



COMMUNITY INVESTMENT PLAN

Creating Charlotte's
Future, Together.

Investing in our Winning City

City Council Dinner Briefing | June 5, 2017

THE 10 TRAITS OF WINNING CITIES OF TOMORROW

Beyond Borders

Advancing collaboration across and outside the region

Open Book

Being hyper-transparent and a proactive communicator

Shared Story

Advancing a seamless narrative; Why we're unique

Affordable Spaces

Meeting the rising demand for affordable housing

Open Mind

Being creative, innovative, and accepting of new ideas

Millennial Magnet

Being a hot spot for young professionals

15-Minute Livable Communities

Investing in diverse neighborhoods



Workforce Dynamics

Advancing large-scale training and re-skilling

Big Tent

Being a welcoming and inclusive community

Positive Buzz

Inspiring and scaling positive word of mouth

Infrastructure

- **General CIP** - Transportation, Neighborhood Improvement & Housing
- **Enterprise CIPs** - Transit, Aviation, Charlotte Water & City Storm Water



Infrastructure

People

- **General CIP** - Transportation, Neighborhood Improvement & Housing
- **Enterprise CIPs** - Transit, Aviation, Charlotte Water & City Storm Water

- **Community Letter**
- **Charlotte-Mecklenburg Opportunity Task Force**



Infrastructure

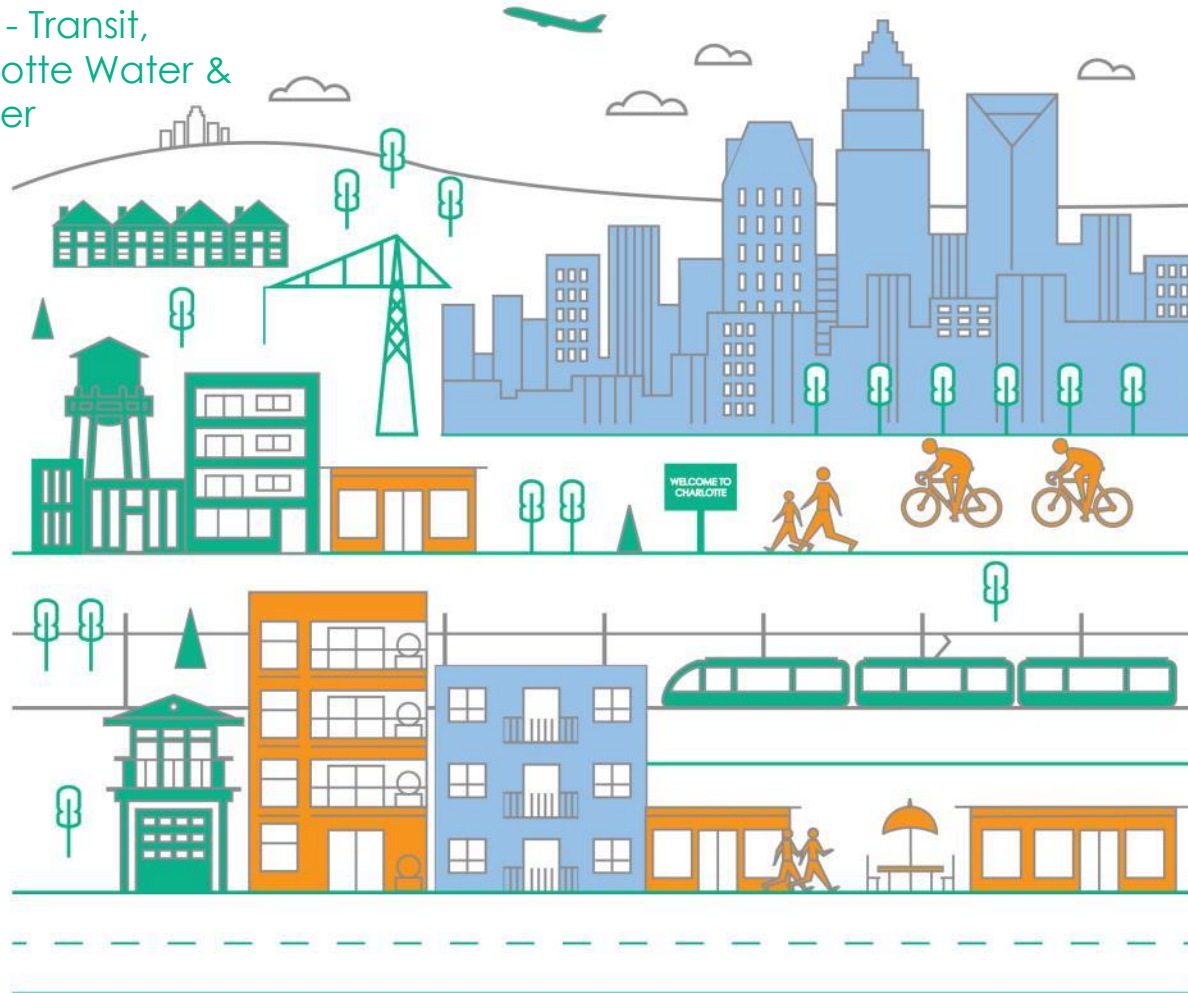
People

Community

- **General CIP** - Transportation, Neighborhood Improvement & Housing
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- **Community Letter**
- **Charlotte-Mecklenburg Opportunity Task Force**

- **Council Focus Areas**
- **10 Traits of Winning Cities**



General Community Investment Plan

Transportation, Neighborhood Improvement & Housing



Community Investment Plan

