

City Manager's Weekly Report

Friday, April 24, 2015

Department:

Administration - City Manager

Notable Notes:

Mayor and Council -

I attended the opening ceremonies of the Newark American Little League 2015 season last Saturday along with Mayor Sierer. It was a great morning and there were many expressions of appreciation for our continued partnership with this important community sports program.

Please find attached a copy of the noise waiver and supporting event detail for the UD's Alumni Weekend Dela-bration event scheduled for June 5th or the rain date of June 6th.

Tom continues to work with DelDOT and others interested in the development of a Cycle-Track along Delaware Avenue.

The services for former Councilmember Frank Osborne will be held this evening, Friday, April 24th.

DEMEC and its member communities is currently engaged in a strategic planning process. To that end, I again encourage your participation at the Joint Training event scheduled for May 14th from 4 p.m. to 7 p.m. at Dover Downs. Currently the following members of Council have advised of their participation: Mayor Sierer, Councilmembers Hadden, Morehead, and Gifford.

Tom Coleman and I attended the Water Resources Association of the Delaware River Basin Annual Recognition Dinner Wednesday evening in Philadelphia. This was a great opportunity to network with many firms/agencies and hear about the progressive project solutions to water supply, infrastructure, sustainability, etc. of other communities. Additionally, Martha Narvaez from the UD's Water Resources Agency who has worked with Newark along with Jerry Kaufman was honored with an Achievement Award and is the President Elect for the American Water Resources Association.

I attended the monthly League of Local Government meeting Thursday evening along with Mayor Sierer and Councilwoman Hadden. The guest speaker was Cabinet Secretary for the Delaware Department of Safety and Homeland Security Lewis Schiliro. Additionally, the League Executive Director Carl Luft advised of the League's intent to proceed in the near future with a Municipal Gun Bill - sent to you on April 21st.

Activity or Project:

CCI Safe + Smart Cities

Description:

As you are aware, the CCI - Chesapeake Crescent Safe + Smart Cities Coalition members will be in attendance and make a presentation to Council and the public at your Monday meeting.

Status: Near Completion

Expected Completion: 4/27/2015

Execution Status: On Track

Activity or Project:

Description:

Status:

Expected Completion:

Execution Status:

Activity or Project:

Description:

Status:

Expected Completion:

Execution Status:

**Department:****Alderman's Court****Notable Notes:**

This past week we held three court sessions.

We processed 72 arraignments, 50 trials, 7 case reviews, 7 capias returns and held 1 probation violation hearing .

We transported 4 prisoners from Howard R. Young and videoed one .

Activity or Project:

Parking RFP

Description:

Completed, waiting for Council approval.

Status:

Completed

Expected Completion:

4/27/2015

Execution Status:

Completed

Activity or Project:

Description:

Status:

Expected Completion:

Execution Status:

Activity or Project:

Description:

Status:

Expected Completion:

Execution Status:

Department:**Community Relations****Notable Notes:**

Coordination with PW&WR and DeIDOT continues for the repainting of the CSX bridge over Capitol Trail, the project seems to be on-track for completion through May. May is looking to be a busy month with events in and around Newark, and we look forward to continuing our promotion of the numerous activities coordinated by local organizations, City departments and local businesses as the weather improves.

Activity or Project:

Description:

Registrations continue to come in for the event from our downtown merchants, and there seems to be a heightened level of interest among non-Newark vendors. In an effort to make sure that all Newark businesses are aware of the opportunity to participate in the event this year, a mailing was sent this week to all businesses using the business license database in CityView. We expect that the mailing, including the application and cover letter, will generate additional registrations in the coming week.

Status:

Expected Completion:

Execution Status: On Track

Activity or Project:

Newark Life Magazine Coverage

Description:

Seasonally, Newark Life magazine provides space for 6-8 pages of editorial content, which we utilize to highlight upcoming events throughout Newark. This year we will use the space to feature our recurring summer and fall events (New Night, Food and Brew, Community Day, the Spring Concert Series, Open Mic Nights, etc.) as well as to feature recent accomplishments such as our designation as a bike-friendly employer and a bike-friendly community, and the dedication of the historical marker at the Newark History Museum.

Status: Near Completion

Expected Completion: 4/24/2015

Execution Status: On Track

Activity or Project:

Administrative Professionals Day

Description:

We will be hosting a thank-you luncheon for our administrative professionals this Friday, in celebration of Administrative Professionals Day earlier this week.

Status: Near Completion

Expected Completion: 4/24/2015

Execution Status: On Track

Department:

Electric Department

Notable Notes:

A contractor was hired to install cable in underground vaults along Delaware Avenue at South College Avenue. The cable faulted several weeks ago and because of the lack of the safety equipment needed for line crews in confined spaces, it was quicker, cheaper, and easier to contract the work. There are only a few underground vaults in the City and two of them are on this project. Likely, the replacement cable will last as long as the old cable, over 25 years.

