

CHARLOTTE.

NEIGHBORHOOD & BUSINESS
SERVICES

ACHIEVING SUSTAINABILITY THROUGH INFORMED COMMUNITY ENGAGEMENT

NICOLE R. STOREY, AICP – CITY OF CHARLOTTE NC

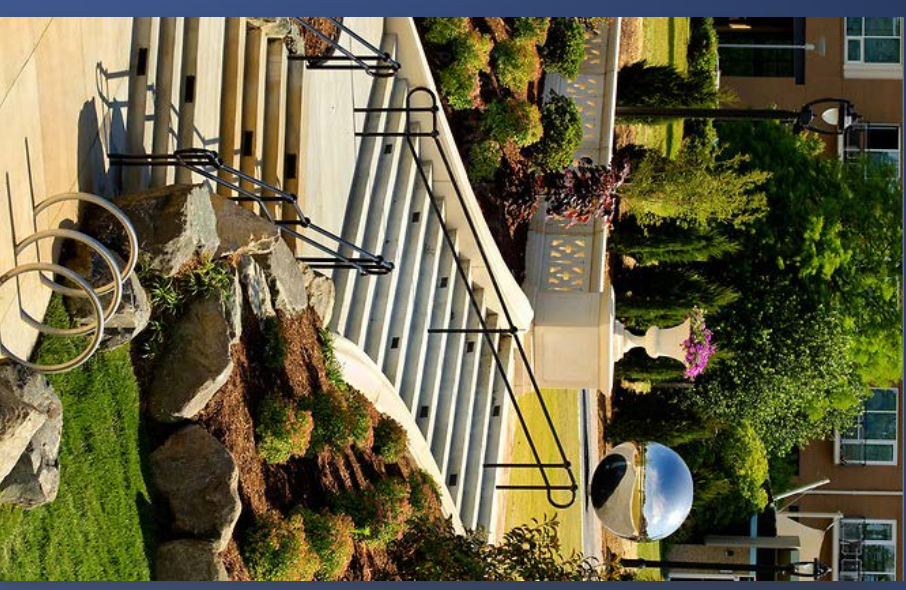
CHARLOTTE, NORTH CAROLINA

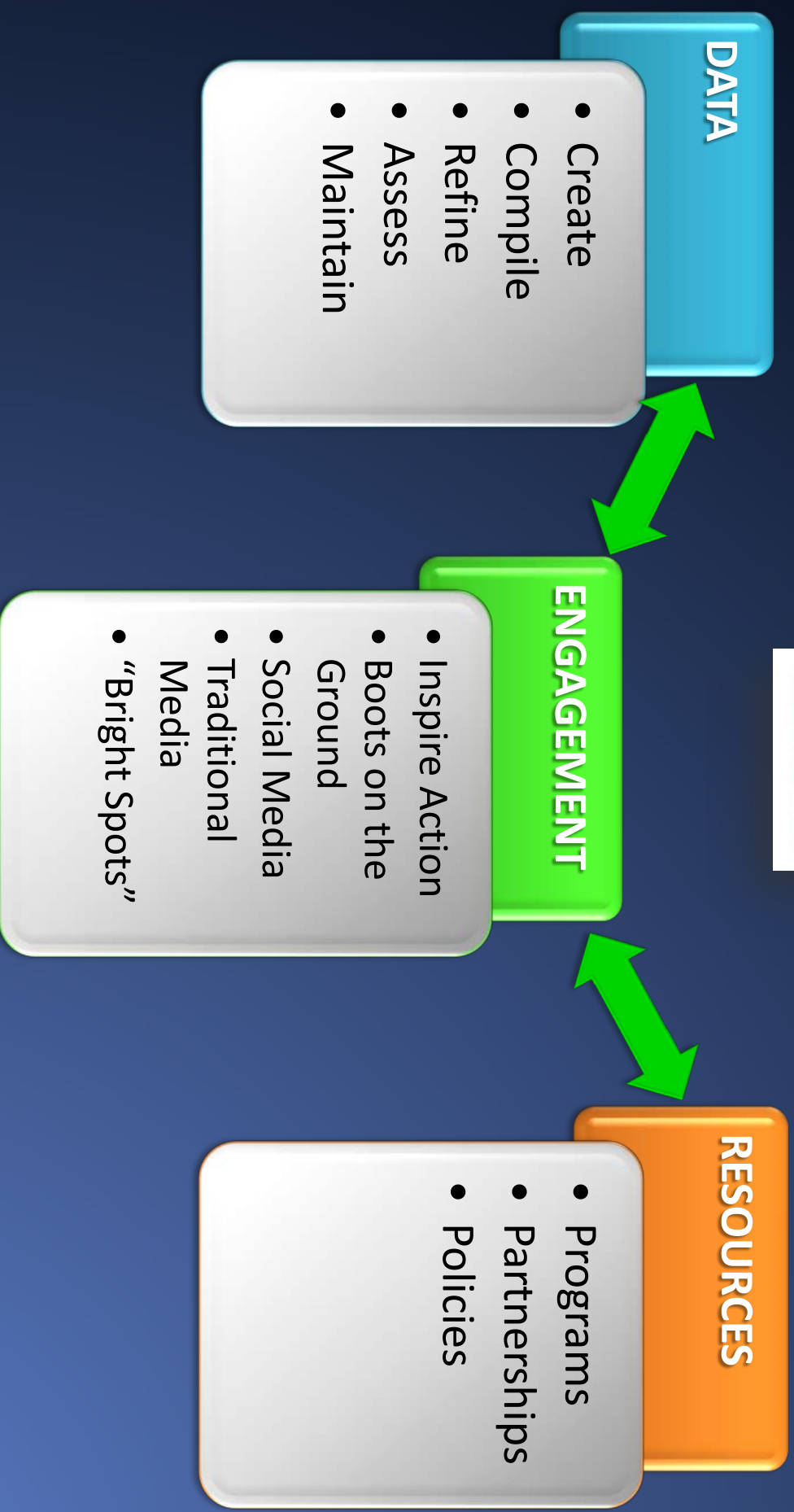


- Population: 770k+
- Nation's Fastest Growing Metro Area
3.4% Annual Growth Rate (2000-2010)
- Median Household Income: \$55,666 (2010)
- 2nd Largest Financial Center in US
- Fortune 500 Co. Headquarters: 6

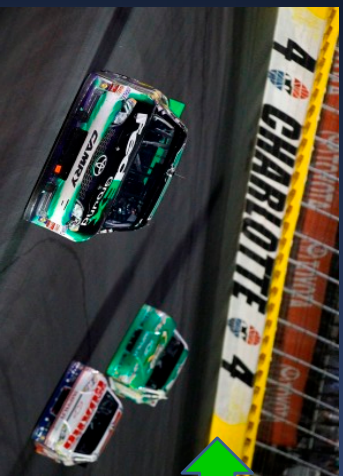


- 2007 – Council Adopts 1st Focus Area Plan for the Environment
“Lead by Example”
- 2009 – Mayor Foxx Signs US Conference of Mayors Climate Action Agreement
- 2009 – \$6.8 M Energy Efficiency & Conservation Block Grant (EECBG)





TRADITIONAL ASSESSMENTS:



“NEW SOUTH” METRICS:



HOW ARE WE SETTING THE BAR??



CHAROTTE

1993 Study Began

- 20 Variables
- 73 Inner-City Neighborhoods

2012 Study Re-Imagined

- 80 Variables, 16 Environmental
- 464 City & County Neighborhoods
- Interactive Web-Based Dashboard



ENVIRONMENTAL INDICATORS

Mobility

- Commuters Driving Alone
- Length of Commute
- Avg # of Daily Transit Boardings
- Bicycle Friendliness
- Street Connectivity

Built Environment

- Total Impervious Surface
- # Structures in Floodplain
- Tree Canopy % (Res. & Non-Res)
- Paved Streets w/ Sidewalks %

Waste

- Diversion Rate
- Recycling Participation

Water

- Adopt-A-Stream Participation
- Residential Water Consumption

Energy*

- Electric Consumption
- Natural Gas Consumption

(*Avg Monthly Residential/Household)



