Council-Manager Memo #37
Wednesday, May 25, 2011

CHARLOTTE.

WHAT'S INSIDE:

Page

Information:

Johnston and Mecklenburg Mills – Modified Closing Date 2
City Source Tells Stories of Citizen Service..... 2
Transfer of Surplus Property..... 3

Stimulus Information:

Power 2 Charlotte Goes Mobile..... 4

Attachment:

May 5 Community Safety Committee Summary 5

INFORMATION:

Johnston and Mecklenburg Mills – Modified Closing Date

Staff Resource: Peter Zeiler, N&BS, 704-432-2989, pzeiler@charlottenc.gov

On April 25, 2011 City Council approved the sale of the Johnston and Mecklenburg Mills to The Community Builders, Inc (TCB) for $1.24 million. At the time of the Council's approval, TCB expected to be able to close the transaction within 30 days. Although staff and TCB have been diligently working towards completing the closing within that time frame, TCB has experienced a delay in obtaining HUD funding required to complete the purchase.

TCB has received a HUD Neighborhood Stabilization Program Round 2 (NSP2) allocation of $4.7 million for the Mills project, including the purchase of the Mills. Before using the NSP2 funds, TCB must complete and submit a federal environmental report to HUD for approval. The environmental reporting and approval process generally takes 30 to 60 days to complete. Despite the best efforts of City staff and TCB, the report has not yet been approved by HUD.

City staff has been working closely with TCB to expedite this process and expects to close by July 15, 2011 using the approved NSP2 funding. Staff will keep Council abreast of any new developments and will notify Council when the closing is complete.

***City Source* Tells Stories of Citizen Service**

Staff Resource: Sherry Bauer, Corporate Communications & Marketing, 704-336-2459, sbauer@charlottenc.gov

City Source is the City of Charlotte's unique 30-minute program for citizens to learn about the City's services as well as how its employees serve the community. The program airs the first and third Thursday of each month at 7 p.m. on Cable 16 (Time Warner Cable), AT&T U-verse and is streamed LIVE online at www.charlottenc.gov.

The June 2 edition includes the 32nd Annual Police Community Relations Awards, a visit by the Israeli Fire Fighters to Charlotte, details on the recommended City budget, what's included in the Non-Residential Building Code, and Uptown recycling.

This information is also promoted in CMail, the City's electronic newsletter emailed to more than 1,100 subscribers and distributed by City departments whose services, programs and employees are featured in an upcoming episode. **Attached (SEE TABLE OF CONTENTS ON LEFT)** is the flyer for the episode premiering June 2.

Transfer of Surplus Property

Staff Resource: Pamela J. Wideman, N&BS, 704-336-3488, pwideman@charlottenc.gov

The following residentially-zoned properties were approved through the mandatory referral process and are being transferred to the following non-profit affordable housing developers:

Habitat for Humanity of Charlotte, Builder's of Hope of Charlotte, and The Charlotte-Mecklenburg Housing Partnership. The mandatory referral process is a joint City/County process that evaluates the reuse of surplus property.

The transfer of these properties is consistent with the City's housing goals which are to preserve the existing housing stock, expand the supply of affordable housing, and support family self-sufficiency initiatives. These properties will be redeveloped or rehabilitated and sold to new owners as affordable housing. These properties will serve families earning 80% ($53,760) and below of the Area Median Income.

Habitat for Humanity of Charlotte

Address	Parcel	Council District
2436 Morton St	06705210	3
1513 N. Harrill St	08114305	1
3528 Jonquil St	15705213	1
1914 Newland Rd	07704304	2
2559 Brentwood Pl	11903427	3
201 Solomon St	06901314	2
209 Solomon St	06901315	2
215 Solomon St	06901316	2
2420 Barry St	08314703	1
2726 Duncan Ave	08314202	1
2610 Dundeen St	06906242	2
1339 Skyview Rd	11902217	3
4518 Hovis Rd	06310303	2
336 Kirby Dr	05504109	3

Charlotte-Mecklenburg- Housing Partnership

Address	Parcel	Council District
1417 Fontana Ave	07844716	2

Builders of Hope of Charlotte

Address	Parcel	Council District
1800 Haines St	07505209	2
1809 Taylor Ave	06912566	2
415 N. Summit Ave	08719513	2

STIMULUS INFORMATION:

Power 2 Charlotte Goes Mobile

Staff Resource: Catherine Bonfiglio, Corporate Communications and Marketing, 704-336-4936, cbonfiglio@charlottenc.gov

The City of Charlotte's energy efficiency and conservation educational campaign "Power2Charlotte" goes mobile May 25 with the launch of a mobile website and an on-the-move promotional campaign on CATS and LYNX.

The mobile campaign features simple messages on the exterior of more than 20 CATS buses. The ads encourage people to get the power to recycle and the power to conserve by visiting the Power2Charlotte.com website and signing up to receive the free monthly newsletter.

Over the next three months transit riders can test their energy IQ while riding the LYNX light rail. Interior posters will ask riders "where do you and millions of Americans spend your energy budget? " The rider is given three options to choose from. Each answer has a corresponding Quick Response (QR) Code. Using a smart phone and a free app, the rider can scan the answers to see which one is correct. Upon reading the code, the app will launch another aspect of the campaign: a mobile-enabled website which delivers a page to the rider that confirms or corrects the given response and provides more details on the answer.

Each QR code will send the rider to a unique landing page where page visits can then be tracked and measured. The new mobile website features all the content related to the City's energy initiatives as well as the interactive map functionality from the existing Power 2 Charlotte site. Smart phone users can obtain QR code software through various internet sites and retail vendors specializing in the smart phone and its operating accessories.

Below is an advanced preview of one of the three QR codes:

Scan the QR code to test your heating and cooling IQ. To find the correct answer, visit www.power2charlotte.com

Smart phone users can obtain QR code software through various internet sites and retail vendors specializing in the smart phone and its operating accessories.

ATTACHMENTS (SEE TABLE OF CONTENTS ON LEFT):

May 5 Community Safety Committee Summary