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## **INFORMATION:**

### **311 Citizen Relationship Management System Replacement**

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Working collaboratively, CharMeck 311, the Office of the Chief Information Officer and Shared Services have initiated a RFP process to replace the City's 14-year-old, in-house developed request management system, known as Emerald. CharMeck 311 was established with Mecklenburg County in 2005 and today processes over a million calls annually and tracks citizen service requests in multiple applications, including Emerald. Pre-dating 311, Emerald is built on an increasingly obsolete toolset and is not designed to efficiently manage high call volumes or to operate using advanced analytics and mobile solutions.

Replacing Emerald with a commercially available Citizen Relationship Management (CRM) system is the first phase in a multi-phased plan to allow the City to build more comprehensive capabilities for citizen and community engagement. Integration of phone, web, mobile and social media channels for engagement is the long term goal, with the CRM serving as an initial cornerstone for 311 request and data management.

Staff will plan to review with the Council the results of its evaluation process and recommend a path forward in August.

### **July 18 – LYNX Blue Line Extension Groundbreaking**

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Charlotte Area Transit System will host a ground breaking ceremony for the LYNX Blue Line Extension on July 18, 2013, at 10:00 a.m. The event will be held at the property across the street from the 9<sup>th</sup> Street Trolley Station.

The BLE extends the LYNX Blue Line light rail service 9.3 miles from Uptown Charlotte to the UNC Charlotte campus. It includes 11 light rail stations and four parking facilities. The line is projected to begin revenue service in 2017.

## **ATTACHMENTS:**

April 25 Transportation and Planning Committee Summary

<http://charmeck.org/city/charlotte/citymanager/CommunicationstoCouncil/Memo%20attachments/4%2025%2013%20TAP%20Committee%20Summary%20Package.pdf>

May 16 Economic Development Committee Summary

<http://charmeck.org/city/charlotte/citymanager/CommunicationstoCouncil/Memo%20attachments/EDSummary5-16-13.pdf>