



**CENTRALINA**  
REGIONAL COUNCIL

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## **CONNECT Beyond Advancing the Plan Committee**

October 20, 2023

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# **Call to Order & Welcome Remarks**

# Committee Members

October 2023

Name	Organization*
Mayor Darrell Hinnant, Co-Chair	<b>City of Kannapolis</b> , Centralina Board
Mayor Vi Lyles, Co-Chair	<b>City of Charlotte</b> , MTC
Mayor Karen Alexander	<b>City of Salisbury</b> , CRMPO Board, Centralina Board
Commissioner Leigh Altman	<b>Mecklenburg County</b> , MTC
Mayor Melinda Bales	Town of Huntersville, <b>MTC</b>
Dena Diorio	<b>Mecklenburg County</b>
Mike Downs	<b>Cabarrus County</b>
Kim Eagle	<b>Gaston County</b>
Commissioner Brian Helms	<b>Union County</b> , Centralina Board
Commissioner Bob Hovis	<b>Gaston County</b> , Centralina Board
Mayor Rusty Knox	Town of Davidson, <b>MTC</b>
Janet LaBar	<b>Charlotte Regional Business Alliance (CRBA)</b>
Tony Lathrop	<b>NC Board of Transportation</b>
Andy Lucas	<b>Stanly County</b>
Pat Mumford	<b>Gaston Business Association</b>
Mayor Scott Neisler	<b>Kings Mountain</b> , GCLMPO Chair
Mayor Ron Pappas	Town of Waxhaw, <b>CRTPO Chair</b>
Lloyd Payne	<b>City of Concord</b> , MTC Ex-Officio
David Rhew	<b>North Carolina Public Transportation Association</b>
Commissioner Lynn Shue	<b>Cabarrus County</b> , Centralina Board
Councilmember Jennifer Stepp	City of Gastonia, <b>GCLMPO Board</b> , Centralina Board
Commissioner Jarvis Woodburn	<b>Anson County</b> , Centralina Board
Geraldine Gardner	<b>Centralina Regional Council</b>
Marcus Jones	<b>City of Charlotte</b>

\* Primary organization is highlighted in bold



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# **Review Meeting Objectives and Agenda**

# Meeting Objectives

- **Understand and Prioritize** the specific mobility functions of the Jellyfish Model and the cost/benefits for our region
- **Evaluate** governance structures for implementing preferred regionally coordinated “Jellyfish” model and recommend most feasible option(s)
- **Learn** about project updates including legislative activities, grant requests and transit coordination activities

# Meeting Agenda

- **Review Agenda and Meeting Objectives**
- **Regular Business Items:**
  - September Meeting Minutes Approval (Action Item)
- **Committee Work Session:**
  - Jellyfish Model Transit Functions – Scale and Need
  - Governance Structure Evaluation
  - Looking ahead – Forecast for Committee
  - Ideas in Action: Project Updates (if time)
- **Closing**

Regular Business Item 1: Pages 4-7

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# Approval of Committee Meeting Minutes

# Item 1: Approval of September 22, 2023 Committee Meeting Minutes

## Background

Approval of September 22, 2023, Advancing the Plan Committee meeting minutes.

The minutes from the September 22, 2023 meeting have been distributed to all Committee members – see pages 5-7 in the agenda package.

## Requested Action

*Motion to approve the September 22, 2023 Advancing the Plan Committee meeting minutes.*



