

March 3, 2016

TO: Mayor and City Council Members

FROM: Wayne S. Davis, City Manager 
Department Heads

SUBJECT: Thursday Update

The following information is provided to you as a summary of activities for the week of February 29, 2016 and as an announcement of activities in the coming weeks:

1. As a reminder, the Financial Planning and Planning, Zoning and Landmarks Committees will meet on Monday, March 7 at 4:30 and 5:30 p.m., respectively, in the Council Chambers of City Hall. The Law and Safety Committee of City Council has cancelled its meeting for the month of March.
2. Income tax revenue for the month of February was \$877,201, which is an increase of \$263,556 or 42.9% compared to the actual amount collected in February 2015 of \$613,645. A portion of the variance, \$230,000, is attributable to a timing difference of lockbox payments that posted to the bank at the very end of January, but were not available for the City to post to tax accounts until February. Once this variance is taken into consideration, the collections in February 2015 and February 2016 are very similar. This keeps us on pace to meet our income tax revenue projection for 2016. For the month of February, year-to-date revenues were higher than estimated revenues by \$278,537. The February Income Tax Variance Report is attached for reference.
3. This week the interview team consisting of Michelle Greis, Paul Wright, Cindy Abner and Julie Prickett is conducting first round interviews with nine candidates for the vacant assistant finance director/tax commissioner position. Following the interviews, the team will decide upon a smaller group of candidates to continue in the selection process.
4. On Monday morning, Brian Riblet, Matt Davis and I met with Hamilton County Commissioner Dennis Deters. This meeting was arranged by Matt Davis to provide the City an opportunity to introduce our community to Hamilton County's newest Commissioner as well as to provide an update to Mr. Deters on the City's on-going work and plans with the Gateway Redevelopment Area.
5. Matthew Vanderhorst and Connie Gaylor conducted the Service to Community Grant pre-application meeting on Tuesday, March 1 to explain the new grant program to potential applicants. Representatives of the Montgomery Woman's Club, Montgomery Farmers Market, and Operation Give Back were in attendance.
6. On Wednesday evening the fire department hosted the Hamilton County Fire Investigation Unit's monthly training and meeting. This regional team is equipped with fire investigation experts that are available around the clock to all departments to assist in determining the cause of any fires. Assistant Fire Chief Shapiro is the Operations Officer of the unit.

7. Wednesday afternoon, the police department hosted a retirement reception in honor of Officer Tom Wagner. Tom began his employment with the City in January of 1991. We thank Tom for his 25 years of dedicated service. Thanks are extended to Sergeant Harris for his work in hosting a nice send-off for Tom and his family and friends.
8. The Hamilton County Communications Center installed a new computer aided dispatch program this week. There have been some expected glitches however, staff is working with them to correct the problems.
9. The fire department began the first phase of the annual medical physical process for departmental staff that is conducted by TriHealth. On Monday and Wednesday mornings, nursing staff drew blood in order to provide a drug test for all department personnel. On March 16 and 18, firefighters will participate in the Executive Health Program at Bethesda North where they will perform the remaining phases of the annual physical.
10. The police and fire departments submitted a joint application for a grant through the State of Ohio called the Local Government Safety Capital Grant Program. Each department is asking to have a radio replacement program funded since their current radios will no longer be able to be serviced after 2018. Awards of the grant funds are not expected until May 19.
11. As a reminder, Planning Commission will meet on Monday, March 7 to consider an application from Twin Lakes for final development site plan approval for the proposed expansion of the main campus and a retail building along Montgomery Road. The Planning Commission will also consider an application from Camden Homes submitted for final development site plan approval for the proposed 29 lot single family residential subdivision off of Orchard Club Drive at the location of the former Montgomery Swim and Tennis Club.
12. The Montgomery Citizens' Leadership Academy will meet this Saturday, March 5 at the Montgomery Safety Center for the eighth session from 8:00 a.m. until 11:45 a.m. After a brief tour and presentation, the police and fire department personnel will demonstrate several pieces of equipment they employ in their service delivery. The next Montgomery Citizens' Leadership Academy session will be hosted by the community development department at Fellowship Baptist Church on Saturday, March 12 at 8:45 a.m. This session will also include a brief walking tour of historic downtown Montgomery. This will be the last MCLA class prior to the graduation ceremony which is scheduled for the evening of March 17 at Three Chimneys at the Vintage Club. If you are interested in attending any of these upcoming sessions, please contact Faith Lynch.
13. Please find attached the February department report from the fire department.
14. Attached please find a copy of the February 2016 Social Media Report. Analytics from these two social media channels are collected and reviewed by staff to contribute to the City's social media strategy.
15. As a reminder, I will be out of town beginning Wednesday, March 9 through Sunday, March 13 for vacation in St. Petersburg, Florida. In my absence, Brian Riblet will serve as the Acting City Manager.
16. Please find attached Montgomery-related news articles that appeared in the local media since our last update.