FY 2018-2022 Community Investment Plan continues the Council-approved **\$884.5 million** capital program occurring over four bond cycles (2014 – 2020), including:

- \$249.5 million approved in 2014 ✓
- \$295.4 million approved in 2016 ✓
- **\$219.8 million programmed in 2018**
- **\$119.9 million programmed in 2020**



Community Benefits

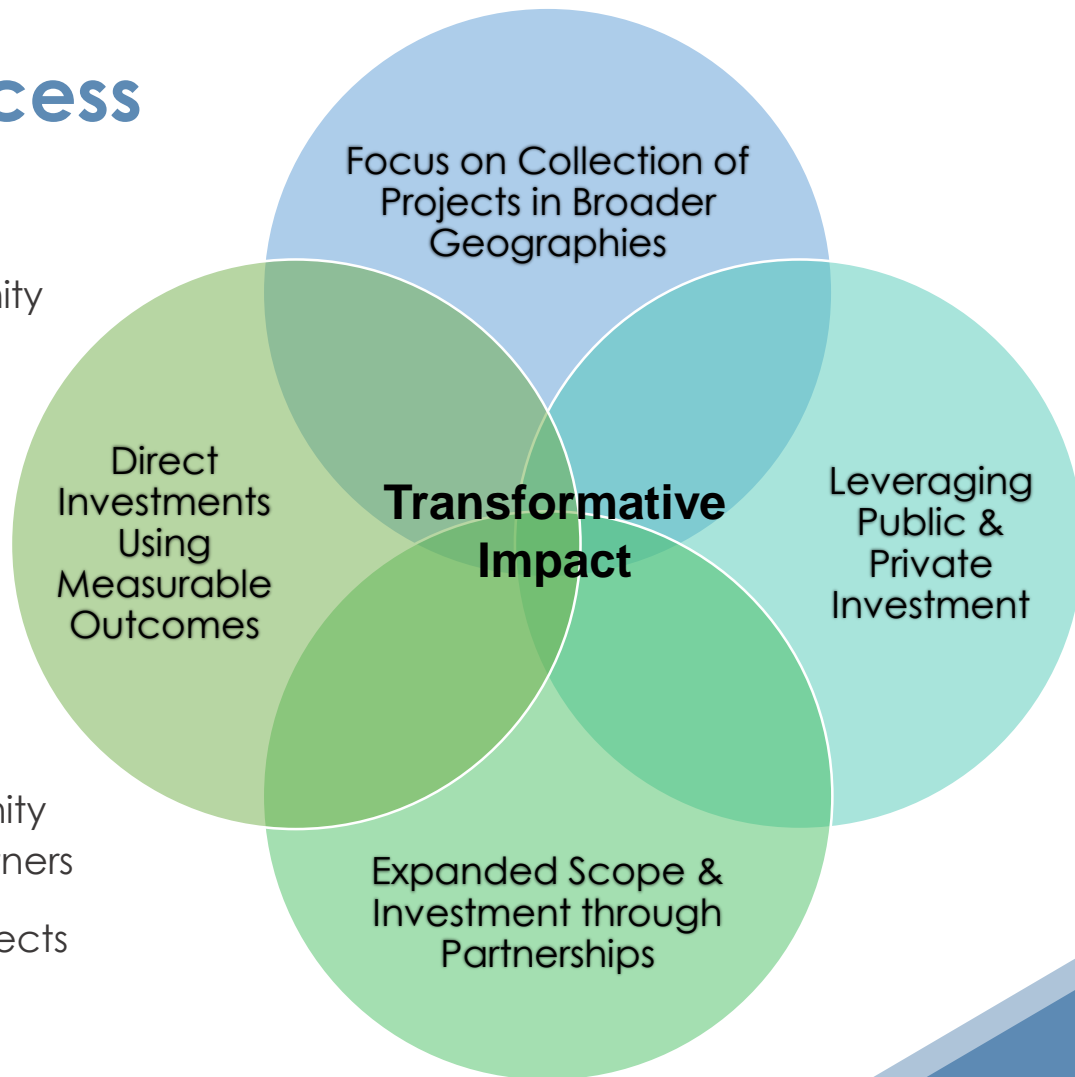
- ▶ **Livable Communities:** Enhancing great places by addressing housing diversity, public safety, neighborhood improvements and quality of life needs
- ▶ **Transportation Choices:** Improving our transportation network, access to transit and overall connectivity by investing in streets, transit and pedestrian and bicycle facilities
- ▶ **Job Growth:** Promoting economic development and job creation by leveraging public-private partnerships and providing better access to major employment and retail areas

