

## Advancing the Plan Committee Meeting Agenda

Co-Chairs Mayor Darrell Hinnant and Mayor Vi Lyles will convene a meeting of the Advancing the Plan Committee of the Centralina Regional Council **on Friday, March 24 at 8:30 am**. Doors will open at 8:00 am for networking and refreshments. The meeting will be held in person at the Centralina office located at 10735 David Taylor Dr., Suite 250, Charlotte, NC 28262.

Time	Item	Presenter
8:00 - 8:30 a.m.	<b>Refreshments &amp; Good News Exercise</b> <b>Preparation: We want to hear about what is going on in your community. Please come to the meeting ready to share your good news about a recent transportation/ mobility activity related to CONNECT Beyond.</b>	Exercise will be available at members' seats
8:30 - 8:40 a.m.	<b>Call to Order</b>	Co-Chairs: Mayor Darrell Hinnant and Mayor Vi Lyles
	<b>Welcome Comments from Co-Chairs</b>	
	<b>Committee Member Introductions</b>	
	<b>Review of Meeting Agenda and Objectives</b>	
<b>Regular Business Items:</b> <i>Regular business items will include approval meeting minutes and a review of current CONNECT Beyond project activities.</i>		
8:40-8:45 a.m. <b>Item 1</b> 5 minutes <b>Pages 5 - 6</b>	<b>Approval of January 27, 2023, meeting minutes</b> Approval of January 27, 2023, Advancing the Plan Committee Meeting. Minutes The minutes from January 27, 2023, meeting have been distributed to all members of the AtP Committee and should be approved if correct.  <b>Action/Recommendation</b> Motion to approve January 27, 2023, meeting minutes.  <b>Preparation: Please review January 27<sup>th</sup> meeting minutes.</b>	Co-Chairs: Mayor Darrell Hinnant and Mayor Vi Lyles
8:45 - 9:00 a.m. <b>Item 2</b> 15 minutes <b>Pages 8 - 9</b>	<b>Ideas in Action – Latest Project Updates</b> <b>Discussion:</b> Staff will share information on the latest CONNECT Beyond implementation activities, with a focus on regional transit coordination.  <b>Preparation: Please review Item 2 materials prior to the meeting.</b>	Michelle Nance
<b>Committee Work Session:</b> <i>Work session items will be led by CONNECT Beyond project team members and technical experts.</i>		
9:00 - 9:30 a.m. <b>Item 3</b> 30 minutes	<b>Case Study: CVTA/Richmond, VA</b> Staff will present the Central Virginia Transportation Authority (CVTA) in Richmond, VA as a case study for the	Geraldine Gardner

Time	Item	Presenter
<i>Pages 11 - 12</i>	<p>Committee to consider in evaluating regional governance approaches.</p> <p><b>Engagement Activity:</b> <i>Members will break out into small groups to capture reactions to the case study and identify attributes that could benefit, or challenge, our region.</i></p> <p><b>Preparation: Please review Item 3 materials prior to the meeting.</b></p>	Jason Wager
<p><b>9:30 - 10:00 a.m.</b> <b>Item 4</b> 30 minutes <i>Pages 14 - 15</i></p>	<p><b><u>Coordinated Legislative Session Update and Discussion</u></b> Centralina's legislative consultant, Chris Wall, will share an overview of Centralina's Raleigh Relations activities, as well as share thoughts on the current legislative session and CONNECT Beyond's opportunities and challenges.</p> <p><b>Engagement Activity:</b> <i>Members will break out into small groups to discuss local legislative initiatives that may relate to CONNECT Beyond, and how each can support one another.</i></p> <p><b>Preparation: Please review Item 4 materials prior to the meeting.</b></p>	<p>Chris Wall - EQV Strategic</p> <p>Co-Chairs: Mayor Darrell Hinnant and Mayor Vi Lyles</p>
<p><b>10:00 - 10:20 a.m.</b> <b>Item 5</b> 20 minutes <i>Pages 17</i></p>	<p><b><u>Communications Strategy Development</u></b> Geraldine Gardner will share summary information from the Committee's recent homework assignment on communication needs and project messaging.</p> <p><b>Engagement Activity:</b> <i>Members will break out into small groups to discuss communication best practices and tools that could support project communication efforts.</i></p> <p><b>Preparation: Please review Item 5 materials prior to the meeting.</b></p>	<p>Geraldine Gardner</p> <p>Co-Chairs: Mayor Darrell Hinnant and Mayor Vi Lyles</p>
<b>Closing Comments &amp; Adjournment</b>		
<p><b>10:20 - 10:30 a.m.</b> 10 minutes</p>	<b><u>Closing Comments &amp; Forecast for Next Meeting</u></b>	<p>Geraldine Gardner Co-Chairs: Mayor Darrell Hinnant and Mayor Vi Lyles &amp;</p>
<b>10:30 a.m.</b>	<b>Adjournment</b>	Mayor Vi Lyles