In anticipation of the summer loads, the electricians have been checking all the capacitor banks for proper operation. Engineering has been replacing any defective controllers and, if necessary, tweaking the programs of the switched bank capacitors.

The electricians and line crews have been working on removing the sixty-year old 4kV substation transformers and controls at East Main Substation that are being retired and replaced with a new 12kV single transformer scheduled to arrive in June. The line crew are also finishing up the new circuit that

will be fed by this transformer. They performed another voltage upgrade early Saturday morning at Independence Circle and Main Street so as not to inconvenience businesses.

Activity or Project:

Newark Shopping Center

Description:

Distribution infrastructure consisting of underground primary cabling and pad mount transformers to Campus Circle and the shopping center.

Status: In-Progress

Expected Completion: 9/1/2015

Execution Status: On Track

Activity or Project:**Description:**

Status:

Expected Completion:

Execution Status:

Activity or Project:**Description:**

Status:

Expected Completion:

Execution Status:

Department:

Finance Department

Notable Notes:

I attended a strategic planning workshop with DEMEC Board members and other alternate directors this week. I also attended a PJM Public Power Coalition meeting with other representatives of public power

and cooperative groups throughout the PJM service territory in an effort to understand the current issues on the PJM and FERC agendas that impact public power.

Payments and Utility Billing

The group handled 601 phone calls the week of 4/13/15 (225 of which were for the sole purpose of processing a payment) with an average call length of 3:56 and an average hold & queue time (average speed of answer) of 5:09. The group also processed a total of 3,750 utility payments and CityView transactions while the Welcome Center processed 366 visitors. 181 service calls were initiated by Payments and Utility Billing in response to the calls and visitors. The Finance Department's customary statistics, in addition to new data available with the VOIP technology, are being maintained on a weekly basis in 2015 to develop key performance indicators.

Accounting

The accounting team continues to work on the year-end financial statements and related work in connection with the annual audit; see additional information reported in the Independent Financial Audit project detail.

We have also begun preparing for the 2016 budget process. Items will be posted to 2016 Budget Central as they become available.

Activity or Project:

Independent Financial Audit - 2014

Description:

The Comprehensive Annual Financial Report ("CAFR") Fund Statements for 2014 have been drafted and submitted to the City's independent auditors. Staff completed the outstanding field work items. The draft CAFR Government Wide Statements, Fund Financial Statements, and the tables supporting the Note Disclosures are all complete. We continue to work on the Note Disclosures, Statistical Reports, and the Final Schedule of Federal Awards. Once all statements and reports are complete, work will begin on Management's Discussion and Analysis (MD&A) and the production of the CAFR document itself.

Status: In-Progress

Expected Completion: 6/30/2015

Execution Status: On Track

Activity or Project:

Billpay Efficiency Project

Description:

Fiserv, the intermediary that executes the billpay feature on behalf of the majority of local banks servicing our residential utility customers, has assigned a project manager to assist the City with the implementation of an efficiency initiative to convert paper checks to electronic payments. We have scheduled the kick-off meeting; implementation meetings will follow.

Status: In-Progress

Expected Completion:

7/1/2015

Execution Status:

On Track

Activity or Project:

Description:

Status:

Expected Completion:

Execution Status:



Department:

Information Technology Department

Notable Notes:

- Place-in-queue has been added to the Utility Billing hold system. This is at request of many residents.
- Our phone main menu has been updated to improve access to our live operator and provide general ease of use improvements.

Activity or Project:

City-Wide Camera Server Upgrades

Description:

Vendor has been slow to complete the project. Working to expedite process.

Status:

Started

Expected Completion:

4/22/2015

Execution Status:

Behind Schedule

Activity or Project:

Munis SAAS Migration and Upgrade

Description:

Network infrastructure has been installed and completed. Testing network now.

Status:

In-Progress

Expected Completion:

12/31/2015

Execution Status: On Track

Activity or Project:

HVAC Software/Server Upgrade

Description:

Completed this week.

Status: Completed

Expected Completion: 4/17/2015

Execution Status: Completed

Department:

Parks and Recreation Department

Notable Notes:

Last Tuesday we had a bid opening for Contract No. 15-03, Renovations to Tennis Courts. A recommendation of award will be forwarded to the City Manager soon.

Last Wednesday we met with Jenn Egan, representative of the White Clay Wild and Scenic River organization. They would like to work with us to enhance the riparian buffer along the creek at Curtis Mill Park.

We coordinated the historic marker dedication for the Old Newark Train Station which occurred last Friday. Thanks to these local State legislators for helping to fund the purchase of the marker through the State Archives Office: Kowalko, Baumbach, Peterson and Hall-Long.

