

# TOWN HALL TALKS

VOL. I, #2

SEPTEMBER 2014

## First Impressions

Greenfield Public Schools are a great place to be! Since beginning as Superintendent on July 1, I've had the pleasure of meeting truly talented and dedicated educators. It's been a delight to find like-minded people working amongst all of our schools – from paraprofessionals, clerks, and custodians, to teachers teaching summer school, principals planning and learning over the summer, and a fabulous Senior Leadership Team. Greenfield Public Schools are a place where people care about doing what's right for kids, and that is a culture that has created schools that are happy, vibrant, and academically rigorous places for learning. With a brand new high school opening just weeks away, summer Professional Development in full swing, students enrolling daily, and dynamic new teachers coming on board to join the GPS ranks, there is never a dull moment! It has been a pleasure beginning to meet and collaborate with town, community, and business leaders, and to hear from parents and staff on my listening tours at every school throughout the city. I am eager to continuing listening and learning as we head into the start of the school year, and cannot wait for all of our students to fill the hallways and classrooms of our terrific schools. Thank you for your support!

**Jordana B. Harper**  
Superintendent of Schools  
Greenfield Public Schools



## Kudos from MIIA

MIIA is the non-profit insurance arm of the Massachusetts Municipal Association, insuring over 400 cities, towns, and other public entities in Massachusetts. Rewards programs are developed to help reduce municipal and pool loss experience, educate members on issues of topical interest and establish prevention and maintenance best practices while rewarding members for implementing innovative programs. Thanks to a combined effort by Town department heads and staff through their participation in safety trainings, Greenfield will receive \$14,899 in MIIA Rewards Credits, which helps decrease the Town's municipal insurance premiums.

## Energy Department Savings

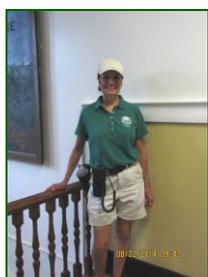
Greenfield is working on saving energy inside, outside and everywhere throughout the Town. Almost 400 of the Town's 1,200 existing streetlights were replaced in April with LEDs and are saving close to 68% of their current consumption or over \$30,000 per year. A Green Communities Competitive Grant award in July will enable the Town to replace all remaining street lights with LEDs at no cost to the Town and will result in an additional \$45,000 per year in electricity savings.

This past year also saw the completion of the Siemen's energy savings contract that upgraded 7 town buildings and is showing some serious savings. In the past 2 years since the upgrades were installed, electricity use is down almost 30% at the middle school, 14% at North Parish School and another 13% at Newton Street School. Several other energy upgrades are in process and have recently been completed that will save even more energy and money! – **Carole Collins, Director, Energy & Sustainability**

## Economic Development News

In the past few months we have been engaged in several business retention/expansion projects that will bring a significant number of jobs to Greenfield and Franklin County. After some intense negotiations, along with the collaboration of the Mass Office of Business Development, the Regional Employment Board and the area's utilities, we were pleased that Kennametal, Inc. selected Greenfield as the location of their next expansion. The new development will create an additional 80 high-wage manufacturing jobs. The economic impact of their approximately \$5 million in capital investment will be multiplied by over \$5 million in annual payroll. In other developments, the City is working with New England Natural Bakers, Inc. to build a ± 60,000 sf. manufacturing facility on the former Bendix site. The plant will take up approximately 10 acres and be expandable to 100,000 sf. We will retain 50 jobs and add an additional 25 over the next five years. Argotec, Inc. is also in a growth mode. We are considering a TIF (Tax Increment Financing) incentive for them to expand their existing facility and hire an additional 100 workers over the next five years. Argotec, Inc. was recently sold to a Canadian firm that has made a commitment to remain in Greenfield and expand their operations in the City. Because they are manufacturing jobs, these developments collectively could increase the total wages in the City by over 10 percent in the next five years. Although the unemployment rate in Greenfield is slightly above that of Franklin County -- 5.8% vs. 5.6% -- it is the same as Hampshire County and at parity with the State. -- **Bob Pyers, Director, Economic Development**

## New Fashion Statements in Greenfield



Parking Enforcement Officer Sandy Misiun models the division's new spring/summer uniforms. Green is the new black, complemented by khaki caps and shorts that give our PEOs a more recognizable and less formal look on the streets of Greenfield. Stay tuned for updates on the winter fashion front!

For the first time in its history, Greenfield's Dispatch Center has been outfitted with new uniform shirts. In supporting local businesses, the decision was made to work with Silver Screen Design, Inc., located on Wells Street here in Greenfield. Dispatcher Sara Guidaboni (standing next to Dispatch Manager Marie Danielle) is outfitted in one of the new navy or grey polo shirts with a seal similar to that of the GPD, albeit with a prominent '911' in the middle of patch.



## Public Safety Commission Announces Important Promotions



Robert Strahan, provisional fire chief since May of 2013, has been named Greenfield's Permanent Fire Chief. Bob began his Greenfield career as an EMT at the age of 17 and soon after became a firefighter for the Gill Fire Dept. By 2003 he was a captain on the GFD, as well as fire prevention officer, and in 2007 Bob was promoted to deputy chief. Upon Chief Winn's departure last year, he was promoted to provisional chief. Bob was awarded accreditation from the Massachusetts Fire Service Commission this last May. Said Bob, "It's an honor to lead such a great department, and I look forward to serving the public safety community of the Town of Greenfield."