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# **CENTRALINA**

## **REGIONAL COUNCIL**

### **Item 1**



**Advancing the Plan Committee Meeting Minutes  
January 27, 2023**

Jurisdictions/Organization	Committee Members Present	Centralina Staff and Guests Present
City of Kannapolis	Darrell Hinnant	Michelle Nance, Centralina
City of Charlotte	Vi Lyles	Jason Wager, Centralina
City of Salisbury	Karen Alexander	Narissa Claiborne, Centralina
NC Public Transportation	David Rhew	Sarah Niess, Centralina
Gaston Business Alliance	Pat Mumford	
Union County	Brian Helms	
Anson County	Jarvis Woodburn	<b>Guests</b>
Gaston County	Bob Hovis	Bob Cook, CRTPO
City of Gastonia	Jennifer Stepp	Kelly Goforth, CATS
Stanly County	Andy Lucas	Jason Lawrence, CATS
Charlotte Regional Business Alliance	Janet LaBar	
City of Kings Mountain	Scott Neisler	
City of Charlotte	Marcus Jones	
Gaston County	Kim Eagle	
City of Concord	Lloyd Payne (remote)	

**Call to Order**

Co-Chair Mayor Lyles, City of Charlotte, called the meeting to order.

Co-Chair Mayor Hinnant, City of Kannapolis, proceeded with a roll call of all meeting attendees.

**Welcome and Why this Committee is Important:**

Both Mayor Hinnant and Mayor Lyles shared their thoughts on the importance of the Advancing the Plan Committee’s work. Mayor Hinnant emphasized the importance of working together and that more can be accomplished together than individually. Mayor Lyles noted the importance of communication and transparency of this work.

**Agenda Items:**

**1. Role of the Committee & First-Year Goals**

Geraldine Gardner, Centralina Executive Director, reviewed the First Year Committee goals as well as the activities that the Committee will undertake to achieve these goals.

Committee members were asked to share their feedback on the goals and identify any concerns that they may have. All Committee members agreed with the goals presented.

**2. Review of 2021 Funding and Partnerships Work Group Activities and Findings**

Jason Wager, Centralina Assistant Director of Planning, reviewed the 2021 Funding Partnership work done as part of the CONNECT Beyond plan development process. Agenda packets included detailed information about the work done. Committee members were asked to break out into groups and provide areas of agreement with the work done and any areas of disagreement that they may have. Each group captured their inputs on a handout collected by Centralina staff.

**3. Legislative Engagement and Advocacy**

Geraldine Gardner, Executive Director reviewed the importance of regional and local initiatives to the collective work of CONNECT Beyond implementation and the importance of educating and engaging lawmakers on all implementation activities. Committee members were asked to share their responses to the following focus questions during an engagement activity led by the Committee's Co-Chairs:

Focus Questions:

1. *What are the key messages for this group to convey to lawmakers about regional collaboration on transportation and CONNECT Beyond implementation?*
2. *How can this regional work support your local efforts?*

**4. Plan in Action**

Centralina's Senior Director, Michelle Nance, highlighted some CONNECT Beyond projects currently (or soon to be) underway that will help to show implementation progress and will require Committee input. These projects include the development of a regional Transportation Demand Management (TDM) plan (connecting workers and employers with greater mobility options) and the start of a Regional Scheduling and Operations Coordination study that will look at fares, marketing, stops, and connections. Ms. Nance also forecasted what information members could expect to receive following the kick-off meeting.