We took part in the Christina Clean Up last Saturday. The clean up also encompasses areas along the White Clay Creek. This year an estimated 1.5 tons of trash and debris was collected, and we planted trees/shrubs in the riparian buffer at Old Paper Mill Road Park.

Park Superintendent Zaleski conducted park inspections and prepared related maintenance work orders.

The crew committed a good amount of time doing spring clean up and landscape bed preparation at many park sites.

We completed the necessary grading at the Community Garden site.

Recreation Superintendent Spadafino and Recreation Supervisor Ennis attended a Background Check Forum last week.

Recreation personnel are continuing to interview candidates for summer camp counselor and life guard positions.

Thanks to PW&WR for their assistance to unclog a drain at the Wilson Center. The blockage caused two restrooms to be shut down for 3 days. They found that a large amount of paper towels had been flushed causing the blockage. We're investigating the option of installing hand dryers thus removing hand towels from the restrooms.

We're continuing to work with IT to create an interactive parks map. We are very close to completing the map. When done it will be added to the City's website.

We're very busy planning for upcoming May events: NewBark PawLooza and Memorial Day Parade.

Volunteers from Delaware Ultimate Frisbee and the UD Blue Hen Leadership program volunteered a total of 46 hours to help with park maintenance tasks last week.

Activity or Project:

CIP Project K1301: Tennis Court Renovations

Description:

We conducted a bid opening last week. Three bids were received. A recommendation of award will be submitted to the City Manager very soon.

Status: Started

Expected Completion: 8/28/2015

Execution Status: On Track

Activity or Project:**Description:**

Status:

Expected Completion:

Execution Status:

Activity or Project:**Description:**

Status:

Expected Completion:

Execution Status:

Department:

Planning and Development Department

Notable Notes:

Building Maintenance

- The City Secretary's restroom is now back in operation.
- A sewer clog at the Wilson Center was repaired this week.
- Interviews for a new custodian to replace Anthony Gatta were held this week.
- This week a TV was mounted on the wall outside City Manager's Office to feature Channel 22.

Code Enforcement

- This week a full building permit has been issued for 201 E. Delaware Avenue. All sub-contractors have not applied for permits as of yet.
- Pre-cast concrete parking structure panels have been installed and are complete in the residential portion of the Newark Shopping Center redevelopment project.
- This week grading and seeding next to the driveway at 51 East Park Place was completed.
- All fraternity and sorority re-inspections were completed this week. All are now in compliance.

Parking

- Parking Administrator Marvin Howard met with a Main Street property owner and a trash vendor to discuss dumpster locations and potential consolidation of dumpsters in Municipal Lot #2.
- Some time was spent this week preparing for Council consideration of RFP No. 14-3 – Unified Parking Management Solutions and Procurement of Surface Lot Parking Access Control Systems.

Planning

- On Tuesday morning, Planning and Development Director Maureen Feeney Roser, Development Manager Mike Fortner and Code Enforcement Supervisor Steve Wilson attended a staff meeting to discuss building layout and department placements.
- The Planning and Development Department prepared two reports for Council regarding Special Use Permit applications to be placed on the Council agenda for April 27th. The first special use permit is for the home occupation to do in-home, one-on-one piano instruction/lessons at the property located at 6 Beagle Club Way. The second application is from Churrascaria Saudades Brazilian Steakhouse, a new restaurant proposed to be in the Newark Shopping Center, to sell alcoholic beverages on the premises.
- Bike to Work Day is on May 15th from 7:30 a.m. to 9:00 a.m. at Mentor's Circle (at the intersection of South College and Kent Way). The event is being organized by the Newark Bicycle Committee.
- The Planning and Development Department completed:
 - 11 Deed Transfer Affidavits
 - 1 Plan Reviews
 - 9 Building Permit Reviews

The Economic Development Division did the following:

- Some time was spent this week on planning for the Taste of Newark scheduled for Sunday, September 27th.

Activity or Project:

Planning Commission

Description:

Considerable time was spent this week preparing for the upcoming Planning Commission meeting. On the agenda are: 1. A staff presentation on the City's interest in purchasing Rodney DORMS. 2. Review and consideration of a request for an extension for an approved major subdivision at 1119 South College Avenue (Candlewood Suites), which was started but not completed within the required timeframes. 3. Review and consideration of Amendments to the Code regarding subdivision, review and recordation fees. 4. Review and consideration of revised plans for the Lofts at Center Street Comprehensive Development Plan amendment, rezoning, major subdivision and special use permit for the property at 21- 49 Center Street (west side of Center Street).

Status: In-Progress

Expected Completion: 5/5/2015

Execution Status: On Track

Activity or Project:

Comprehensive Development Plan V

Description:

Development Manager Mike Fortner spent considerable time this week working on revisions to the draft of the Comprehensive Development Plan V in preparation for the May 18th Council Workshop. The Planning and Development Department has also contracted with an editor for proofreading. Revised chapters will be sent in the May 4th Council packet and posted on the City's website to provide ample time for review in advance of the workshop.

