

**THE BOARD OF COUNTY COMMISSIONERS
DURHAM, NORTH CAROLINA**

Monday, February 6, 2017

9:00 A.M. Worksession

MINUTES

Place: Commissioners' Chambers, second floor, Durham County Government
Administrative Complex, 200 E. Main Street, Durham, NC

Present: Chair Wendy Jacobs, Vice Chair James Hill and Commissioners Heidi Carter,
Brenda Howerton, and Ellen Reckhow

Presider: Chair Wendy Jacobs

Citizen Comments

The Board of County Commissioners provided a 30-minute comment period to allow Durham County citizens an opportunity to speak.

There were no citizens signed up to speak.

17-0036 City-County Resident Survey - 2016 Findings

For the second consecutive year, Durham County partnered with the City of Durham to conduct a resident satisfaction survey. The survey, conducted in late Fall 2016, presented information about service quality and resident prioritization of services. The data, including trends from last year, would be used to help Durham County make service improvements in the spirit of the County's continuous improvement model, Managing for Results (MFR). The survey also enabled Durham County to compare itself to other, similar-sized communities across the nation.

Jason Morado, Senior Project Manager at ETC Institute, presented the Board the recently completed City-County Resident Survey findings. His presentation included the purpose of the survey, methodology used, the bottom line upfront, major findings and a summary of the results.

Commissioner Carter inquired about the response rate. Mr. Morado stated that a total of 4500 surveys were administered and about 735 were returned making the response rate about 16%—which was higher than the typical response rate of 12-15%.

Chair Jacobs wondered whether a hardcopy of the report would be given to Board. Mr. Morado answered in the affirmative.

Mr. Morado noted that although 2016 ratings were slightly lower than 2015 ratings, the County's ratings were still proportionately the same level above the national average; this was due to ratings being down all around the country.

Chair Jacobs, Chief of Staff Drew Cummings, and Manager Wendell Davis discussed the collaboration with Durham Public Schools. Chair Jacobs and Manager discussed how survey findings would be shared with County staff.

Commissioner Reckhow strongly believed that the County would benefit from merging with the City's One Call system. Manager Davis announced that a team had been assembled a year ago to work on that joint project—the Board would see a mobile app for the integrated One Call system in the near future.

Chair Jacobs expected various organizations to be interested in accessing the survey data and wondered how the information would be shared with the community. Mr. Cummings stated that a link would be posted on the County's website and a press release would be sent out; staff could also directly email the report to specific entities. Chair Jacobs added that the information could be incorporated into the community budget discussions too.

Commissioner Howerton felt that some of the dissatisfaction reported was due to citizens not understanding what the County government did and hoped that the results would also reach the youth in the community.

Commissioner Reckhow felt that Durham citizens' low satisfaction with access to training and development for the under/unemployed needed to be discussed at a Joint City-County Committee meeting. Chair Jacobs concurred and bookmarked it for further discussion.

Vice Chair Hill believed that the "expanded pre-K subsidies" survey question had negative responses due to the wording choice and recommended not using "subsidies" in the future. Commissioner Reckhow concurred and suggested using "universal pre-K" instead.

Directive:

- **Durham citizens' low satisfaction with access to training and development for the under/unemployed needed to be discussed at a Joint City-County Committee meeting.**

17-0046 Second Update from the Made in Durham Collaborative

The Board was requested to receive and discuss a second round of information from the Made in Durham collaborative. Made in Durham representatives came to the January 2017 Worksession to update Commissioners on a variety of aspects of Made in Durham's progress. The Memorandum of Understanding governing Durham County's FY16-17 support for this collaborative was approved, but a number of new, additional questions were posed by the Board—Made in Durham representatives were invited to prepare and/or present additional information at the February Worksession for this purpose.

Meredythe Holmes, Executive Director for Made in Durham, defined Made in Durham as being a community partnership of educators, business, government, nonprofits, youth and young adults which were mobilized around a shared vision for Durham's youth.

Commissioner Reckhow, Ms. Holmes, and Mr. Cummings discussed the National Student Clearinghouse data, its availability, and the need to make it accessible to organizations that prepared students to further their education.

Commissioner Reckhow offered that having apprenticeships through AW in which Made in Durham paid for the apprenticeship could be beneficial—AW could take over and hire the employee if it went well. Ms. Holmes stated that it was good thought that they could use. Chair Jacobs stated that on-the-job training funding, which is underutilized, could be used as well.

Commissioner Reckhow wanted the baseline data gaps to be completed. She suggested focusing on the successful programs and expanding them.

