



CHARLOTTE

## City Council Committees

### Chair Updates

September 7, 2021

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In addition to the Committee report outs, meeting materials and summaries can be viewed on the City website at:

<https://charlottenc.gov/citycouncil/committees/Pages/default.aspx>

**Committee Members:** Ed Driggs (Chair), Julie Eiselt (Vice Chair), Dimple Ajmera, Malcolm Graham, and Renee Johnson

**Committee Purpose Statement:** The Committee reviews and recommends policies to ensure the City has a strong and sustainable financial plan and maintains operational efficiency and effectiveness.

**Committee Chair Update:** Since the last Strategy Session, the Committee met on August 24, 2021 and discussed the following:

- **Non-Discrimination Ordinance (NDO) Enforcement**

The Committee discussed Non-Discrimination Ordinance (NDO) enforcement. Director of the Community Relations Committee Willie Ratchford addressed the Committee as instructed by the Mayor at the August 9 Business Meeting, to discuss implementation and enforcement around the new protected classes added to the NDO and the expansion to include covering employment discrimination. The City's ordinance covers all employers regardless of the number of employees.

The amendment added seven additional protected classes which are: familial status, sexual orientation, gender identity, gender expression veteran status, pregnancy and natural hairstyle. The CRC will investigate complaints as it relates to public accommodations for the protected classes. Public accommodations include any establishments that the public enters for business transactions. The complaint process includes an interview and completing the complaint form. The complainant must file a complaint within 180 days. The investigation and processing of the complaint includes:

Letter of Notification (LON) to the Respondent:

- Complaint received which names a Respondent
- CRC authorization to receive, investigate, and seek to conciliate/mediate the complaint
- Advise that CRC will complete the process within 100 business days, exceptions to be made and communicated for complex investigations as needed
- Opportunity to resolve complaint through conciliation/mediation
- Request Respondent's written response & position statement to the complaint
- Site visit, maybe a test, interview Complainant & Respondent's witnesses
- Make a determination (cause or no cause)
- If cause, attempt conciliation/mediation
- Respondent may appeal cause finding to the Conciliation Division
- Refer to City Attorney's Office for appropriate action

The Conciliation Committee is a seven-member Committee appointed by the Mayor. If the complaint is conciliated, a negotiated settlement agreement is signed, and the investigation is closed without a finding of fact since the case has been resolved. If there is no conciliation, the matter is referred to the City Attorney's Office for appropriate action. The CRC receives four to five complaints per year, none of which have been referred to the City Attorney's Office. City Attorney, Patrick Baker said that if a complaint is referred to him, he would review it and take whatever appropriate action is necessary. When asked what enforcement actions are available, City Attorney Baker said he has the ability to enforce the City's ordinances if violated, similar to how code enforcement violations are addressed. A violation would be subject to judicial action, often there is equitable relief, such as an injunction to prohibit the employer from discrimination in their public accommodation that would have the force of a court order.

Committee members discussed accepting the current process of investigating and processing complaints for a few months to see how it works for the additional protected classes or if additional measures will be warranted. The committee also discussed publicizing the date that Council proposes to act on any recommendations affording an opportunity for a public forum. Data from previous years was requested from the CRC to provide context.

Committee members discussed what Council can do to make the public aware of CRC services and processes. Ratchford said the CRC has a newsletter and website to communicate their services and agreed that the same process should be applied to all classes. The Committee discussed potential for fines and noted that the question of fines was not put to the Committee as a given, but rather to assess if they are appropriate. Introducing fines would be a modification of the NDO enforcement process that has been working well through conciliations. Ratchford added the introduction of fines may prevent making the complainant whole, which is the goal as well as discouraging discrimination. Baker added that the City does not have authority to force front pay/back pay as those are related to the Equal Employment Opportunity Commission. Part of the conciliation process involves pointing out the salary deficit that occurred due to disparate treatment; and seeking agreement from the respondent to voluntarily make the complainant whole as the result of any discrimination that may have occurred.

The NDO also covers Passenger Vehicles for Hire and Commercial Nondiscrimination (Procurement) ordinances. Passenger vehicles for hire complaints are handled through the PVH Board, and Ratchford recommended following that enforcement process. Contracts are the enforcement tool used for the Commercial Nondiscrimination (Procurement) Ordinance. Ratchford recommended that the City Procurement continue to be responsible for assuring compliance.