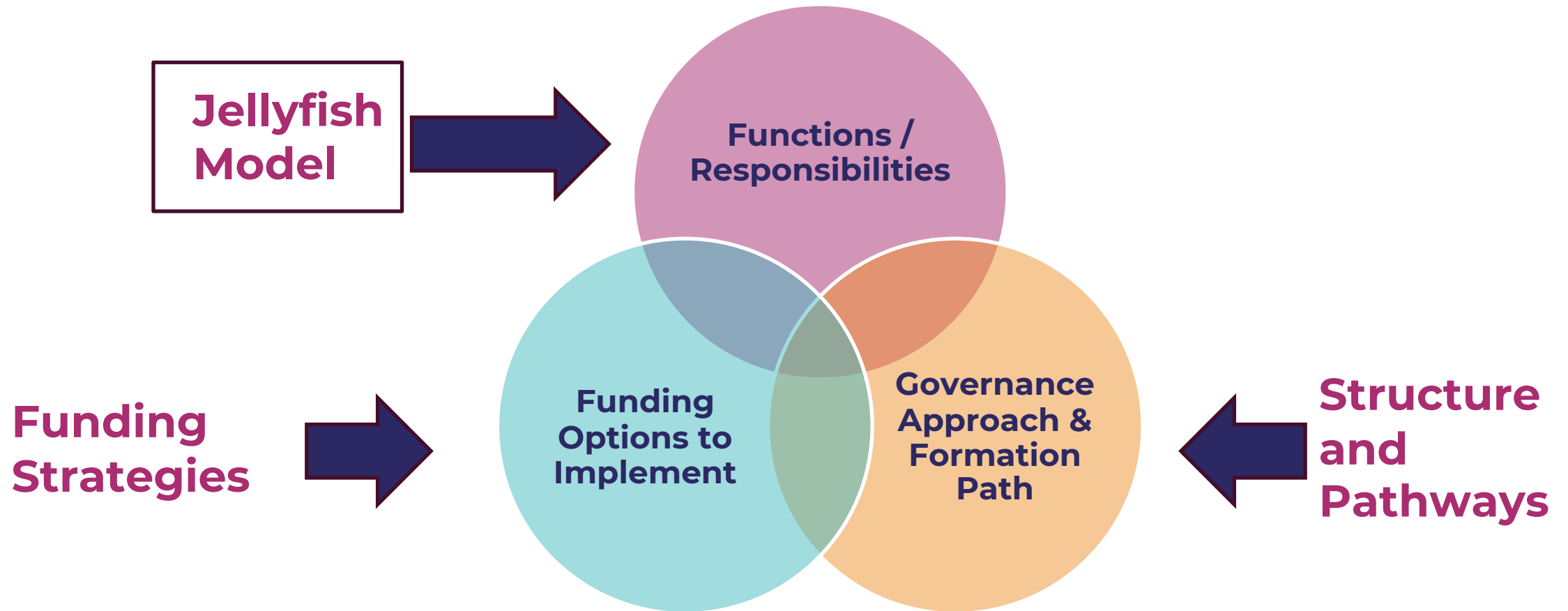


Committee Work Session Item 2

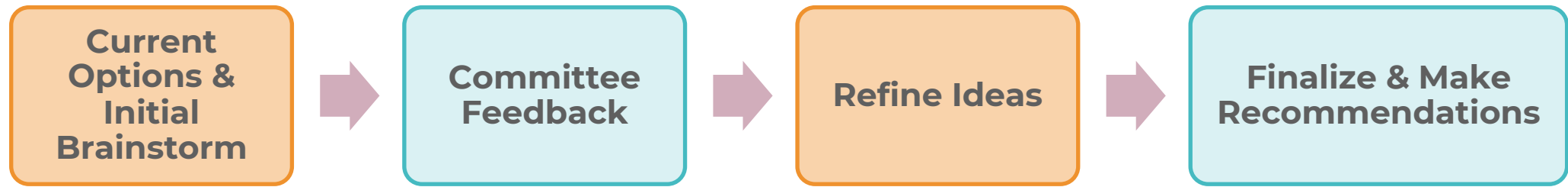
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# Jellyfish Transit Functions – Scale and Need

# Regional Model Building Blocks



# Building Block Refinement Progress



Building Blocks

Transit Functions

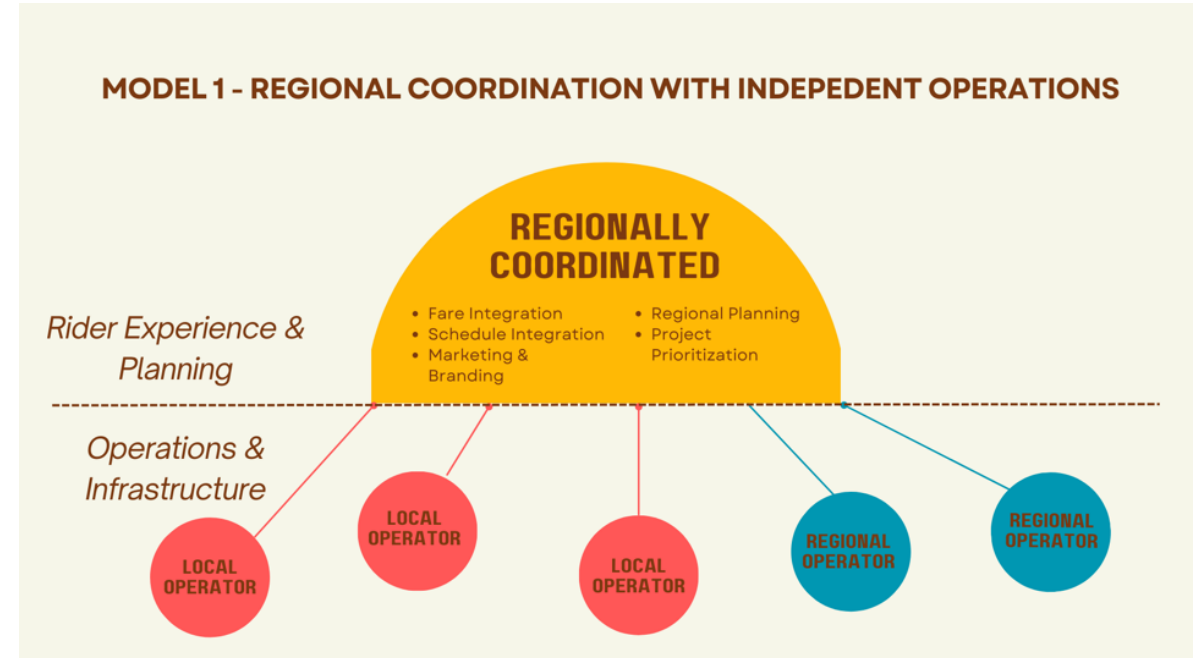
Funding Strategies

Formation / Governance

Where we are for today's meeting

# Preferred Model

Committee passed motion at the September meeting to confirm the Jellyfish Model as the **preferred model for regional coordination**



Jellyfish Model focuses on regional collaboration of **rider experience and planning** transit functions.

# Regional “Jellyfish” Responsibilities and Community Benefits

- Marketing and Branding for participating transit agencies
  - Promotional campaigns
  - Educational materials promoting transit options
  - Convening and coordinating input into shared branding
  - Rolling out shared logo/branding to be displayed on all transit vehicles



*WeGo Transit – Nashville, TN*



*Go Triangle–  
Raleigh, NC*

# Regional “Jellyfish” Responsibilities and Community Benefits

- Transportation Demand Management (TDM) Program
  - Commute programs for employment/healthcare centers
  - Event focused campaigns to promote transit/rideshare options
  - Vanpools to connect large employers in rural areas to access larger workforce



*Regional Transit Sacramento, CA  
©Sebastiani*

# Regional “Jellyfish” Responsibilities and Community Benefits

- Transit Coordination
  - Fare integration study and development of single pay app
  - Coordination of schedules/route planning through shared technology platform
  - Efficiencies gained through shared call center(s), technology licenses
  - Seamlessly connecting county transportation to fixed routes/employment/healthcare centers



