Council-Manager Memo #8
Friday, February 4, 2011

CHARLOTTE.

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WEEK IN REVIEW:

Mon (Feb 7)	Tues (Feb 8)	Wed (Feb 9)	Thurs (Feb 10)	Fri (Feb 11)	Sat (Feb 12)
4:00 PM Governmental Affairs Committee, Room 280 5:00 PM Continuation of Council Retreat, Room CH-14					9:00 AM 2011 District 2 Intelligent Leadership Conference, Room 267

CALENDAR DETAILS:

Monday, February 7

4:00 pm Governmental Affairs Committee, Room 280
AGENDA: Federal update; National League of Cities Congressional Cities Conference; State update; NC League of Municipalities 2011-2012 municipal advocacy goals

5:00 pm Continuation of Council Retreat, Room CH-14
Council is asked to bring their Retreat Agenda Notebooks

Saturday, February 12

9:00 am 2011 District 2 Intelligent Leadership Conference, Room 270

February and March calendars
(see attached file: Calendars Feb Mar 2011.pdf in table of contents on left)

INFORMATION:

2011 February 4 State Legislative Update
Staff Resource: Dana Fenton, City Manager's Office, 704.336.2009, dfenton@charlottenc.gov

The 2011 North Carolina General Assembly convened on January 26 and promptly started considering high profile legislation. The attached reported provides summaries of the legislation impacting the City of Charlotte.

The Mecklenburg County delegation will be meeting on Wednesday, February 9 to determine sponsors of legislation requested by City of Charlotte, Mecklenburg County and other entities. CATS staff will also make a brief presentation at the meeting to review changes to the Blue Line Extension and Red Line Commuter Rail projects.

(see attached file: Legislative Update 2.4.11.pdf in table of contents on left)

STIMULUS INFORMATION:

<u>"Power 2" Billboards and Public Service Announcement</u>

Staff Resource: Kim McMillan, Corporate Communications & Marketing, 704-336-2643, kmcmillan@charlottenc.gov

As a result of recent education and outreach initiatives, more people are learning about what the City and its partners are doing to become a leader in energy and sustainability. As part of the Power2 campaign, three billboards that promote the Power2Charlotte.com website have been strategically placed to reach more 240,000 drivers each day. The billboards are located on Independence Boulevard, I-85 near Glenwood Road, and I-77 at the Woodlawn exit. Photos of the billboards are included below.

In addition, a public service announcement has also been created and is currently running on the GOV Channel. The PSA is available for all partners to run on websites and will be used for community presentations. The City is also approaching media outlets to run the spot as a public service. The PSA can be viewed by following the link below: http://static.whitespace-creative.com/videos/Video.asp?ID=COC2

The Power2 campaign is paid for with $200,000 from the Outreach and Education project of the stimulus-funded Energy Efficiency and Conservation Block Grant.