%	9	5	-4	-44%
Forgery/Counterfeit	2	0	-2	-100%	4	1	-3	-75%
Fraud	5	5	0	0%	28	29	1	4%
Embezzlement	0	0	0	0%	0	0	0	0%
Stolen Property	1	0	-1	-100%	7	4	-3	-43%
Vandalism	2	4	2	100%	21	17	-4	-19%
Weapons	0	1	1	-	1	2	1	100%
Prostitution	0	0	0	0%	0	0	0	0%
All Other Sex Offenses	0	0	0	0%	4	0	-4	-100%
Gambling	0	0	0	0%	0	0	0	0%
Offenses Against Family/Children	0	1	1	-	1	2	1	100%
D.W.I.	0	0	0	0%	6	5	-1	-17%
Liquor Law Violation	0	1	1	-	3	3	0	0%
Disorderly Conduct	0	0	0	0%	5	2	-3	-60%
Obscenity	0	0	0	0%	1	0	-1	-100%
Kidnap	0	0	0	0%	0	0	0	0%
All Other Offenses	26	22	-4	-15%	139	122	-17	-12%
Part II Total:	56	44	-12	-21%	289	234	-55	-19%
Incident Total:	69	58	-11	-16%	353	300	-53	-15%

Arrest IBR Reported Offenses Month To Month Comparison

Pinehurst Police Department

July 2015 - July 2014

Part I Offenses	July 2014	July 2015	+/-	Percent Changed	Year-To-Date		+/-	Percent Changed
Murder	0	0	0	0%	0	2	2	-
Rape	0	0	0	0%	0	0	0	0%
Robbery	0	0	0	0%	0	0	0	0%
Commercial	0	0	0	0%	0	0	0	0%
Individual	0	0	0	0%	0	0	0	0%
Assault	0	0	0	0%	1	3	2	200%
Violent Total:	0	0	0	0%	1	5	4	400%
Burglary	0	0	0	0%	0	0	0	0%
Residential	0	0	0	0%	0	0	0	0%
Non-Residential	0	0	0	0%	0	0	0	0%
Commercial	0	0	0	0%	0	0	0	0%
Other	0	0	0	0%	0	0	0	0%
Larceny	6	22	16	267%	25	31	6	24%
Auto Theft	0	0	0	0%	0	2	2	-
Arson	0	0	0	0%	0	0	0	0%
Property Total:	6	22	16	267%	25	33	8	32%
Part I Total:	6	22	16	267%	26	38	12	46%

Part II Offenses	July 2014	July 2015	+/-	Percent Changed	Year-To-Date		+/-	Percent Changed
Drug	33	12	-21	-64%	120	48	-72	-60%
Assault Simple	1	1	0	0%	10	11	1	10%
Forgery/Counterfeit	1	0	-1	-100%	4	0	-4	-100%
Fraud	6	1	-5	-83%	12	8	-4	-33%
Embezzlement	0	0	0	0%	0	0	0	0%
Stolen Property	2	1	-1	-50%	18	11	-7	-39%
Vandalism	1	0	-1	-100%	8	4	-4	-50%
Weapons	0	1	1	-	2	1	-1	-50%
Prostitution	0	0	0	0%	0	0	0	0%
All Other Sex Offenses	0	0	0	0%	4	0	-4	-100%
Gambling	0	0	0	0%	0	0	0	0%
Offenses Against Family/Children	0	0	0	0%	2	0	-2	-100%
D.W.I.	4	6	2	50%	48	39	-9	-19%
Liquor Law Violation	0	2	2	-	8	6	-2	-25%
Disorderly Conduct	0	0	0	0%	6	4	-2	-33%
Obscenity	0	0	0	0%	0	0	0	0%
Kidnap	0	0	0	0%	0	0	0	0%
All Other Offenses	34	58	24	71%	203	211	8	4%
Part II Total:	82	82	0	0%	445	343	-102	-23%
Arrest Total:	88	104	16	18%	471	381	-90	-19%

John G. Frye, CPA
Village of Pinehurst
395 Magnolia Road
Pinehurst, NC 28374
Phone: 910-295-8646
Fax: 910-295-4434
e-mail: jfrye@vopnc.org

Village of Pinehurst

Memo

To: Village Council
From: John Frye
CC: Jeff Sanborn & Natalie Dean
Date: July 17, 2015
Re: Budget Amendment re-appropriating funds to complete projects from FY 2014-15

As you are aware, the Village had several projects underway at June 30, 2015 that need to be carried over to the next fiscal year. Per NCGS, the appropriations for these projects lapse at the close of the fiscal year and the funds are added to the Village's fund balance. In order for these projects to be completed, funds must be reappropriated in the current fiscal year. The attached ordinance is the budget amendment required to amend the FY 2016 General Fund Budget for these projects, as these amounts were not included in the original budget adopted by Council on June 9, 2015.

I have included a summary below that indicates which projects are included in the budget ordinance:

Governing Body/IT	PDO codification	\$	8,748
Administration	Consulting with NCSU		5,554
Administration/IT	Website redesign project		35,000
Police	Unexpended donations		665
Police	Unexpended restricted funds		2,658
Police	Controlled substance taxes		1,646
Police/IT	CJIS security work completion		18,300
Fire	Fire hose on order		4,209
Fire	Unexpended donations		6,399
Fire	Training software module		1,000
Fire/Fleet	Brush Truck on order		31,300
Public Services/Fleet	Pickup trucks on order		56,000
Streets & Grounds	Cotswold drainage project		98,038
Recreation	Unexpended donations		890
Recreation	Arboretum tree removal		3,400
Recreation	Greenway Wildlife Habitat donations		3,119
Recreation	Bicycle shared lane funding		43,975
Library	OutPost operational funding		25,000
Planning	Aerial mapping project		10,000
Planning	CAC grant awards pending at year end		750
Community Development	Community Road Improvements		<u>78,200</u>
Total		\$	<u>434,851</u>

The items above include projects for which funds were donated that were not spent in the previous year. These would include the Police, Fire, Recreation, and Greenway Wildlife Habitat donations. Police controlled substance taxes also carry use restrictions.

The other significant items above are projects funded in the previous fiscal year that were not started and/or completed by June 30. In Governing Body, funds are being carried over to complete the codification of the PDO, including the definition linkage for the electronic version. For Administration, the website redesign that was not completed in the previous year is being carried over. In Police, the IT department has requested to carry over funds to purchase two remaining items related to network security. In the Fire Department, there was a brush truck on order at year end that is expected to be delivered in August. In Public Services, there were two pickup trucks on order at year end. In Streets & Grounds, the Cotswold drainage improvement project, which started in June, was approximately one-third complete at year end. In Recreation, funding for the bicycle shared lanes was not completed due to the late adoption of the Bicycle & Pedestrian Master Plan last year. Also, the second half of the operational funding for the Given Memorial Library's OutPost is being carried over to complete that contract. In Planning, funds for the aerial mapping project with Moore County are being rolled forward. Finally, the streetscape and lighting improvements planned for Community Road are being carried over into FY 2016.