**Vote:** Chair Driggs made the motion that the administration and enforcement of the expanded NDO follow the model of the existing process, providing that the issues of fines and the budget impact will be discussed at a later date. Johnson seconded. The motion passed unanimously (Eiselt and Graham were absent for the vote).

- **Internal Audit Update and Briefing**

City Auditor Greg McDowell discussed the internal audit plan with updates from June 30, 2021. A monthly audit status update is published which may be found online: <https://charlottenc.gov/audit/Pages/default.aspx>. Performance audits planned for Fiscal Year 2022 include: CATS department procurement, CARES Act Fund Distributions, Financial Accounting Controls, Cost Allocation Plan, I&T Patch Management, Airport Concourse A CMAR Projects, Water Irwin Creek Design Build Project, and CATS COSO Review. The annual audits include Vice Imprest Fund Reimbursements and Revenue Collections. McDowell pointed out the CMPD requested an audit of CMPD body worn cameras (BWC). The objectives will be to determine whether cameras are being used in accordance with state statutes and department policies; to compare BWC practices and controls in other cities; and to evaluate whether the use of cameras meets the policy objectives of promoting transparency and accountability. By law auditors cannot review the BWC recordings. Supervisors regularly review recordings.

McDowell explained that auditors do a risk assessment and use their professional judgement to determine areas to audit. The auditors receive departmental input and conduct peer city research. They also pay attention to what is of concern to Council. Individual department heads may request audits as well. McDowell said that the CARES funding audit report, which focuses on small business recovery and housing, will be completed in September. He noted the City followed federal guidelines. McDowell explained that external auditors will look at this, too. McDowell said overall with the audits there is more to be done but they are making progress, for instance the Grant Thornton project and CATS procurement still need attention and managers are working on this. McDowell confirmed that processes and financials are audited.

- **Virtual meetings:** topic was deferred due to time constraints.

**Current referrals:**

Topic	Policy Question
Non-Discrimination Ordinance (NDO) Enforcement	Recommend options to the City Council for assessment of fines, conciliation through CRC, use of other remedies available under law, or some combination of options for enforcement of the NDO.
Citizen Advisory Committee on Governance recommendations	What recommendations from the Citizen Advisory Committee on Governance should be adopted by Council? <i>Committee recommendation made to discuss with full Council options for consideration of four-year staggered terms.</i>
Virtual Meeting Options	Are any updates recommended for full Council's consideration around the provisions for virtual meetings/participation?

**Committee Members:** Malcolm Graham (Chair), Braxton Winston (Vice Chair), Tariq Bokhari, Julie Eiselt, and Victoria Watlington

**Committee Purpose Statement:** The Committee reviews and recommends policy related to comprehensive initiatives designed to create affordable housing and provide opportunities that align with creating great neighborhoods.

**Committee Chair Update:** The Great Neighborhoods Committee met on August 18, 2021 (Council member Winston was absent). At the August 18 meeting, the committee discussed the following:

Legacy Commission update.

- The Committee received an update on community engagement outreach associated with renaming Jefferson Davis Street in the Druid Hills community. Through a robust community engagement strategy, the property owners and residents of Jefferson Davis Street voted to change the street name to Druid Hills Way. Property owners have been provided a checklist to help them update their respective addresses with various agencies such as the Division of Motor Vehicles. The City and County will notify many agencies of the new street name on behalf of property owners, and staff will assist owners as needed to update their respective addresses with other agencies and service providers. A public unveiling of the new street signs will occur on September 25.
- Phifer Avenue, which has no homes or businesses, will be changed to Montford Point Street to honor the legacy of the first African Americans that enlisted in the U.S. Marine Corps in 1942 and contributed to the Allied victory in WWII. Staff will explore the possibility of creating a marker to explain the history of the Montford Point Marines in the event the street is removed in the future when the Hal Marshall site is redeveloped.
- Community outreach is underway for renaming Aycock Lane, Jackson Avenue, and Zebulon Avenue. Replacement name voting will occur in September and October, with a tentative effective date in late November.

Naturally Occurring Affordable Housing (NOAH) Rental Subsidy Program.

- The Committee discussed a city-wide NOAH Rental Subsidy Program to create new rental subsidies for households earning 30 percent or less of area median income. The pilot program, approved in November 2020, created 22 new rental subsidies at Lake Mist Apartments. The proposed city-wide program is in alignment with adopted NOAH preservation guidelines as well as other City priorities and policies. Mecklenburg County participation is required for each apartment community that will participate in the program. No existing residents will be displaced. City Council will have to decide if they want to put a cap on the amount of rental subsidy.