Organized for Success

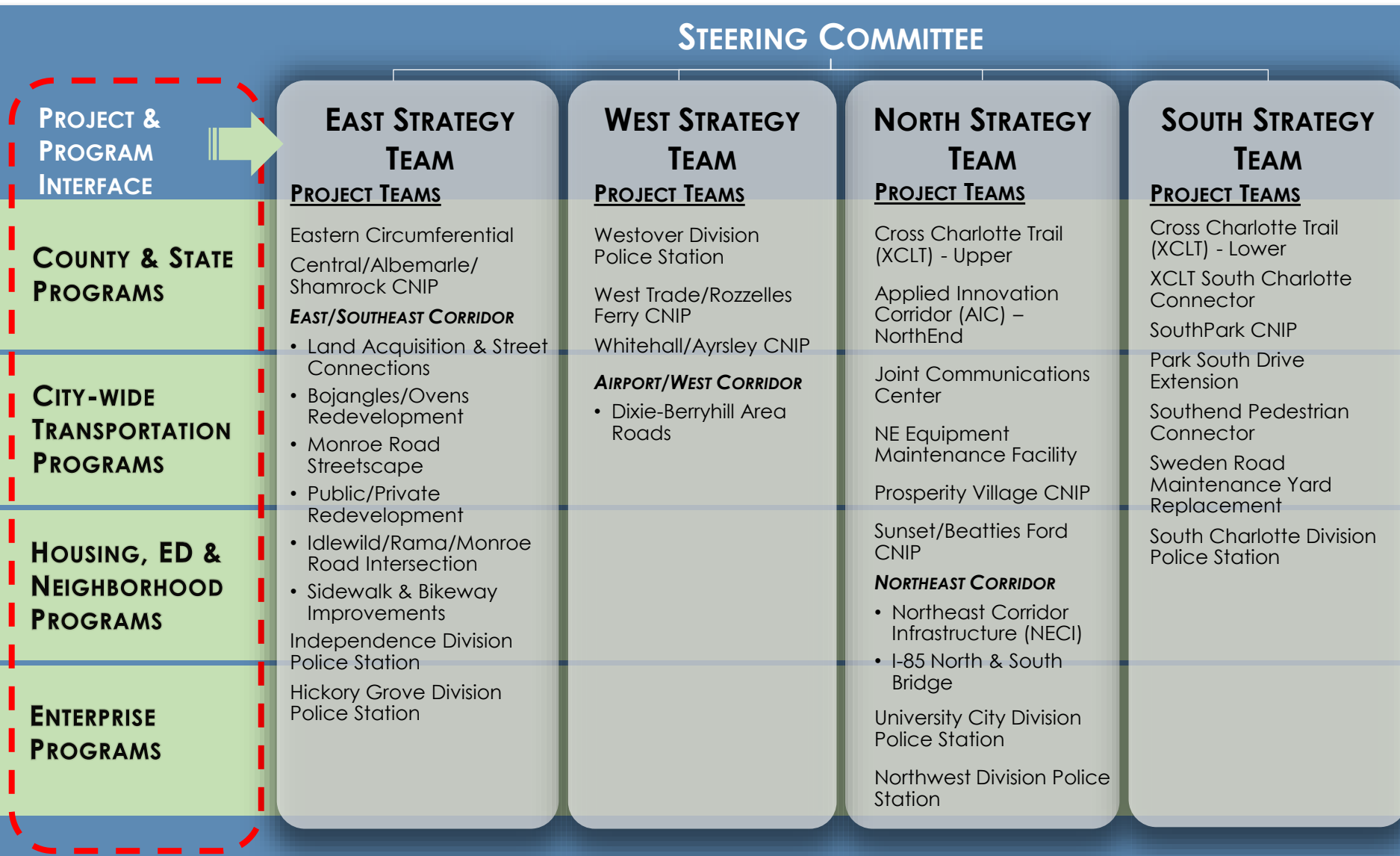
Culture Shift

City expanded its review of community needs to determine which projects:

- ▶ Best serve as catalysts for transformative change
- ▶ Address the greatest community needs
- ▶ Supports economic growth and overall quality of life
- ▶ Implemented enhanced community engagement with residents & partners
- ▶ Strategies leverage groups of projects within focus areas for greater transformative impact
- ▶ **Increased collaboration across the organization**



Organizational Structure



Organizational Structure

STEERING COMMITTEE

PROJECT & PROGRAM INTERFACE

COUNTY & STATE PROGRAMS

CITY-WIDE TRANSPORTATION PROGRAMS

HOUSING, ED & NEIGHBORHOOD PROGRAMS

ENTERPRISE PROGRAMS

EAST STRATEGY TEAM

PROJECT TEAMS

Eastern Circumferential
Central/Albemarle/
Shamrock CNIP

EAST/SOUTHEAST CORRIDOR

- **Land Acquisition & Street Connections**
- Bojangles/Ovens Redevelopment
- **Monroe Road Streetscape**
- Public/Private Redevelopment
- Idlewild/Rama/Monroe Road Intersection
- **Sidewalk & Bikeway Improvements**

Independence Division
Police Station

Hickory Grove Division
Police Station

WEST STRATEGY TEAM

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NORTH STRATEGY TEAM

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University City Division
Police Station

