

Advancing the Plan Committee

October/November

2023



Overview of 2023 Committee Work

The Chair of Centralina Regional Council established an official **ad-hoc advisory committee** of its Executive Board to steward regional conversation and action that advances the implementation of the CONNECT Beyond Regional Mobility Plan within the Greater Charlotte region. The Committee has met throughout 2023 to meet its goals.

Committee First Year Goals:

1. **(a) Advise** on short-term opportunities for regional collaboration and **(b) determine feasible** options for a regional 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

Benefits of Regional Collaboration – Guiding Principles

In addition to [CONNECT Beyond's Guiding Principles](#), the Advancing the Plan Committee recognizes the following as key reasons for regional collaboration:

- Strengthen **Economic Competitiveness** of our Region
- Increase **Investment**
- Increase **Local Input**
- Improve Regional **Service and Connections**
- Improve **Access** and System **Efficiencies** for the traveler

To elevate these benefits of regional collaboration, Committee members participated in surveys and engagement about communication needs for CONNECT Beyond and key messages for specific audiences. Based on this input, the Project Team created an implementation flyer and FAQ document.

What is CONNECT Beyond? CONNECT Beyond is a bold regional transit vision and plan that provides real mobility solutions and opportunities for residents and visitors across the two states and 12 counties that make up the greater Charlotte region. The plan was adopted by its lead sponsors, Centralina Regional Council and Metropolitan Transportation Commission and all North Carolina transportation planning organizations in the region. Project efforts now are focused on implementing the plan's 120+ recommendations.

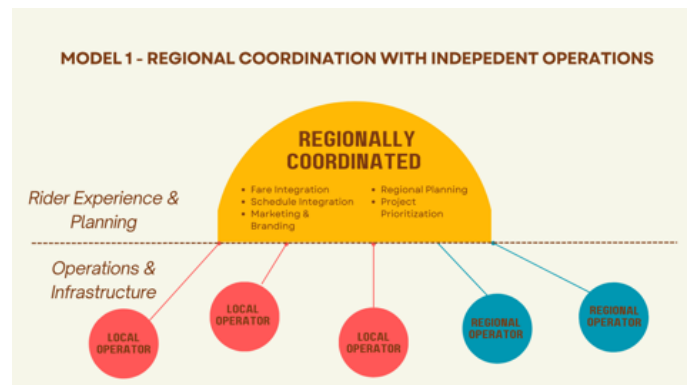
Regional Coordinated Approach: Jellyfish Model

The Committee explored peer regions research and evaluated potential models based on regional needs:

The Jellyfish Model, pictured right, focuses on regional collaboration of **rider experience and planning** related to transit functions.

Operations and infrastructure activities are controlled by local operators.

Committee members identified the Jellyfish Model as their preferred model for regional coordination



Regional Benefits of the Jellyfish Model

Committee members identified the following regional benefits from targeted activities under the Jellyfish Model:

- Increase **connectivity through transit coordination** between local providers on fares, scheduling and route planning
- Improve **marketing** of educational materials to create seamless travel with greater awareness of mobility options
- Greater regional coordination to maximize **funding** opportunities
- Increase **human services efficiencies** through cost sharing
- Maintain **local control** and continue to build trust
- Increase **economic impact** of connecting to jobs and housing

Model Funding and Governance: The Committee reviewed revenue projections for **existing and new funding strategies** for Jellyfish Model activities. In addition, the Committee evaluated possible governance structures for the model and prefer a **Regional Transportation Authority** approach.

Next Steps for the Committee:

- 📍 **Report Back:** Members will be providing an update on the Committee to their jurisdiction and/or relevant mobility organizations. **Please visit** the [Advancing the Plan Committee page](#) for all current and past meeting resources.
- 📍 **Centralina Executive Board:** January 8th, 5:00pm. Project team and Committee Co-Chairs will give final report to Centralina's Executive Board.