Thank you for your consideration of these projects. Should you have any questions, please do not hesitate to contact me.

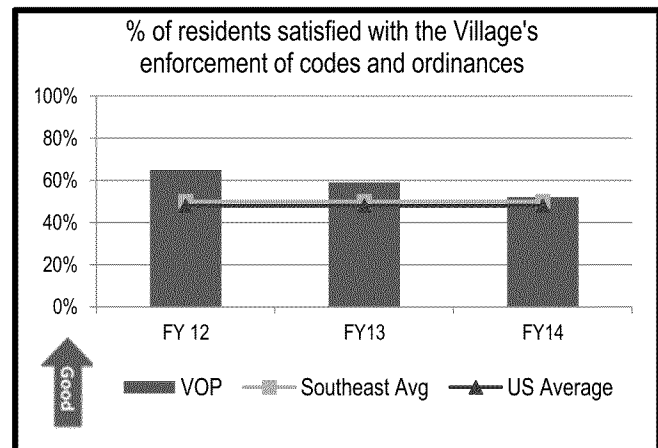


BIRDIE Team Report – Code Enforcement Process August 11, 2015

Executive Summary

Opportunity Being Evaluated

This study of the “enforcement of Village codes and ordinances” was undertaken as a result of the decline in resident satisfaction ratings with the Village’s enforcement of codes and ordinances, as indicated in the annual Community Survey. In the 2012 Community Survey, 65% of respondents indicated they were satisfied with the enforcement of Village codes and ordinances, which declined to 59% in 2013. As a high performing organization, the decline in resident satisfaction from 2012 to 2013, was a clear indicator that the code enforcement process should be evaluated using the Village’s continuous improvement process, known as BIRDIE. After the decision was made to conduct a BIRDIE on the code enforcement process, the results of the 2014 Community Survey showed a further decline in resident satisfaction to 52%. The Village’s three year satisfaction ratings of 65%, 59% and 52%, are above the southeast and US satisfaction averages of 50% and 48% respectively, but below levels acceptable to the Village. In keeping with the Village’s strategic goal to “*Preserve the character of Pinehurst and the quality of neighborhoods,*” the BIRDIE team was tasked with performing a comprehensive review of the Village’s code enforcement process and providing recommendations for potential improvement.



Overview of the Process and Data Used to Determine Recommendations

The BIRDIE team conducted a thorough review of the data on code enforcement found in the Community Surveys. The team also sought to understand the complexity of the various codes and ordinances found in the Pinehurst Municipal Code and the Pinehurst Development Ordinance. In addition, the team sought to understand the reason why residents had a high level of dissatisfaction with the enforcement of Village codes and ordinances.

A preliminary evaluation of the 2014 Community Survey data segmented by neighborhood indicated the highest level of dissatisfaction with the enforcement of Village codes and ordinances was found in the Pinehurst No. 6, Village Acres, Lake Pinehurst, and Morganton/Monticello neighborhoods. This was consistent with the number of complaints received by neighborhood over the past three years. Based on the segmented data by neighborhood and the historical complaint information, the team decided to mail a separate survey to the four neighborhoods with the highest levels of dissatisfaction with the enforcement of Village codes and ordinances. Following the mailed survey, the team posted two additional questions pertaining to code enforcement on the Village’s website as an Open Village Hall topic to solicit additional resident feedback.

Once the team analyzed the data from the surveys and historical complaint trends, the team began the process of developing and evaluating potential solutions. The team identified seven potential solutions that were evaluated using a matrix that identified the advantages, disadvantages and mitigating factors from a variety of customer/stakeholder perspectives:

1. Anonymous vs. non-anonymous complaints
2. Proactive enforcement
3. Mobile 311 technology
4. Public education
5. Collaboration between the Code Enforcement Officer, Community Appearance Commission, Public Services, and Citizen Patrol
6. Use of friendly notifications and revised notice of violations
7. Focused enforcement and education by type of violation

Data Used in the Evaluation:

- 2012, 2013 and 2014 Community Surveys, segmented by neighborhood
- Neighborhood surveys of Village Acres; Lake Pinehurst; Morganton/Monticello; and Pinehurst No. 6
- Open Village Hall topic on code enforcement
- Three year trend information on complaints segmented by neighborhood and type of complaint

Final BIRDIE Team Recommendations

After evaluating each potential solution, the result was a consensus among the team that potential solutions should focus on:

1. A greater use of technology in the code enforcement process,
2. Establishing a public education campaign on Village codes and ordinances, and
3. Revising the code enforcement process to make it friendlier with consistent abatement deadlines.

Currently, our code enforcement process is a manual process that could be more efficient with the use of Mobile 311 technology. This would allow us to enhance reporting and to record violations on the VOP Intranet and website to improve communication of code violations. The team also believes that educating and informing residents and property owners of the Village's various codes and ordinances may be one of the best ways to prevent violations from occurring or reoccurring thus achieving an overall higher level of code compliance versus pursuing code enforcement and abatement. Finally, the code enforcement process should be revised to include friendly notifications prior to beginning enforcement action that has consistent abatement deadlines, which will better inform residents and property owners on Village codes and ordinances and at the same time can enhance a feeling of good will about the Village's actions.

Recommendations:

- A greater use of technology in the code enforcement process
- Establish a public education campaign on Village codes and ordinances,
- Revise the code enforcement process to make it friendlier with consistent abatement deadlines

Evaluation Process

Description of the BIRDIE Process and Team Members

The evaluation of the enforcement of Village codes and ordinances began with the formation of a BIRDIE team. BIRDIE is an acronym for the Village's process used to evaluate and improve key organizational projects and processes that have a considerable ongoing staffing and financial impact.

The BIRDIE team used for this evaluation was comprised of the following members:

- Kevin B. Reed, Director of Planning & Inspections
- Clark Campbell, Village Council Member
- Bill Cambreleng, Community Appearance Commission
- Natalie Dean, Assistant Village Manager
- Earl Phipps, Police Chief
- Becky Jensen, Financial Services Assistant Director
- Angel Smith, Code Enforcement Officer

BIRDIE

- B** Bring the opportunity forward
- I** Investigate the opportunity
- R** Review potential solutions
- D** Determine the solution
- I** Implement the solution
- E** Evaluate the solution



The team first established its project purpose and objective related to the task assigned. Members were also educated on the BIRDIE process and reviewed the timeline for the evaluation and the current code enforcement process. A review of the current process indicated the Village has multiple codes that are located in either the Pinehurst Municipal Code or the Pinehurst Development Ordinance that are enforced by either the Code Enforcement Officer in the Planning Department, police officers in the Police Department, or employees in the Public Services Department. In addition, there are a variety of abatement deadlines that vary based on the type of regulation.

