

Advancing the Plan Committee Meeting Agenda

Co-Chair Mayor Darrell Hinnant will convene a meeting of the Advancing the Plan Committee of the Centralina Regional Council **on Friday, May 19 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.	Refreshments & Good News Exercise Preparation: We want to continue our good news exercise and hear about what is going on in your community. Please come to the meeting ready to share.	Exercise will be available at members' seats
8:30 - 8:40 a.m.	Call to Order	Co-Chair: Mayor Darrell Hinnant
	Welcome Comments from Co-Chairs	
	Committee Member Introductions	
	Review of Meeting Agenda and Objectives; Check in on Committee goals and how today's meetings helps to achieve them	
Regular Business Item: <i>Regular business item is the approval of Committee meeting minutes.</i>		
8:40 - 8:45 a. m. Item 1 5 minutes Pages 5-7	Approval of March 24, 2023, meeting minutes Approval of March 24, 2023, Advancing the Plan Committee meeting minutes. The minutes from the meeting will be distributed to all Committee members and should be approved if correct. Action/Recommendation Motion to approve March 24, 2023, meeting minutes. Preparation: Please review March 24, 2023 meeting minutes.	Co-Chair: Mayor Darrell Hinnant
Committee Work Session: <i>Work session items will be led by CONNECT Beyond project team members and technical experts.</i>		
8:45 – 8:50 a.m. Item 2a 5 minutes	<u>Ideas in Action</u> <u>CONNECT Beyond Project Update:</u>	Geraldine Gardner

Time	Item	Presenter
	Staff will share information on the latest CONNECT Beyond implementation activities, with a focus on legislative activities and upcoming grants.	
<p>8:50 - 9:10 a.m. Item 2b 20 minutes Pages 9-10</p>	<p><u>Regional Transportation Demand Management (TDM) Plan Development</u></p> <p>Consultant will present on regional TDM plan development process and provide Committee with overview of types of TDM strategies that will be considered.</p> <p>Engagement Activity: <i>Members will break out into small groups to capture thoughts on best ways to access and engage employers in communities about TDM strategies.</i></p> <p>Preparation: Review TDM Program Overview document.</p>	<p>Scott Curry, Kittelson & Associates</p>
<p>9:10 – 9:30 a.m. Item 3 20 minutes Page 12</p>	<p><u>Introduction:</u> Input from engagement today is critical to move forward research on peer model analysis.</p> <p><u>Evaluating Today: Revisiting and Prioritizing 2021 Current State Analysis</u></p> <p>Geraldine will review summary of SWOT analysis of current state conducted by 2021 Funding & Partnerships Working Group.</p> <p>Engagement Activity: <i>In a large group discussion, members will provide additions/edits to current state analysis and identify what stands out most about our current state.</i></p> <p>Preparation: Review 2021 Current State Alysis overview document.</p>	<p>Geraldine Gardner</p>

Time	Item	Presenter
9:30 - 10:15 a.m. Item 4 45 minutes	<p><u>Looking Forward: Identifying Regional Governance Themes</u></p> <p>Jason will review homework responses about themes/attributes of desired regional governance model.</p> <p>Engagement Activity: <i>Members will discuss homework responses and prioritize key themes/attributes to be used in identifying peers for regional governance model analysis.</i></p> <p>Preparation: Thank you for responding to our Homework Assignment survey.</p>	Jason Wager
Closing Comments & Adjournment		
10:15 - 10:30 a.m. 15 minutes	Closing Comments & Forecast for Next Meeting	Michelle Nance Co-Chairs: Mayor Darrell Hinnant
10:30 a.m.	Adjournment	Mayor Hinnant

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CENTRALINA

REGIONAL COUNCIL

Item 1



Advancing the Plan Committee Meeting Minutes
March 24, 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	Geraldine Gardner, Centralina
Anson County	Jarvis Woodburn	Luke Lowry, Centralina
Gaston County	Bob Hovis	
City of Gastonia	Jennifer Stepp	
Stanly County	Andy Lucas	Guests
Charlotte Regional Business Alliance	Janet LaBar	Jason Lawrence, CATS
City of Kings Mountain	Scott Neisler	
City of Charlotte	Marcus Jones	
Gaston County	Kim Eagle	
City of Concord	Lloyd Payne	
Mecklenburg County	Leigh Altman	
Town of Davidson	Rusty Knox	
Huntersville	Melinda Bales	
NC Department of Transportation	Tony Lathrop	
Mecklenburg County	Dena Diorio	
Cabarrus County	Mike Downs	
City of Charlotte	Lauren Livingston	

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:

Mayor Lyles shared the group’s meeting objectives including.

1. Connect Beyond project updates
2. Reviewing and discussing the peer model case study in small groups
3. Discussing local and regional legislative priorities
4. Lastly, Review the project’s communication needs.

Agenda Items:

1. Approval of January 27, 2023, meeting minutes

Commissioner Hovis called for a motion to approve the meeting minutes.

Seconded by: Andy Lucas

The motion passed unanimously.

2. Agenda Item #2: Ideas in Action - Latest Project Updates

Mayor Hinnant introduced Michelle Nance, Senior Director, Centralina Regional Council. Michelle reviewed recent CONNECT Beyond project successes and then reviewed several current CONNECT Beyond implementation projects, including (1) developing a regional transportation demand management (TDM) plan and the (2) Seamless CONNECTIONS project activities. Michelle highlighted potential TDM strategies that could be pursued in a regional TDM plan that can help mitigate the impacts of single-vehicle occupancy. She forecasted that the Committee would have an opportunity to give input for the development of the regional TDM plan at an upcoming meeting. For Seamless CONNECTIONS, Michelle reviewed phase one activities including identifying near-term opportunities for transit coordination across the region, convening of a Service Planning Working Group, and continuing discussions around formalizing transfers and technology/data sharing between transit agencies.