*Metropolitan Transportation Commission, SF/Bay Area*

# Regional “Jellyfish” Responsibilities and Community Benefits

- Regional Planning
  - Developing model language for communities to ensure readiness for transit
  - Identifying, designing and implementing mobility hubs to create better connectivity across region (right-sized for community)
  - Regional trail planning
  - Park and ride planning





# Regional “Jellyfish” Responsibilities and Community Benefits

- **Emerging Technology Deployment**
  - Autonomous vehicle readiness for communities
  - Pilot projects for new technologies, “smart region”
- **Maximizing Funding**
  - Regional coordination for federal, state grants and cost share or match



*NCDOT's CASSI autonomous shuttle on UNC Charlotte campus (Source: WFAE)*

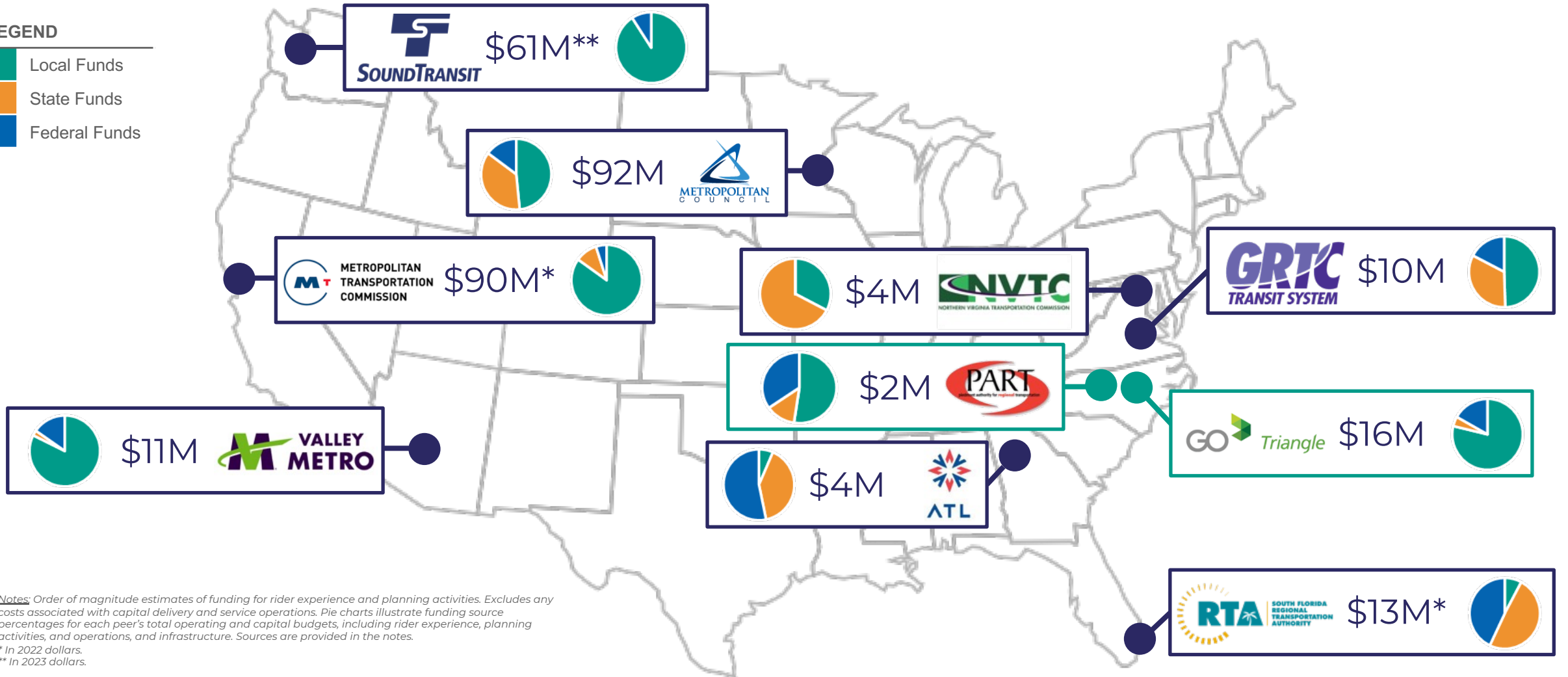
# CONNECT Beyond Implementation: Where We Are Today

- Making progress on key CONNECT Beyond recommendations, including:
  - Transportation Demand Management
  - Seamless CONNECTIONS
- However:
  - Grants are project specific with finite end dates
  - Non-grant funds are dependent on annual budget cycle
  - Geography may not be the entire region because of funding sources
  - Diverting Centralina membership funds from other projects



