Council-Manager Memo #17
Friday, March 11, 2011

CHARLOTTE.

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WEEK IN REVIEW:

Sat (Mar 12)	Sun (Mar 13)	Mon (Mar 14)	Tues (Mar 15)	Wed (Mar 16)	Thurs (Mar 17)	Fri (Mar 18)
National League of Cities Congressional City Conference Washington, DC						

CALENDAR DETAILS:

Saturday, March 12 – Wednesday, March 16
National League of Cities Congressional City Conference, Washington DC

March and April calendars are attached (SEE TABLE OF CONTENTS ON LEFT).

INFORMATION:

City's Environmental Achievements
Staff Resource: Julie Burch, City Manager's Office, 704-336-3187, jburch@charlottenc.gov

At the February 28 Environment Committee meeting, Council member Carter requested a brief summary of the City's recent environmental achievements in a form that could be used by Council members attending the National League of Cities conference next week. Staff has prepared the **attached (SEE TABLE OF CONTENTS ON LEFT)** summary and one hard copy is included in your packet. Kim Pearson Brown will have additional copies available for Council's use and distribution at the conference.

March 18 – Arbor Day Celebration
Staff Resource: Don McSween, E&PM, 704-336-5752, dmcsween@charlottenc.gov

Charlotte Tree Advisory Commission members will lead City officials, staff and citizens in the annual Arbor Day Celebration, Friday March 18. The event will take place at 11 a.m. on the Alexander Street side of Old City Hall.

The agenda includes comments from Council members Patsy Kinsey and Edwin Peacock, the planting of a "rescue" Japanese Red Maple tree, and sharing of 100 Eastern Redbud seedlings to visitors. The Japanese Red Maple is very slow growing, and therefore particularly valuable in landscapes. The tree to be replanted came from a Storm Water project at Park Road and Kenilworth Avenue.

J. Sterling Morton, president of the Nebraska State Board of Agriculture, founded Arbor Day in 1872. He once wrote, "while other holidays repose upon the past, Arbor Day proposes on the future." Arbor Day is celebrated at different times in each state; in North Carolina, Arbor Day always occurs on the first Friday after March 15.

An invitation to the event is **attached (SEE TABLE OF CONTENTS ON LEFT).**

Coca-Cola Recycle and Win Partnership Update
Staff Resource: Victoria Johnson, SWS, 704-336-3410, vojohnson@charlottenc.gov

The City of Charlotte's partnership with the Coca-Cola Bottling Company and Mecklenburg County on the Recycle and Win – Bigger and Better campaign, which began in November 2010, continues with one month remaining. The partnership supports the City's overall goal to increase residential recycling.

To date, 76 Charlotte residents have won $100 Harris Teeter gift cards as a result of the promotional campaign. The chart below details the number of Charlotte winners by recycling collection day and collection week.

	GREEN WEEK		**ORANGE WEEK**	
	Goal	*Confirmed*	*Goal*	*Confirmed*
MONDAY	18	4	17	11
TUESDAY	17	8	18	9
WEDNESDAY	18	10	17	8
THURSDAY	17	4	18	4
FRIDAY	18	7	17	11
	88	33	87	43

Since the transition to single-stream recycling, Solid Waste Services has noticed a 28.31% increase in residential recycling tonnage. The chart below details residential recycling tonnage data since July 2010.

Month	**Recycling Tonnage**	**Percent of Increase/ Decrease from Previous Month**	**Percent of Increase/Decrease from FY10**
July, 2010	3,176.59		**16.8%**
August, 2010	3,338.23	**5.1%**	**37.6%**
September, 2010	3,566.83	**6.8%**	**36.8%**
October, 2010	3,252.64	**-8.8%**	**26.2%**
November, 2010	3,537.27	**8.7%**	**29.3%**
December, 2010	3,869.23	**9.4%**	**25.5%**
January, 2011	3,462.92	**-10.5%**	**20.7%**
February, 2011	3,117.61	**-10.0%**	**37.1%**

2011 March 11 State Legislative Update

Staff Resource: Dana Fenton, City Manager's Office, 704-336-2009, dfenton@charlottenc.gov

Attached (SEE TABLE OF CONTENTS ON LEFT) is the March 11 State Legislative Update. Changes from last week's update are denoted in **bold face** type.

Local governments are focusing significant amounts of attention to SB 183 (Brown) / HB 309 (LaRoque) that would essentially overturn local zoning ordinances governing billboards and tree ordinances governing the maintenance of trees and vegetation around billboards. The outdoor advertising industry is advancing this legislation in order to have one set of statewide standards for the location of billboards and maintenance of trees around billboards. The North Carolina Department of Transportation currently enforces local ordinances with respect to vegetation around billboards; in its place the legislation would provide for "non-binding local input". One of the areas that would potentially be impacted by this legislation is the State rights-of-way along Independence Boulevard in the Plaza-Midwood area. Screening trees planted by the City along Independence Boulevard could be removed in order to improve sightlines between billboards and vehicles.

The legislation would also allow the placement of billboards within one hundred feet of another billboard whereas the current City standard is one-thousand feet on the same side of the street. Areas potentially impacted would be South Boulevard, North and South Tryon Streets, and Wendover Road. Also current billboards could be converted to digital billboards without regard to proximity to neighborhoods. The resulting light pollution could impact quality of life in affected neighborhoods.

ATTACHMENTS (SEE TABLE OF CONTENTS ON LEFT):

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Contents Include:
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