Status: In-Progress

Expected Completion: 5/18/2015

Execution Status: On Track

Activity or Project:

Newark Natural Foods

Description:

This week a temporary C/O was issued for the Newark Natural Foods store in Newark Shopping Center. The Code Enforcement Division and several other operating departments worked very hard and very closely with Newark Natural Foods' project managers and contractors in order for them to occupy the space. We are pleased that the store opened at 5 p.m. on Wednesday, April 20th and we wish them success in their new location!

Status:	Completed
Expected Completion:	4/20/2015
Execution Status:	Completed

Department:

Police Department

Notable Notes:

Several Newark Police Officers have received recognition in the past two weeks.

On Friday, April 17th, Chief Tiernan, Deputy Chiefs Farrall and Feeney, and Lieutenant Van Campen attended an award ceremony at the Elkton Police Department, where several Newark Police Officers were honored. Officer Taras Gerasimov, Corporal Greg Micolucci, Corporal Adam Stevens, and Sergeant Dennis Aniunas each received an award from Elkton, MD Police Department. The officers went above and beyond after recovering a stolen motor vehicle in Newark, DE in early February. The vehicle had been stolen in an armed robbery home invasion [in Elkton, MD] that left the victim with facial injuries after he had been struck in the face with a pistol. Officer Gerasimov located the vehicle while pro-actively investigating potential criminal activity at a local motel. Sergeant Aniunas obtained a guest list for the motel, and they determined that only two rooms were being rented in the area where the stolen vehicle was located. Corporal Micolucci and Officer Gerasimov made contact with an occupant of one of the rooms who led them to the room of the man who had claimed ownership of the vehicle in a prior conversation. Sergeant Aniunas, Corporal Micolucci, Corporal Stevens, and Officer Gerasimov then responded to that room and made contact with a suspect. The suspect later admitted to be the possessor of the victim's vehicle. A search warrant was subsequently executed on the room and evidence (gun/mask/victim's possessions) were recovered. This led to charges later being filed against the suspect for the crimes committed in Elkton, MD. A great job by Newark Officers assisting our neighbors in Elkton.

On Tuesday, April 21st, Cpl. Adam Mease was recognized by the Newark Lions Club as the Officer of the Year. Cpl. Mease was recognized for his cumulative work during the course of 2014 including several noteworthy criminal investigations. Among his accomplishments during the year were his revitalization of the Newark Police Explorers Program and his certification as a Drug Recognition Expert (DRE). A DRE is a police officer trained to recognize impairment in drivers under the influence of drugs other than, or in addition to, alcohol. The DRE training process is an intensive program requiring nearly 100 hours of classroom and field training and to successfully complete the program, the officer must score 100% on the final exam. With his completion of this program Cpl. Mease joins Sgt. Andrew Rubin and 10 other Drug Recognition Experts in the State of Delaware.

During 2014, Cpl. Mease conducted several noteworthy investigations including his actions following a robbery in front of Newark High School where Cpl. Mease works as the School Resource Officer. Immediately following the reported robbery, Cpl. Mease identified witnesses and obtained surveillance video of the suspect which he used to confirm the suspect's identity within an hour of the incident.

Activity or Project:

N/A

Description:

N/A

Status: Completed

Expected Completion: 4/22/2015

Execution Status: Completed

Activity or Project:

Description:

Status:

Expected Completion:

Execution Status:

Activity or Project:

Description:

Status:

Expected Completion:

Execution Status:

4/19/2015 to 4/25/2015



CITY MANAGER'S OFFICE

CITY OF NEWARK

220 South Main Street • Newark, Delaware 19711

(302) 366-7000 • Fax (302) 366-7035 • www.cityofnewarkde.us

April 24, 2015

Mr. Rick Deadwyler
UD Government Relations Office
Ms. Tricia Fitzgerald
UD Alumni Relations Office
University of Delaware
323 Hulliher Hall
Newark, DE 19716

Dear Mr. Deadwyler and Ms. Fitzgerald:

As requested and in association with the 2015 Dela-bration Alumni Weekend event, I authorize an extension of the 9 p.m. City Noise Ordinance regulation normally enforced on weekdays and weekends. Per the requirements of the City Code, a special waiver is granted to the University of Delaware, Offices of Government Relations and Alumni Relations for the evening of Friday, June 5, 2015 or the rain date of Saturday, June 6, 2015.

You have advised one band will be performing on The Green north of Mitchell Hall on one of the above evenings from 8:00 p.m. to 11:00 p.m. in coordination with the UD Alumni Reunion Weekend events. Per your letter of April 14, 2015 you have again agreed to the condition that the band and any live entertainment will end at 11:00 p.m. with sound levels reduced at 10:00 p.m. Additionally, we are happy to hear that all alcohol service will once again be located on the North Green eliminating the need for attendees to cross Delaware Avenue with cups of alcohol. Both of these modifications served your event and our community well.

