Mayor and Council Communication
Memo Number: 47
Wednesday, June 30, 2010

CHARLOTTE.

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INFORMATION:

Disposition of Johnston and Mecklenburg Mills
Staff Resource: Pam Lopez, N&BS, 704-336-3488, pwlopez@charlottenc.gov

The Housing and Neighborhood Development (H&ND) Committee met today (Wednesday) to discuss options for the disposition of the Johnston and Mecklenburg Mills. There was not a quorum for the meeting. Committee Chair Mitchell was present as was Councilmember Barnes. Councilmember Kinsey attended the meeting in her capacity as district representative. Staff presented to the Committee four options for disposition of the mills:

1. Upset Bid - Competitive process to maximize the purchase price with no restrictions
2. Sale of property to the Historic Landmarks Commission (HLC) – The HLC would sell the property to a developer with conditions to ensure preservation
3. Private Sale with upset bid-like overlay - Competitive process to maximize the purchase price with restrictions based on Council policy objectives
4. Private Sale RFP – Sale of property to a developer with a project proposal best meeting established Council policy objectives

Several entities have communicated interest in the property. Sari and Company and the Bainbridge Companies sent a proposal to the City Manager today, a copy of which is attached for Council information. An additional H&ND Committee meeting will be scheduled in early July for the purpose of the Committee developing a recommended disposition process for Council consideration at the July 26, 2010 meeting. *(see attachment, left side table of contents)*

Information on Fourth of July Operations
Staff Resources: Captain Brian Cunningham, CMPD, 704-336-4098, bcunningham@cmpd.org
Kim McMillan, Corporate Communications, 704-336-2643, kmcmillan@charlottenc.gov

The Charlotte-Mecklenburg Police Department is taking a number of precautions to ensure public safety during the Fourth of July weekend, including a larger than normal deployment of officers throughout the county. CMPD will be limiting vacation leave for officers and coordinating the use of officers working off-duty assignments. All areas will see an increased deployment of officers, including the center city.

CMPD officers also will be enforcing the Youth Protection Ordinance that requires children under the age of 16 (unless accompanied by a parent or guardian) to be home by curfew. Since the holiday falls on a Sunday, the curfew is 11:00 p.m.

To ensure a safe and secure environment for those attending center city celebrations CMPD, in partnership with Charlotte Fire Department, MEDIC and the Mecklenburg County Sheriff's Office, has developed a comprehensive operational plan. A sufficient number of emergency personnel will be deployed at fixed and mobile locations based on anticipated need. While

INFORMATION (continued):

officers will understand the celebratory atmosphere, any behaviors which threaten the safety of others will not be tolerated. Officers will enforce violations, including the ordinance forbidding open containers of alcohol, blocking City streets and sidewalks and the possession of illegal fireworks.

A full complement of Civil Emergency Unit officers will be deployed during the evening hours of July 4. These officers, trained and equipped to deal with civil disorders of any size, will be mobile and deployed so they can respond quickly anywhere in our jurisdiction.

CharMeck 311 will be available 24 hours daily to manage all citizen requests as usual and will include increased staffing to manage call volumes that can occur during the Fourth of July holiday celebrations. As usual, leadership members are coordinating staffing based on forecasts and experiences from previous years' events. Communication with CMPD and 911 is occurring throughout the special event planning stages. Communication will be continuous during the holiday weekend to ensure support is available to off load non-emergency calls from 911 and achieve effective response for citizen requests.

CATS will also alter its operations slightly for the holiday weekend. On Sunday, July 4, the Charlotte Area Transit System will operate a normal Sunday schedule. The Charlotte Transportation Center will close at 12:30 a.m. CATS will also operate a Sunday schedule on Monday, July 5 in observance of the Independence Day holiday. No express service will operate on that day. Both bus and light rail will operate according to their Sunday schedule. In addition, increased numbers of security personnel will be on duty throughout the system.