Five Whys Analysis

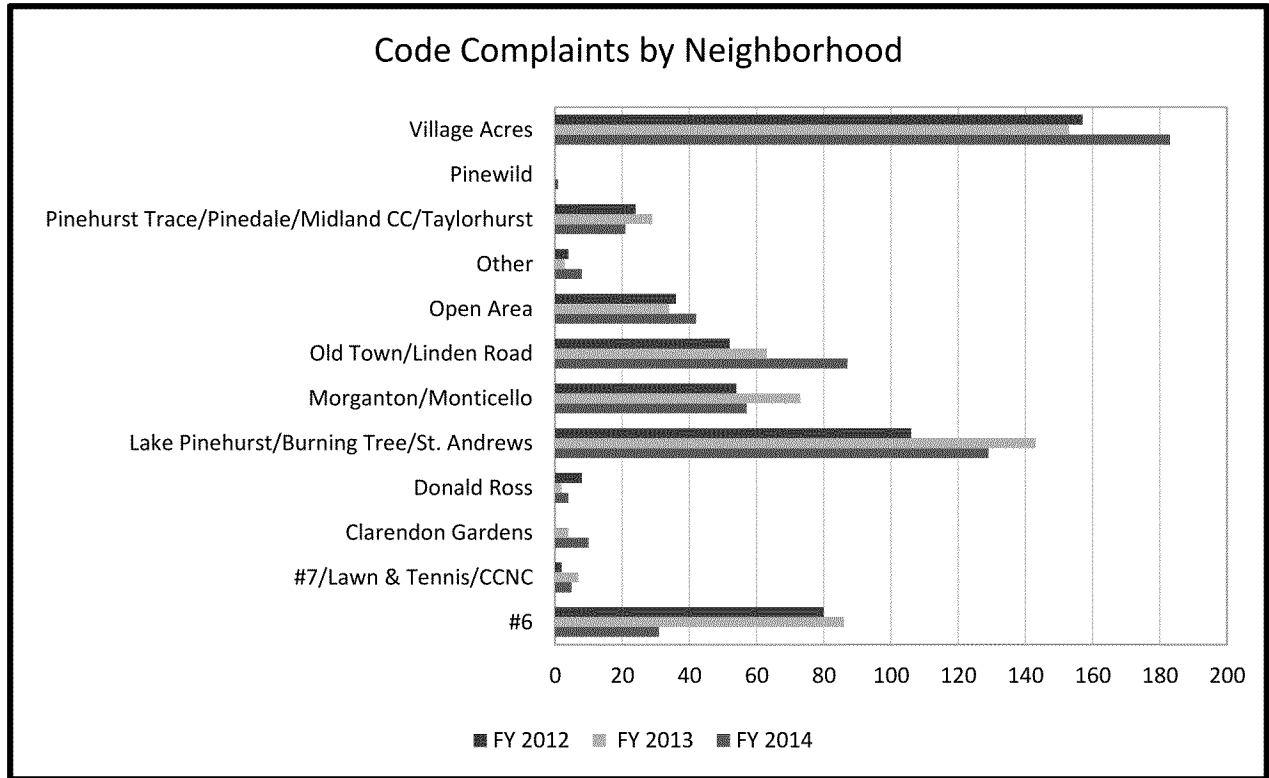
The first step in the process was to define the problem. The five whys analysis attempts to get at the root cause of a problem by asking "why is that" five times. The result is that the root cause or causes of the problem are ultimately identified. The problem identified by the team was "resident dissatisfaction with Village enforcement of codes and ordinances". The analysis revealed that the root causes of the problem were primarily:

1. A lack of investment or use of technology in the code enforcement process, and
2. A lack of education to residents about Village codes and ordinances.

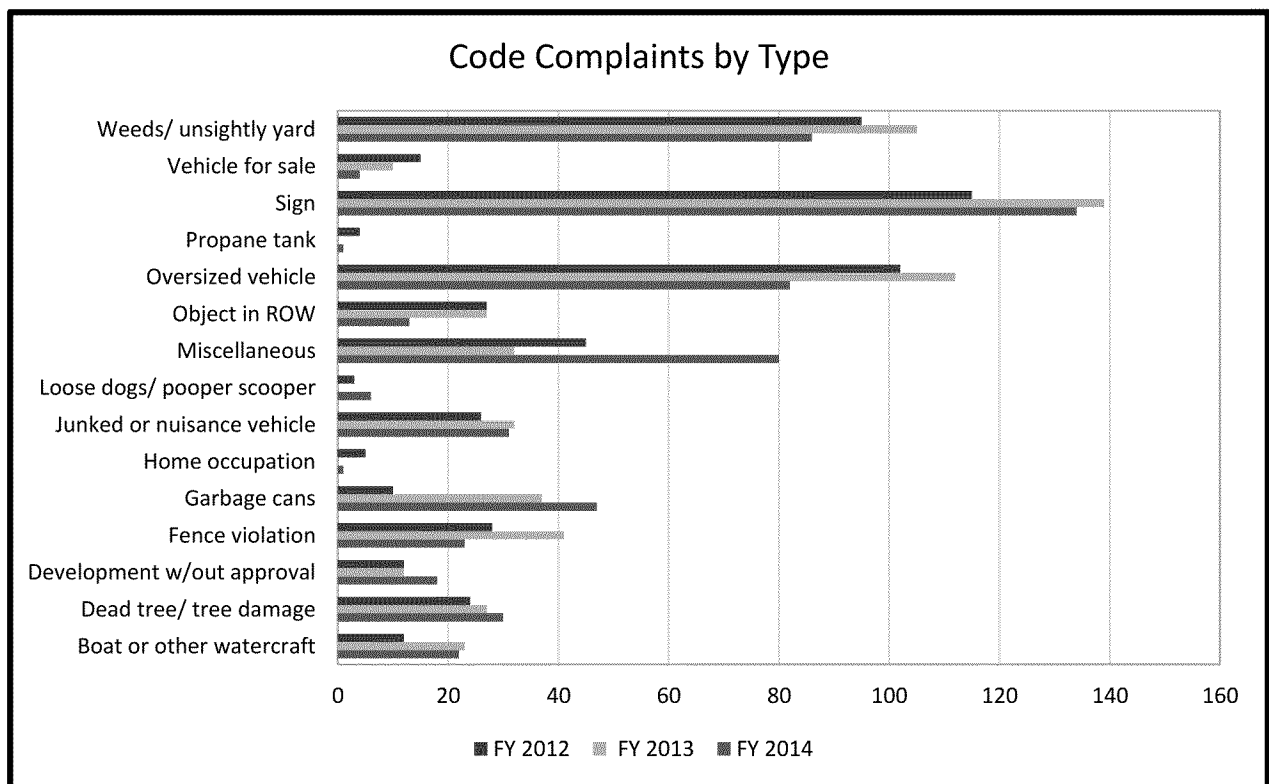
What the Data Told Us

The 2012 Community Survey indicated that 65% of the respondents were satisfied with the enforcement of Village codes and ordinances, which fell to 59% in 2013 and to 52% in 2014. To gain a perspective on how this compares to the southeast and US, for these benchmarks the level of satisfaction averages 50% and 48%, respectively.

