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**City Council
Follow-Up Report**

May 27, 2015

May 4, 2015 – City Council Workshop

Use, Cost of Postcards for CIP Projects

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At Council's dinner briefing on May 11, Council Member Phipps asked about the City's use of post card mailers to update citizens regarding nearby capital projects.

Staff prepares postal-delivered mailers to update citizens impacted by City construction work. These are one of several elements in a capital project communication plan. Depending on a project's scope, the plan also includes public meetings, web site, media advisories, emails, social media, signage, reverse 911 calls, door hangers and on-site presence. The goal is to keep citizens regularly informed, even when a project may take years to complete, about capital projects affecting their neighborhood and mailers have proven to be an effective tool.

During FY14, Engineering & Property Management staff produced 209 mailings. The number of addressees per mailing ranges from 20 to more than 2,600, with an average of 6,900 citizens reached per month. The cost to produce and mail a project postcard is about \$0.73 each. In FY14 E&PM spent roughly \$60,000 on mailings for projects ranging from Roads and Sidewalks, to Storm Water.

Mailers continue to be an effective way to address the common citizen questions of "Why haven't I heard of this project?" and "Why is this taking so long?" While there are other communication options, some citizens are not "connected" enough that electronic methods will provide information they need.

Staff recognizes that as the economy improves, the number of civic and private development projects will increase, perhaps dramatically. The need to communicate project information, and especially traffic impacts, will be greater than ever. In addition to the work now being done by the CIP Strategy Teams on citizen engagement, a multi-department task force led by Debra Campbell is creating plans for better communicating traffic impacts to commuters and neighborhoods residents as we implement our Capital Neighborhood Improvement Plan.