

Meeting Minutes Aug 15, 2022

The purpose of this memorandum is to document the discussion at the meeting held on Aug 15, 2022, for the Beyond 77 Implementation Task Force. See attached sign-in sheet for a list of attendees who took part in this meeting.

Items Discussed:

- The group welcomed Mr. Tony Lathrop with the NC Board of Transportation (BOT) and Mr. Alex Rotenberry with the NCDOT Integrated Mobility Division (IMD)
 - Mr. Tarik Kiley has departed Sustain Charlotte, and will no longer be part of the Beyond 77 Task Force
- Mr. Rodriguez provided an update on the mission statement options and the results from a survey conducted in late June
 - Out of five initial options, two were eliminated based on the survey results, and three were brought for further discussion
 - Overall, the group was inclined to combine elements from all three statements into a new more comprehensive statement
 - The group was asked to vote on their top pick to use that statement as the foundation for the new statement, the results from the task force member votes were as follows:
 - Option 1 – 5 votes
 - Option 3 – 7 votes
 - Option 4 – 5 votes
 - CRTPO staff to rewrite a new mission statement based on the current option #3 with elements from the other two options
- Mrs. Robertson provided an overview of the Marketing Plan for the Beyond 77 Implementation
 - Mrs. Robertson reviewed the elements involved in this marketing plan, including the goals, audiences, messaging, approach (phases), and timeline – see meeting slides for more details
 - Council Winston asked about the reason for targeting ages 16 and above
 - The main reason was due to the driving age – methodology that was employed during the Beyond 77 Study
 - The group discussed not having a minimum age for public engagement/education process or following the 8-80 *Creating Cities* age limits
 - There were several comments and suggestions regarding the use of the word ‘implementation’ from the marketing plan draft
 - The group brainstormed multiple keywords during the discussion (prioritization, mobilization, engagement, progressing), Bowstern and Staff will be evaluating those suggestions and other terms as part of the final marketing plan draft
 - The group voiced that advertising media (e.g., Axios) should target and be inclusive of all underrepresented demographics beyond the black and brown community, but to

- consider LGBTQ, people with disabilities, immigrants, refugees, single parents, and more
- The University of North Carolina (UNCC) Urban Institute was recommended as a potential resource for community engagement contacts and advocates – CRTPO Staff will coordinate with Mr. Simmons, who is a Task Force member and a UNCC staff member
- Task force members were asked to review and provide feedback on the Marketing Plan Draft
- The final draft of the Marketing plan is expected to be available by the first week of September and final review during the September 28 meeting
- Mr. Rodriguez provided an overview of the 26 Strategies and Solutions (S&Ss) currently under evaluation for the Shortlist and task III of the Beyond 77 Task Force
 - Mr. Rodriguez covered the different elements (columns) from the Shortlist table, including the ID code that relates to the Strategic Users Implementation Tool (SUIT) and Beyond 77 final report
 - The second column contains a direct link to the details for each of the S&S in the SUIT
 - The last six columns are for the criteria recommended by CRTPO staff, which include the following elements:
 - Will the recommendation require updates/changes to an existing statute, policy, or legislation
 - The potential cost includes both the physical implementation and any associated fees for consultants or third parties
 - Will consultant support be needed or can that S&S be implemented by the leading agency staff
 - Which agency(ies) should be designated as the lead implementer to carry out that S&S
 - List any adopted or ongoing initiatives (studies, plans, programs, etc.) that support and/or call out for a similar recommendation (e.g., 2050 MTP recommending policies to define equity in performance measures)
 - Each of the criteria has been assigned to a numerical value
 - The goal at this point is to rank and evaluate the 26 S&Ss thru a numerical process, Staff anticipates this will be an art and a science process
 - Task force members were asked to help with input and feedback for the criteria, scoring values, input for anything missing (TBD), and validating current assumptions
 - This process of reviewing, discussing, and ranking the Shortlist is expected to continue at least until the end of the calendar year

Next Steps and Action Items:

1. Staff to develop a new mission statement based on current option #3 with elements from #1 and #4
2. Staff to coordinate with the UNCC Urban Institute and Mr. Simmons for input on community engagement resources
3. BowStern to submit Marketing Plan draft for review by early September
4. Task Force to review and provide comments for the Marketing Plan Draft and Shortlist table
5. Continue brainstorming and developing a list of implementers and key stakeholders (all)

Next Meeting: September 28, 2022, from 12:00 to 1:30 PM (Hybrid)

Please contact Kendall Clanton at kendall.clanton@charlottenc.gov if any changes to these minutes are needed.

Beyond 77 Task Force Meeting #2 (Aug 15, 2022)

Sign-in Sheet

In-person Participants

Name	Agency/Organization
Andy Grzymiski	Charlotte DOT
Clint Grant	Mecklenburg County
Council Braxton Winston	City of Charlotte Council
Johanna Quinn	Charlotte DOT
Rickey Hall	West Blvd Neighborhood Coalition
<i>Ron Pappas (Special guest)</i>	<i>CRTPO Chair</i>
Tony Lathrop	NC Board of Transportation
Warren Cooksey	NCDOT - Turnpike Authority
Agustin Rodriguez	CRTPO Staff
Bob Cook	CRTPO Staff
Brian Elgort	CRTPO Staff
Judy Dellert-O'Keef	CRTPO Staff
Kendall Clanton	CRTPO Staff
Elle Tedder	BowStern
Kelly Robertson	BowStern
Molly Collins	BowStern

Remote Participants

Name	Agency/Organization
Andrew Ventresca	Town of Troutman
Commissioner Rob Kidwell	Town of Huntersville Commission
Dr. Mike Miltich	Former CRTPO Board Chair
Dr. Sylvia Bittle-Patton	Cherry Community Organization
Michael Johnson	Former CRTPO Board Chair
Randi Gates	Gaston-Cleveland-Lincoln MPO
Scott Miller	NCDOT - Division 10
Curtis Bridges	CRTPO Staff
Jennifer Stafford	CRTPO Staff
Jerrel Leonard	CRTPO Staff
Neil Burke	CRTPO Staff
Temekia Dae	CRTPO Staff
Travis Johnson	CRTPO Staff