**Closing Comments:**

Mayor Lyles, and on behalf of Mayor Hinnant, thanked participants for their candor and participation at the meeting.



# **CENTRALINA**

## **REGIONAL COUNCIL**

### **Item 2**



# Implementing Mobility for Our Region's Future

CONNECT Beyond is a regional mobility project working to transform how residents and visitors travel throughout the greater Charlotte region. The plan includes over 120 actionable recommendations to create a robust, interconnected transportation network that will impact how our region grows and moves in the future. CONNECT Beyond's project team and partners are hard at work implementing critical near-term plan recommendations. See below for project highlights:

## Regional Transportation Demand Management (TDM) Program

*Ongoing – FY24*

Working with NCDOT, the Charlotte Area Transit System (CATS), the Charlotte Department of Transportation (CDOT) and several regional transportation planning agencies to develop and launch a regional TDM program that will:

- Promote **cost-effective strategies** to help residents make decisions about travel
- Provide **education** on [transportation choices](#)
- **Improve efficiency** of existing transportation infrastructure

What's next: Project kick-off in Spring 2023 with formation of a TDM Steering Committee

## Seamless CONNECTIONS

*Ongoing – FY24*

Regional partners are working to create seamless transit connections across the region by:

- Advancing **transit coordination** opportunities (e.g., technology, scheduling, fares) for both fixed route and demand response transit
- Convening a **Service Planning Working Group** to facilitate inter-agency solutions (expected in Spring 2023)
- Supporting partners' evaluation of microtransit to increase **efficiency, frequency and first/last mile connections**



# Working Together: Advancing the Plan Committee

CONNECT Beyond's [Advancing the Plan Committee](#), an official ad-hoc advisory committee of Centralina's Executive Board, was established **to steward regional conversation and action that advances implementation** of the CONNECT Beyond Regional Mobility Plan. The Committee convenes elected officials, city and county managers and members of the business community to accomplish three key goals over the next year:

1. (a) Advise on **short-term opportunities for regional collaboration** and (b) determine feasible options for a regional mobility governance approach
2. Endorse a regional **communications framework** for CONNECT Beyond and support its implementation
3. Collaborate to **educate state lawmakers** on CONNECT Beyond and advocate for local funding initiatives in the region



Advancing the Plan Committee members will meet six times in 2023. The Committee will work together to develop a communication strategy, pursue legislative engagement / education and identify near-term opportunities for regional collaboration.

## How Can You Help?

- ❶ **Identify local priorities:** CONNECT Beyond is a regional plan but will be implemented through both regional and local projects. What local projects advance [CONNECT Beyond recommendations](#)?
- ❷ **Support regional coordination:** Support staffing and funding of projects that promote regional coordination
- ❸ **Get involved:** Advise CONNECT Beyond staff on how implementation can be best designed to meet local needs
- ❹ **Sign up** for [our newsletter](#) or reach our team at [connect-beyond@centralina.org](mailto:connect-beyond@centralina.org)



Centralina Regional Council is the lead project sponsor for CONNECT Beyond





# **CENTRALINA**

## **REGIONAL COUNCIL**

### **Item 3**

# Central Virginia Transportation Authority (CVTA)

## *A Case Study on Regional Transportation Coordination*

At our next Advancing the Plan Committee meeting, we will be reviewing the funding and governance approach of the CVTA as a basis of our engagement on these issues. This overview is provided for background information.

### CVTA at a Glance

- Created in 2020 by the Virginia General Assembly
- Housed at [PlanRVA](#), the regional council and planning organization
- Encompasses 2,165 square miles and roughly 5,700 lane miles of roadway
- Serves over 1 million people throughout the region
- 12 transit agencies spanning across seven (7) counties and two (2) municipalities, including both urban and rural areas



### CVTA OVERVIEW

#### Funding Structure

The CVTA directs newly-created funding for priority transportation investments across the Richmond region. The CVTA administers funding generated from **regional fuel (7.6 cents per gallon) and sales taxes (0.7%)**. These regional funds can be leveraged for federally funded projects.

