STIMULATING TIMES

AUGUST 2010

CHARLOTTE.

Stimulus Money Makes Neighborhood Safer

Shasta Lane residents had a problem. Their quiet neighborhood street was increasingly used by cut-through traffic. Without sidewalks, people could only walk in the street, a real safety concern.

Project Manager for Engineering and Property Management, Sam Barber, explains, "Shasta Lane is a road connecting at two very busy thoroughfares, Randolph and Sardis Roads, making Shasta Lane an easy cut-through for motorists. The street had a large curve posing visibility problems for motorists. Residents needed a safe way to walk along the road and especially around that dangerous curve."

The residents requested a sidewalk through Charlotte Department of Transportation. By using the petition process, it was accepted as a "Tier 4" project. While Shasta Lane was high on Retrofit Policy list, it also needed funding.

It was determined this project was eligible for grant money from the American Recovery and Reinvestment Act (ARRA). The grant was given to theNorth Carolina Department of Transportation (NCDOT) for infrastructure projects and the City of Charlotte became a sub-recipient. Shasta Lane was approved for $485,000 to create a safe sidewalk along .8 miles.

The project created a 6' sidewalk with curb and gutter, storm drainage, while adding a pedestrian crossing and wheelchair ramps. The funding helped get the project finished quickly. United Construction, Inc. began working in January 2010 and the project is slated to finish August 17, 2010. The contractor retained 12 employees for this infrastructure work. Most importantly, residents now have a safe place to walk. Barber says, "Now on any given evening, you can go to Shasta Lane and see people out strolling on the sidewalk safely."

Local Stimulus Impact

City of Charlotte ARRA At A Glance

Stimulus Projects

- Justice assistance grants for crime analysts, case technology and youth programs
- Housing rehabilitation
- Lead based paint removal program
- Homelessness prevention
- Job training for adults
- Youth summer jobs
- Watershed restoration at Muddy Creek/Campbell Creek
- Revolution Park water reuse: construction completed
- Wilora Lake rehabilitation
- Energy Efficiency and Conservation Block Grant
- Diesel emissions grant to retrofit airport shuttle buses
- Computerized traffic signal improvements
- Shasta Lane sidewalk
- North Davidson Street Bus Garage renovation
- Purchase of new hybrid buses

# of jobs created/retained:
553

$ awarded to date:
$81.5 million

Adult workers enrolled in training:
437

Youth participating in training:
459

# of energy audits performed:
12 City facilities

# of housing units made lead safe:
58

Data as of 8/16/10

Creating Jobs: Meet Daria Milburn

The Energy Efficiency Conservation Block Grant (EECBG) made it possible to hire Daria Milburn as a program manager for three of the energy efficiency programs managed by the Community & Commerce Division in Neighborhood and Business Services in June 2010. Daria is responsible for managing the Commercial Building Energy Retrofit Grant Program, the Apartment Retrofit Grant Program and the Neighborhood Energy Challenge. These programs are funded through the Energy Efficiency and Conservation Block Grant awarded to the City of Charlotte.

- The **Commercial Building Energy Retrofit Grant Program** provides commercial building owners in the City's priority business corridors funds to assess and implement energy retrofit projects. The objective is to improve the energy efficiency of older commercial buildings and to encourage maximum grant awards are based upon measures implemented.

- The **Apartment Retrofit Program** will allow multi-family complex owners to make energy-efficiency improvements to their buildings which will result in less energy consumption and lower energy bills for apartment complex owners and their tenants. The program will award multiple grants, the total of which not to exceed $200,000 and will operate on a first-come, first-serve basis until the grant total ($600,000) has been exhausted.

- The **Neighborhood Energy Challenge** will award five grants to neighborhoods across the City to create and implement an Energy Conservation Action Plan. The program encourages neighborhood-level involvement in planning and implementing energy conservation strategies to:
    - Reduce energy consumption, promote recycling and reduce greenhouse gases
    - Help neighborhoods determine energy conservation priorities and make improvements in their communities in an efficient, cost-effective manner
    - Build the capacity of neighborhoods to improve the quality of life through participation/management of neighborhood projects
    - Promote civic involvement and leverage resources to create a holistic approach to energy conservation; and
    - Develop partnerships among local government agencies, businesses and community groups to finance innovative projects and products that will promote changes that will encourage energy conservation.