**Vote:** Mayor Pro Tem Eiselt made a motion to move forward the NOAH Rental Subsidy Program to full Council for consideration. Council member Watlington seconded the motion. The vote was unanimous in support of the motion (4:0; Council member Winston was not in attendance).

Rental Subsidy Requirements in City-supported housing.

- City Council directed staff to develop a policy requiring acceptance of Housing Choice Vouchers and other forms of rental subsidy in all City-supported housing. The proposed policy will prohibit prospective tenants in City-supported affordable housing developments from being disqualified from participation based on a refusal to consider any lawful source of income. This is currently a practice for Housing Trust Fund developments and will be further codified to include the requirement in all the City's affordable housing development documents (loan documents, etc.).
- The Committee discussed applicability of the proposed policy on tax increment financing grants (TIGs). The

provision of affordable housing is a negotiation tool in TIG projects. Council has approved five TIGs since 2015. One of these did not have any housing; the other four TIG projects were required to include affordable housing as part of the agreed upon project negotiations. All TIGs that include affordable housing will be subject to the proposed policy.

- The City Attorney has determined that special or general legislation from the state of North Carolina would be needed to require enforcement of the proposed policy through the rezoning process.

**Vote:** Mayor Pro Tem Eiselt made a motion to move forward the Rental Subsidy Requirements in City-Supported Housing to full Council for discussion and consideration. Council member Graham seconded the motion. The vote was unanimous in support of the motion (3:0; Council member Winston was not in attendance; Council member Bokhari had left the meeting at the time of the vote).

**Next Meeting:** The next meeting is scheduled for Wednesday September 15, 2021 at noon.

**Current Referrals:** none outstanding



**Committee Members:** Tariq Bokhari (Co-Chair), Braxton Winston (Co-Chair), Larken Egleston, and Matt Newton

**Committee Purpose Statement:** The Committee reviews and recommends intergovernmental relations policies and relationship-building activities in the state and federal legislative and executive branches.

**Committee Chair Update:** The committee did not meet since the last Strategy Session.

**Next Committee Meeting**

The next committee meeting is scheduled for September 20, 2021 at 2:00 p.m.

**Current Referrals:** none outstanding

**Committee Members:** Larken Egleston (Chair), Dimple Ajmera, Renee Johnson, Greg Phipps, and Victoria Watlington

**Committee Purpose Statement:** The Committee reviews and recommends policies to make neighborhoods safe, healthy and inclusive; including policing, fire protection, and the environment.

**Committee Chair Update:** Since the last Strategy Session, the Committee (Egleston, Ajmera, Johnson, Phipps; Watlington was absent) met on August 10, 2021 and discussed the following:

#### **Combatting Unsafe Speeding and Technology Solutions**

Major Dave Johnson reported that based on the investigation of 43 crashes resulting in 45 fatalities, 2021 is on track to meet or exceed the 81 traffic fatalities in 2020. In Mecklenburg County, 54 people died in cars speeding 20 miles over the speed limit in 2020. In the last two weeks, CMPD has investigated 10 traffic fatalities and speed was a factor in seven of those. So far in 2021, CMPD has made over 47,000 traffic stops year to date. This represents a 31 percent increase over 2020 stops. The 47,000 traffic stops equate to 1,500 traffic stops per week conducted by CMPD.

The CMPD Transportation Unit focuses on the 30 high-injury network corridors that are a part of Charlotte's Vision Zero Plan. The 30 corridors are determined by CDOT, based on a formula that considers the number of serious motor vehicle accidents with injury, any accidents involving pedestrians and fatalities. They apply that to an algorithm and provide the corridors to CMPD to focus enforcement controls. CMPD usually does speed operations twice a week, DWI once a week, and saturation patrols more often. A saturation patrol will flood the corridor in the high-injury network and look for any type of traffic infraction. He noted collaborations with other police/sheriff agencies to conduct speed enforcement operations in Charlotte. Operations conducted on May 20<sup>th</sup>, May 24<sup>th</sup>, and July 15<sup>th</sup> resulted in a total of 344 violations, including 195 for speeding in three different areas of Charlotte-Mecklenburg. Major Johnson noted that frequent and visible enforcement decreases and deters speeding.