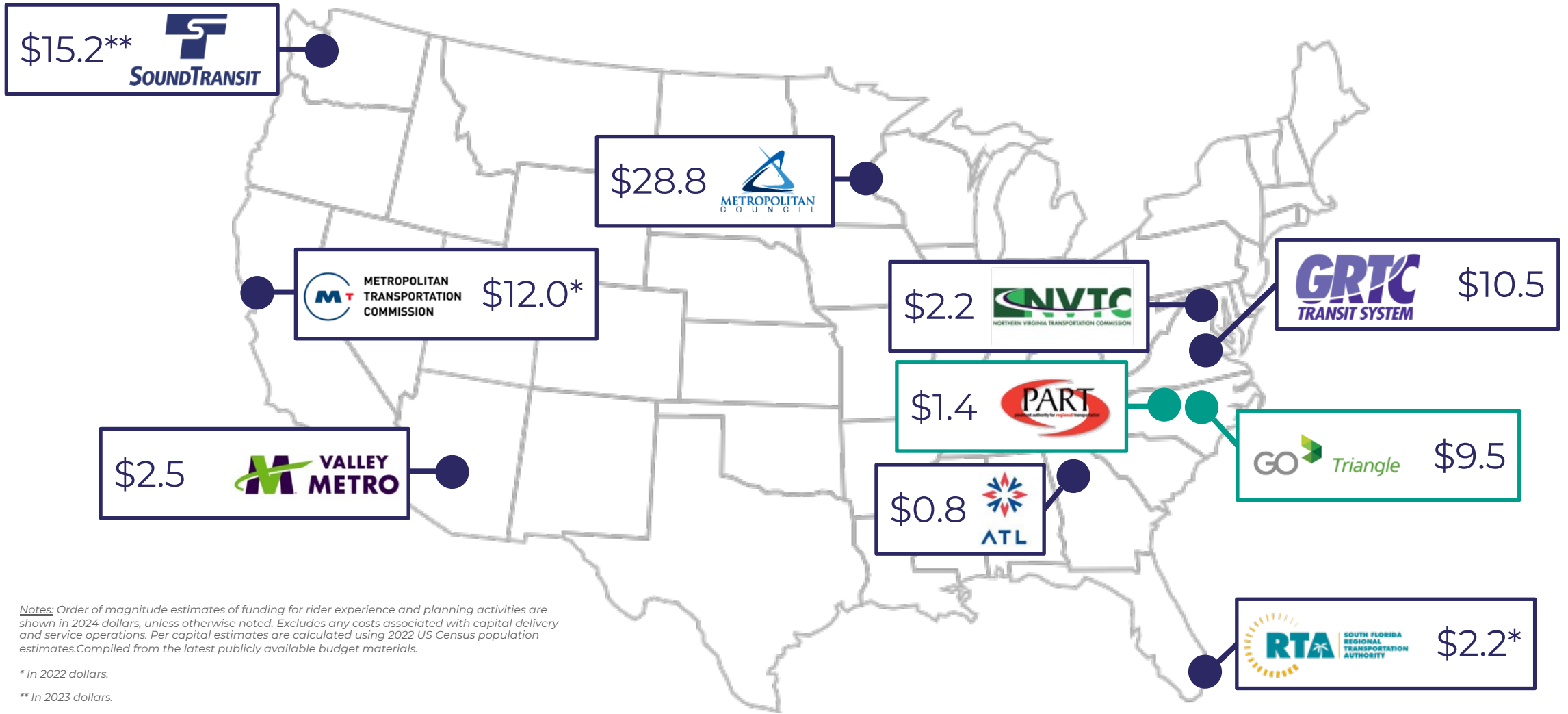
# Peer Rider Experience & Planning Funding Levels (2024 \$M)

## LEGEND



*Notes: Order of magnitude estimates of funding for rider experience and planning activities. Excludes any costs associated with capital delivery and service operations. Pie charts illustrate funding source percentages for each peer's total operating and capital budgets, including rider experience, planning activities, and operations, and infrastructure. Sources are provided in the notes.  
 \* In 2022 dollars.  
 \*\* In 2023 dollars.*

# Peer Rider Experience & Planning Funding Levels (\$ Per Capita)

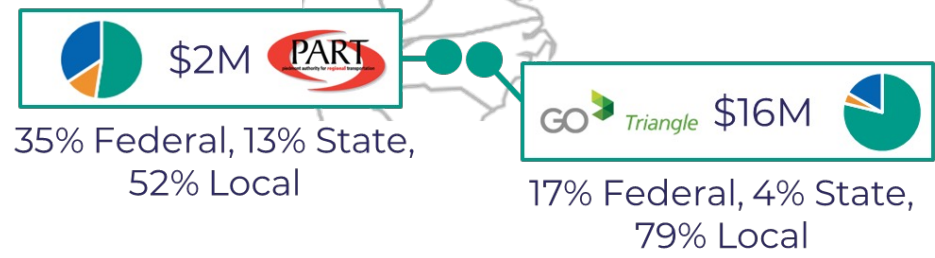
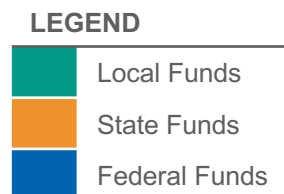


# Comparison of Budget Range (\$M)

	Low	Medium	High
<b>Marketing and Branding</b> <ul style="list-style-type: none"> <li>• Convening and coordinating input into shared branding</li> <li>• Rolling out shared logo/branding to be displayed on all transit vehicles</li> <li>• Promotional campaigns and educational materials promoting education of transit options</li> </ul>	\$0.75	\$1.25	\$2.00
<b>Transportation Demand Management (TDM)</b> <ul style="list-style-type: none"> <li>• Commute programs for employment/healthcare centers</li> <li>• Event focused campaigns to promote transit/rideshare options</li> <li>• Vanpools to connect large employers in rural areas to larger workforce</li> </ul>	\$1.50	\$2.50	\$6.00
<b>Emerging Technology</b> <ul style="list-style-type: none"> <li>• Autonomous vehicle readiness for communities, pilot projects for new technologies, “smart region”</li> </ul>	\$0.75	\$1.25	\$4.00
<b>Transit Coordination</b> <ul style="list-style-type: none"> <li>• Fare integration study and development of single pay app</li> <li>• Coordination of schedules/route planning through shared technology platform</li> <li>• Efficiencies gained through shared call center(s), technology licenses</li> <li>• Seamlessly connecting county transportation to fixed routes/healthcare centers</li> </ul>	\$0.75	\$1.25	\$4.00
<b>Regional Planning</b> <ul style="list-style-type: none"> <li>• Developing model language for communities to ensure readiness for transit</li> <li>• Identifying, designing, and implementing mobility hubs to create better connectivity across region</li> <li>• Regional trail planning, park and ride planning</li> </ul>	\$1.00	\$3.00	\$8.00
<b>Maximizing Funding</b> <ul style="list-style-type: none"> <li>• Regional coordination for federal, state grants, and cost share of match</li> </ul>	\$0.25	\$0.75	\$1.00
<b>Potential Annual “Jellyfish” Budget Range (\$M)</b>	\$5.00	\$10.00	\$25.00

