

Follow-Up Items
City Council Action Review and Business Meeting
Monday, December 9, 2019

| Agenda Item | Requestor | Mayor and Council Questions | City Response | Dept Lead |
|---|-----------|---|--|-------------------------|
| Charlotte Business INclusion Program and Procurement Process | Winston | Would like more information on capacity building. | <p>Charlotte Business INclusion (CBI), Procurement, and Economic Development have a strong commitment to capacity building, economic mobility, next level growth, and strategic sustainability.</p> <ul style="list-style-type: none"> • Offering access to capital through Charlotte Community Capital Fund City Loan program. • Identifying top areas of contracting opportunity, locating and certifying firms, and connecting them with opportunities. • Collaborating with community partners to create a pipeline of certified firms qualified to work with the city. • Building partnerships between primes and certified subcontractors through vendor fairs, pre-bid meetings, and targeted project meetings. <p>Developing and coordinating AmpUp! and other programs designed to fast-track firm growth and development, enhance sustainability, and connect firms with city opportunities.</p> <p>The following efforts are underway to support small business capacity-building.</p> <p>Amp UP! Charlotte <u>Program Summary</u></p> <ul style="list-style-type: none"> • Designed by Economic Development Department, Procurement Office, and Charlotte Business INclusion to be a business growth program featuring Interise’s StreetWise MBA Curriculum. • Prepares ethnic minority business owners for growth and expansion through business education and a supportive network. <p><u>Year 1 Program Success</u></p> <ul style="list-style-type: none"> • In partnership with the National Basketball Association (NBA), graduated first cohort of 15 business owners in December 2018. • Second cohort in partnership with Charlotte Douglas Airport graduated 15 business owners on October 29. • Anchor institution partner for the third cohort will be announced in January 2020. <p><u>2018 Alumni “Impact Report Card”</u></p> <ul style="list-style-type: none"> • 100% reported "likely" or "very likely" to recommend the program to a fellow business owner • 56 total jobs created or retained • 100% of businesses reported being profitable • \$481k in new contracts secured | General Services and ED |

| Agenda Item | Requestor | Mayor and Council Questions | City Response | Dept Lead |
|-------------|-----------|-----------------------------|---|-----------|
| | | | <p>Expansion of B2U Podcast Series</p> <p><u>Overview</u></p> <ul style="list-style-type: none"> • New vendor hired to produce 8 podcasts • Podcasts will be videoed and used on YouTube • Adding “commercials” featuring Resource Partners <p><u>Podcast Host: Vanessa Matthews</u></p> <ul style="list-style-type: none"> • Small business owner • Volunteers to host podcasts • Involved in other Economic Development projects • Instructor at CPCC’s Small Business Center <p><u>FY 2020 Topics</u></p> <ul style="list-style-type: none"> • Helping you become investible • Checking in with businesses featured in Charlotte Business Resources videos – Where are they now? • Mentorship and paying it forward • How to market your business • Starting and growing in Charlotte – The steps to move from idea to incorporation • Greater Charlotte Region – TechWorks in Gaston County • Business expansion story – Focus on Not Just Coffee (from one kiosk to multiple locations) • Small Business Month – What’s in it for small business owners? <p>Innovate Charlotte Partnership</p> <ul style="list-style-type: none"> • City provides funding to Innovate Charlotte for operation and expansion of its Massachusetts Institute of Technology (MIT) Venture Mentoring Services Program that connects local entrepreneurs to mentors with the expertise to advise the small business in their specific stage of growth. • Key benefits for participating entrepreneurs: <ul style="list-style-type: none"> ✓ Access to a diverse pool of expertise ✓ Ability to customize a mentor team to meet the evolving needs of the business ✓ Grow a small business by leveraging the advice and social capital of the mentors • There are 26 ventures and 55 mentors in the program as of December 2019 <ul style="list-style-type: none"> ✓ Over 50% of founders are minority or female ✓ Over 30% of mentors are minority or female | |