Please note if we do receive any complaints related to noise from this venue during the extended hours, the Newark Police Department will respond in accordance with our City Code with the cooperation of the University of Delaware Police Department. It is my understanding that one or both of you will be onsite throughout the event to ensure compliance in relationship with this waiver. By copy of this letter, I am notifying both the Newark and University of Delaware Police Departments of your planned events and agreement regarding the end time of all entertainment.

Mr. Rick Deadwyler
Ms. Tricia Fitzgerald
Page 2
April 24, 2015

If you have any questions, please do not hesitate to contact me. I wish you a successful event.

Sincerely,



Carol S. Houck
City Manager

CSH/mp

c: Paul M. Tiernan, Chief of Police
Patrick A. Ogden, Chief of Police, Public Safety



Alumni Weekend 2015

November 2014

SUBMITTED TO: City of Newark City Council
and City Manager

SUBMITTED BY: Rick Deadwyler, University of Delaware
and Tricia Reilly, University of Delaware

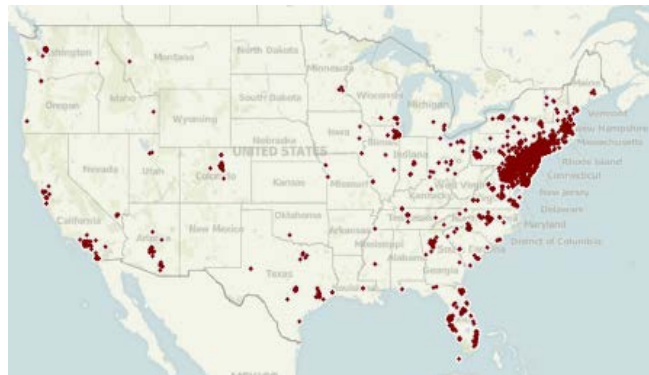
Background and Vision of UD Alumni Weekend (AW)

Held the first weekend after Commencement each year, Alumni Weekend is a tradition that is growing in popularity and in size. The Weekend is our way of encouraging alumni, friends and families to return to campus and celebrate the qualities that make UD unique. It also provides an opportunity to reconnect with friends and professors and to witness the remarkable changes that have taken place at the University over the past few years.

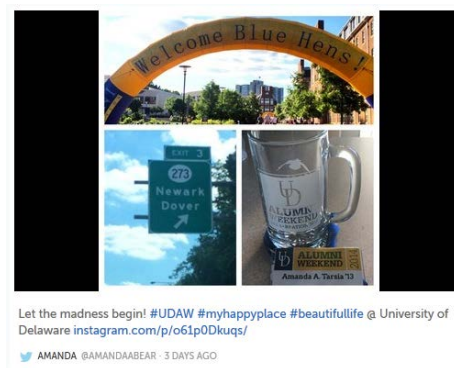
In addition to engaging with the University beyond graduation, another goal of this event is to increase donor and prospect engagement. The Weekend not only invokes alumni nostalgia, but it encourages individuals to think about UD and the positive impact that the institution has had on their lives and on their friends and families. It is our hope that after attending and seeing all of the wonderful transformations happening here that they will give back to the place they love. In turn, it is the hope that alumni will make impactful gifts that will provide support to build facilities, fund academic programs and endow student scholarships and faculty professorships.

Our alumni are not only coming from the tri-state area, they are traveling great distances to come back to Newark, as demonstrated in the graph below. Alumni Weekend allows alumni to connect with the campus as well as with places in and throughout the Newark community.

The red dots indicate where alumni are traveling from to attend this event from 2009 through 2013.



In addition, the Weekend has a significant economic impact on the **City of Newark**. UD alumni come back to the University of Delaware for their experience here, including their experience with the City of Newark and with Main Street. Our social media outlets only further support this fact, as many photographs from the Weekend included Newark Deli & Bagel sandwiches, Grotto Pizza, The Deer Park Tavern, and the massive line to get into Klondike Kate's on Saturday evening. The photos and captions below speak for themselves, but other occurrences support the fact that the City of Newark is benefiting from this event: the managers of The Deer Park Tavern and Klondike Kate's said they ran out of food on Saturday night (June 7, 2014) and Grotto's was forced to close that evening due to a plumbing issue since they had so many patrons throughout the weekend.



Other quotes from the post-event survey support the fact that our alumni are patronizing businesses on Main Street:

- “I love the events, especially Mug Night, being able to go to my favorite UD hangouts, and seeing old friends.”
- “I think the event is a great way to get back to Delaware and enjoy the beautiful campus and old friends.”
- “I love being able to come back, everything about the weekend is fun plus it's the best place on earth.”
- “I love Delaware and coming back for a weekend is always the highlight of my year.”