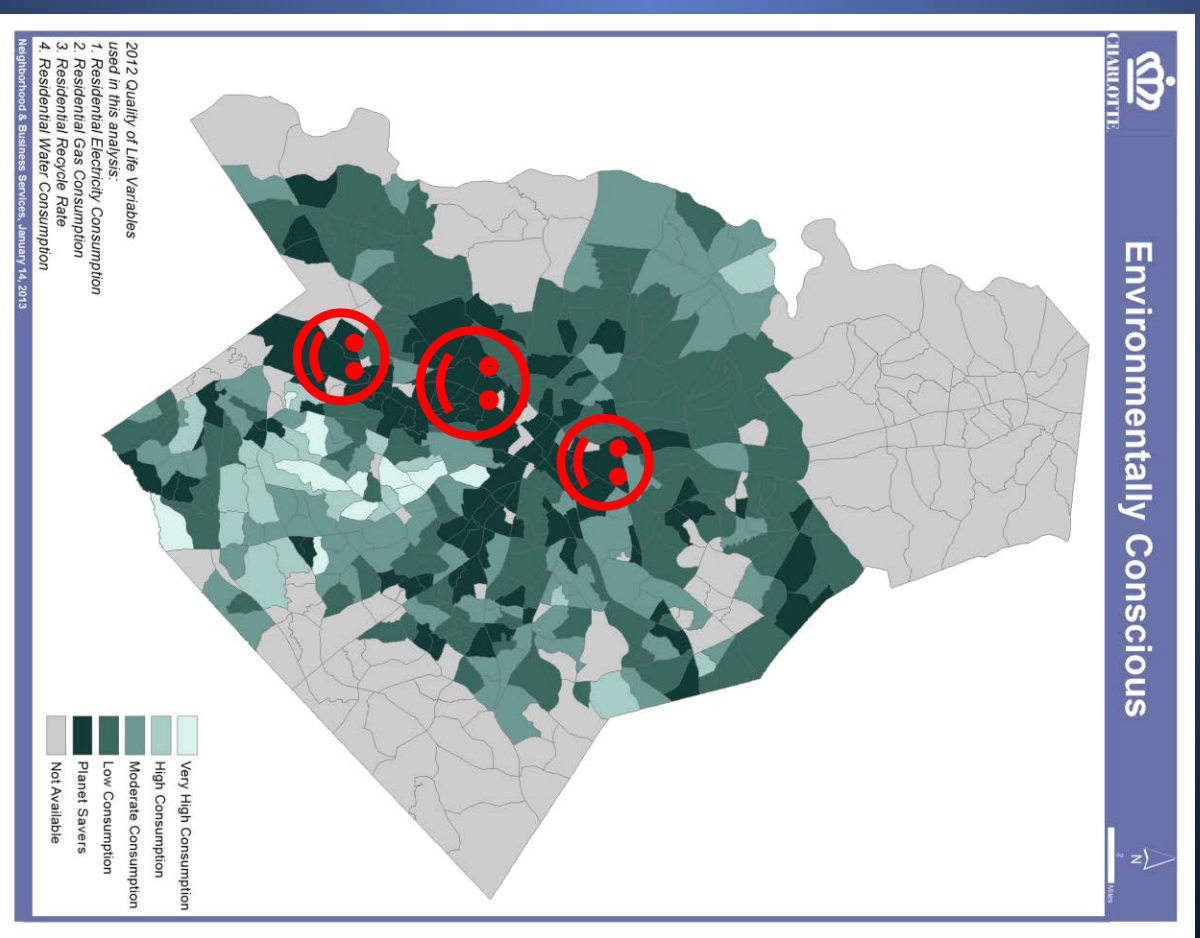
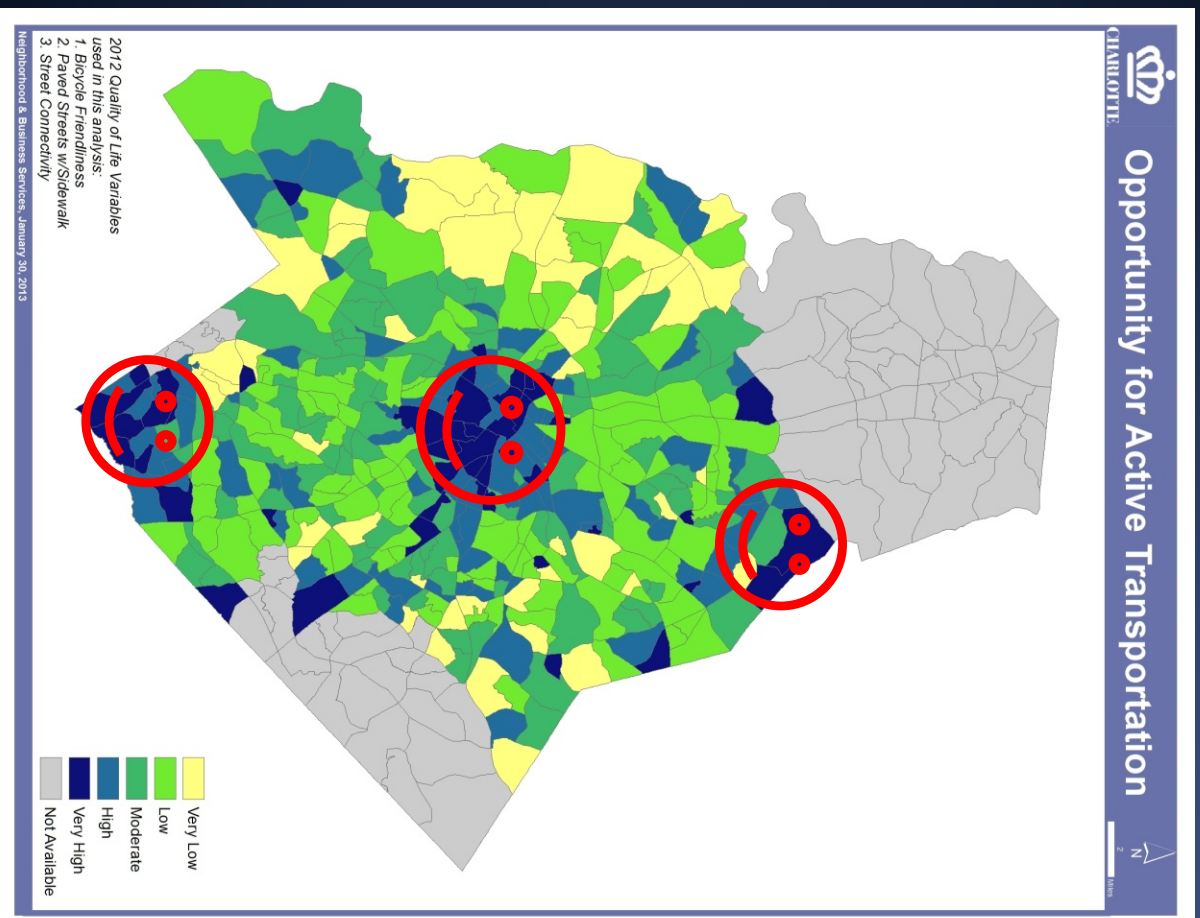
Providers:

- COMMUNITY's Data
- Neighborhood Scale
- What & Why
- Comparability
- Trend Analysis
- Customized Reports
- Resources
- FREE-ly Accessible

Users:

- Neighborhoods
- Public Agencies
- Realtors & Home Buyers
- Investors
- Academic Researchers
- Non-Profits





WHAT COMES NEXT...

- “Data Informs the Direction of Change, It Does Not Inspire Change”

- Dan Heath, Author

- “It May Look Like I’m Doing Nothing.....But I’m Actually Actively Waiting for My Problems to Go Away”

- Somecards.com

- “Even if it’s Wrong, Let’s Do Something”

Alvin R. Storey, [My] Dad



COMMUNITY ENGAGEMENT



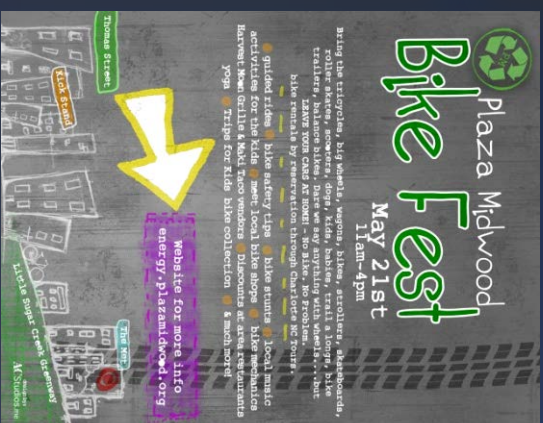
- Internal & External - Need Ownership & Buy In
- Social Media Platforms – Granicus, etc.
- City/County Speaker's Bureau
- Celebrate Positives – Citizen Awards
- Bright Spots-
 - Why
 - Showcase
 - Replicate
- Service Area Teams
 - in Neighborhoods, on the Ground
 - Knock & Talks
 - Take Services Where People Are