Northwest Division Police
Station

SOUTH STRATEGY TEAM

PROJECT TEAMS

Cross Charlotte Trail
(XCLT) - Lower
XCLT South Charlotte
Connector

SouthPark CNIP

Park South Drive
Extension

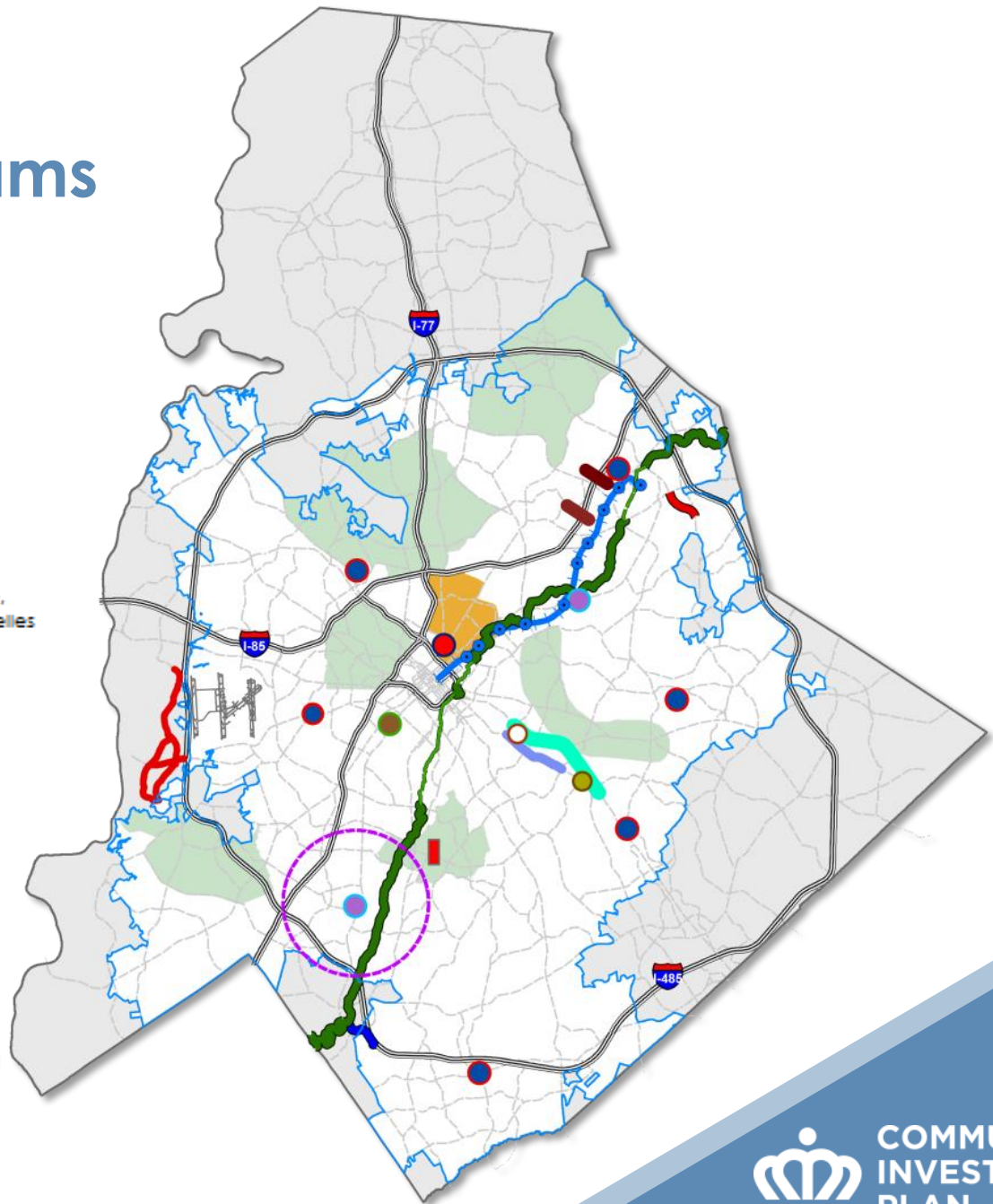
Southend Pedestrian
Connector

Sweden Road
Maintenance Yard
Replacement

South Charlotte Division
Police Station

Current Programs & Projects

-  **Applied Innovation Corridor (AIC)**
(Northend Smart District)
-  **Bojangles/Ovens Area Redevelopment**
-  **Bridges Over I-85 (North, South)**
-  **Comprehensive Neighborhood Improvement Program (CNIP) Areas**
(Central/Albemarle/Shamrock, Prosperity Village, SouthPark, Sunset/Beatties Ford, West Trade Rozzelles Ferry, Whitehall/Ayrsley)
-  **Cross Charlotte Trail (XCLT)**
-  **Cross Charlotte Trail (XCLT) South Charlotte Connector**
-  **Intersection Improvement (Monroe/Idlevild)**
-  **Joint Communications Center (JCC)**
-  **Land Acquisition & Street Connections (Southeast/Independence Corridor)**
-  **Maintenance Facilities (Northeast, Sweden Rd.)**
-  **Maintenance Facility Search Area**
-  **Northeast Corridor Improvement Program (NECI)**
-  **Police Stations (Hickory Grove, Independence, Northwest, South Charlotte, University, Westover)**
-  **Road Improvements (Dixie Berryhill Area, Eastern Circumferential, Park Rd. South Ext.)**
-  **Pedestrian Connections (Southend)**
-  **Streetscape Improvements (Monroe Rd.)**