Also announced this week was Sgt. Mark Williams' promotion to Deputy Police Chief, the first such deputy chief in Greenfield since 2004. He will become Chief Robert Haigh's right-hand man in the department, moving from his active street patrol to a supervisory/administrative position. Mark has been a fixture on the Greenfield force since joining in 1999, steadily rising from patrolman to detective to his present position as sergeant in 2009. "I am both honored and humbled to have been chosen by Chief Haigh, the Commission, and Mayor Martin for this important position," said Mark. "I will be looking to all three for continued support in my new role."



**From Linda Stacy, President & CEO of United Way: Get Ready for the United Way 2015 Campaign!**

We are pleased to announce that Steve Bradley, the new president of Baystate Franklin Medical Center, is chairing the United Way of Franklin County Campaign! The campaign will formally kick off on Friday, September 26 at the Franklin County Chamber of Commerce Breakfast. We serve our whole community where it needs it the most! The power of giving to United Way is that YOU become part of the solution. Today's issues are complex and cannot be solved by one agency or organization alone. Your one gift to United Way supports 26 individual agencies and more than 40 programs that have proven their ability to make a positive difference in the lives of our community. From child care to elder care you know that when you support United Way you are supporting the common good by creating opportunities for a better life for all.

Here is a breakdown of recent giving patterns by all Town employees, including school personnel (below is a 2015 analysis for the Town Hall only):

YEAR	2014	2013	2012	2011	2010	2009
Employee Giving	\$2,500	\$1,591	\$1,104	\$1,725	\$1,804	\$2,723
# employees	565	550	550	550	550	550
# employees giving	13	22	7	15	15	21
% participation	2%	4%	1%	3%	3%	4%
per capita gift	\$4.42	\$2.89	\$2.01	\$3.14	\$3.28	\$4.95
Average gift	\$192.31	\$72.32	\$157.71	\$115.00	\$120.27	\$129.67
# Leadership Donors	1					1
% from leadership	26%					28%

**Be a part of building the community you want to live in! Please join us by making a pledge to the campaign this year.**

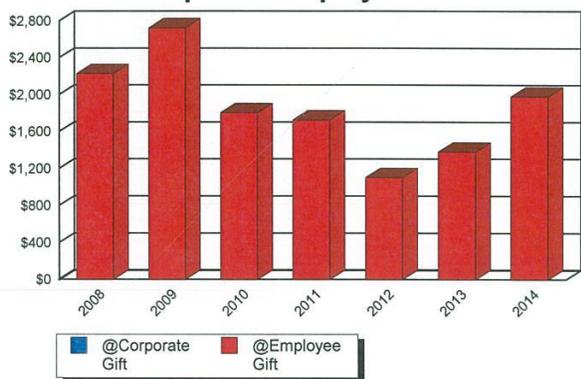
### Town of Greenfield

#### 2015 ANALYSIS

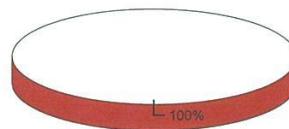
	2014	2013	2012	2011	2010	2009	2008
Total Giving	\$1,980.00	\$1,382.00	\$1,104.00	\$1,725.00	\$1,804.00	\$2,723.00	\$2,228.00
Corporate Giving							
Employee Giving	\$1,980.00	\$1,382.00	\$1,104.00	\$1,725.00	\$1,804.00	\$2,723.00	\$2,228.00
# of Employees	215	200	200	200	200	200	200
# of Giving Employees	11	16	7	15	15	21	19
Participation	5 %	8 %	4 %	8 %	8 %	11 %	10 %
Per Capita Gift	\$9.21	\$6.91	\$5.52	\$8.63	\$9.02	\$13.62	\$11.14
Average Gift	\$180.00	\$86.38	\$157.71	\$115.00	\$120.27	\$129.67	\$117.26
# of Leadership Donors	1					1	1
Leadership Giving	\$520.00					\$754.00	\$676.00
% of \$ from Leadership	26 %					28 %	30 %

Leadership = \$500 and up

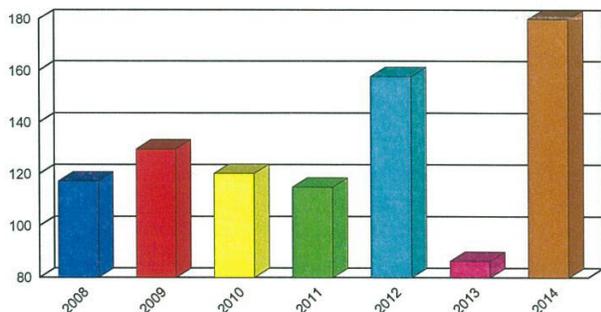
#### Corporate/Employee Gifts



#### 2014 Breakdown



#### Avg. Employee Gift



#### Percent Participation