CMPD uses radar speed signs to collect speed data throughout the day. In the early 2000s CMPD, used speed vans to conduct traffic enforcement by cameras. The program was effective, however, they had to discontinue the program in 2006 because the legislation expired. Statutory challenges for using radar for speeding detection required an officer to be present to view the speeding. Additionally, the revenue received for the fines were not enough to support the program and provide the 90 percent required to be given to the school board. Red-light cameras had the same state statute issues.

Lt. Wally discussed future technology. He spoke about Artificial Intelligence as it applies to enforcement and management. It is similar to cameras being used on toll roads. It would verify individuals are wearing their seatbelts and speeding but would still require an officer to be present with the camera. It is being used overseas right now. The Chair also stated that the needed changes will require collaboration and lobbying in Raleigh. North Carolina cities that still use Red-Light Cameras are under contract and fulfilling their obligation to provide funding to their school systems. The police departments in those areas also have cost-sharing agreements with their school systems or special legislation for the camera program.

#### **Violence Interrupter Program**

Federico Rios, Director of the Office of Equity, Mobility and Immigrant Integration, presented an update on the Alternatives to Violence Initiative. He noted that Belton Platt was selected as the site supervisor to manage violence interrupters along Beatties Ford Road. Additionally, four other individuals were hired to work as violence interrupters and outreach workers. Both outreach workers will have caseloads of 15 individuals. An additional

violence interrupter position still must be filled. Youth Advocate Programs is finding it a challenge to secure office space along the Beatties Ford Road corridor and is located eight minutes away. Mr. Rios stated that they are hopeful that they will be in the Corridor by October 1<sup>st</sup>. City staff have been part of the hiring panels.

Mr. Rios thanked Council for the approval to receive \$1.2M from Wells Fargo’s Green Light Fund for the initiative. The funds will allow the City to fund two additional years of programming, network support, general capacity building, robust data collection and a future external evaluation of the entire initiative. Mr. Rios shared that the Queen City Festival would be hosted in the parking lot of Northwest School of the Arts on August 14<sup>th</sup>. The festival will serve as an opportunity to share information about the investment and connect with community members. There will be monthly events to connect with the community going forward.

**Next Meeting:** The next committee meeting is scheduled for Tuesday, October 5, 2021 at noon.

**Current referrals:**

Topic	Policy Question
Family Justice Center	How would partnering in the establishment of a Family Justice Center in Mecklenburg County advance the City’s violence prevention efforts?

**Committee Members:** Julie Eiselt (Chair), Larken Egleston (Vice Chair), Ed Driggs, Matt Newton, and Braxton Winston

**Committee Purpose Statement:** The Committee reviews and recommends policies to implement a comprehensive mobility network and advances strategies to create a livable and connected city that embodies our environmental sustainability and resiliency goals.

**Committee Chair Update:** Since the last Strategy Session, the committee met on August 23, 2021 and discussed the following:

#### **2040 Plan Policy Map/UDO Update**

Alison Craig, Deputy Director Planning Design & Development, gave an update on the Charlotte Future 2040 Comprehensive Plan and the Unified Development Ordinance focusing on the 2040 Policy Map; process, schedule and engagement.

Catherine Mahoney with Planning Design & Development presented the what, why, how, and schedule of the 2040 Policy Map. The 2040 Policy Map is the first step to implementing the plan. This map is important because it replaces the current policy map and will be used to inform processes in the future such as; UDO Mapping (after the UDO is adopted); and future zoning decisions thereafter. In terms of mobility, the plan will inform the Strategic Mobility Plan and the Charlotte Streets Map. The map is expected to inform capital investment decisions and is part of the overarching framework for future growth and development.

There are three phases of community engagement throughout the project; the first phase is educating the community about the effort and seeking feedback on place types the community finds most or least desirable. This input will be in the form of a survey which is currently live and open until October 1, 2021. Phase two of the engagement strategy is scheduled to begin in October with a release of the draft 2040 Policy Map that will reflect the vision of the Comprehensive Plan. This phase will include information about how the plan was developed and compare it to the status quo map as well as asking for comments and concerns about the first draft. In the third phase, community feedback will be used to update the map and release a second draft by the end of the year. Throughout all three phases, in-person and online engagement opportunities will be given to respond to the plan.

The project schedule began in Spring of 2021, engagement kicked off in July. Currently work is being done with consultants to conduct impact analysis. The first draft is expected in October 2021, the second draft is expected at the end of 2021 with review and adoption in early 2022.