A review of the past three years of historical complaints indicated 63% of all complaints come from either Pinehurst No. 6, Lake Pinehurst, or Village Acres residents.

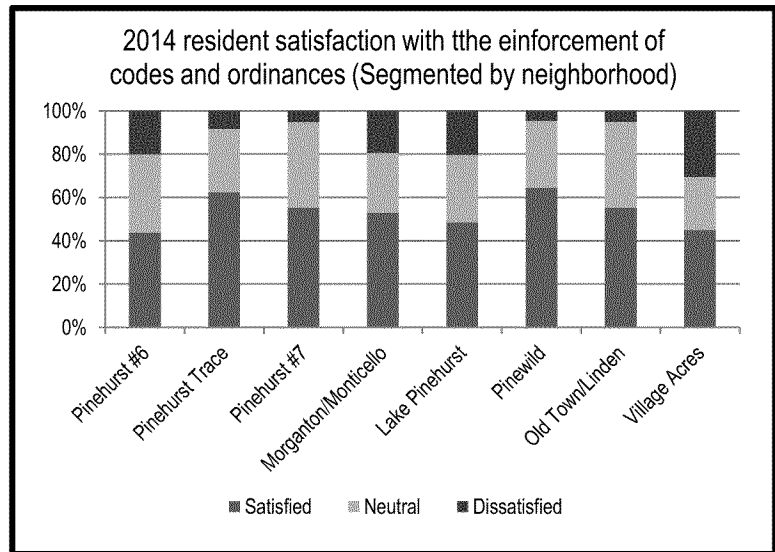


The data also indicated the top three complaints in each of the last three years are for: 1) weeds or unsightly yards, 2) signs, or 3) oversized vehicles.



The segmented data for the 2014 Community Survey indicated that the neighborhoods in the Village with the highest dissatisfaction with the enforcement of Village codes and ordinances were: Pinehurst No. 6, Village Acres, Lake Pinehurst, and Morganton/Monticello.

The BIRDIE team also researched code enforcement processes for three benchmark communities and determined that their process does not differ significantly from the Village's process.



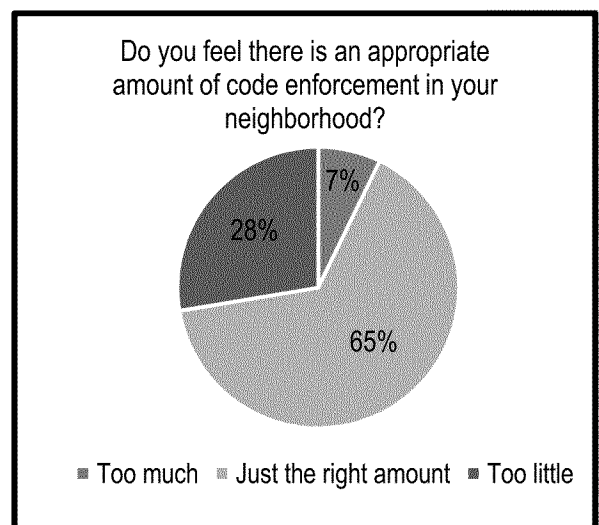
The data collected by the team revealed that an economical technology solution that could be used in code enforcement is Mobile 311, which is currently used by the Public Services Department to track complaints.

The data also revealed there are numerous potential opportunities to educate residents and others on Village codes and ordinances and they include: Village newsletter; Village website; mailing, flyers, & other printed materials; social media; new resident package; presentations to homeowners and property owners associations; Neighborhood Advisory Committee meetings; and Open Village Hall.

Neighborhood Surveys and Open Village Hall

The team decided to target the four neighborhoods that had the greatest dissatisfaction with the enforcement of Village codes and ordinances with a neighborhood survey. Approximately 5,000 surveys were mailed and the Village received approximately 1,250 responses. The survey contained nine questions and the respondents indicated the following:

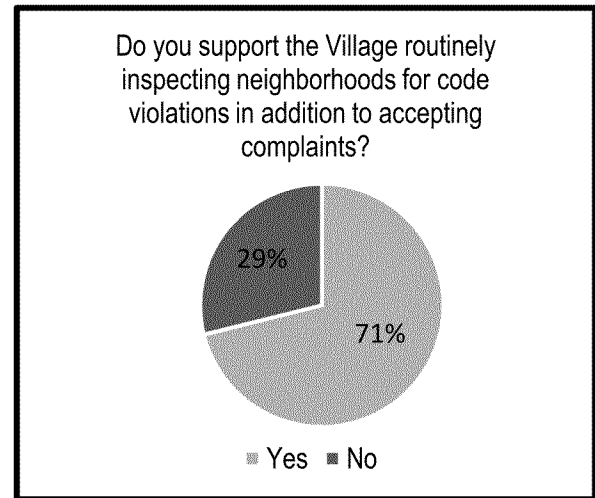
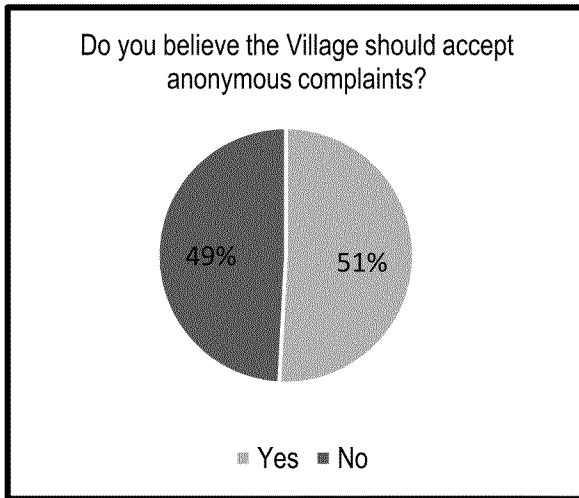
- 76% indicated they had never reported a code violation to the Village
- 65% indicated there was an appropriate amount of code enforcement in their neighborhood
- 74% indicated the Village has the appropriate amount of code regulations
- 50% indicated the Village should only respond to complaints and 50% felt the Village should routinely inspect neighborhoods for violations
- 52% indicated their satisfaction with code enforcement would improve if the Village would communicate the status of code



violations in their neighborhood (29% were unsure)