Should you have questions or concerns regarding this information, please do not hesitate to contact me.

C: Connie Gaylor, Administrative Coordinator
Department Heads
Terry Donnellon, Law Director

March 1, 2016

To: Wayne Davis, City Manager
 From: Michelle Greis, Finance Director *mg*
 Subject : 2016 February Income Tax Variance Report

Year to Date

For the month of February 2016, the City's total income tax receipts were \$877,201, which is an increase of \$263,556 or 42.9% compared to the actual amount collected in February 2015 of \$613,645. A portion of the variance, \$230,000, is attributable to a timing difference of lockbox payments that posted to the bank at the very end of January, but were not available for the City to post to tax accounts until February. Once this variance is taken into consideration, the collections in February 2015 and February 2016 are very similar. This keeps us on pace to meet our income tax revenue projection for 2016. For the month of February, year-to-date revenues were higher than estimated revenues by \$278,537

	2016	2015	% Change
February Actual	\$877,201	\$613,645	42.95%

	YTD Actual	YTD Estimate	% Change
2016	\$1,401,645	\$1,407,697	(0.7)%

A breakdown by category for February 2016 is as follows:

- *Withholding*- February withholding collections were \$794,997 or a increase of \$240,096 or 43% when compared to February 2015 collections of \$554,901.
- *Business*- In February 2016, net profits from businesses located within or doing business within Montgomery were \$19,898. This is a decrease of \$3,246 or 14% compared to February 2015 collections of \$23,144.
- *Resident*- Revenues of \$62,306 were collected in February 2016 from residents living in Montgomery, which is an increase of \$26,706 or 75% compared to February 2015 collections of \$35,600.

The following schedule breaks down collections by source and provides a graph comparing actual and estimated income tax revenues for 2015 and 2016. There is also an End of Month report attached showing the comparison between month-to-date and year-to-date.

