Council-Manager Memo #18
Friday, March 2, 2012

CHARLOTTE.

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WEEK IN REVIEW:

Mon (Mar 5)	Tues (Mar 6)	Wed (Mar 7)	Thurs (Mar 8)	Fri (Mar 9)
3:00 PM Governmental Affairs Committee, Room 280		12:00 PM Housing and Neighborhood Development Committee, Room 280		NLC Congressional Cities Conference, Washington DC

CALENDAR DETAILS:

Monday, March 5

3:00 pm Governmental Affairs Committee, Room 280
AGENDA: Federal legislative update; NLC Congressional Cities Conference; 2012 proposed state legislative agenda

Wednesday, March 7

12:00 pm Housing and Neighborhood Development Committee, Room 280
AGENDA: FY2013 Focus Area Plan; Assisted multi-family housing at transit station areas; Incentive based inclusionary housing action plan update

Friday, March 9

National League of Cities Congressional Cities Conference, Washington DC

March and April calendars are attached (see "2. Calendar.pdf").

INFORMATION:

Billboard Legislation Update

Staff Resources: Don McSween, E&PM, 704-336-3459, dmcsween@charlottenc.gov
Karen Weatherly, City Attorney's Office, 704-336-5878, kweatherly@charlottenc.gov

On Monday, February 13, staff briefed City Council regarding changes in North Carolina's billboard legislation that would allow increased selective vegetation removal, including tree removal, around some billboards. The legislation and new state administrative rules were expected to go into effect on March 1.

On Wednesday, February 29, a lawsuit was filed by Scenic NC against the NC Department of Transportation (NCDOT) challenging the process used by NCDOT to get public input on the administrative rules. NCDOT has informed City staff that action will be delayed on any tree removal applications until the impact of the lawsuit is determined.

The legislation allows municipalities to offer comment on selective vegetation removal applications, provided the municipalities notified NCDOT of their desire to do so, which City staff has done.

On March 1, City Arborist Don McSween received copies of 21 applications for selective vegetation removal from Adams Outdoor Advertising. The applications relate to billboard locations along I-77, I-277 and I-485. City staff will review the applications and send staff comments to NCDOT for consideration when the state begins its review of the applications. City staff plans to meet with staff from Adams next week to discuss the legislation and the City's planned approach to the review process.

Staff will continue to update City Council via Council-Manager Memos.

Pay by Cell Phone On-Street Parking

Staff Resource: Doreen Szymanski, CDOT, 704-336-7527, dszymanski@charlottenc.gov

On March 8, 2012, Charlotte's on-street parking program will soft launch the ability to use cell phones to pay for on-street parking. This service will offer parking customers another convenient payment method by allowing use of the customer's cell phone to pay for parking at any City meter or pay station.

To access the service, a motorist will need to register with the Pay by Cell service provider at www.parkmobile.com. Registration is free. When utilizing the Pay by Cell service, the motorist will pay the City's parking fee and a $.35 per transaction service fee to Parkmobile USA. To pay for parking, a motorist uses a mobile application or calls 1-877-727-5301. The process is as follows:

1) When a motorist finds available parking, they launch a mobile app, the internet, or call toll-free (1-877-727-5301).
2) Enter the parking zone number located on the meter or nearby signage or pay station stall number.
3) Select the amount of parking time desired.
4) Adhere to all parking rules and regulations.

If the motorist did not anticipate time needs accurately, another transaction may occur from anywhere to extend parking, but not beyond the two-hour parking limit.

While the parking meters will not display the motorist's payment and time remaining, the City's handheld ticketing equipment is integrated with the service so parking agents are aware of the customer's payment. A hard launch of the service will occur in April. Staff will update Council and share marketing and promotional materials as the hard launch approaches.

***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.

In the March 1 – 13 edition, viewers will learn how they can become part of the CMPD through joining the Charlotte-Mecklenburg Police Department's Citizens Academy. They'll also find out why it's a public health issue if you don't clean up after dogs. Other topics include: Charlotte

Fire Department technology that helps firefighters get to the scene faster; Jeff Stovall – as one of Computerworld's top IT leaders; and a segment of the documentary *Souls of Our Neighbors* co-produced by Crossroads Charlotte, Mecklenburg Ministries, and Temple Beth El.

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 **(see "3. City Source.pdf")**

ATTACHMENTS:

February 8 Housing and Neighborhood Development Committee Summary **(see "4. HND Summary.pdf")**

February 20 Environment Committee Summary **(see "5. ENV Summary.pdf")**