- A total of 239 respondents indicated they have had contact with the Village's Code Enforcement Officer: 83% indicated the Code Enforcement Officer was competent and professional and 89% indicated the Code Enforcement Officer was courteous

The BIRDIE Team also utilized the Open Village Hall online civic engagement tool in order to receive additional feedback from residents. Two questions were posted on Open Village Hall and 245 visited the forum and 59 provided feedback. The two questions and the results were as follows:



Solutions Evaluated and Perspectives Considered

The team identified seven potential solutions that were evaluated using a matrix that identified the advantages, disadvantages and mitigating factors from a variety of customer/stakeholder perspectives:

1. Anonymous vs. non-anonymous complaints
2. Proactive enforcement
3. Mobile 311 technology
4. Public education
5. Collaboration between the Code Enforcement Officer, Community Appearance Commission, Public Services, and Citizen Patrol
6. Use of friendly notifications and revised notice of violations
7. Focused enforcement and education by type of violation

The result was a consensus among the team that potential solutions should focus on:

1. A greater use of technology in the code enforcement process,
2. Establishing a public education campaign on Village codes and ordinances, and
3. Revising the code enforcement process to make it friendlier and establish consistent abatement deadlines

Detailed Recommendations

The BIRDIE team concluded that the recommended solutions should focus in the areas of technology, public education and changes in the code enforcement process. The team was divided into smaller sub-teams in order to further analyze and develop implementation plans for the three recommended solutions. Once these sub-team efforts were concluded, the entire team met to discuss, evaluate and further refine the implementation plan for each of the solutions.

Description of recommendations

Technology Solution

The development and implementation of Mobile 311 was the code enforcement technology solution identified as the best choice by the BIRDIE team. Mobile 311 is owned by Facility Dude. Facility Dude was created in 2007 and introduced the *software-as-a-service* (SaaS) model to healthcare, local government, clubs, and other commercial industries providing on-demand, online solutions for facilities, business and maintenance operations.

Mobile 311 is currently used by the Public Services Department and is a simple, affordable online tool to manage assets and services. It is proven to be easy to implement and use, it is available 24/7, provides instant updates and automated and custom reports. It allows communication and collaboration from anywhere using mobile, hand-held devices that interface with the VOP web-site and Intranet. The cost to purchase, implement and maintain Mobile 311 makes it a cost effective system solution. The estimated annual cost is \$1,310.

Public Education Solution

Public education was identified by the BIRDIE team as one of the preferred solutions. Effective code enforcement initiatives seek to achieve voluntary compliance as a means of avoiding the punitive methods of enforcement. A proactive code enforcement approach does not necessarily mean the Village must look for and pursue potential violations. Proactive can also refer to addressing issues that may become code enforcement cases or complaints before they escalate to a point of enforcement and abatement. The primary means to achieving a more proactive code enforcement approach is through education.

The team recommends developing an educational campaign that focuses on one key code enforcement area per quarter. Educating and informing the residents and property owners of the Village's various codes and ordinances may be one of the best ways to prevent violations from occurring or reoccurring thus achieving an overall higher level of code compliance versus pursuing code enforcement and abatement.

The team also proposes a number of other ways to enhance public education through communication tools and the use of multiple methods and opportunities. Creating regular speaking opportunities for staff before POAs/HOAs, the Neighborhood Advisory Committee, realtor/property management organizations and other groups on code enforcement issues and topics can enhance public education. Another tool proposed is the introduction of a regular

feature in the Village newsletter on code enforcement. A new resident package with an emphasis on Village codes and ordinances is an additional tool to reach residents, particularly those new to the Village. In addition, other printed materials such as flyers and postcards can be distributed. These educational efforts can be developed and deployed consistently in accordance with the Village's adopted communications policy.

The primary costs to the Village for this solution will be associated with the printing and mailing of various items such as postcards, information materials for new residents, and other printed materials. The Fiscal Year 2016 budget contains \$5,000 to support the public education solution.

Process Change Solution

The BIRDIE team also recommends making some changes to the Village's code enforcement process. First, the team recommends targeted reinforcement to address the most common violations that are occurring, particularly if they are seasonal related (i.e. weeds and grass in late spring and summer). This will also help to increase resident understanding of Village codes and ordinances. Secondly, the team recommends the Code Enforcement Officer begin issuing friendly notifications prior to beginning official enforcement action. This will also create an educational opportunity for property owners and residents to be better informed on Village codes and ordinances and at the same time can enhance a feeling of good will about the Village's actions. Finally, the team recommends implementing consistent abatement deadlines to simplify the enforcement process and create a clear understanding of when compliance must be achieved prior to a fine being levied by the Village. Currently, abatement deadlines vary based on the type of complaint and the team recommends implementing a consistent 30 day deadline. There are no additional costs associated with this solution.

Overview of Financial and Staffing Impact

The overall cost to implement the three recommendations of the BIRDIE team are as follows:

Recommendation	Cost
Implement technology	\$ 1,310
Public education	\$ 5,000
Process changes	\$ -
TOTAL COST	\$ 6,310

Benefits of Recommendations

There are numerous benefits to the solutions recommended to increase resident satisfaction with the Village's enforcement of codes and ordinances, as indicated below.

The benefits of the technology solution include:

- Responsiveness - intake requests and quickly respond to complaints
- Transparency - document violations, improve information sharing, and track work
- Productivity - improve efficiency of inspections and easily flag issues for follow up

The benefits of the public education solution include:

- Responsiveness – targeted reinforcement and the ability to address specific areas and problems may result in greater overall compliance
- Productivity – fewer complaints and documented violations allows for more time to address enforcement and abatement measures
- Transparency – publishing a map of code enforcement violations on website will allow for the public to be aware that a violation is being addressed by the Village
- Knowledge – educational opportunities will allow residents and property owners to have a greater understanding of Village codes and ordinances

The benefits of the process change solution include:

- Consistency – uniform and consistent deadlines for corrective action to occur will assist the Code Enforcement Officer in tracking violations and provide accurate data for performance monitoring
- Responsiveness –targeted reinforcement and the ability to address specific areas and problems may result in greater overall compliance
- Satisfaction – the introduction and use of friendly reminders prior to beginning enforcement action may lead to a higher level of satisfaction by residents regarding the enforcement of Village codes and ordinances

Implementation Plan

The following is an implementation plan for the various components of the recommended solutions. The plan calls for the solutions to primarily meet implementation deadlines based on each quarter of the fiscal year.

