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INFORMATION:

Unauthorized Water Usage Notices

Staff Resource: Barry Gullet, CMUD, 704-336-4931, bgullet@charlottenc.gov

Charlotte-Mecklenburg Utility Department (CMUD) is working with residential and commercial customers to update metered water accounts that show recent usage but are not currently active nor authorized to use water. Starting June 10, notices are being mailed to 4,500 residential and business customers with instructions to contact CharMeck 311 to activate their CMUD account.

4,500 accounts represents roughly 1.7% of CMUD's accounts. These are customers who are using water from a service that typically has been turned off for non-payment, and subsequently turned back on with continued water use. In some cases, it could be a new tenant who never activated the account in their name after the former tenant had it turned off. Recipients are not subject to back-billing, but those who do not activate their account by the stated deadline face water service disconnection.

CMUD has a program in place to identify and deal with these situations, but there are some cases that may fall outside of the criteria staff uses to 'filter' accounts for this condition. Staff continue to refine the criteria and its response to reduce the problem, and periodically staff does a more thorough manual examination to identify those situations that may not previously been detected. This account research and notification effort is part of a broader ongoing strategy to optimally maintain customer account information and recover the cost of service delivery.

CharMeck 311's Outbound Courtesy Call Program Wins National Award

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

CharMeck 311 recently received the "Significant Achievement Award" from Public Technology Institute. The award was part of this year's 2012-2013 Technology Solution Awards. Charlotte's Outbound Courtesy Call Program received the award for its collaboration with the City of Charlotte's Finance, Shared Services, and Charlotte Mecklenburg Utilities Department in implementing an improved comprehensive Outbound Courtesy Call Program for delinquent utility accounts. The mission of the program is to reduce delinquent payments, provide alternative payment options, reduce service disconnections and decrease dispatched resources, while improving overall customer service by contacting customers before their service is disconnected. The new program replaced an outdated dialer, and leveraged existing Interactive Voice Response technology to create a more robust, flexible process to inform citizens of their account status, provide options for payment, speak with a representative, and provide actionable data to continually improve the process.

Data collected through 2012 demonstrates a positive impact. Significantly more accounts are notified and easier payments options are made available. Delinquent service orders performed by CMUD in 2012 decreased by 22%, or 15,000, less than in 2011. Securing a payment before the account is shut off eliminates this costly activity. Additionally, since the customers have the ability to connect directly to Western Union this eliminates using CharMeck 311 manpower to process a payment. Payment arrangement activity increased nearly 10%, saving resources from being dispatched.

2013 Single-Family Recycle and Win Program

Staff Resource: Victoria O. Johnson, Solid Waste Services, 704-336-3410, vjohnson@charlottenc.gov

The City's continued partnership with the Coca-Cola, Harris Teeter and Mecklenburg County to promote residential recycling through the Recycle and Win program enters its third year with the new installment scheduled to begin on June 17. The six-month campaign has been expanded this year to include Concord, Kannapolis and Harrisburg. Single-family households have a chance to win one of 676 Harris Teeter \$50 gift cards for correctly recycling. A total of 390 gift cards will be given away in the Charlotte and Mecklenburg County towns.

Mailers with program details will be sent out to residents along with the "YES!" sticker that depicts what can and can't be recycled and the "Give It Back" sticker which residents can place on their recycling container to opt in to the program. Additional mailers and stickers will be available at all Harris Teeter locations in Mecklenburg and Cabarrus Counties.

Commercials promoting the program will begin airing on July 1 on WCNC and WBTV. Radio ads will run for 18 weeks on NPR. Kyle Petty will participate in a "Recycling Street Team" ride-along that will air on WCNC Charlotte Today during the promotional period.

Race to the Beach Air Quality Competition

Staff Resource: Rob Phocas, City Manager's Office, 704-336-7558, rphocas@charlottenc.gov

Race to the Beach is a clean air competition among Charlotte area employers to remind their employees about the positive impact of commuting on air quality and to give them an opportunity to make a positive impact. Charlotte suffers from some of the highest ozone levels in the country during the summer months. This competition, which runs June 3 – August 30 is a part of the North Carolina Air Awareness Program, run by the Mecklenburg County Division of Air Quality.

Employees of participating organizations or businesses, which includes the City of Charlotte and Mecklenburg County, simply register at the Race to the Beach site to participate in the program. Once registered, employees can record every time they use a clean commute method like biking, walking, taking the bus, and carpooling. Any employee who makes a clean commute during the first week will be entered into a drawing for a one-year pass to the Biltmore Estates. Halfway through the summer, and again at the end of the summer, any

employees with 16 or more clean commutes will be entered into a drawing to win a two night beach vacation at Wrightsville Beach. Finally, there will be a surprise grand prize drawing for anyone who has completed 32 or more clean commutes over the summer.

Last year's competition resulted in 3,897 fewer commuting trips and prevented 46 tons of air pollution. The 2013 competition includes additional participants and should produce more savings. Employees may sign up to participate at the link below:

<http://maps.co.mecklenburg.nc.us/cleancommute/>

ATTACHMENTS:

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