CITY OF MONTGOMERY
 END OF MONTH REPORT
 29 FEB 2016

	2014	2015	2016	2016 vs 2015	2016	2015	2016 vs 2015
	Month-to-date	Month-to-date	Month-to-date	Month percent	Year-to-date	Year-to-date	Year percent
January							
Business	30,088.07	23,512.73	17,541.54	-25.3	17,541.54	23,512.73	-25.3
Resident	98,433.64	107,848.39	93,583.69	-13.2	93,583.69	107,848.39	-13.2
Withholding	561,961.06	697,916.73	413,319.13	-40.7	413,319.13	697,916.73	-40.7
Non-resident							
TOTAL	690,482.77	829,277.85	524,444.36	-36.7	524,444.36	829,277.85	-36.7
February							
Business	19,554.96	23,143.93	19,898.25	-14.0	37,439.79	46,656.66	-19.7
Resident	35,972.00	35,599.97	62,305.68	75.0	155,889.37	143,448.36	8.6
Withholding	526,120.56	554,901.24	794,997.47	43.2	1,208,316.60	1,252,817.97	-3.5
Non-resident							
TOTAL	581,647.52	613,645.14	877,201.40	42.9	1,401,645.76	1,442,922.99	-2.8
March							
Business	65,548.31	32,625.34		-100.0	37,439.79	79,282.00	-52.7
Resident	93,912.57	59,799.20		-100.0	155,889.37	203,247.56	-23.3
Withholding	560,970.14	591,954.77		-100.0	1,208,316.60	1,844,772.74	-34.5
Non-resident							
TOTAL	720,431.02	684,379.31	0.00	-100.0	1,401,645.76	2,127,302.30	-34.1
April							
Business	162,577.53	200,522.41		-100.0	37,439.79	279,804.41	-86.6
Resident	871,031.68	809,884.09		-100.0	155,889.37	1,013,131.65	-84.6
Withholding	423,546.54	483,267.01		-100.0	1,208,316.60	2,328,039.75	-48.0
Non-resident							
TOTAL	1,457,155.75	1,493,673.51	0.00	-100.0	1,401,645.76	3,620,975.81	-61.2

CITY OF MONTGOMERY
 END OF MONTH REPORT
 29 FEB 2016

	2014	2015	2016	2016 vs 2015	2016	2015	2016 vs 2015
	Month-to-date	Month-to-date	Month-to-date	Month percent	Year-to-date	Year-to-date	Year percent
May							
Business	12,930.75	4,704.39		-100.0	37,439.79	284,508.80	-86.8
Resident	27,158.29	46,281.83		-100.0	155,889.37	1,059,413.48	-85.2
Withholding	456,055.64	489,079.05		-100.0	1,208,316.60	2,817,118.80	-57.1
Non-resident							
TOTAL	496,144.68	540,065.27	0.00	-100.0	1,401,645.76	4,161,041.08	-66.3
June							
Business	57,579.92	53,214.95		-100.0	37,439.79	337,723.75	-88.9
Resident	70,483.42	45,207.48		-100.0	155,889.37	1,104,620.96	-85.8
Withholding	406,036.16	425,372.81		-100.0	1,208,316.60	3,242,491.61	-62.7
Non-resident							
TOTAL	534,099.50	523,795.24	0.00	-100.0	1,401,645.76	4,684,836.32	-70.0
July							
Business	39,265.30	43,778.14		-100.0	37,439.79	381,501.89	-90.1
Resident	98,568.92	119,709.27		-100.0	155,889.37	1,224,330.23	-87.2
Withholding	469,138.51	436,937.69		-100.0	1,208,316.60	3,679,429.30	-67.1
Non-resident							
TOTAL	606,972.73	600,425.10	0.00	-100.0	1,401,645.76	5,285,261.42	-73.4
August							
Business	19,419.83	11,565.02		-100.0	37,439.79	393,066.91	-90.4
Resident	93,554.36	65,336.37		-100.0	155,889.37	1,289,666.60	-87.9
Withholding	507,208.45	597,441.74		-100.0	1,208,316.60	4,276,871.04	-71.7
Non-resident							
TOTAL	620,182.64	674,343.13	0.00	-100.0	1,401,645.76	5,959,604.55	-76.4