BIRDIE Team Recommendations: Implementation Plan	
September 30, 2015	Install hardware and software; define and setup code enforcement criteria; train employees; conduct field tests and implement software
	Produce postcards/flyers/printed material/social media/eblasts for targeted education area (Topic: solid waste containers)
	Begin issuing friendly notifications
	Newsletter article – “Code Corner”
October 31, 2015	Implement consistent abatement deadline
December 31, 2015	Produce postcards/flyers/printed material/social media/eblasts for targeted education area (Topic: oversized vehicles)
	Develop website integration of code violation map
	Begin Quarterly targeted reinforcement
March 31, 2016	Produce postcards/flyers/printed material/social media/eblasts for targeted education area (Topic: signs/objects in ROW)
	Complete New Resident Packet on Code Enforcement
June 30, 2016	Produce postcards/flyers/printed material/social media/eblasts for targeted education area (Topic: weeds/grass)
	Speak at HOA/POA/NAC meetings

APPENDIX A

Village of Pinehurst

Bicycle and Pedestrian Advisory Committee

MEMBERSHIP AND APPOINTMENT OF ADVISORY COMMITTEE

The Bicycle and Pedestrian Advisory Committee will be comprised of six (6) members and one representative from the Village Council. The six members will include one representative from the Planning Department, one representative from the Parks and Recreation Department and four members from the public at large.

MEMBERSHIP QUALIFICATIONS

When possible, appointments shall be made in such a manner as to maintain on the Advisory Committee at all times a majority of members who have had special training or experience in bicycle riding, city planning, health and fitness field, or a closely related field. Recommendations of the Advisory Committee on appointments will be submitted to the Council for review and consideration.

The Town Council shall periodically review the backgrounds and qualifications of the Advisory Committee to insure that a majority have training or experience. Generally, the review shall take place at times of appointment.

TERMS OF APPOINTMENT

The terms of office for members of the Advisory Committee shall be for three (3) years and two (2) years initially, and then each subsequent term shall be for three (3) years. All appointments shall expire on August 31 during the year of expiration. Terms on this committee are not subject to the term limit policy. Vacancies occurring for reasons other than the expiration of terms shall be filled by the Village Council as they occur for the period of the unexpired term.

ATTENDANCE AT MEETINGS

All members shall faithfully attend the meetings of the Advisory Committee. Failure to attend 3 consecutive meetings without prior excuse shall be cause for removal from the Advisory Committee.

MEETINGS

The Advisory Committee will hold Quarterly (4 times a year) meetings each year. Special meetings may be called at the discretion of the Chair provided that written notice of special meetings is given to advisory committee members two weeks in advance of the meeting. Attendance of a majority of the members of the advisory committee shall constitute a quorum at a regular or special meeting of the advisory committee.

APPENDIX A

Village of Pinehurst

Bicycle and Pedestrian Advisory Committee

All meetings shall be subject to the North Carolina Open Meetings Law as specified in NC General Statutes §143-318.10. Notice of such meetings shall be given as required by law.

DUTIES

- A) Advise and make recommendations to the Village Council regarding the Bicycle Plan and Pedestrian Plan.
- B) Set priorities for new facilities or enhancement of existing routes in the Bicycle and Pedestrian plans.
- C) Identify and prioritize critical gaps in facilities; advise which critical gaps require town action.
- D) Recommend pedestrian and bikeway priorities for local, state, and federal projects.
- E) Assist in identifying alternative funding sources for pedestrian and bikeway projects.
- F) Review town ordinances with respect to pedestrian and bicycle requirements and recommend enhancements or changes.
- G) Review state and regional policies pertaining to pedestrian and bicycle facilities and recommend changes that fit local community needs.
- H) Promote walking and biking as alternative modes of transportation, with emphasis on educating school age children on safe, effective bicycling and walking.
- I) Work with regional organizations to coordinate regional bikeway linkages.
- J) Work with other Village departments and boards to coordinate walks and bikeway planning.

RESOLUTION #15-28:

**A RESOLUTION OF THE VILLAGE OF PINEHURST ESTABLISHING A BICYCLE
AND PEDESTRIAN ADVISORY COMMITTEE**

THAT WHEREAS, the Village Council of the Village of Pinehurst finds it important to establish a Bicycle and Pedestrian Advisory Committee to lead the efforts of the bicycle and pedestrian plans.

NOW, THEREFORE, BE IT RESOLVED by the Village Council of the Village of Pinehurst, North Carolina in a regular meeting on the 11th day of August, as follows:

SECTION 1. That a Bicycle and Pedestrian Advisory Committee is hereby established as an advisory committee for the Pinehurst Village Council in accordance with the duties as defined in the attached "Appendix A."

SECTION 2. That this committee will be comprised of six (6) members and one representative from the Village Council. The six members will include one representative from the Planning Department, one representative from the Parks and Recreation Department and four members from the public at large.

SECTION 3. Members shall be appointed by the Village Council. The terms of office for members shall be for three (3) years and two (2) years initially, and each subsequent term shall be for three (3) years. Terms on this committee are not subject to the term limit policy. Vacancies occurring for reasons other than the expiration of terms shall be filled by the Village Council as they occur for the period of the unexpired term.

SECTION 4. That this Resolution shall be in full force and effect from and after its date of adoption.

THIS RESOLUTION passed and adopted this 11th day of August, 2015.

(Municipal Seal)

VILLAGE OF PINEHURST
VILLAGE COUNCIL

By: _____
Nancy Roy Fiorillo, Mayor

Attest:

Approved as to Form:

Lauren M. Craig, Village Clerk

Michael J. Newman, Village Attorney

RESOLUTION #15-29:

**A RESOLUTION OF THE VILLAGE OF PINEHURST APPOINTING MEMBERS TO
THE BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE**

THAT WHEREAS, the Village of Pinehurst has established a Bicycle and Pedestrian Advisory Committee by Resolution; and

WHEREAS, the Village Council is desirous of appointing members to this committee.

NOW, THEREFORE, BE IT RESOLVED by the Village Council of the Village of Pinehurst, North Carolina in a regular meeting on the 11th day of August, 2015, as follows:

SECTION 1. That the following appointments are hereby made to the Bicycle and Pedestrian Advisory Committee for the term indicated:

Councilmember John Strickland will serve as the Village Council representative on the Bicycle and Pedestrian Advisory Committee.

Mark Wagner is appointed as a Member of the Bicycle and Pedestrian Advisory Committee effective August 11, 2015, said term to expire August 31, 2018.

Kevin Reed is appointed as a Member of the Bicycle and Pedestrian Advisory Committee effective August 11, 2015, said term to expire August 31, 2017.

Tom Campbell is appointed as a Member of the Bicycle and Pedestrian Advisory Committee effective August 11, 2015, said term to expire August 31, 2018.