Center City:
The *US Airways Family Fun Festival* presented by Mecklenburg County Park and Recreation, benefiting the Second Harvest Food Bank, will be held at Memorial Stadium on Saturday, July 4 beginning at 6:00 p.m. It will culminate with *Red, White and Boom! 2010*. Fireworks are being staged from the Central Piedmont Community College campus. Some streets around the campus will close at 8:00 p.m. to accommodate the fallout zone. Streets will reopen immediately following the show.

Participants are encouraged to take public transit, park for free adjacent to the stadium, or park in surrounding commercial lots to avoid on-street parking traffic issues.

July 5 – Day Changes and Recycling Improvements Go Live
Staff Resource: Victoria Garland, SWS, 704-336-3410, vgarland@ci.charlotte.nc.us

On Monday, July 5, some Charlotte residents will roll the 96-gallon, green recycling cart to the curb for the first time – but this isn't the only change they will experience on that day. In addition to the new bi-weekly schedule and the addition of new materials accepted in the recycling program, more than 80 percent of Charlotte residents will also place their solid waste materials at the curb on a different collection day. These changes are being implemented to increase service efficiency.

INFORMATION (continued):

Solid Waste Services has communicated these changes with City residents since February using a variety of communication vehicles including:

- **Web** – Solid Waste Services Public Service Division staff worked with Corporate Communications to develop http://recycleit.charlottenc.gov. This site provides information on the improvements to the recycling program.

- **Television and Print Media** – Stories on the transition as well as articles on the new program have appeared on all local news channels as well as in several local print publications.

- **Advertising** – Solid Waste Services placed advertising in the water bill and in local and online publications. These advertisements began in March and will continue through November 2010.

- **Community Outreach** – Solid Waste Services staff has presented information regarding the changes at more than 100 community events since launching their communication efforts in February. A targeted effort was made to include the Hispanic and African American community. This outreach included having City staff attend neighborhood association and civic organization meetings; sponsorship of Charlotte Checkers' games; Pride Magazine's Pride Awards, Green Edition; CBS Radio's Southern Spring Show; and For Sister's Only and Norsan Media's Carnival Carolina. Additionally, staff has brokered meetings with key influencers in the Hispanic community to share and distribute information on the event.

- **Direct Communication** – Staff communicated directly with residents through Corporate Communications' CMail, electronic newsletter. Charlotte residents also received a mailing in May and June. These mailings provided residents with their new collection day as well as their collection week. In addition, residents received information on the new recycling program when their cart arrived, and received a call from the police department's Geo-Notification system to alert them of delivery of their cart. Information was also sent regularly to neighborhood association contacts using the Neighborhood and Business Services neighborhood contact list. Recipients on this list were asked to distribute to their members and residents.

Solid Waste Services has also worked closely with internal partners to provide them with information on the changes. Staff is currently working with the media to issue the following reminders to City residents:

- A green, 96-gallon rollout cart was delivered to residents for the collection of their recyclables. Recyclables will be collected every-other-week, on the same day as garbage and yard waste collection. Residents are reminded that the green cart is for recyclables

INFORMATION (continued):

only and must not be used until the improved program begins the week of July 5. Residents who haven't received a new recycling rollout cart by July 5, should call 311.

- During the transition, some residents will go longer than 7 days without garbage collection because of the day changes. By recycling all eligible materials, residents can reduce the amount of garbage generated by their household.

- Residents may keep their red bins to collect recyclables inside their home for transport to the larger recycling cart. For those who don't want to keep the red bin, it may be placed inside the recycling cart so that it can be recycled. Residents may also take it to one of Mecklenburg County's Full Service Recycling Centers – visit http://recycleit.charlottenc.gov or call 311 for locations.

- The City will collect recyclables from the recycling cart or up to two bins. Both types of containers will not be collected from one household.

- Recycling collection for the City of Charlotte begins on Monday, July 5. Collection schedules for the other towns in Mecklenburg County may be different. For more information regarding recycling in Mecklenburg County – including the towns of Cornelius, Davidson, Huntersville, Matthews, Mint Hill and Pineville, visit www.wipeoutwaste.com.

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