CITY OF MONTGOMERY
 END OF MONTH REPORT
 29 FEB 2016

	2014	2015	2016	2016 vs 2015	2016	2015	2016 vs 2015
	Month-to-date	Month-to-date	Month-to-date	Month percent	Year-to-date	Year-to-date	Year percent
September							
Business	53,690.32	72,931.34		-100.0	37,439.79	465,998.25	-91.9
Resident	64,101.49	95,946.78		-100.0	155,889.37	1,385,613.38	-88.7
Withholding	404,765.95	403,802.50		-100.0	1,208,316.60	4,680,673.54	-74.1
Non-resident							
TOTAL	522,557.76	572,680.62	0.00	-100.0	1,401,645.76	6,532,285.17	-78.5
October							
Business	50,811.99	49,493.62		-100.0	37,439.79	515,491.87	-92.7
Resident	191,017.25	202,142.90		-100.0	155,889.37	1,587,756.28	-90.1
Withholding	406,636.90	432,863.59		-100.0	1,208,316.60	5,113,537.13	-76.3
Non-resident							
TOTAL	648,466.14	684,500.11	0.00	-100.0	1,401,645.76	7,216,785.28	-80.5
November							
Business	9,662.33	22,468.50		-100.0	37,439.79	537,960.37	-93.0
Resident	53,033.62	67,277.38		-100.0	155,889.37	1,655,033.66	-90.5
Withholding	540,511.53	571,953.31		-100.0	1,208,316.60	5,685,490.44	-78.7
Non-resident							
TOTAL	603,207.48	661,699.19	0.00	-100.0	1,401,645.76	7,878,484.47	-82.2
December							
Business	37,623.56	54,542.86		-100.0	37,439.79	592,503.23	-93.6
Resident	169,962.24	109,929.28		-100.0	155,889.37	1,764,962.94	-91.1
Withholding	393,799.81	425,584.20		-100.0	1,208,316.60	6,111,074.64	-80.2
Non-resident							
TOTAL	601,385.61	590,056.34	0.00	-100.0	1,401,645.76	8,468,540.81	-83.4

**MONTGOMERY FIRE DEPT.
DIVISION OF FIRE PREVENTION
MONTHLY INSPECTION REPORT
February -2016**

OCCUPANCY CLASS	TOTALS		
	Initial	Re-inspections	Total
RESIDENTIAL _____	0	0	0
PUBLIC BUILDINGS _____	4	2	6
HEALTH CARE FACILITIES _____	18	6	24
CHILD CARE FACILITIES _____	0	0	0
EDUCATIONAL BUILDINGS _____	1	0	1
CHURCHES _____	0	0	0
MERCANTILE _____	35	11	46
Sub Totals: _____	58	19	77

Other Misc. Inspections:

- 1 Inspection with NIC
- 2 Inspections with State Fire Marshal
- 1 Foster Care Fire Inspection
- 1 Fire Detail follow up – Valley Creek

TOTAL INSPECTIONS → 82

RESULTS OF INSPECTIONS

VIOLATIONS ISSUED _____	46
VIOLATIONS CORRECTED _____	42
TOTAL VIOLATIONS ISSUED IN 2015 _____	532
TOTAL VIOLATIONS CORRECTED IN 2015 _____	506
RECOMMENDATIONS ISSUED _____	02
RECOMMENDATIONS CORRECTED _____	02
COMPLAINTS ANSWERED _____	00
REFERRALS MADE TO OTHERS _____	00
PERMITS ISSUED _____	00
PERMITS WITHHELD _____	00
APPLIANCES RED TAGGED _____	00
CITATIONS ISSUED _____	00
WARNING TAGS ISSUED _____	00
SUPPLY SYSTEMS INSTALLED _____	00
SPRINKLER SYS. TESTS OBSERVED _____	00
ALARM SYS. TESTS OBSERVED _____	01
FIRE DRILLS OBSERVED _____	00
TORNADO DRILLS OBSERVED _____	00
SYSTEMS TEST CERTIFICATES RECEIVED _____	07
PLAN REVIEWS MADE _____	05

PROGRAM INVOLVEMENT :