Bob Farren is appointed as a Member of the Bicycle and Pedestrian Advisory Committee effective August 11, 2015, said term to expire August 31, 2017.

Melissa Watford is appointed as a Member of the Bicycle and Pedestrian Advisory Committee effective August 11, 2015, said term to expire August 31, 2017.

Michael Ventola is appointed as a Member of the Bicycle and Pedestrian Advisory Committee effective August 11, 2015, said term to expire August 31, 2018.

SECTION 2. That the appointee shall continue serving until a replacement is appointed and qualified.

THIS RESOLUTION passed and adopted this 11th day of August, 2015.

VILLAGE OF PINEHURST
VILLAGE COUNCIL

(Municipal Seal)

By: _____
Nancy Roy Fiorillo, Mayor

Attest:

Approved as to Form:

Lauren M. Craig, Village Clerk

Michael J. Newman, Village Attorney

DRAFT



MEMORANDUM

TO: Mayor Fiorillo
Village Council

FROM: Ralph Bowen, Jr.
Infrastructure Superintendent

DATE: August 5, 2015

SUBJECT: Request for Contracted Authorization & Award
Annual Street Resurfacing & Improvement Project
Project # 2016-01

Staff requests Council authorization to enter into a contract with Riley Paving, Inc., of Carthage, NC, the lowest responsible bidder for the Annual Street Resurfacing & Improvement Project.

The current budget for this activity is \$654,000. The original bid submitted by Riley Paving, Inc. is \$580,066 for 3.5 miles of road resurfacing. "Unit pricing" bids were solicited and based on pricing, the Village will be able to resurface an additional 0.53 miles of streets for a total of 4.0 miles in this package. In addition 8.0 miles of shoulder/drainage repair will be completed on the resurfaced streets.

A map indicating the initial 3.5 miles of roads to be resurfaced is attached.

A Bid Summary detailing the project is attached for your information. If you have any further questions, please contact me at your convenience.

Attachment

cc: Jeff Sanborn
Jeff Batton
Natalie Dean
John Frye
Walt Morgan
File Project 2016-01

2016 ANNUAL STREET RESURFACING & IMPROVEMENT PROJECT 2016 - 01

Item	Description	Unit	Total Qty	Riley Paving	Barnhill Contr.	Hudson Paving
1	1.25" NCDOT TypeSF9.5A Overlay	SY	39,551	\$6.00	\$9.45	\$8.25
2	Class 'A' Full Depth Patching (4" depth Type I-190B binder)	SY	10,000	\$25.00	\$30.00	\$26.90
3	Adjust Manholes, Structural Adjustment	EACH	65	\$235.00	\$260.00	\$250.00
4	Adjust Water Valves, Structural Adjustment	EACH	15	\$215.00	\$240.00	\$225.00

TOTAL BASE BID

\$505,806.00	\$694,256.95	\$614,920.75
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ALT-1	Straight Seal/BST-78M	SY	5,000	\$1.80	\$4.25	\$2.50
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ALT - BID ITEM # 1

\$9,000.00	\$21,250.00	\$12,500.00
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ALT-2	Asphalt Wedge Curb	SY	2,500	\$3.00	\$6.60	\$14.00
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ALT - BID ITEM # 2

\$7,500.00	\$16,500.00	\$35,000.00
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ALT-3	Class 'A' full depth patching (4" depth NCDOT Type I-19 B	SY	1,000	\$32.25	\$52.00	\$35.00
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ALT - BID ITEM # 3

\$32,250.00	\$52,000.00	\$35,000.00
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ALT - 5	Thermoplastic Pavement Marking - White (4")	LF	16,000	\$0.68	\$0.72	\$0.70
	Thermoplastic Pavement Marking - Yellow (4")	LF	16,000	\$0.68	\$0.72	\$0.70
	Thermoplastic Pavement Symbols - 24" wide 'stop bars'	EA	15	\$250.00	\$263.60	\$250.00

ALT - BID ITEM # 4

\$25,510.00	\$26,994.00	\$26,150.00
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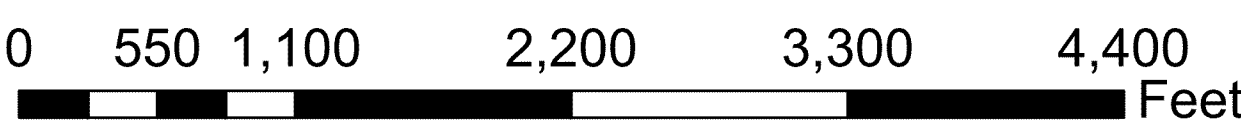
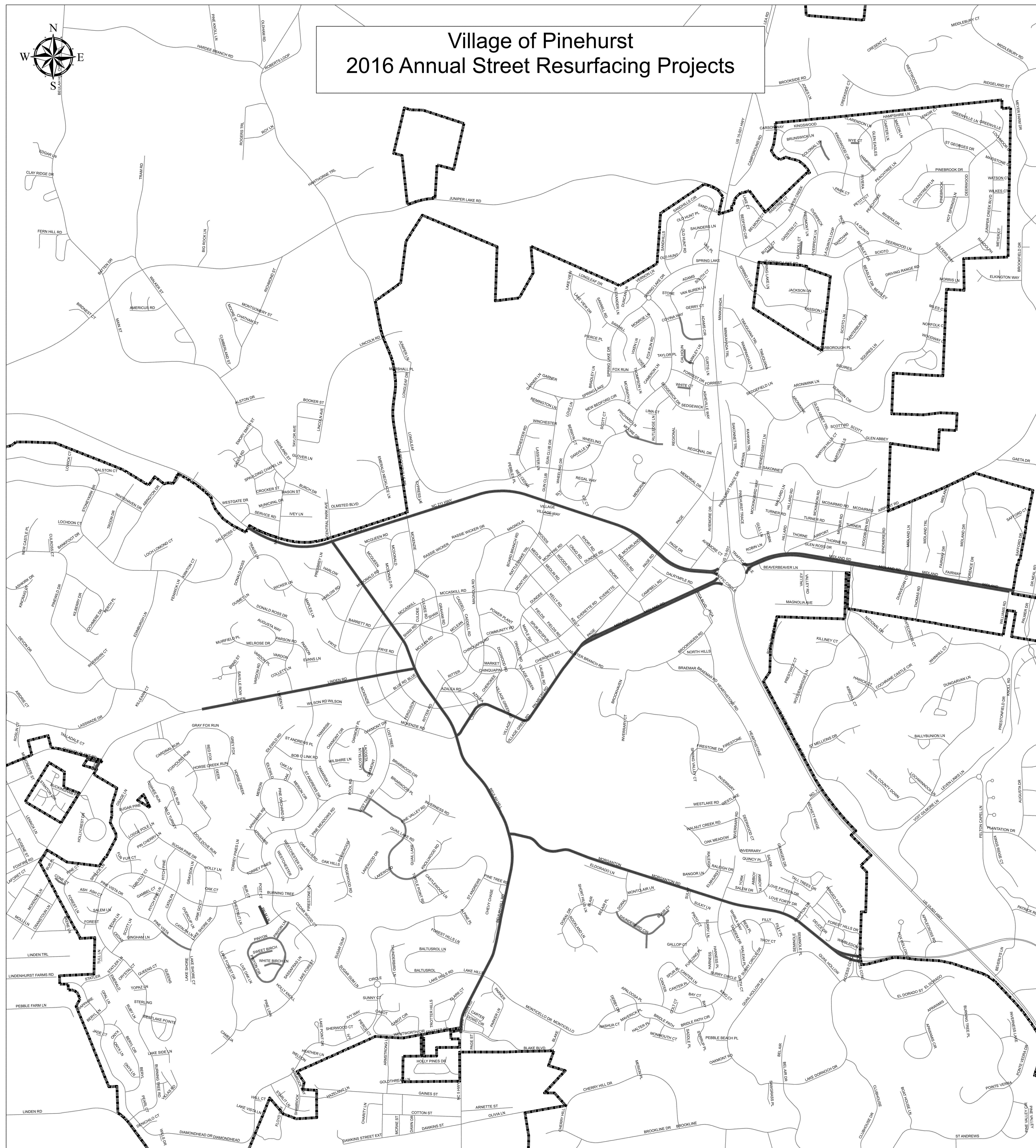
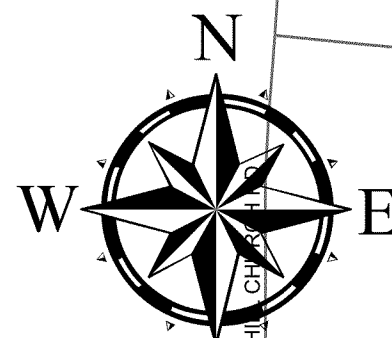
TOTAL OF BASE + ALTERNATE BID ITEMS