Laura Harmon with Planning Design & Development presented an overview of the Unified Development Ordinance. The project schedule plans for many conversations with this Committee, full Council, the Planning Commission, and the Planning Committee. There will be an extensive community engagement process, including continuation of the Ordinance Advisory Committee. Four drafts of the UDO will be released. Between each of the releases, comments will be taken, and changes will be made. The goal is a July 2022 decision. The initial draft will be released in October 2021. Between October 2021 and January 2022 there will be a public engagement process and comments on the initial draft. The comments will be reviewed, and adjustments will be made. The second draft will go out in March of 2022. After the second draft release, more public engagement to receive comments will follow. Continued adjustments will be made resulting in a public hearing draft in May of 2022. The plan will go to public hearing and Planning Committee recommendations in June 2022. An adoption draft will come in July 2022 as well as additional comments to Council and UDO adoption all in July 2022.

One of the major roles of the UDO is to provide regulations to implement the visions established by the Comprehensive Plan. Regulations are being taken from Zoning, Subdivision, Tree, Streets and Sidewalks, Post-

Construction Stormwater, Floodplain Regulations, Erosion Control, and Driveway/Access Regulations Ordinances into a singular Unified Development Ordinance.

There will be an extensive public engagement process starting with videos and information on the Planning, Design, and Development website. There will be extensive public comment opportunities, virtual and in-person meetings and events, regular social media posts, review of comments, and redline revisions for subsequent UDO drafts. The UDO Advisory Committee continues to serve in its advisory capacity through public hearing.

UDO Outline:

- Introductory Provisions
- Zoning
- Subdivision, streets, and infrastructure
- Stormwater and Natural Resources
- UDO Administration and Approvals

Place types lay the foundation to our zoning districts, and for each place type, there is at least one zoning district and typically more. Our current conventional districts will translate to the new zoning districts, mixed use, and non-residential. These districts are being developed from the place type information in the Comprehensive Plan. There will be overlay and special purpose districts, most of these refer to residential. Currently we have the Historic and Airport Noise Overlay districts as well as Manufactured Home district. A Cottage Court overlay, a Neighborhood Character Overlay, and Residential Infill Overlay will be added.

In Neighborhood 1 Place Type and Zoning District, the Comprehensive Plan Policy 2.1 is the foundation. The place types that go with the Comprehensive Plan Policy exist; six districts are being created; N1-A thru N1-F. The N1 Districts Overview will allow on any lot, single-family, duplex, and triplex dwellings. The goal for this overview is increased housing opportunities and respect for established neighborhood character, allowing duplex's and triplex's in our neighborhoods but working to maintain the established neighborhood character through the regulation. There are alternative development options; such as Cottage Court Overlay, Neighborhood Character Overlay, Residential Infill Overlay, Conservation Development and Mixed-Income Bonus.

The Subdivision, Streets, and Infrastructures chapter of the UDO; new concepts and goals:

- Increased connectivity
- Walkable and transit infrastructure
- Planning for our future street needs
- Ensure growth accounts for impact

Stormwater and natural resource goals

- Consolidate and align stormwater requirements
- Reduce flood risk and protect surface water quality
- Protect and mitigate loss of large, healthy mature trees
- Increased flexibility, revise tree save approach

For the UDO Economic Analysis, the purpose is to understand the financial impacts of both cost savings and additional cost of regulatory changes proposed by the UDO. The project team consist of Planning, Economic Development, and EPS Consultants that will create financial models for different development prototypes. If the analysis shows substantial feasibility challenges for a development prototype, a model can help tailor regulatory approaches. Results of the Economic Analysis will be complete by early 2022.

UDO Administration new concepts and goals:

- Consolidate and coordinated administration approach
- Manage UDO conflicts related to site specific conditions

### **Center City 2040 Plan**

Taiwo Jaiyeoba, Assistant City Manager and Planning, Design, and Development Director, gave an overview of the Center City All-In 2040 Vision Plan. He provided a deeper dive into the recommendations of the plan and included comments received from the community since the draft plan was released in July and summarized next steps in the adoption process. This Plan is being developed in partnership with the City and County; once adopted it will become the first Community plan that the 2040 Comprehensive Plan recommends that is produced for Charlotte's neighborhoods.