Commissioner Carter and Ms. Holmes discussed why baseline data for the number of sponsored learning work-based placements was not available and how important it was to capture these figures even for unpaid assignments. Ms. Holmes stated that Made in Durham was undergoing a refocusing; they had a taskforce which would examine the number of programs they were administering. Commissioner Howerton thanked Ms. Holmes for her work and hoped that they would be able to focus on Made in Durham's primary goal; attempting to sustain too many programs could hinder the organization.

Chair Jacobs observed that creating internships and getting young people into the positions was not enough; many faced different barriers and it was important to understand what those were (having appropriate clothes or reliable transportation) so as to create transitional programs addressing them.

17-0070 Durham Chamber of Commerce Economic Briefing Update

Geoff Durham, Durham Chamber of Commerce CEO; Ted Conner, Durham Chamber of Commerce Vice President of Economic Development and Community Sustainability; and John White, Durham Chamber of Commerce Vice President of Public Policy; briefed the Board on Economic Development and Recruitment. The presentation provided a recap of 2016 successes and challenges. The Chamber also provided an overview of anticipated trends, influences, and directions with respect to Economic Recruitment for 2017.

Commissioner Carter and Mr. Conner discussed the highest demand certifications that the County should focus on advocating to young people and the lack of interest shown for them as career paths.

Commissioner Carter stated that a list of the projects and a bit of detail to describe each would be helpful to her. Mr. Durham stated that it would be provided.

Commissioner Reckhow spoke on the importance of Mr. Durham, as a member of the Workforce Development Board, working towards increasing partnerships and encouraging industries to actively engage, especially those that were fertile ground for apprenticeships.

Directive:

- **Durham Chamber of Commerce to provide a list of the projects and a description of each to the Board.**

17-0047 Funding Request from Art of Cool and MoogFest Festivals

In 2016, The Board was approached to help support both the Art of Cool (AoC) and MoogFest festivals. While festivals were outside the current economic development incentive policy, the desire to make the festivals a success in Durham as well as the promise of direct, induced economic impact led Commissioners to fund AoC at \$20,000 and MoogFest at \$62,500. The 2016 Economic Impact Analysis statements for both festivals showed a total economic benefit of between \$9 and \$10 million for Durham, not to mention the more than 1.4 billion media impressions.

The two festivals made a joint 2017 request; \$30,000 for AoC and \$62,500 for MoogFest. The City had already approved and budgeted \$30,000 for AoC and was expected to approve \$62,500 for MoogFest.

Staff were supportive of this request in light of the demonstrated economic development benefits, but as with other non-profit contracts moving forward, were working to add focus, accountability, and rigor to future funding of this sort. If the Board were to consider similar event-related requests in the future, staff recommended making an official FY17-18 budget allocation and having a mid-year RFP process—such as the one the City was developing—which would include the submission of official, rigorous economic development analyses by which requests could be evaluated.

Presenting to the Board were Casey Steinbacher, CEO of Casey's Company and Consultant to the Festivals; Kai Riedl, Moogfest Executive Producer; KamranV, Moogfest Managing Partner; Cicily Mitchell, Art of Cool Founder and CEO; and Tess Mangum Ocaña, Art of Cool Production.

Vice Chair Hill hoped they would include Black Lives Matter and Black Queer Voices in the Protest Stage program at Moogfest. KamranV assured that they would be included and Ms. Steinbacher asked that any available contacts be forwarded to her.

Commissioner Reckhow appreciated the free programming being offered to the community, but felt that last year's outreach could have been much stronger. Commissioner Reckhow, Ms. Steinbacher, and Ms. Mangum Ocaña discussed what would be done this year to widely broadcast festival information early in advance.

Commissioner Howerton spoke on the lack of diversity she witnessed at Moogfest and how she felt that there were very few Durham residents that attended. Ms. Steinbacher stated that about a third of all tickets sold were purchased by Durham residents, but concurred that different tactics needed to be used to reach the whole community.

Chair Jacobs was glad to see the collaboration between AOC and Moogfest and added that her family really enjoyed both festivals. She encouraged partnering with DPS and giving students information regarding free programming to give to their parents.

The Art of Cool festival would take place on April 28-30, 2017 and Moogfest was scheduled for May 18-21, 2017.

17-0053 Comprehensive Transportation Plan

The Board was requested to receive a presentation and provide comments on the draft Comprehensive Transportation Plan (CTP).

The Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) released the draft Comprehensive Transportation Plan (CTP) for public comment. The North Carolina Department of Transportation (NCDOT) required MPOs to produce a CTP; these plans were often the product of joint planning efforts between MPO planning staff, NCDOT Transportation Planning Branch staff, and local planners. Once adopted by the MPO Board and the NC Board of Transportation, the CTP would replace county and municipal Thoroughfare Plans. The MPO Board was scheduled to consider adoption in March 2017. Later in spring 2017, the final CTP would be brought back to the Board of Commissioners with a recommendation for adoption in order for the County to be able to use it in its development review process as a County-adopted transportation plan.