# Potential Federal/State Leverage and Local Funding Need (\$M)

	Low	Medium	High
Marketing and Branding - Federal/State Leverage	\$0.30	\$0.25	\$0.40
TDM - Federal/State Leverage	\$0.60	\$0.50	\$1.20
Emerging Technology - Federal/State Leverage	\$0.30	\$0.25	\$0.80
Transit Coordination - Federal/State Leverage	\$0.30	\$0.25	\$0.80
Regional Planning - Federal/State Leverage	\$0.40	\$0.60	\$1.60
Maximizing Funding - Federal/State Leverage	\$0.10	\$0.15	\$0.20
<b>Potential Federal/State Leverage (\$M)</b>	<b>\$2.00 (40%)</b>	<b>\$2.00 (20%)</b>	<b>\$5.00 (20%)</b>
<b>Potential Local Funding Needed (\$M)</b>	<b>\$3.00 (60%)</b>	<b>\$8.00 (80%)</b>	<b>\$20.00 (80%)</b>
<b>Potential Annual “Jellyfish” Budget Range (\$M)</b>	<b>5.00 (100%)</b>	<b>\$10.00 (100%)</b>	<b>\$25.00 (100%)</b>



Notes: Illustrative example based on peer budgets.

# Existing Local Funding Options

<b>Local Funds</b> <i>Varies</i>	<b>Vehicle Registration Tax</b> <i>Article 52</i>	<b>Vehicle Registration Tax</b> <i>Article 51</i>	<b>Vehicle Rental Tax</b> <i>Article 50</i>	<b>Sales Tax</b> <i>Article 43</i>
<ul style="list-style-type: none"> <li>Any available local government funds or revenue sources, including:                             <ul style="list-style-type: none"> <li>- Municipal Vehicle Tax (Up to \$5 For Public Transportation and \$5 for any purpose)</li> <li>- Municipal Taxi Tax (Up to \$15 for any purpose)</li> <li>- Article 46 County Sales Tax (Up to 0.25 percent for any purpose)</li> <li>- Property Tax Revenue</li> </ul> </li> <li>Can be used for ILA, JPA, or public transportation authorities</li> </ul>	<ul style="list-style-type: none"> <li>Up to \$7 annual license tax on motor vehicles with a tax situs within a county</li> <li>Can be used for ILA, JPA, or public transportation authorities</li> </ul>	<ul style="list-style-type: none"> <li>Up to \$8 annual license tax on motor vehicles with a tax situs within the Authority's jurisdiction</li> <li>Available to public transportation authorities under Articles 25, 26, or 27</li> </ul>	<ul style="list-style-type: none"> <li>Up to 5% privilege tax on short-term leases or rentals made by a retailer whose place of business or inventory is located within the Authority's jurisdiction</li> <li>Available to public transportation authorities under Articles 26 or 27 only</li> </ul>	<ul style="list-style-type: none"> <li>Up to 0.25 percent local sales and use tax in individual counties*</li> <li>Available to public transportation authorities under Articles 25, 26 or 27</li> </ul>

\* In addition to current Article 46 authorization for 0.25% county sales and use tax for general purposes.

# Engagement: Budget Exercise

## Small Groups - Budget Exercise:

*Prioritize transit functions / budget*

- *Evaluate how each transit function meets specific considerations:*
  - *(1) Regional Impact*
  - *(2) Local Impact*
  - *(3) Ability to Increase Investment*
- *Prioritize a Jellyfish Model budget by function*