3. Case Study: CVTA (Central Virginia Transportation Authority)

Geraldine Gardner, Executive Director, Centralina Regional Council, reviewed some background information on the Central Virginia Transportation Authority (CVTA), a regional transportation agency for the Richmond, VA region. Geraldine shared information about the CVTA's governance structure, funding sources/distribution and project selection process. Jason Wager, Assistant Planning Director, Centralina Regional Council, introduced an engagement activity for the Committee to discuss in small groups. Project staff joined group discussions to take notes.

4. Legislative Education and Advocacy

Geraldine reviewed Centralina's legislative asks to support CONNECT Beyond project implementation – this funding would support Centralina's efforts related to developing a regional transportation demand management program, aiding for rural mobility hubs, micro-transit/right sizing of transit systems, and regional governance exploration.

Chris Wall, from EQV Strategic, joined the meeting virtually to discuss the current legislative session and the opportunities and challenges for a regional project like CONNECT Beyond. Committee members had time to ask Chris questions following his presentation.

5. Communication Strategy Development: Committee Homework Survey

Geraldine reviewed the homework survey that Committee members participated in on project communication needs and messaging for specific audiences. Top survey responses for messaging for state lawmakers, local elected officials, and the public were reviewed. Geraldine then led the group to a discussion of communication tools that project staff could provide to support Committee members.

Closing Comments

Mayor Lyles asked the members for some closing comments and then adjourned the meeting.



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Item 2



TRANSPORTATION DEMAND MANAGEMENT (TDM) IN THE GREATER CHARLOTTE REGION

Program Overview

WHAT IS TRANSPORTATION DEMAND MANAGEMENT (TDM)?

Transportation choice – the ability to select from a variety of transportation modes to meet one’s daily needs – is critical to ensuring a high quality of life, access to opportunities and economic vitality. Some examples of transportation choices include:

- Flexible work schedules
- Walk and bike
- Vanpool & carpool
- Transit
- Rideshare

How can areas like the greater Charlotte region enhance connectivity and accessibility in a cost-effective way?

Transportation Demand Management (TDM) is one proven strategy for addressing such issues. TDM refers to a program of education and incentives that are meant to complement existing transportation infrastructure to allow travelers to better understand and increase use of their transportation choices.

HOW WOULD TDM WORK IN MY COMMUNITY?

TDM strategies are cost-effective, focusing on how people make decisions about how they travel and helping people capitalize on existing transportation infrastructure. Strategies include:



**Mobility
Incentives**



**Events &
Challenges**



**Apps &
Technology**



**Employer
Programs**



**Safe Routes
to School**



**Education
Programs**



**Parking
Management**

Not every TDM strategy will fit every community – the Charlotte region’s geographic diversity requires that TDM strategies be adaptable to urban, suburban and rural areas.



CONNECT Beyond

A Regional Mobility Initiative

DEVELOPING CHARLOTTE'S FIRST REGIONAL TDM PROGRAM

Centralina Regional Council is the council of governments for the greater Charlotte region and is also a lead sponsor of the **CONNECT Beyond** project. **CONNECT Beyond** is a collaborative planning effort across a two-state, 12-county planning area that developed and finalized a Regional Mobility Plan for the greater Charlotte region, including over 120 actionable recommendations. A critical plan recommendation is focused on developing a framework for a regional TDM program for the greater Charlotte region, led by Centralina, for the purpose of gaining efficiencies through regional collaboration, expanding programmatic and communication efforts to a wider-range of communities and bringing additional funding to the region.

WHO IS COLLABORATING ON TDM IN THE GREATER CHARLOTTE REGION?

Centralina is collaborating with NCDOT, the Charlotte Area Transit System (CATS), the Charlotte Department of Transportation (CDOT), the Charlotte Regional Transportation Planning Organization (CRTPO) and Gaston-Cleveland-Lincoln Metropolitan Planning Organization (GCLMPO) to develop and launch a TDM program that will be sustainable and beneficial to all communities within the region. These project partners are providing technical support and funding for this effort. Once the regional TDM program is fully operational, it will likely serve as a model for other regions statewide looking to develop their own TDM programs.

WHAT'S NEXT?





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Item 3

2021 Analysis – Current State of Partnerships in Our Region

Strength and Opportunities:

- Bi-state examples to build on
- Collar communities recognizing Charlotte as magnet
- Influence of MPOs/RPOs
- MTC as a base to build partnerships
- Regional coordination leads to regional system
- Start with operations / fare integration

Weakness and Threats:

- Parochialism
- Potential lack of interest outside of Charlotte/ Mecklenburg
- No authority requiring coordination/partnership
- Staking positions early
- Importance of communication – if not could lead to pitfalls

1

2021 Analysis – Current State of Funding in Our Region

Strength and Opportunities:

- Sales tax
- Good coordination with CATS and DOTs on funding
- New federal funding opportunities coming
- Collective acknowledgement of potential decreasing fuel tax revenue

Weakness and Threats:

- Only Mecklenburg has revenue source
- No regional authority
- Threat of the future of work
- Lack of understanding of benefits of mobility / essential public service
- Need for reliable revenue source
- Too big of an ask, start small

2