Community Letter & Traits of a Winning City

Linkages to Community Investment Plan

CIP PROJECT	CIP BENEFITS	COMMUNITY LETTER	WINNING TRAITS
XCLT Trail	Transportation Choices	Good paying jobs	Millennial Magnet; Positive Buzz; Beyond Borders
Sidewalk & Pedestrian Safety Program	Transportation Choices	Safety, trust & accountability	15-Minute Livable Communities
Neighborhood Transportation Program	Transportation Choices	Safety, trust & accountability	15-Minute Livable Communities
NECI	Transportation Choices	Safety, trust & accountability	15-Minute Livable Communities
CNIP	Livable Communities; Transportation Choices	Quality, affordable housing	Shared Story
6 Police Stations	Livable Communities	Safety, trust & accountability	Big Tent, Open Book
Housing Diversity Program	Livable Communities	Quality, affordable housing	Affordable Spaces
Bridges Over I-85 (N&S)	Job Growth	Good paying jobs	15-Minute Livable Communities
Applied Innovation Corridor	Job Growth	Good paying jobs	Open Minds

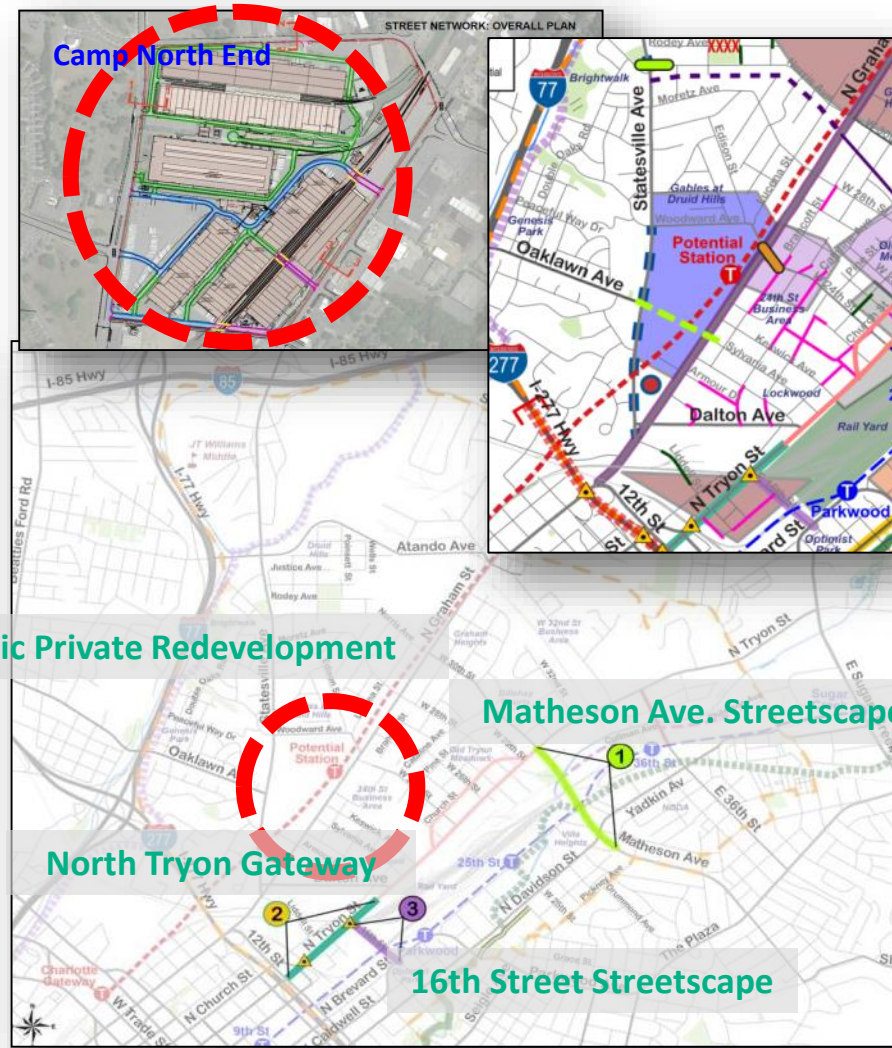
Applied Innovation Corridor / North End Smart District