Center Learn – Fire pre-plan training

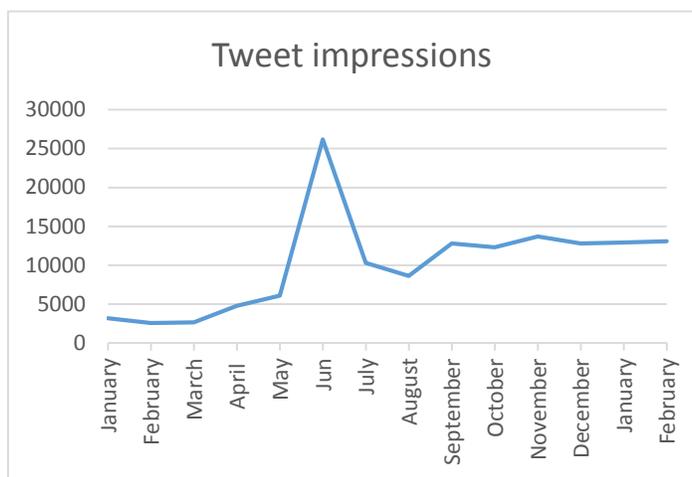
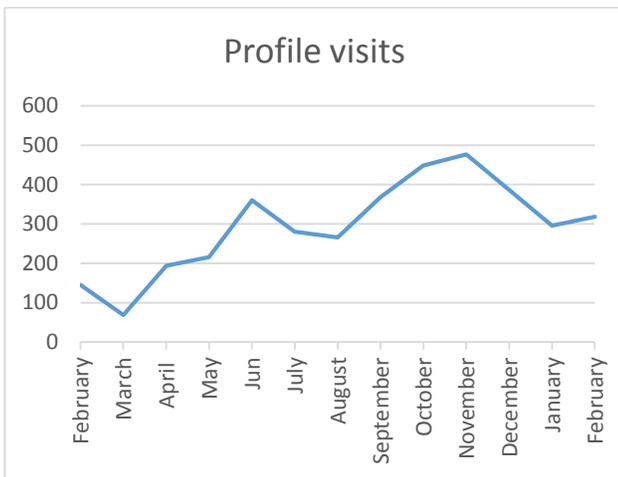
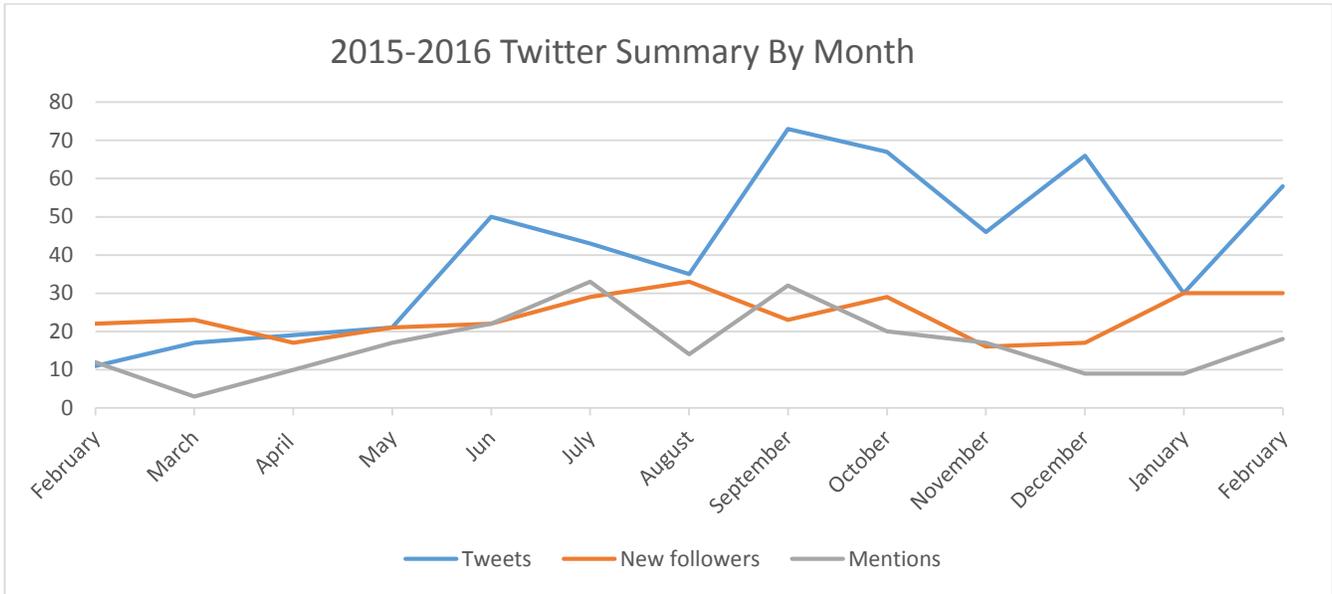
Meeting with SWOFSC Fire Safety Council