**Large Group:** *Report out*



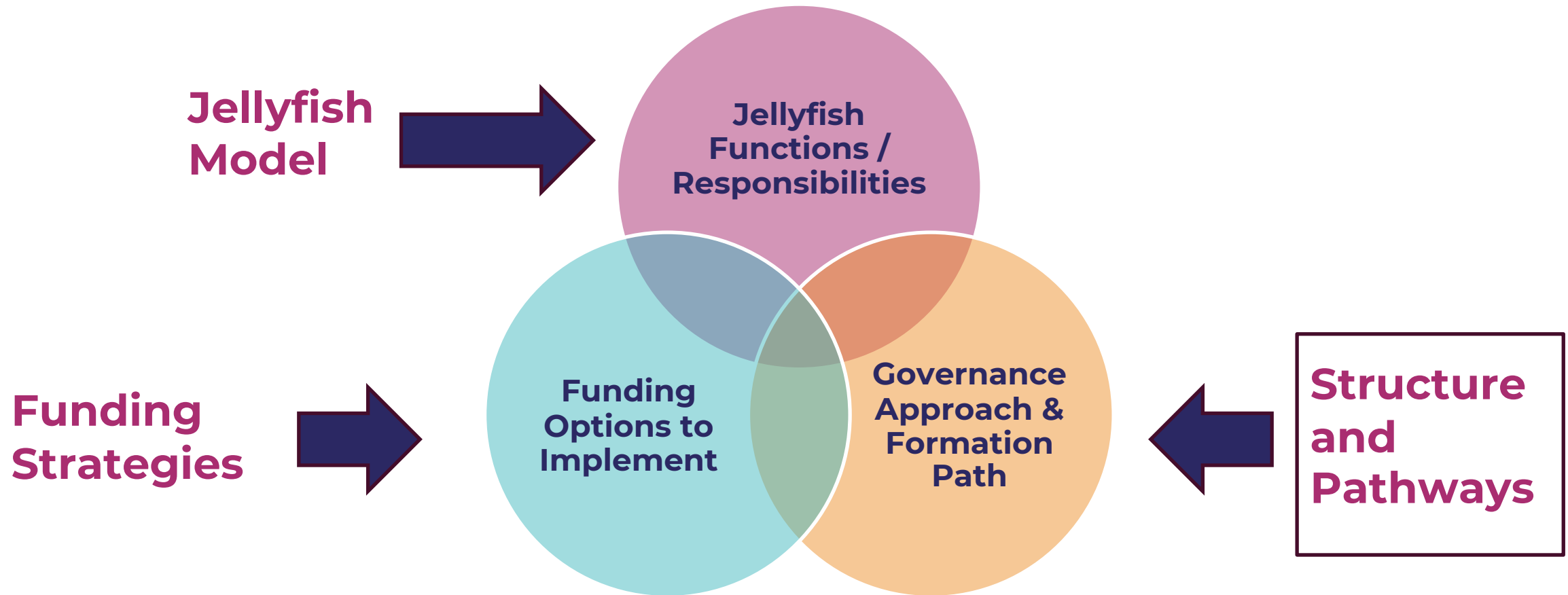


Committee Work Session Item 3

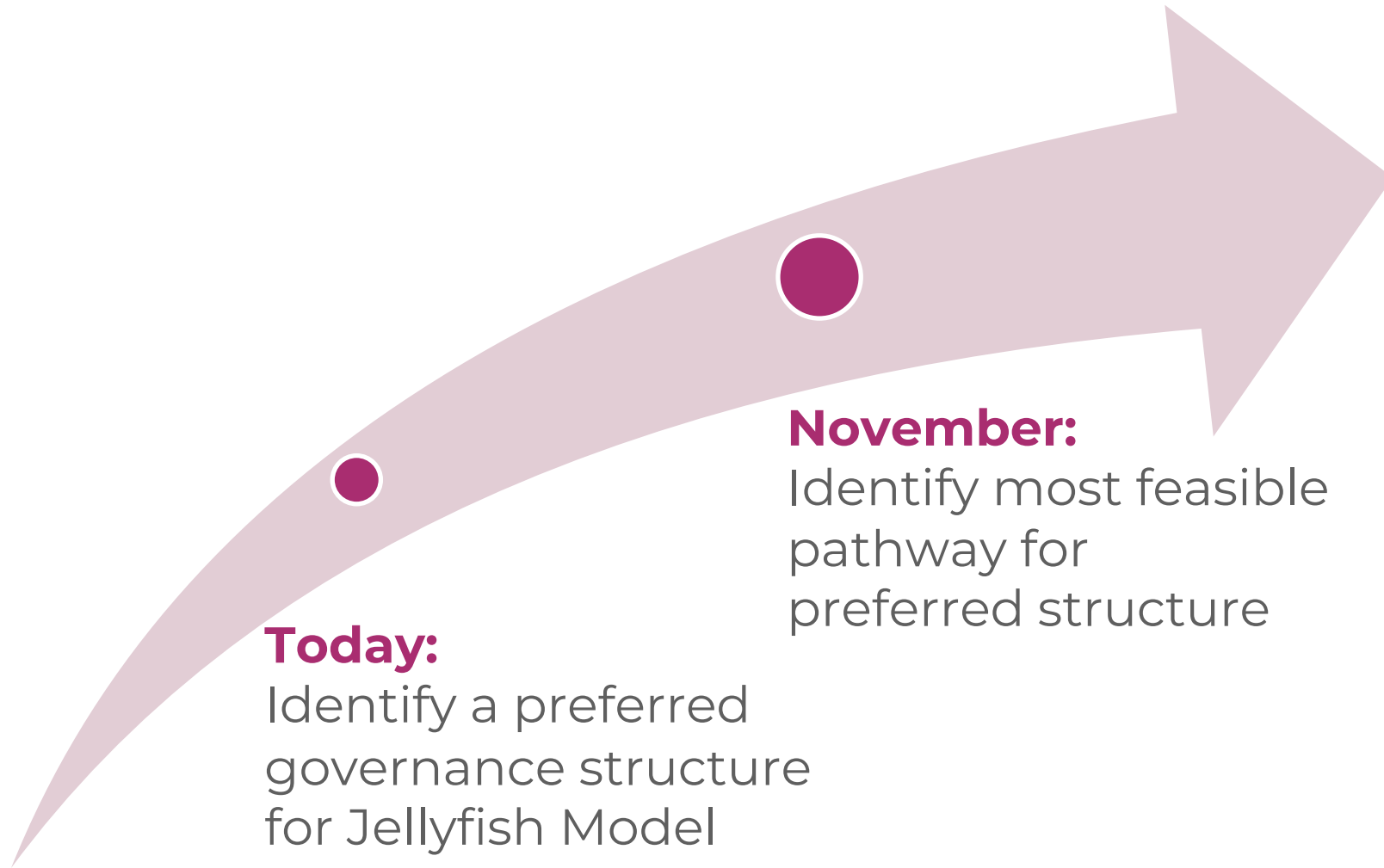
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# Governance Structure Evaluation

# Regional Model Building Blocks



# Objectives: Today and Next Meetings



**December:**  
Finalize committee recommendations and identify next steps for formation

# Governance: Interlocal Agreements

Two or more local governments sign an agreement to pursue an undertaking

<b>Legal Status / Entity</b>	No entity created. Agreement supported by Signatory agency staff.
<b>Governance</b>	Signatories determine representatives, decision-making and amendment processes.
<b>Fiscal Responsibility</b>	Requires a fiscal agent. Does not have a budget.
<b>Ability to Issue Debt</b>	No – not an entity, no legal authority
<b>Available Local Revenue Streams</b>	Local govts may use existing funds or Article 52 registration fee \$ from their budgets. <u>Cannot use Article 50/51 revenue.</u>
<b>Ability to Receive Local, State or Federal Funds</b>	Not directly – signatories can receive funding to support projects, programs, initiatives.