COMMUNITY ENGAGEMENT

• Neighborhood Matching Grants

- ≤ \$25k to Neighborhoods
- Match Required
- THEIR Projects & Ideas
 - Community Gardens
 - School Partnerships
 - Monumentation & Signage
 - Traffic Calming
 - more....





- Programs

- Neighborhood Energy Challenge
- Power2 Live Green
- Commercial Building Energy Retrofit (CBRetro)
- Water Conservation Pilot Program
- Bike Rack Installation Program

- Partnerships

- TreesCharlotte - NeighborWoods
 - 50% Canopy by 2050 , 15,000 trees/year
- Utilities
 - Data
- Keep Charlotte Beautiful/Keep America Beautiful
 - Great American Clean-up, Beautification Projects
- Envision Charlotte
 - 20% Behavioral Consumption Reduction by 2016
- E4 Carolinas
 - North & South Carolina, Ideas to Action
- CONNECT our Future
 - \$7.9M Project (HUD), 14 Counties NC & SC
- B-Cycle
 - 20 Rental Stations, 800 bikes/week

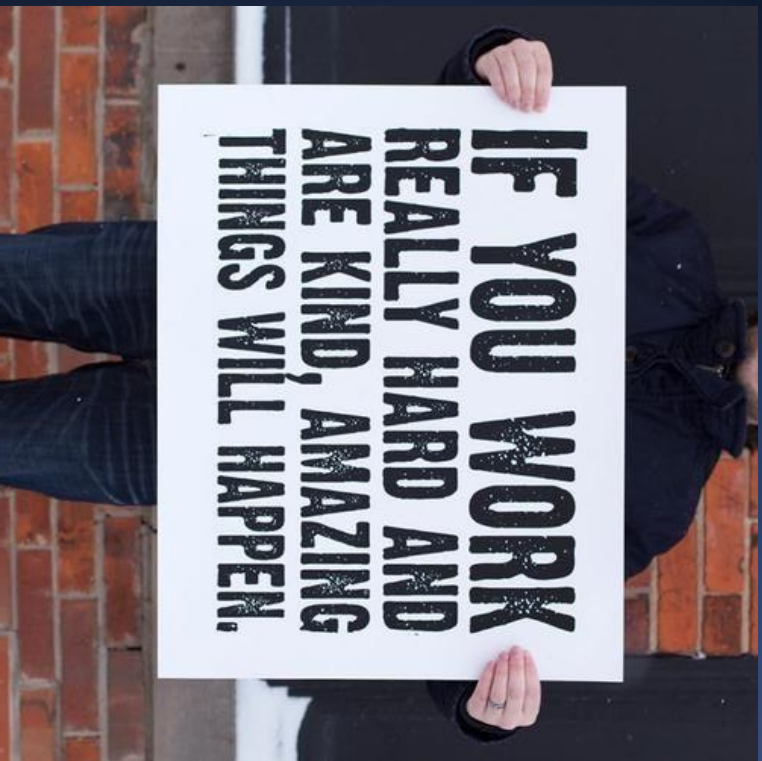
- Policies

- Focus Area Plan for the Environment
- Land Use Plans
- Green Purchasing Policy



A FEW REFLECTIONS

(Mostly for My Own Benefit)



- Promoting Your Work is as Important as Doing Your Work.
- The Message Means Everything, Know Your Audience.
- Ask the Right Questions.
- There are Some Things You Can Initiate Today, Others are Going to Take Some Time. It's OK.
- Do Fewer Things, Do Them Well.
- Proactive Engagement is Key-Participants Resist Things that are Done TO Them, Value Things that are Done WITH Them.
- Ink is Cheap.
- Collaborate, Collaborate, Collaborate.