**Lt. Mark S. Stagge
Fire Safety Inspector**

Social Media Performance Measures

February 2016

Twitter



Twitter Analysis:

Activity on Twitter remains constant from January to February. Top tweets in February 2016 included a tweet about the Fire Department's Home Safety Check program, the Feb. 21 BAMSOC Concert and the tweet about yard waste pick up resuming on Feb. 29.

A recent change at Twitter may impact how our audience interacts with our tweets. Twitter has changed their timeline algorithm from the most up-to-date, real-time tweets to a news feed much like Facebook where the tweets at the top of the feed are those tweets that generate the most engagement. With much negative press, they changed this to an opt-in feature, but if advertisers really like it, it could become opt-out in the future. Here is an article on creating great content to make sure that tweets are being seen by our audience. <http://www.socialmediatoday.com/social-business/twitter-provides-tips-creating-more-effective-tweet-content>. This change in the news feed could impact future social media reports on engagement.

To get top tweets

1. Define your voice
2. Know your audience
3. Tap into important events
4. Draw in your audience with rich media (Gifs, photos, videos and emojis attract)
5. Use hashtags to #help people discover your business (use unique, branded hashtags (#MontyBastille) to make it easier for your audience to find your content, or you can tap into a trending hashtag (#Ghostbusters) conversation to extend your content reach.
6. Respond to tweets
7. Celebrate advocate- thank followers for like or retweets

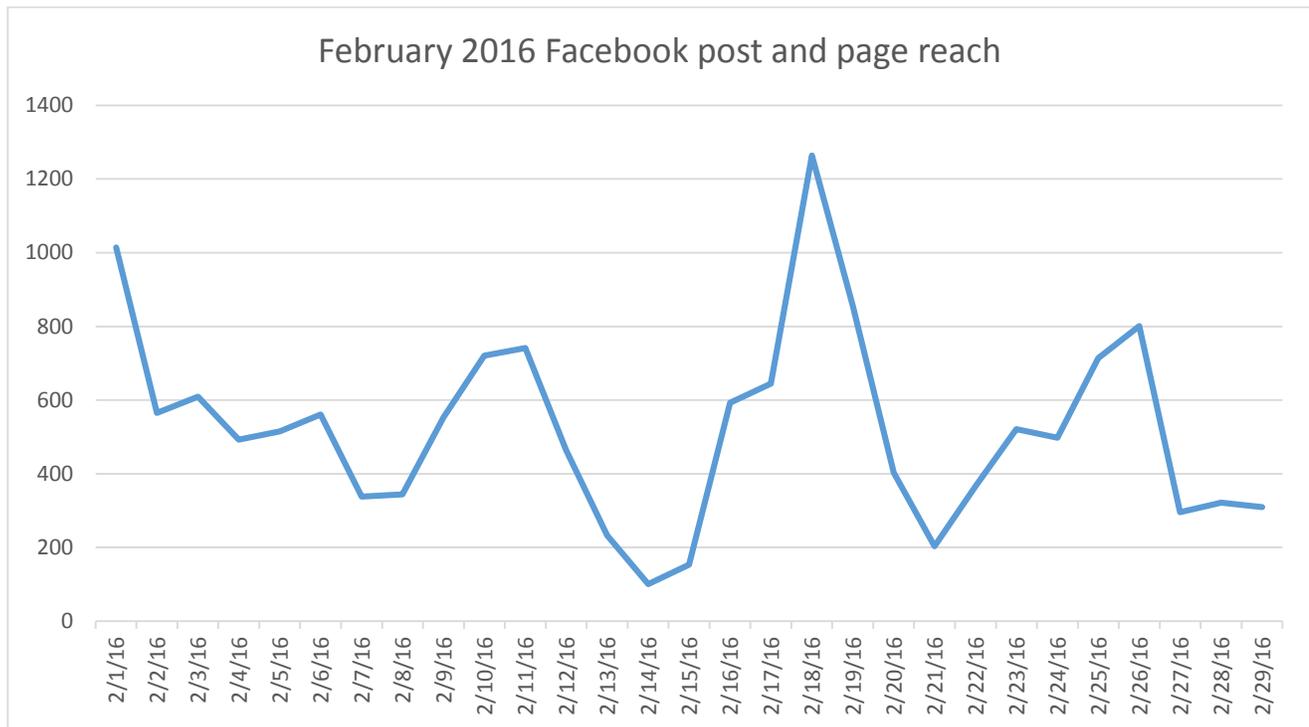
Twitter Definitions:

Profile visits: Number of users who visited our Twitter site.

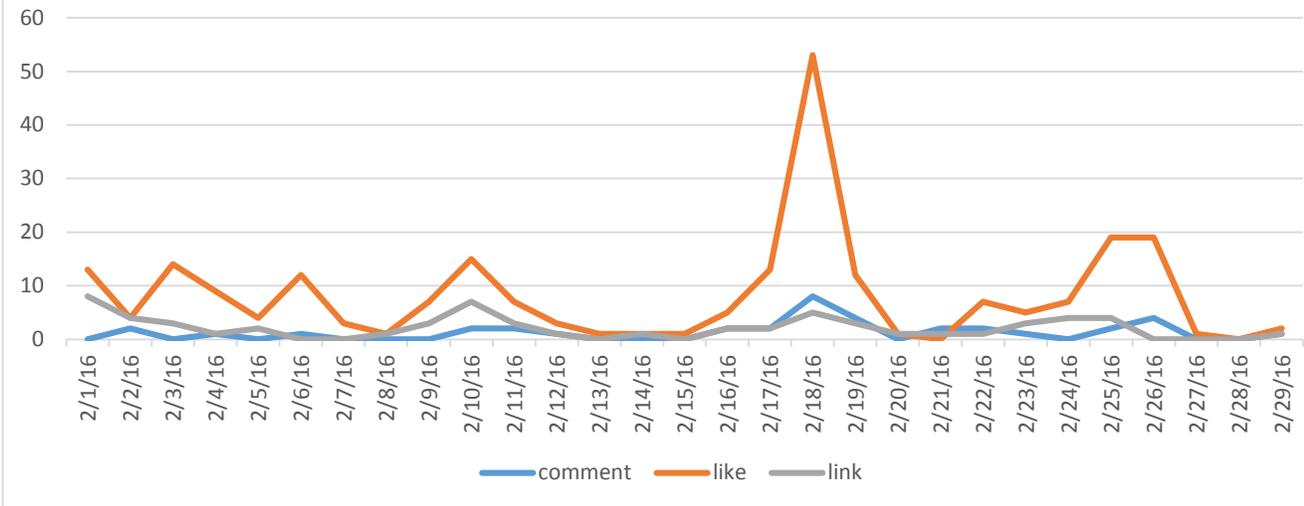
Mentions: Any tweet that contains @montgomeryohio (our username)

Tweet Impressions: Total number of times that our tweet may appear in other user's Twitter feeds, both followers and their followers etc. through shares, mentions and retweets. Shows the reach of the City's brand.