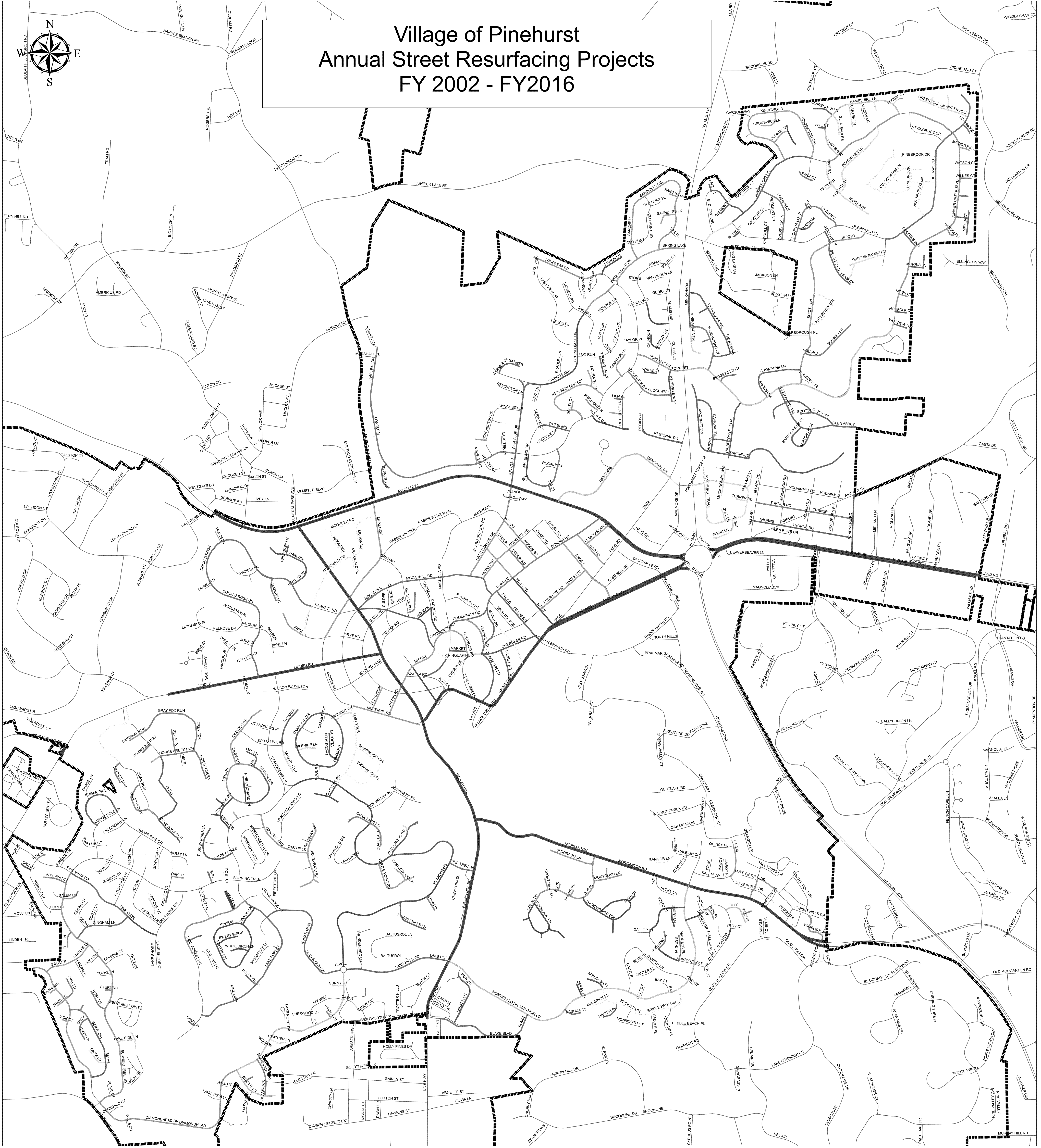
\$580,066.00	\$811,000.95	\$723,570.75
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Est. Cost per Mile \$228,372.44 \$316,291.71 \$284,870.37

Village of Pinehurst

2016 Annual Street Resurfacing Projects





Legend

Resurfaced_Streets

YEAR_RESUR

- | | | | |
|------|------|------|-------------------------|
| 2005 | 2009 | 2013 | State |
| 2002 | 2006 | 2010 | Village_Official_Limits |
| 2003 | 2007 | 2011 | STREETS |
| 2004 | 2008 | 2012 | 2015 |
| | | 2016 | |

Village of Pinehurst

2016 Annual Street Resurfacing Projects