Alumni Weekend was born from the 2008 Forum, which Dr. Harker included as part of his roll-out for the Path to Prominence. During the inaugural Forum event, titled "Charting Our Path to Prominence," UD President Patrick Harker previewed his blueprint for the future of the



University during the closing keynote speech. His remarks capped a day that began with an address by Zhou Wenzhong, ambassador to the United States from the People's Republic of China, and included panel discussions on a number of important topics from energy and climate change to public education, health care and arts and the humanities. The day also included a performance by the UD

Chorale and remarks by Board of Trustees chairman Howard Cosgrove and Delaware Gov. Ruth Ann Minner. More than 1,250 persons attended.

In 2009, the event name changed to “Forum & Reunion Weekend” and was expanded to include three days of events, including Mug Night held under tents on The Green, the Blue Hen 5K run and walk, an international picnic, entertainment by Judson Laipply, a dance party and alumni reunion gatherings. The date of the event was transitioned to the weekend following Commencement, which allowed UD alumni to stay in the residence halls throughout the weekend, truly recreating their student experience and connection to UD.



One weekend every year the University hosts Alumni Weekend where we invite past UD graduates back to campus. This year we had record setting attendance with over 5,500 guests registered and 4,000 guests for Mug Night alone. We had several sold out events including:

- The College of Engineering reception
- The Buzz on Beekeeping and Honey hosted by the College of Agriculture and Natural Resources
- Three UDairy Creamery tours
- Brunch with faculty author, Mark Bowden, a Distinguished Writer in Residence at UD
- “Adventures in Genealogy” hosted by the UD Library

In addition, the Laird Campus Residence Halls and Gilbert Residence Hall were sold out.

The event continues to morph and grow from 2010 through 2014. More than 5,300 Blue Hens and friends attended in 2013, participating in activities such as Mug Night, the Blue Hen 5K, class reunion celebrations, President Patrick Harker's State of the University address and the Alumni Wall of Fame Ceremony. As demonstrated by the attendance numbers below, interest and popularity for the Weekend has been consistently increasing.

The photographs below were taken during Alumni Weekend 2013 and 2014 showcasing the variety of programming we offer our alumni and their families and friends throughout the weekend:



Attendance Numbers

Year	Attendees
2009	1,690
2010	2,714
2011	3,221
2012	3,937
2013	5,305
2014	5,500

**225% growth
in 6 years**

To further demonstrate the popularity of the weekend, online registration details from Alumni Weekend 2014 are listed below:

- On March 7, 2014 registration opened at 1:00 p.m. An incentive was introduced this year where only donors who made gifts above \$25 could register from March 7 through March 14.
- By 1:19 p.m. without an announcement, our first person had registered.
- By 1:48 p.m., we had 30 registrants.
- At the conclusion of the early donor registration (March 14), we had 349 registrants in 186 individual registration transactions and received 22 additional gifts through registration.
- In the early afternoon of March 14 (registration opened for the general public), we had 636 registrants, which surpassed the total number of registrations on 2013 opening day. By 7 p.m. that night, we hit 1,000.
- By March 18, we had 2,000 registrants.
- By March 26, 3,000 had registered.
- On April 14, we had 4,000 registrants and counting.

Planning Timeline for AW2015

The projected dates for Alumni Weekend 2015 are June 5-7, 2015.

July through December 2014

- Planning is underway. This includes meeting with all 7 colleges at the University to determine ways to keep them involved, meeting with various academic departments to increase their involvement, and meeting with affinity groups who have had or are interested in having events during the Weekend.

January 2015 (*early*)

- All programming including dates, times, locations, registration costs, etc. must be finalized

February 2015

- A special website designed for the event each year goes live. The 2014 website is available through the following link: <http://www.udel.edu/alumniweekend/2014/archive/>
 - Please note that the website includes a listing of local hotel accommodations in the area, further supporting the City of Newark revenue streams.

March

- Early donor event and residence hall registration goes live [target date= February 25, 2015]

- Event and residence hall registration for the general public goes live [target date= March 4, 2015]

April

- Registration continues

June

- Event is held: June 5-7, 2015

The comprehensive marketing plan for the weekend is a supplement to this proposal.

Alumni Weekend 2014 Noise Waiver

The University takes many precautions and steps to ensure we are being considerate of the community during Alumni Weekend. These precautions include, but are not limited to:

1. Transportation is provided to ensure the safety of our guests and to increase guest access to key Newark locations.
2. UDPD and our staff ride through residential communities to observe and limit the potential for any off campus disturbances or issues.
3. The Office of Alumni Relations staff responds directly to any complaints or issues that arise during the evening events and throughout the weekend.

This year the bands in both the Blue Tent and Gold Tent located on The Green played until 11:30 p.m. Our City of Newark noise waiver was granted until 11:00 p.m. In past years, the waiver was granted past 11:00 pm. We sincerely apologize for exceeding the time granted on the waiver.