Michael Smith with Charlotte Center City Partners presented an overview of the All-In 2040 Vision Plan. This plan builds on Charlotte's momentum and addresses challenges to create greater opportunities for more people to prosper. Core themes throughout the plan include:

1. Insuring equity is key in decision making and investments
2. Building out and improving our mobility network
3. Supporting the maturation of the Center City neighborhoods beyond Uptown, beyond the central business district

The project study area includes the Uptown and the immediate adjacent neighborhoods, roughly a 2-mile radius of Trade and Tryon Streets.

The plan's vision and recommendation reflect the values and ideas heard from the community throughout the initial engagement process. Residents from a variety of backgrounds, cultures, and neighborhoods across the City and County participated in the initial engagement process through in-person and virtual events, meetings, popup workshops, focus groups, and by attending cultural events. Comments heard from the community include: a shared spirit of optimism and momentum; excitement for the growing transit, greenway, trails, and bikeways; and how the City is becoming more culturally diverse. Challenges were also heard about the over-reliance on automobiles and the increasing cost of living and lack of affordable housing. Noted were infrastructure barriers that divide neighborhoods due to a lack of essential services requiring significant travel to meet daily needs. Residents want the City to continue to invest in building out transit systems and increasing access to education, opportunities, and jobs.

Chris Beynon, Principal with MIG, presented the framework and key recommendations of the plan. This plan is a high-level visionary plan with action. There are 350 recommendations that include policies, projects, and programs, including short, medium-, and long-term actions.

There are three areas of the plan where the recommendations and key ideas fall into place: diversity, equity, and inclusion; mobility and sustainability; and a complete Center City.

There were 92 distinct recommendations that focused on diversity, equity, and inclusion with a focus on:

- Inclusive economy and growth
- Easy and accessible mobility
- Affordable neighborhoods
- Parks, public spaces, and natural areas
- Lifetime learning and enrichment for all
- Distinct identity and diverse destinations

Directly connecting people to assets, businesses, and organizations in Center City is part of addressing the sources of inequality. Building equity generational change is a key part of the plan by investing in historic neighborhoods to make sure that students throughout the community can have opportunities. The plan supports free affordable family-

friendly experiences and events along with improving existing parks and public spaces through creative design and programming, year-round activity in parks and open spaces, sidewalks and streets incorporating diversity of new parks, open spaces, and trails.

#### Mobility and Sustainability

- Easy, accessible mobility and fully navigable multi-modal transportation network
- Resilient, low-carbon urban neighborhoods
- Full multi-modal transit system, providing affordable accessible transit leveraging infrastructure
- Development with focus on equity and diversity
- Prioritized housing and mixed-use projects for city funding; leverage public land
- Inclusion of public spaces and community amenities  
(An example of equitable transit-oriented development is the Silver and Blue line crossing. There are opportunities to provide the growth and improve those connections)
- A key part of sustainability is a state-of-the-art cycling and pedestrian infrastructure (Uptown Cyclelink)
- Transformed street infrastructure (Open Streets)
- Continue to work with CATS on State-of-the-art bus transit leveraging technology
- Resilient, low-carbon neighborhoods; supporting the aggressive implementation of the Strategic Energy Action Plan
- Innovation district to test energy and resiliency innovation

#### Complete Center City

- A mosaic of affordable, complete Center City neighborhoods with services, infrastructure, and amenities
- Healthy, safe neighborhoods
- Uptown: complete neighborhoods with housing, services and amenities welcoming all
- Essential neighborhood goods services and amenities
- Support homeless and at-risk residents

The plan is meant to be a holistic visionary strategy to guide growth and change, and to support opportunity for all in the community to support intentional, purposeful equitable growth.

**Next Meeting:** The next committee meeting is scheduled for Monday October 25, 2021 at 10:30 a.m.

#### Current Referrals:

Topic	Policy Question
Unified Development	What is the holistic approach for development and related considerations and criteria?
Short-term Rentals	What are the options if the city is to regulate short-term rentals?
Mobility Committee Recommendations	What recommendations from the Mobility Committee should be implemented?
Rezoning Process Improvements	What changes are recommended to further enhance our rezoning process to meet the need to increase community engagement?  What are the options for zoning decisions to address traffic congestion?

**Committee Members:** Tariq Bokhari (Chair), Malcolm Graham (Vice-Chair), Dimple Ajmera, Renee' Johnson, and Greg Phipps

**Committee Purpose Statement:** The Committee reviews and recommends policies to create a thriving economic climate where businesses are connected to highly skilled talent and technologies.

