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WEEK IN REVIEW:

Mon (Apr 29)	Tues (Apr 30)	Wed (May 1)	Thurs (May 2)	Fri (May 4)
	4:00pm Special Meeting of City Council Room CH-14		12:00pm Economic Development Committee, Room CH-14	

CALENDAR DETAILS:

Tuesday, April 30th

4:00pm Special Meeting of the Council, Room CH-14

Thursday, May 2nd

12:00pm Economic Development Committee, Room CH-14

May and June calendars are attached.

[Click here to view the May and June Council Calendar](#)

INFORMATION:

Smart Growth America Discussion – “Planning for Economic and Fiscal Health”

Staff Resources: Tom Warshauer, NBS, 704-336-6522 twarshauer@charlottenc.gov

Melony McCullough, Planning, 704-336-5993 mmcullough@charlottenc.gov

Dan Gallagher, CDOT, 704-336-4984, dgallagher@charlottenc.gov

Each year, Smart Growth America (SGA), offers free technical assistance to communities that are pursuing smart growth initiatives. The City of Charlotte submitted an application and was awarded a community discussion with SGA that focuses on “Planning for Economic and Fiscal Health”.

The event will be hosted by the City of Charlotte, the University of North Carolina-Charlotte’s (UNCC) Urban Institute and PlanCharlotte, and will include a welcome by Mayor Anthony Foxx.

Date: May 14, 2013

Where: UNC Charlotte Uptown Campus, Auditorium – 320 E. 9th St.

When: 6-8 p.m.

City Council, residents and Charlotte stakeholders are invited to participate in the discussion which will focus on ways Smart Growth can position Charlotte to attract new business, reduce tax burdens and create a stronger foundation for long-term fiscal and economic health and competitiveness. The information collected will help the City develop a series of action steps that will help our community strategically focus on planning for increased economic and fiscal health.

The City of Charlotte is one of 22 cities selected to receive assistance from Smart Growth America, which undertakes these workshops through funding from the Environmental Protection Agency. Some of the other recipients for technical assistance this year include

Boulder, Houston, Cincinnati, Fairfax and Virginia Beach. The public invitation is attached below and more details can be found at the following link:

[Click here to view more information about Smart Growth America](#)

[Click here to view the Public Invitation](#)

Multi-family Recycle and Win Pilot Program

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

Solid Waste Services is partnering with Coca-Cola on a Multi-family Recycle and Win pilot program that will launch the week of May 6. The 12-week program will target the following nine Charlotte apartment communities of various income levels that agreed to participate:

- Camden Dilworth, 1510 Scott Avenue
- Delta Crossing, 6000 Delta Crossing Lane
- Halton Park, 17701 Halton Park Drive
- Lake Hill, 2316 Shade Valley Road
- Metro 808, 808 Hawthorne Lane
- Oak Park at Briarcreek, 1425 Eastcrest Drive
- Plantation Park, 14325 Plantation Park Boulevard
- The Alexander, 2426 Statesville Avenue
- The Links at Citiside, 5005 Community Circle Drive

The program will test three separate recycling incentive scenarios to gauge which one(s) are most effective based on three targeted property median income levels (low, medium and high). One community from each of the targeted income levels will participate in each of the following three program scenarios:

- **Recycle and Win Bag and Pledge** – Each unit within the community will be provided with a reusable recycle bag with messaging attached to drive residents to visit www.cokerecycleandwin.com to take the pledge to use their bag and recycle. By taking the pledge, residents will be entered for the chance to win a \$25 Harris Teeter gift card (One entry per household per week. Each household is only allowed to win once). The following apartment communities will be participating in this scenario: Lake Hill, The Links at Citiside and Metro 808.
- **Get Caught Green Handed** – A prize patrol will be stationed at recycling locations on site at apartments on different dates and times. They will award \$25 Harris Teeter gift cards to residents caught recycling. The following apartment communities will be participating in this scenario: Camden Dilworth, Delta Crossing and The Alexander.

- **Recycle and Win Photo Challenge** – Residents will be asked to take photos of themselves recycling and submit them via email. Photos will be chosen at random and winners will receive a \$25 Harris Teeter gift card. The following apartment communities will be participating in this scenario: Halton Park, Oak Park at Briarcreek and Plantation Park.

At the conclusion of the pilot program, a survey will be distributed to all participants to garner feedback regarding their recycling behaviors and program participation. This will help gauge the effectiveness of each incentive scenario and help shape a city-wide recycling incentive program for multi-family communities.

In addition, Solid Waste Services is also partnering with Republic Services – the multi-family collection service provider – to provide tonnage data for the participating properties both prior to and following the pilot program. This will allow staff another measure to track the effectiveness of the incentive scenarios.

Neighborhood Symposium Refresh

Staff Resource: Aisha Alexander, Neighborhood & Business Services, 704-336-2175, valexander@charlottenc.gov

Since 1995, the City has hosted a one-day Neighborhood Symposium that provided information and celebrated neighborhood success. In 2012 Neighborhood and Business Services added a Successful Board Retreat component, in partnership with The Foundation for The Carolinas, to help organizations move toward action with facilitated planning.

These three components: sharing information with effective outreach, celebrating accomplishments, and developing capacity with planning, are now proposed to be enhanced through a multi-event approach:

- **Inform** – Implement a cross departmental Speaker’s Bureau, coordinated with Mecklenburg County, to bring subject matter experts to interact with neighborhood associations and civic organizations. The community wants to know what the City is doing, and the City has great programs to share. Through a dynamic speakers bureau the City plans to help communities learn more about what the City can provide.
- **Plan/Motivate** – Continuing the Successful Board Retreats, staff will continue to engage neighborhood associations in effective planning through facilitated board retreats in partnership with Foundation for The Carolinas. Associations set strategic goals and action plans for the upcoming year and receive Neighborhood Matching Grant incentives to implement these plans. Those unable to make the July retreat date can work with NBS staff to arrange retreats at their convenience.
- **Inspire** – Celebrating success is key to sustaining momentum and retaining engagement. Staff will produce a recognition program for neighborhood based leadership and initiatives during “Good Neighbor Month” in September. The event will consist of a Monday evening reception prior to the Council Meeting and recognition during the business meeting.

April 26 State Legislative Update

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

Attached is the Week 13 Legislative Report, which includes updates on bills of interest to the City of Charlotte.

[Click Here to view the April 26 Legislative Update](#)

Attachments:

[Click Here to view the City Council Follow-up Report](#)