Council-Manager Memo #05
Wednesday, January 23, 2013

CHARLOTTE

WHAT'S INSIDE:

Page

Information:

City To Launch Sidewalk Safety Campaign 2

Attachment:

December 3 Transportation and Planning Committee Summary 2

INFORMATION:

City To Launch Sidewalk Safety Campaign

Staff Resource: Victoria O. Johnson, Solid Waste Services, 704-336-3410, vojohnson@charlottenc.gov

Solid Waste Services, in collaboration with Corporate Communications & Marketing, CDOT and Neighborhood & Business Services, will launch the first phase of a public campaign to increase community awareness of the need to keep sidewalks clear of obstructions.

The first phase of the campaign, which begins on January 28, will focus on sidewalk obstructions associated with solid waste collections – garbage/recycling carts, yard waste and bulky items – as well as other items such as parked vehicles that impede sidewalk traffic. Educational efforts will aim to increase public awareness of the proper placement of collection items and offer alternatives for residents with limited options. Code Enforcement officers will be monitoring problem areas and will be providing educational assistance via door hangers.

Campaign components will include radio ads (WLKO, WNKS, WLNK, WPEG, WOSF, WOLS and WKQC), online ads (Yahoo), Solid Waste Services truck decals, a utility bill insert in March, social media, Gov Channel billboards, segments in City Source, community meetings, door hangers and community newsletters. A website, sidewalksafety.charlottenc.gov will launch on January 28 as a resource for additional information on keeping sidewalks clear.

The second phase of the campaign, which addresses additional obstructions such as overgrown shrubs, is set to launch this summer. Staff will update Council when this phase of the campaign begins.

ATTACHMENTS:

December 3 Transportation and Planning Committee Summary **(see "TAP Summary.pdf")**