#### Governance Approach

The CVTA is comprised of 16 members, including voting representatives from each of its nine-member jurisdictions, state legislators and a member of the state transportation board. Four ex officio members represent rail, highway and transit organizations.

## Regional Transportation Investments

Authorizing legislation requires CVTA to spend regional funds according to the following:

- **35%:** Regional Transportation Projects
- **15%:** Regional Public Transit/Mobility Projects
- **50%:** Funding for Local Transportation Projects

The Richmond Regional Transportation Planning Organization (housed at PlanRVA) leads transportation planning in the region and prioritizes projects for CVTA investment.

### What types of projects has the CVTA funded?

CVTA projects include historic bridge restoration, highway widening, multi-use trails, multimodal safety improvements, and interchange construction.

## Latest Projects & News

### \$188 million distributed to localities since 2020

#### Example projects:

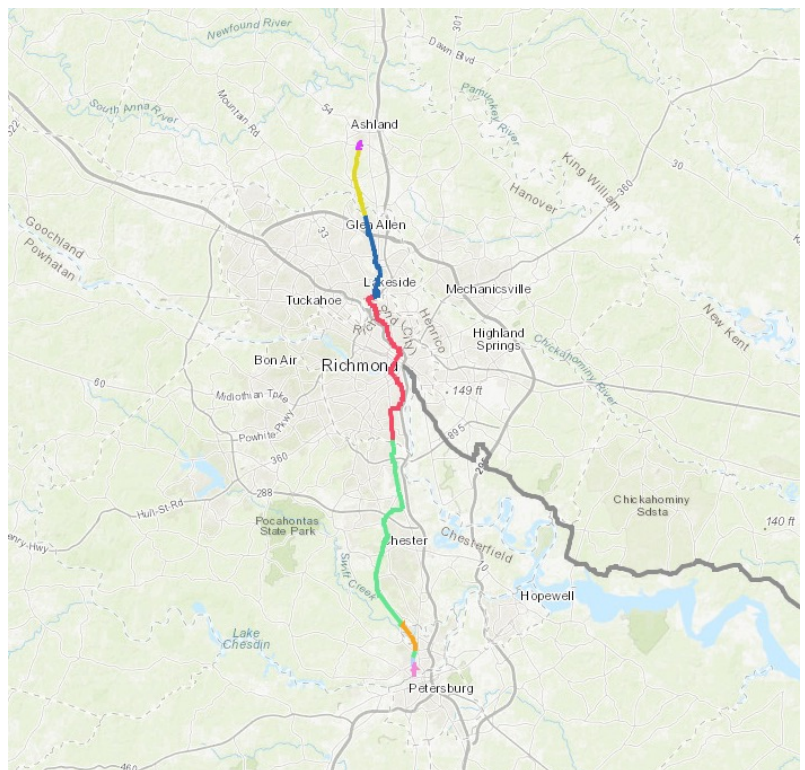
- Richmond Mayo Bridge Revitalization
- “Fall Line” regional trail project

More details: [CVTA Annual Report](#)

### Regional Transit Governance Study

- Review of the existing governance structure of transit services in the Richmond region

More details: [Richmond Regional Transit Governance Study](#)



*Regional trail system funded by CVTA*



# **CENTRALINA**

## **REGIONAL COUNCIL**

### **Item 4**

# CONNECT Beyond Implementation Funding Request

March 2023



**Centralina Regional Council is seeking a \$1,000,000 appropriation to support critical regional implementation projects that advance the CONNECT Beyond Regional Mobility Plan.** The funding would support Centralina access experts and consultants to will partner with our project team in leading activities over a two-year period (FY24 & FY25). These are action oriented, common-sense projects to improve mobility today for residents and businesses in the Greater Charlotte region.

