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WEEK IN REVIEW:

Mon (Sept 9)	Tues (Sept 10)	Wed (Sept 11)	Thurs (Sept 12)	Fri (Sept 13)

CALENDAR DETAILS:

September and October calendars are attached.

<http://charmeck.org/city/charlotte/citymanager/CommunicationstoCouncil/Memo%20attachments/SeptOctCalendar.pdf>

INFORMATION:

Fatal Crash at N. Sharon Amity & Castleton Road

Staff Resource: Debbie Self, CDOT, 704-336-3935, drself@charlottenc.gov

Staff regrets to inform the Council that the Charlotte Department of Transportation learned this morning of a fatal accident that occurred on Thursday, September 5 at the intersection of North Sharon Amity Road and Castleton Road. CDOT expects to receive a copy of the full police report shortly and will be reviewing the information to better understand the cause of the accident. For Council's convenience, staff has attached a previously requested (Feb 1, 2013) Safety Report for this intersection.

<http://charmeck.org/city/charlotte/citymanager/CommunicationstoCouncil/Memo%20attachments/FinalSafetyReport1222103.pdf>

CharMeck 311 Citizen Relationship Management System

Staff Resource: Janice Quintana, CharMeck 311, 704-432-4001, jquintana@charlottenc.gov

CharMeck 311 was started as a joint City-County customer service center in 2005. Today the center processes over 1.7 million calls annually and tracks citizen service requests through Emerald. This "home grown" legacy system was implemented in 1999. Emerald is built on an increasingly obsolete toolset and is not designed to efficiently support the demands of CharMeck 311. Working collaboratively, CharMeck 311, the Office of the Chief Information Officer and Shared Services initiated the Request for Proposals (RFP) to replace the City's 14-year-old request management system.

The outcome of the RFP resulted in the selection of Kana's Lagan Citizen Relationship Management (CRM) system. The Lagan CRM system was designed specifically for local government and has a positive reputation within the 311 industry. Implementation of a new CRM system is critical to maintain CharMeck 311's high level of citizen service while positioning the organization to grow and respond to future operational challenges. This solution will provide robust system capabilities to improve efficiencies, transition to next generation technology and provide real time data. No new resources are required.

Council is scheduled to receive an informational briefing on the proposed new CRM system at its dinner session on September 16. At the September 23 Business Meeting, Council will be asked to approve a contract for the Lagan CRM system.

CATS Origin-Destination Study - Phase 3

Staff Resource: Meghan Makoid, CATS, 704-432-3014, mmakoid@charlottenc.gov

On September 9, 2013, RSG, Inc. and ETC Institute, both contractors for CATS, will continue the origin-destination study. This study is required by the LYNX Blue Line Extension Federal Full Funding Grant Agreement to document the transit conditions prior to construction of the LYNX Blue Line Extension. In addition, the data collected will also be used to improve the regional travel demand model that is used to predict ridership for future capital and operating improvements. City Council approved the contract for this work on December 10, 2012.

Phase 3 of the study will build upon the survey work completed for Phases 1 and 2 in spring 2013. Phase 1 was a systemwide on-to-off survey using GPS to identify where a customer enters and exits the vehicle. This data was collected in order to develop a sampling plan for the second phase of the study. Phase 2 was a detailed origin-destination survey of customers which collected trip information about origin, destination, boarding, alighting, trip purpose, mode of access, egress, and transfers, as well as important customer and household information like vehicle availability and household income. Phase 2 concluded in May 2013 for the summer, as travel patterns change during the summer months due to school breaks and vacations.

Phase 3 will conclude the study's efforts from the spring. This phase of the study will also document park and ride usage on the bus and light rail system. Survey staff will be counting vehicles in park and ride lots.

Customers who board CATS vehicles between September 9 - October 4, 2013 may be approached by surveyors at random. Surveyors will wear vests and identify that they are conducting a survey on behalf of CATS.

- If the customer has at least five minutes to complete a survey, the surveyor will verbally administer the survey to the customer. If the survey is completed on board the vehicle, the surveyor will provide the customer an incentive pass, while supplies last. For quality control purposes, a random selection of surveyed customers will then be called back by the ETC Institute Call Center to verify responses.
- If the customer does not have at least five minutes to complete a survey, the surveyor will ask the customer where they boarded, where they will exit the vehicle, any transfers they will make, and their phone number. The ETC Institute Call Center will then call the surveyed customer within 72 hours to administer the survey over the phone. These customers will not be eligible to receive an incentive pass.

- If the customer does not have at least five minutes to complete a survey and refuses to provide their phone number, they will receive a hard copy of the survey along with a pre-paid envelope for mail back return. These customers will not be eligible to receive an incentive pass.

CATS customers will be notified of this survey via CATS Rider’s Alert, which is attached for reference. A copy of the survey instruments for the bus and the rail are also attached.

<http://charmeck.org/city/charlotte/citymanager/CommunicationstoCouncil/Memo%20attachments/RAOriginDestSurvey.pdf>

<http://charmeck.org/city/charlotte/citymanager/CommunicationstoCouncil/Memo%20attachments/CATSSurveyBusVersion.pdf>

<http://charmeck.org/city/charlotte/citymanager/CommunicationstoCouncil/Memo%20attachments/CATSSurveyRailVersion.pdf>

Keep Charlotte Beautiful Receives \$10K “Think Green” Grant and Partners with TreesCharlotte

Staff Resource: Nicole R. Storey, N&BS, 704-336-2929, nrstorey@charlottenc.gov

Keep Charlotte Beautiful (KCB) has received a \$10,000 “Think Green” grant from Keep America Beautiful and Waste Management to support beautification, greening and recycling efforts within the City. KCB will use the funds to support the following community projects:

- Commonwealth Park “From Problems to Park” – Grant funds will supplement other funds and be used to provide beautification efforts at the Charlotte Inn property following the hotel’s demolition.
- Piedmont Middle School’s “Schoolyard Beautification Art Project” – Grant funds will supplement other funds and be used to extend efforts to complete an outdoor classroom and other beautification activities on the school grounds.
- America Recycles Day – In partnership with Keep Mecklenburg Beautiful, KCB will host a recycling awareness and community paper shredding event on November 16, 2013.

In addition, Charlotte’s tree canopy will grow as a result of a new partnership between KCB and TreesCharlotte. This collaboration will celebrate Keep America Beautiful’s National Planting Day initiative that kicks off Saturday September 7, 2013. KCB will sponsor a NeighborWoods Tree Planting event in the McIntyre Community on October 19, 2013 with a 500-tree planting goal. Native species planted will be registered through KAB’s National Planting Day website.

ATTACHMENTS:

City Council Follow-Up Report

<http://charmeck.org/city/charlotte/citymanager/CommunicationstoCouncil/Memo%20attachments/CouncilFollowUpSept5.pdf>

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