Andy Henry, MTP/CTP/Technical went over the presentation.

Chair Jacobs asked that the Draft CTP - Durham Key Projects list be edited because there were inconsistencies in the Recommendations—some list items mentioned sidewalks whereas others did not. Mr. Henry stated that staff had noticed the inconsistencies and planned on correcting the document.

Directive:

- **Inconsistencies in the Draft CTP - Durham Key Projects list to be edited to include sidewalks as needed.**

17-0066 Update on the 2017-18 Nonprofit Request for Proposal (RFP) Process

AndyMiracle, Budget and Management Analyst, presented an update on the 2017-18 Nonprofit RFP Process and Target Area development.

Chair Jacobs suggested adding a measure that would make organizations which served to specifically help citizens in obtaining employment eligible to apply for funding.

Upon Commissioner Reckhow's inquiry, Claudia Hager, General Manager of Financial Affairs, Process Improvement and Government Efficiency, spoke on how staff would attempt to reach community groups that could further County goals, but were not County funded, in order to allow them the opportunity to apply for funding.

Commissioner Reckhow and Ms. Hager spoke about Goal specific performance measures and how the applying organizations would be held to them.

Chair Jacobs wondered how the nonprofits that had special relationships with the County would be dealt with—organizations such as Urban Ministries and the Center for Senior Living. Ms. Hager stated that thoughts for such organizations would be presented in the near future, but they would continue to deliberate and refine them.

17-0069 Discussion of How Contract Approvals are Presented to County Commissioners

The Board was requested to consider staff's responses to the questions Commissioners previously raised and decide the kinds of contextual information with which they would like contracts to be submitted to them. Many different kinds of contracts were brought to the Board each month for their approval. Whether they or staff were approving particular contracts, Commissioners also had the right to ask that the vetting (and presentation, if required) of any contract be accompanied by uniform, appropriate types/levels of information. Staff's goal was to get a better sense of the Commissioners' desires in this regard and also to share additional information about how state statutes or other factors affected contracting processes.

Commissioner Carter suggested that staff could include minority and underutilized business enterprise statistics.

Commissioner Reckhow suggested that information required by a County policy be included with applicable contracts. She was concerned with software investment contracts and was interested in understanding the value added to the County in terms of allowing the continuation of business—this would help determine whether pricey investments were justified.

The Board discussed the possibility of having the ability to discuss contracts at Worksessions, having contracts attached when discussing progress reports/updates with organizations in order to ensure agreement compliance.

Jay Gibson, General Manager of Environmental Stewardship and Community Prosperity, asked the Board to consider an interim step before requesting that contracts be attached—some contracts were very, very long. The interim steps included highlighting or reformatting of documents to make all related information easier to assess and read as well as creating a template form that would be used by all departments to provide information and explain why selected vendors were chosen.

17-0011 Commissioner Comments

The Board was requested to allow each Commissioner three minutes to report on conferences or make comments regarding issues that may be of interest or concern to the Board.

Commissioner Howerton announced the United Negro College Fund (UNCF) Gala taking place on February 17, 2017 at 5:00PM at the Friday Center; Larry Hall and Commissioner Howerton would be acknowledged.

Commissioner Reckhow announced that the State of Durham's Young Children Report was in the process of being finalized—the report covered ages 0-8. She stated that the Every Student Succeeds Act passed Congress on December 2015 and also covered ages 0-8; this indicated the importance of beginning education-related efforts at birth in order to improve the chances of students reading on grade level by the 3rd grade.

Chair Jacobs requested that the Board email Manager Wendell to identify the items that they would like staff to consider in regards to the Neighborhood Stabilization Grant proposals and the Museum of Durham History proposals; Manager Davis was requested to provide different

options during the March or April Worksession. She also asked that the Workforce Development Board attend the Worksession on March 6th to give a report and update the Commissioners on the more than 6,000 unemployed citizens.

Vice Chair Hill and Commissioner Carter had nothing to report.

Directives:

- **Manager Davis to provide different options (in regards to the Neighborhood Stabilization Grant proposals and the Museum of Durham History proposals) during the March or April Worksession.**
- **Workforce Development Board to give a report at March Worksession.**

Adjournment

Commissioner Carter moved, seconded by Commissioner Howerton, that the meeting be adjourned.

The motion carried unanimously.

Respectfully submitted,



Tania De Los Santos
Administrative Assistant