## Projects Funded & Regional Impacts:

### Worker Connections: Supporting Employee Transportation to Jobs (\$250,000)

#### What it is:

- Develop sustainable program to help get employees from home to work. Targeting key regional industry sectors, like advanced manufacturing, logistics and distribution.
- Appropriations funding will support program design and employer engagement led by Centralina staff and on-call expert team. Employers will self-fund implementation.

#### Why it matters:

- We've heard from employers across the region that transportation is a barrier to attracting and retaining qualified workers, especially workers on 2nd and 3rd shift manufacturing lines.
- Losing trained employees costs businesses thousands and hurts families when income is lost.

#### Who else is doing this?

- *Wheels to Work* – Michigan: Specifically made for workers who need transportation that goes right to their workplace. Both employee and employer share a flat affordable fare for shared transportation, such as van or taxi ride and partial cost deducted from employee payroll. Read more about it at: <https://ridewheelstowork.com/#!/employers>

## **Right Sizing Transit: Supporting More Efficient, Local Transit (\$100,000)**

### **What it is:**

- Helping Centralina communities make transit more efficient by a right sizing approach – experimenting with smaller vehicles, nimble routes and tech-enabled shared transportation that operates where there is demand. This is often called “Micro Transit” solutions.
- Appropriations funding will support Centralina in developing pilot projects and providing technical assistance to local governments, transit systems using expert consultant support.

### **Why it matters:**

- We need to increase overall transit ridership on our regional systems first so that there will be demand for long-term infrastructure heavy investments.
- Micro-transit projects are more efficient with existing transit assets and resources.

## **Rural Transportation Hubs Development (\$250,000)**

### **What it is:**

- Planning with rural communities and small towns to develop local transportation plans with mobility hubs. Mobility hubs are places where transportation connects - greenways connecting to downtowns; transit buses connecting to park and ride lots.
- Funding will support planning activities led by Centralina staff and consultants as needed to assist rural communities in leveraging Federal and state funds.

### **Why it matters**

- Leveraging and maximizing Federal dollars will require local match funds to support strategic investments. Our smaller communities need additional technical assistance to plan for new mobility solutions and build local staff capacity..

## **Regional Governance Exploration (\$400,000)**

### **What it is:**

- With 14 NC transit agencies in the CONNECT Beyond region, collaboration is critical. The Advancing the Plan Committee, a regional body of transportation, business, and elected leadership, has collaborated to determine feasible options for a regional governance approach.
- Funding will support work to further define and test a recommended governance structure for regional mobility projects and educational activities to develop a shared, deeper understanding of statutory, policy and organization implications.

### **Why it matters**

- A modernized governance structure that conveys a unified set of interests will be required to access new funding sources for regional mobility.



# **CENTRALINA**

## **REGIONAL COUNCIL**

### **Item 5**



### Centralina Executive Board Meeting - March 8, 2023

At its March meeting, the Centralina Executive Board participated in some polling activities on questions related to CONNECT Beyond’s messaging and communications strategy. Please see the following highlights from this activity:

Question: For which audiences do the following messages best resonate? (Top pick is highlighted in blue)\*

Messages	State Lawmakers	Local Elected Officials	Stakeholders	Business Community	General Public
Working together as a region makes us more competitive for federal transportation grants	29%	39%	18%	7%	7%
We need better mobility to increase economic competitiveness for industries and businesses	30%	33%	10%	27%	0%
Help employers access more employees	11%	7%	4%	46%	32%
Residents need seamless travel to get to work/educational opportunities/medical appointments (improving access for all)	7%	37%	20%	7%	30%
Quality of life – creating places where people want to live and have mobility options	3%	47%	10%	3%	37%
Making the region future ready – planning for growth in a way that maintains quality of life	33%	40%	7%	13%	7%
Environmental benefits	38%	24%	3%	7%	28%
Increasing efficiency of current infrastructure (all modes, including roads)	30%	37%	20%	0%	13%
Mobility choices offer alternatives to congestion	10%	28%	14%	7%	41%

\* 29 Respondents