# Governance: Joint Powers Agency (JPA)

**Two or more local governments create a Joint Agency to pursue an undertaking**

<b>Legal Status / Entity</b>	Entity is created. Can employ staff.
<b>Governance</b>	Signatories determine representatives, decision-making and amendment processes.
<b>Fiscal Responsibility</b>	Entity has fiscal responsibilities and control over budget.
<b>Ability to Issue Debt</b>	Yes – Signatories confer any local govt power on Joint Agency except legal title to real property.
<b>Available Local Revenue Streams</b>	Local govts may transfer \$ from existing funds or Article 52 registration fee to JPA agency budget annually. <u>Cannot use Article 50/51 revenue.</u>
<b>Ability to Receive Local, State or Federal Funds</b>	Yes

# Governance: Regional Transportation Authority (RTA)

Formed under North Carolina General Statutes – Existing, Amended or New

<b>Legal Status / Entity</b>	Entity is created. Can employ staff.
<b>Governance</b>	Determined by formation path (existing article, amended article or new legislation).
<b>Fiscal Responsibility</b>	Entity has fiscal responsibilities and control over budget.
<b>Ability to Issue Debt</b>	Yes
<b>Available Local Revenue Streams</b>	Yes – has authority under Articles 50/51, may also use Article 52 revenue and local govt revenue.
<b>Ability to Receive Local, State or Federal Funds</b>	Yes

# Linking Governance Structures to Local Funding Options

	Local Government Funds	Vehicle Registration Tax Article 52 (Up to \$7)	Vehicle Registration Tax Article 51 (Up to \$8)	Vehicle Rental Tax Article 50	Local Sales Tax Increase Article 43
<b>Preliminary Revenue Potential</b>	Varies	\$5.7M (\$3) - \$15.3M (\$8)		\$17.3M (3%) - \$28.8M (5%)	\$53.2M (0.25%) (Mecklenburg County already accessed)
<b>Payor</b>	Varies	Local vehicle owners		Rental vehicle users	All consumers
<b>Revenue Predictability</b>	Varies	Does not keep pace with inflation		Relatively predictable; travel volatility	Relatively predictable; higher growth rates
<b>Funding Allowable by Governance Structure</b>					
Interlocal Agreements	X	X			X (Mecklenburg County already accessed)
Joint Powers Authority	X	X			X (Mecklenburg County already accessed)
RTA	X	X	X	X	X (Mecklenburg County already accessed)

*Notes: Totals may not sum due to rounding. Preliminary revenue estimates are order-of-magnitude and based on third-party data, placeholder assumptions, and recently prevailing conditions. See disclaimer. Sources for each revenue estimate are provided in the prior slides.*

# Governance Considerations

Governance Attributes	Interlocal Agreements	Joint Powers Authority	RTA
Dedicated Staff Capacity	No	Yes	Yes
Partnership Stability (Membership Changes)	Low-Medium	Medium	Medium-High
Who Creates Partnership	Signatories – Local Governments	Signatories – Local Governments	State Legislators; Local Officials
Control Over Partnership Characteristics	High Control	High Control	<ul style="list-style-type: none"> <li>• Medium Control (Existing Statutes);</li> <li>• Unknown Level of Control (New/ Amended Legislation)</li> </ul>
Ability to Scale to Cupcake	Not likely	Yes	Yes



# Engagement: Governance Structures

## Small Group Exercise: Evaluating Governance Structures for Jellyfish Model: (Part 1)

- Groups: Evaluate strengths/concerns for each Governance Structure type using the Guiding Principles (See handout) *(15 minutes)*
- Report out – Select spokesperson to share top option for a governance structure and WHY? *(5 minutes)*