The reason for our mistake this year is that in April we decided to pilot a program during Mug Night to create a unified giving experience during Alumni Weekend. It was a *Text to Give* Campaign. During the development of the marketing plan for this campaign, along with all the other details we were working on to prepare for over 5,000 guests attending over 60 events in a 2.5 day period, we overlooked the fact that there was a 30-minute gap between the noise waiver and the end time of the *Text to Give* Campaign. Had we been aware of this oversight we would have requested the additional 30 minutes to be included in the noise waiver. The Campaign created the philanthropic experience we were hoping for and we plan to use this strategy again at future events.

In the future we look forward to working closely with the City and its staff while planning Alumni Weekend 2015 so that we can maintain a strong and positive relationship with the City of Newark.

Communication Plan with the City of Newark for Alumni Weekend 2015

Goal Statement

To develop and deploy communications to key stakeholder groups/individuals with the City of Newark regarding UD's plans to prepare for the 2015 Alumni Weekend and specifically address concerns related to the noise ordinance waiver request.

To increase awareness and the potential for partnership with City officials and key stakeholders regarding the background, purpose and economic impact of UD's Alumni Weekend.

Target Audiences

Target audiences will include City of Newark government officials, community members & neighbors, and UD faculty & administrators. Each audience will receive prioritized outreach to provide information related to 1.) UD's plans to increase collaboration and partnership with the City of Newark government officials, businesses and neighbors as we prepare for Alumni Weekend event and; 2.) Proactively engage City officials and neighbors regarding plans to request noise ordinance waiver for the planned Mug Night event during Alumni Weekend.

Outreach Plan Timing & Actions

Date	Action	
July 8-10	Meet with City official(s) to discuss DRAFT plan (Hadden)	COMPLETE
July 10-12	Meet with City Manager/Staff and Mayor – DRAFT Plan	COMPLETE
July 14 (AM)	Deliver plan to members of Newark Government	COMPLETE
July 14	Present AW plan to Newark City Council (Rick)	COMPLETE
October	Brief Downtown Business Partnership – Request support	
October	Brief Newark officials and community – Economic Impact	
November	Submit draft of noise waiver and action items	
February	Extend AW Invitations to UD Community/Neighbors	
February	Update/Brief City Officials (advance noise waiver request)	
March	Submit Noise Ordinance Waiver Request	
April	Walk-through audible readings with City officials	
June 5-7	2015 UD Alumni Weekend	

Action plan to educate and inform City of Newark residents

- Instead of calling Main Street establishments which has been done in the past, we will mail a letter to all restaurants and bars on Main Street one week prior to the event, alerting them that over 5,500 alumni will be returning to the Newark area.
- The event will be included in the Downtown Newark Partnership (DNP) newsletter and on their calendar (submitted by the Office of Alumni Relations). Invite DNP to take part in the event.
- Presentations to the Council at specified dates determined by Council. Invite City Council to provide feedback and ask questions about the Weekend.
- Alumni Weekend is marketed to our alumni, family, friends and the community – all are welcome. We propose to have a focused marketing piece to community members for specific events including State of the University, Blue Hen 5K and other family-friendly and educational programming.

Action items specific to noise waiver

- Ensure band contracts clearly state the end time for Mug Night and assign a staff member to ensure that they adhere to it.
- Co-sign the noise waiver with the Manager of Alumni Weekend (Tricia Reilly) and the Director of Government Relations (Rick Deadwyler). Copy Rick and others when the waiver is approved. Currently the waiver is only copied to the Newark Chief of Police and the University of Delaware Police Department.
- Alter the Mug Night times – perhaps start at 7 pm and end at 11:00 p.m. **We will be stopping the bands from playing at 11:00 p.m.** This will also give alumni more time to spend on Main Street following the event.
- We will not be doing the “Text to Give” promotion with the incentive of extending the event so that will not be a factor or possibility to extend the time of the event.
- In light of negative feedback from our alumni about having to choose between 2 tents, the Development and Alumni Relations office is considering an “open air” Mug Night Dela-bration. In this model, there would be no tents and only one band on the main Green area. The academic buildings would serve as the perimeter of the event. Residents may be concerned about the potential of increased noise due to the music not being contained in a tented area. The University Media Services has confirmed that even though there would be no tent, that we would still have absolute control of how many speakers we use and how loud the decibel is. There would not be any Friday night events and/or band/s on the South Green in this model.

Key Players in Alumni Weekend

The following UD staff members are involved in the planning, execution and follow-up of Alumni Weekend. Their contact information and the role they play in the weekend is listed:

Monica Taylor

Vice President, Development & Alumni Relations

Phone: 302-831-0530

E-mail: dar-vpres@udel.edu

- Role in event: her department hosts Alumni Weekend and many of her staff members (90+ people) work before, during and after the event

Tricia Reilly

Director of Alumni Engagement, Development & Alumni Relations

Phone: 302-831-7034

E-mail: tfitz@udel.edu

- Role in event: oversees all aspects of the event including logistics, programming, marketing, registration (online and onsite), sponsorship, and volunteers.