Facebook

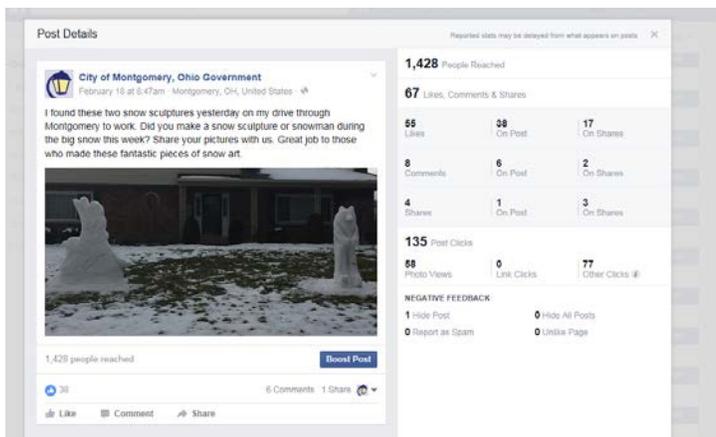


Feb 2016 Facebook Engagement



Facebook Analysis:

The spike in the number of likes on February 18 can be attributed to a post I did about two snow sculptures I saw on Jolain. This is a great reminder that fun posts can be highly engaging and pull in new followers which expands our reach. I am happy to work with any department to create fun and engaging posts that not only generate new followers but also creates a conversation online.



Two other engaging posts that reached many people beyond our followers included a post about the Fire Department Home Safety Check program on Feb. 1 and another post from the Police Department about a car break-ins on Feb. 10. The post on Feb. 25/26 was a post from the MCLA session about the City and State's Tree City USA status.

Note: Facebook has now changed how one can interact with a post, from just a thumbs up to any of the following reactions (👍❤️😂😭😡 Like, love, haha, wow, sad and angry). This will impact the engagement with our Facebook post and subsequent social media reports, if users actually use them. The benefit is that if we see how our audience interacts with a news post in an unexpected manner we can adjust how a service or program is communicated or delivered.

Facebook Definitions:

Daily Reach: The number of people who visited our Facebook Page, or saw our Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)

Daily Positive Feedback (engagement): The number of times people have given positive feedback (like, share link, leave comment) to your Page, by type. (Unique Users)

Fight goes beyond police departments

Community Press Staff Report

Though police departments are on the front lines of the heroin problem in most communities, they are getting help from their city halls and community leaders.

Montgomery recently conducted a community leadership forum, where the heroin problem in the area was one of the topics, Montgomery Police Chief Don Simpson said.

"The police and fire departments presented to a large group of residents and held a question and answer session af-

terward. We discussed the need for a multi-faceted approach to this issue," Simpson said, adding Sycamore Community Schools Superintendent Frank Forsthoefel, all the members of council and leaders from faith-based organizations attended.

The heroin problem is one issue that "A Community United," a Milford-area community group formed last year, is taking on.

The group is made up of public safety officials, local government leaders, school administrators, the Drug Free Coalition and faith-based leaders.

"A Community United is still going strong, but we aren't exclusively dedicated to fighting heroin. We meet quarterly to collaborate on community problems. Heroin just so happens to be our top problem, so we have focused on a multi-disciplinary approach," Milford Police Chief Jamey Mills said.

Simpson said the Blue Ash Montgomery Rotary Club hosted a members of the Hamilton County Heroin Task Force Coalition to learn about different approaches that are happening throughout the county.

"We believe that education

and prevention are the keys to responding to the heroin crisis in our region and community forums, such as the one we hosted and others like them, are an important part of opening up dialogue with our partners in the community to develop solutions to address this significant problem," Simpson said.

Mills said the Milford group, in addition to hosting community events, provides a list of free drug rehabilitation services to the Clermont County courts.

Reporters Marika Lee and Jeanne Houck contributed