Daria has a long history of engagement with environmental projects. Most recently she was the Executive Director of the US Green Building Council, Charlotte Regional Chapter. Daria also worked for several years with Wachovia, managing environmental risk and helping to develop Wachovia's environmental policies. She has her BA in Geology and Geophysics from the University of Connecticut.

Daria Milburn, program manager for three of the energy efficiency programs.

On-Street Recycling Project Launched in Uptown Charlotte

EECBG Project Implemented by Public/Private Partnership

Downtown. Across town. Uptown. On-street recycling has arrived in Uptown Charlotte thanks to funding through the Energy Efficiency and Conservation Block Grant. It is the first of the City's 17 energy stimulus projects to be implemented. The City partnered with Charlotte Center City Partners on the program, which aims to motivate and prompt visitors, residents, and workers in Uptown to recycle. The on-street recycling project now compliments the city's single stream recycling program which debuted across Charlotte-Mecklenburg in July.

Under the project, recycling receptacles were installed alongside current waste receptacles at 15 separate locations. Center City Partners has funded and will implement a marketing campaign to increase public awareness of waste reduction and recycling opportunities. Charlotte's Solid Waste Services crew will collect the materials for transport to the Mecklenburg County materials recovery facility.

In his remarks at the projects' launch event, Charlotte Mayor Anthony Foxx said, "Like other energy and conservation ideas developed under the block grant, this initiative is based on input given at community meetings, discussions with business and community partners, and suggestions made by residents. Collaborating with Center City Partners and other business organizations enabled us to develop this project, which engages citizens, visitors and Uptown workers in Charlotte's efforts to become a model city for green initiatives and energy-saving opportunities."

Above: Mayor Anthony Foxx participates in the On-Street Recycling initiative.

Right: New on-street recycling bins can be seen at Trade and Tryon Streets, as well as throughout uptown.

Social Media Updates

Be sure to follow us on Facebook (City of Charlotte) and Twitter (twitter.com/charlottencgov) for the latest updates on economic recovery projects.

WhiteSpace Creative Chosen to Develop Energy and Conservation Branding Campaign

WhiteSpace Creative has been selected to develop the public education efforts related to the Energy Efficiency and Conservation Block Grant. Based in Akron Ohio, with an office in Charlotte, the firm will be responsible for brand development and a community-wide campaign that provides citizens with information showcasing the 17 projects currently under development.

Their work will include the creation of a brand and logo for the energy efficiency program; a website housing all project information; a quarterly electronic newsletter to keep citizens and stakeholders informed, and an interactive energy efficiency map highlighting block grant projects and their locations throughout Charlotte-Mecklenburg. Through these activities, along with individual project promotions and campaigns, the public will have a better understanding of how these environmental efforts further the City's goals to increase energy efficiency and return on investment; improve air quality and reduce greenhouse gas emissions; create jobs and lead by example.

To learn more about WhiteSpace, visit their website at www.whitespace-creative.com.

New and Improved Economic Recovery Web Site

The City's Economic Recovery Information web site has been updated within the new City of Charlotte web environment. The new site is more intuitive, making it easier for visitors to navigate and find resources related to the American Recovery and Reinvestment Act of 2009 (ARRA).

Other improvements include:

- An alphabetical listing of all grants, programs and projects applied for ARRA funding by the City.
- Reorganized news releases by date.
- Creating a standard template identifying the amount of funding, administering agency, overview, eligibility, contact information and more for each grant, program and project.

The new web address is: http://charmeck.org/CITY/CHARLOTTE/ECONRECOVERY/Pages/default.aspx. Visitors can also use the term "City Economic Recovery" to search for the updated web site at charlottenc.gov.

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AN UPDATE ON CHARLOTTE STIMULUS FUNDING

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