Job Growth

Good Paying Jobs

Open Minds

- ▶ Create revitalized urban **community** as a “foundation”
- ▶ Enhance **placemaking** and gateway to/from Uptown
- ▶ Attract employers
- ▶ Create desirable area to work, live, and play
- ▶ Complement & leverage **public and private investment**



Housing Diversity Program

Livable Communities

Quality, Affordable Housing

Affordable Spaces

- ▶ Focus improvements in **targeted geographic areas**
- ▶ Create **diverse housing types**
- ▶ Promote **mixed income communities**
- ▶ Leverage other **city investments**
- ▶ Encourage **private investment**

Brightwalk Mixed-Income Neighborhood



Ashley Square at South Park



Comprehensive Neighborhood Improvement Program (CNIP)

Livable Communities/
Transportation Choices

Quality, Affordable Housing

Shared Story

- ▶ **Increase mobility** for pedestrians and bicyclists
- ▶ **Create places** for people to live, work and play
- ▶ **Improve access** to greenways and parks
- ▶ **Enhance connectivity and access to transit** for people to get around

Firestone Park Cleanup



Sunset / Beatties Ford
CNIP Area

Other Current CIP Programs / Projects



FY 2018 Additions

Safety, Trust, and Accountability

FY 2018 Additions | Letter to the Community

**Infill Fire Station –
Clanton & I-77**



**Corridor Studies – Safety
Implementation**



West Blvd Corridor Study Walking
Tours on 4/18/2017

**Central Division
Police Station**



ADA Implementation



Quality, Affordable Housing

FY 2018 Additions | Letter to the Community

Affordable Housing Program



Neighborhood Transportation Program



Increase Street/Intersection Capacity

Good Paying Jobs

FY 2018 Additions | Letter to the Community

Revitalizing Business Corridors



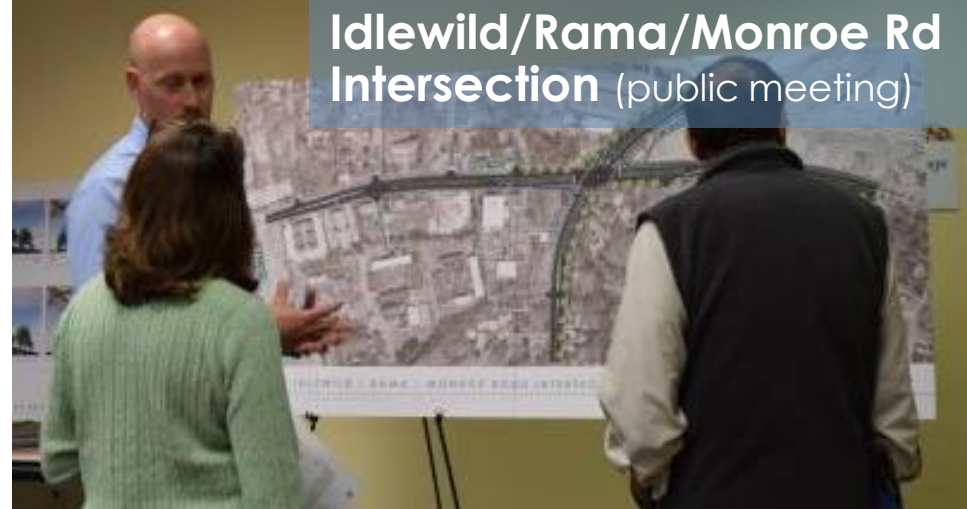
Our Shared Story

Engaging the Community

Engaging the Community

Our reach is growing

- ▶ Since January 2017, city staff have held more than **50 public meetings**
- ▶ Attended numerous **festivals, neighborhood meetings** and **community events**
- ▶ Employed a variety of creative and innovative engagement tools from **pop-ups** to **tactical events** to **online meetings**
- ▶ Increased **social media** presence
- ▶ Incorporate **Community Letter** into engagement activities



Idlewild/Rama/Monroe Rd Intersection (public meeting)



Eastland Rising
(CIP table)



Ayrsley Town Blvd
(pop-up meeting)

Commonwealth Streetscape



Sidewalk & Pedestrian Safety Program



Cross Charlotte Trail

CharlotteFuture.com



@CLTFuture

Thank You



**COMMUNITY
INVESTMENT
PLAN** Creating Charlotte's
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