| Agenda Item | Requestor | Mayor and Council Questions | City Response | Dept Lead |
|-------------|-----------|---|--|------------------|
| | | | <p>Women’s Business Center Partnership</p> <ul style="list-style-type: none"> • City provides funding to support the capacity-building programming of the Women’s Business Center. • Women’s Business Center of Charlotte (WBCC) helps women-owned businesses start and grow by offering tools and support to establish businesses, stabilize their companies, generate sustainable profits, strategize for future growth, and contribute to the growth and economic development of the community. • Types of capacity-building assistance offered include <ul style="list-style-type: none"> ✓ Customized, one-on-one business counseling ✓ Seminars and classes focused on key business topics, such as marketing, finance, certification, and small business resources ✓ Review and feedback on written business plan ✓ Loan package preparation assistance and lender referrals ✓ Certification assistance and review (including City certification) ✓ Networking opportunities to find mutual support, access to resources, and business referrals | |
| | Eiselt | Can you break out minority, women business owners and share that information with us? | <p>The 2018 Annual Report – Minority, Women, Small Business Enterprise provides subcontractor spending for women-owned businesses, that are or are not certified by the city. The full report is available on-line: https://charlottenc.gov/finance/procurement/cbi/CBI%20Document%20Library/FY%202018%20Annual%20Report%20Final.pdf</p> <p>CBI continues to identify new opportunities for reporting that will positively impact equity and inclusion strategies and provide enhanced reporting capabilities.</p> <p>For disparity study purposes, the city categorizes Minority Women as MBEs, and non-minority Women as WBEs.</p> | General Services |
| | Dimple | What is the payment timeframe for subs? | <p>The 2018 Annual Report – Minority, Women, Small Business Enterprise provides details on the subcontracting amounts with MWSBEs. There is no standardized method currently in place to capture payment times from contracted primes to the subcontractors. CBI staff are available to review any payment issues that are reported. In addition, CBI continues to identify new opportunities for reporting that will positively impact equity and inclusion strategies and provide enhanced reporting capabilities.</p> | General Services |

| Agenda Item | Requestor | Mayor and Council Questions | City Response | Dept Lead |
|-----------------------|-----------|---|---|-----------|
| Transit Update | Driggs | <p>How many people living within a ½ mile of a bus stop?</p> <p>Do we have information about how many people would consider riding a bus?</p> <p>How does travel time correlate to ridership?</p> <p>How do we convert drivers to riders?</p> | <p>CATS is collaborating with the city’s Planning, Development and Design Department to compile information related to how many people live within a ½ mile of a bust stop. The data will be incorporated into Envision My Ride planning and shared back with Council.</p> <p>CATS conducts annual rider and non-rider surveys. On-time performance, proximity to origin and destination, and service reliability are ranked as the three most important factors to riders and potential riders.</p> <p>Travel time is a very important measure in relation to attracting and retaining ridership. This is evidenced by the dramatic increase in ridership on routes where CATS has reduced travel times due to structural changes as part of Envision My Ride Phase 1 efforts.</p> <p>Frequency and service reliability are the two most important factors in attracting new riders. Rail ridership continues to grow due to these factors. Our ability to grow bus ridership will depend on our success in duplicating these characteristics in our bus system.</p> | CATS |
| | Winston | Where do I point people, who want to give feedback on bus routes, etc.? | Ridetransit.org website. Go to the “About” menu drop down. Click on Customer Service and TellTransit@charlotte.gov or Planninggeneral@charlotte.gov to provide input. | CATS |

| Agenda Item | Requestor | Mayor and Council Questions | City Response | Dept Lead |
|--|-----------|--|---|-----------|
| On Street Parking Management Services | Winston | Asked for staff to look at parking and towing ordinances and the way we approach them. | <p>Over the past six months, the city has made improvements to on-street parking operations to improve customer service: launched a new technology-based citation management system and are converting the residential parking permit issuance and fee system from a manual to an electronic system. The city has also made some operational improvements to streamline the administration of this program by making enhancements to revenue flow and debt collection oversight.</p> <p>As center city and surrounding urban neighborhoods experience substantial growth and demand for on-street parking, the city continues to evaluate opportunities to explore and pilot best practices from across the country. City staff are working with industry contacts in peer cities and other local stakeholders to gain additional insight about strategies to help Charlotte best manage its curb space in uptown and other urban destination locations. The strategies, as well as technological advancements to be implemented as part of the citation management contract, will be built into the next RFP for Parking Management Services. Best practice guidelines for managing deliveries and passenger loading, valet parking, enforcement expansion into other areas, and other emerging considerations will be identified prior to awarding the next contract.</p> | CDOT |