**Committee Chair Update:** Since the last Strategy Session, the committee met on August 2, 2021 and discussed the following:

**Presentation of EY Corridors of Opportunity Study**

Chris Engle gave an overview of EY's collective teamwork on the Study. He shared their work involved examination of five of the six corridors in the City with systemically high unemployment and poverty rates that have been identified as focus areas for the Corridors of Opportunity economic development initiative. EY recognizes the uniqueness of each corridor and performed their analysis for three subregions: Freedom, Wilkinson & West, Beatties Ford, and Sugar Creek. The data was examined at the Census tract level or zip code, depending on the data source. Their recommendations are corridor-wide, but implementation will look differently in each corridor.

EY conducted interviews with ten Charlotte employers, 12 workforce service providers, and real estate brokers. A survey was also conducted with residents in the corridors to better understand their needs and barriers. EY's scope was broken down into three components:

- 1) Workforce analysis: demographic, educational attainment, labor skills and characteristics, and potential barriers to opportunity
- 2) Real estate analysis: age, density, and availability of buildings and land to help reveal where development and redevelopment opportunities exist
- 3) Target industry analysis: evaluated the types of industries that align with the skills of corridor workers but also provide viable pathways to long-term careers and upward mobility

John Rees discussed the broader economic trends and challenges in the City's corridors. EY also looked at the workforce findings for each corridor from 2013-2018, including the percentage of residents living in poverty, unemployment rates, and the labor force participation rates.

Chris Engle highlighted comments from the stakeholder interviews and resident surveys. The consulting team interviewed major employers and service providers and surveyed residents in the corridors. EY also led two research studies to understand corridor dynamics through target industry and real estate evaluations. The team identified intersections and focus areas in the corridors as potential development sites. Mr. Engle shared information on opportunities in each corridor.

*He also outlined their strategic framework and recommendations of three goals:*

- 1) Target opportunity employers to locate and expand in the corridors
- 2) Spark commercial real estate development within the corridors
- 3) Assist corridor residents with overcoming barriers to employment and accessing career and economic opportunities in collaboration with partners

*The committee's feedback included:*

- Be intentional about giving companies information about the Corridors of Opportunity plan
- Explore ways to incentivize employers to pay a living wage
- Include considerations for how we recruit citizens that have been justice-involved to re-enter the workforce, including addressing Federal regulations for banks
- Engage internal and external stakeholders to leverage information through Housing & Neighborhood Services and other City departments

- Expand marketing efforts for corridors to all realtors/real estate professionals, particularly corporate companies, not just minority realtors.

*Next steps on the Corridors of Opportunity Study include:*

- 1) Holding conversations with key stakeholders
- 2) Developing an implementation plan within HIRE Charlotte framework
- 3) Identifying pilot projects that will create momentum and inform implementation of recommendations

#### **Update on Hire Charlotte**

Christina Thigpen provided an update on the Hire Charlotte initiative and the project schedule through the end of the year to advance the work and create a framework for the employment ecosystem. She also shared key takeaways from the Steering Committee to:

- 1) Further define deliverables that will be ready by December for a process to achieve the outcomes
- 2) Add September meeting to get feedback on milestones for December
- 3) Add mid-size employers to Steering Committee to get their feedback
- 4) Create and launch a HIRE Charlotte website to keep everyone informed on the progress

#### **Chair Report**

Staff were asked to focus on the outcomes and retooling of economic development topics of American Rescue Act Plan funding from the Federal government.

**Next Meeting:** The committee will meet again on Tuesday, September 7, 2021 at 2:30 p.m.

#### **Current Referrals:**

Topic	Referral Question
Opportunity Zones and Corridors Policy alignment	Integrate workforce and business development policies within the Opportunity Areas
Workforce Development Plan to reduce high unemployment <ul style="list-style-type: none"> <li>• Workforce development policy (criteria required for when city funding is included)</li> <li>• Strengthening workforce development within Diversion program</li> <li>• Youth Employment Policy</li> </ul>	Identify policy options for the City to reduce unemployment <ul style="list-style-type: none"> <li>• Develop processes to promote workforce development opportunities through City-funded programs</li> <li>• Develop options to advance Workforce development in diversion programs (This could apply to all programs from transit to housing)</li> <li>• Recommend a holistic approach from training to job placement for our youth</li> </ul>