Jan O'Neill

Sr. Event Manager, Conference Services

Phone: 302-831-8649

E-mail: jano@udel.edu

- Role in event: Leader in all logistics including tenting, lighting, decorations, and equipment rental (tables, chairs, linens, etc.)

Polly Weir

Director of Conference Services

Phone: 302-831-3714

E-mail: pweir@udel.edu

- Role in event: oversees execution of event logistics

Justine Talley-Beck

Sr. Associate Director, Development & Alumni Relations

Phone: 302-831-7033

E-mail: justinet@udel.edu

- Role in event: oversees budgets, registration income and refunds, and payments for the weekend

The event has truly become a campus-wide event. Our office works with the following groups on campus:

- Government Relations
- Career Center
- Athletics
- Admissions
- Marketing and Communications
- Grounds
- Dining
- Conference Services
- Media Services
- Public Safety
- Colleges
- Honors Department
- Student Affairs
- Student Groups
- Development
- Data Management
- President's Office
- Facilities





NEWARK POLICE DEPARTMENT

WEEK 04/12/15-04/18/15

INVESTIGATIONS

CRIMINAL CHARGES

	2014 TO <u>DATE</u>	2015 TO <u>DATE</u>	THIS WEEK <u>2015</u>	2014 TO <u>DATE</u>	2015 TO <u>DATE</u>	THIS WEEK <u>2015</u>
<u>PART I OFFENSES</u>						
a)Murder/Manslaughter	0	0	0	0	0	0
b)Attempt	0	0	0	0	0	0
Kidnap	1	4	0	1	1	0
Rape	1	3	1	1	0	0
Unlaw. Sexual Contact	4	2	0	2	0	0
Robbery	8	14	1	1	17	0
- Commercial Robberies	1	6	0	0	7	0
- Robberies with Known Suspects	0	1	0	0	0	0
- Attempted Robberies	2	2	0	0	5	0
- Other Robberies	5	5	1	1	5	0
Assault/Aggravated	4	2	1	3	12	4
Burglary	18	18	1	10	10	4
- Commercial Burglaries	3	2	0	4	1	0
- Residential Burglaries	15	14	1	6	8	4
- Other Burglaries	0	2	0	0	1	0
Theft	154	139	16	55	68	2
Theft/Auto	11	10	0	5	5	0
Arson	1	0	0	0	0	0
All Other	26	21	3	73	28	1
TOTAL PART I	228	213	23	151	141	11
<u>PART II OFFENSES</u>						
Other Assaults	79	87	5	74	52	7
Rec. Stolen Property	0	2	0	12	11	0
Criminal Michief	75	62	1	14	32	1
Weapons	6	5	0	19	39	2
Other Sex Offenses	0	0	0	0	0	0
Alcohol	124	82	7	221	132	10
Drugs	43	20	2	111	79	2
Noise/Disorderly Premise	178	122	16	96	67	6
Disorderly Conduct	56	51	6	76	32	4
Trespass	63	56	7	38	23	0
All Other	160	138	15	140	93	10
TOTAL PART II	784	625	59	801	560	42
<u>MISCELLANEOUS:</u>						
Alarm	297	307	21	0	0	0
Animal Control	121	134	13	0	0	0
Recovered Property	66	70	5	0	0	0
Service	7415	8835	657	0	0	0
Suspicious Per/Veh	138	163	25	0	0	0
TOTAL MISC.	8037	9509	721	0	0	0

	THIS WEEK <u>2014</u>	2014 TO <u>DATE</u>	THIS WEEK <u>2015</u>	2015 TO <u>DATE</u>
TOTAL CALLS	655	11,310	934	12,513



Newark Police Department
Weekly Traffic Report
04/12/15-04/18/15



TRAFFIC SUMMONSES	2014 YTD	2015 YTD	THIS WEEK 2014	THIS WEEK 2015
Moving/Non-Moving	2,742	2,865	192	191
DUI	57	66	7	2
TOTAL	2,799	2,931	199	193

PARKING SUMMONSES				
Meter Tickets	4,721	4,363	309	294
Parking Summons/IPR	1,636	2,030	97	97
Scofflaw Amount Collected	45 = \$9,160	18 = \$3,780	2 = \$510	3 = \$680
TOTAL	6,402	6,411	408	394

TRAFFIC ACCIDENTS				
Fatal	1	2	0	0
Personal Injury	48	54	0	3
Property Damage (Reportable)	117	117	4	13
Property Damage (Non-Reportable)	179	125	6	9
Hit and Run	83	88	5	3
TOTAL	428	386	15	28