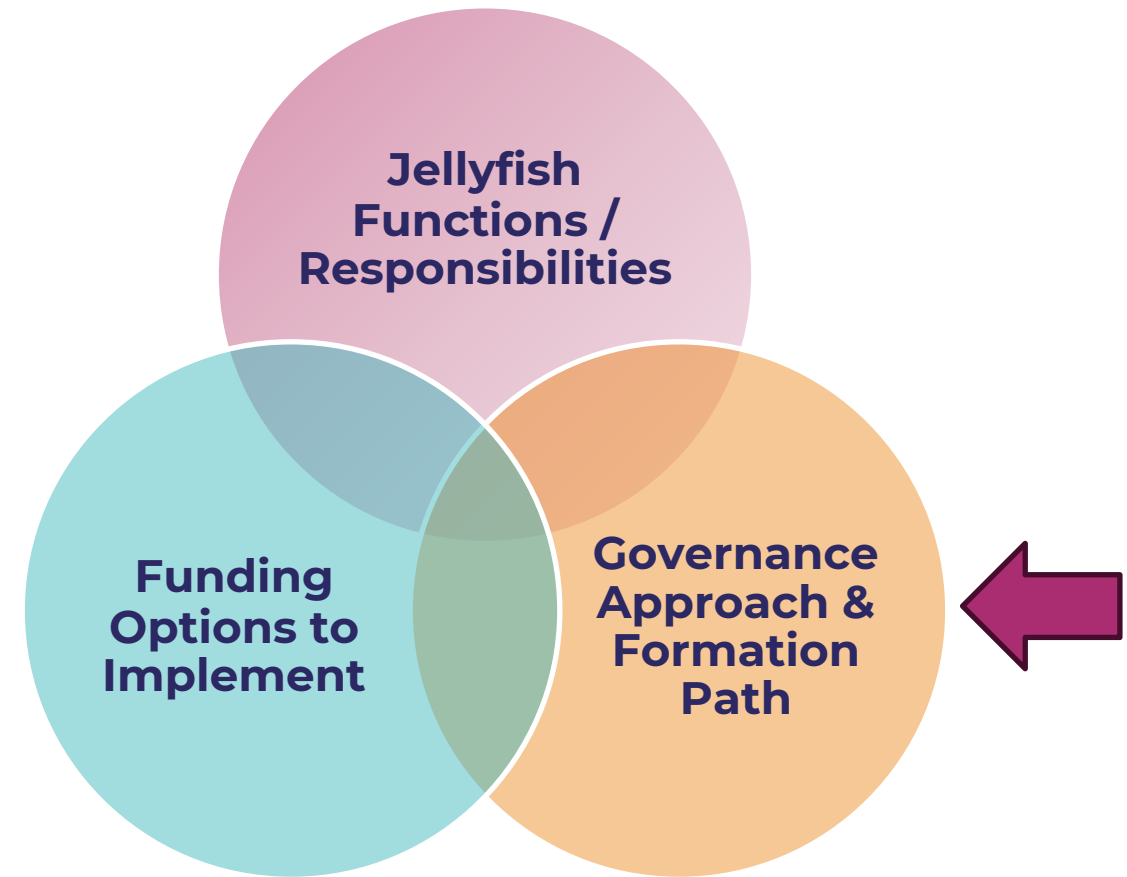
# Small Group Exercise - Handout

Guiding Principles	Interlocal Agreements (Scale 1-5)	Joint Powers Agency (Scale 1-5)	Regional Transportation Authority (RTA) (Scale 1-5)
<b>Strengthen Economic Competitiveness of Our Region</b> <i>(Extent to which the governance structure has permeance or reliability for attracting talent and businesses to region)</i>			
<b>Increase Investment</b> <i>(Ability to access new revenue sources; leverage state and federal funds)</i>			
<b>Increase Local Input</b> <i>(Opportunity for governance structure to accommodate local input)</i>			
<b>Improve Regional Service and Connections</b> <i>(Extent to which the governance structure will enable funding predictability for implementation of transit functions)</i>			
<b>Improve Access and System Efficiencies for the Traveler</b> <i>(Extent to which the governance structure will dedicate staff to initiate and carry out long term projects to improve access/ systems for traveler)</i>			
<b>Total Score</b> <i>(Alignment with Guiding Principles)</i>			

# Engagement: Governance Structures

## Large Group Discussion: Evaluating Governance Structures for Jellyfish Model: (Part 2) (10 minutes)

- Can we eliminate any governance structures from consideration?
- Is the Committee ready to make a recommendation on a governance structure for the Jellyfish Model?





Committee Work Session Item 4

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# Looking Ahead – Forecast for Committee

# Committee Legislative Update

- CONNECT Beyond: State Budget Update
- October 2<sup>nd</sup>: Joint Charlotte Regional Legislative Caucus Meeting (CRBA)
- Implications for Committee: Need to continue to educate legislators



# Proposed Plan for Fall Meetings

## September 22

- Define specifics of transit functions of “Jellyfish Model”
- Explore funding strategies and formation options

## October 20

- Evaluate and prioritize transit functions and governance structure options for “Jellyfish Model”

## November 17

- Identify pathway for forming the “Jellyfish Model”
- Formulate recommendations for all building blocks of model

## December 15

- Confirm recommendations and endorse advancement to Centralina Board
- Define next steps for Committee

Committee Work Session Item 5

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# **Ideas in Action Project Updates**

# Regional Infrastructure Accelerator

- Centralina Regional Council received **\$1.75M** from US DOT for CONNECT Beyond implementation activities, including:
  - Establishment of *Centralina Integrated Mobility Center*
  - Project Services Lines:
    - Infrastructure Finance Innovation
    - Pipeline Project Facilitation
    - Transit Orientated Development Implementation



**CONNECT  
Beyond**  
A Regional Mobility Initiative



# Climate Pollution Reduction Planning



**\$1  
million**

Planning funds to develop consensus based strategies that address local needs.

- Projects that reduce GHG emissions, grow the economy and create substantial health co-benefits
- Transportation sector: transit, sidewalks, trails, EV infrastructure, zero emission vehicles, etc.

**\$4.6  
billion**

Competitive implementation grants to help put plans into action.

**Key  
dates**

Feb 1, 2024 – Implementation grant letter of intent

March 1, 2024 – Priority Action Plan due

April 1, 2024 – Implementation grants due



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# Closing Comments

# Closing Comments

*Thank you for attending today – we appreciate your time and participation*

# InfraStrategies LLC Disclaimer

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**Additional Slides**

# Existing NC Statutes

## North Carolina General Statutes Chapter 160A

### Article 26 – created GoTriangle

Allows three (3) counties to create a regional public transportation authority.

At least 1 county contains part of a County Research and Production Service District

The other 2 counties each:

- Contain at least 1 local government that receives FTA funds
- Are adjacent to at least 1 county with a County Research and Production Service District

### Article 27 – created Piedmont Authority for Regional Transportation (PART)

Allows 4 largest City Councils within an area to create a public transportation authority.

The Authority has these attributes:

- Encompasses at least five (5) counties to form
- Requires 2 adjacent counties with populations of 250,000+
- The other 3 counties must have a population of 100,000+