

BEYOND 77 MOBILIZATION DIGESTS

Prioritizing the Solutions
that Will **Move** You

One page summaries of
critical strategies and
solutions recommended by
Beyond 77.



THE BEYOND 77 CORRIDOR STUDY

A review of the Beyond 77 Final Report to provide relevant background for the mobilization digests.

THE BEYOND 77 CORRIDOR STUDY

In 2013, the Charlotte Regional Transportation Planning Organization (CRTPO) recommended that a strategic study of the multimodal transportation network along the Interstate 77 corridor from Charlotte to Statesville be conducted. This priority was confirmed in the CRTPO's 2040 Metropolitan Transportation Plan (MTP) and supported in meetings and interviews in 2017-2018 with stakeholders and representatives including elected officials from jurisdictions along the corridor, NCDOT representatives, and NC Transportation Secretary Trogdon. The study officially began in September 2019.

The purpose of the study was to evaluate future mobility needs for the parallel and intersecting transportation networks along Interstate 77 (I-77 corridor study area) and to develop solutions to meet those needs. It started as a vision to reduce congestion and increase multimodal mobility options along and around the I-77 corridor study area between Statesville, North Carolina and the North Carolina - South Carolina state border without physically changing the highway itself. That vision grew into a comprehensive set of recommendations for the corridor, utilizing new data analyses, public input, and stakeholder coordination to create a recommended list of strategies and solutions with applications designed to benefit the region. It was realized during the planning process that, while strategies and solutions may be applied throughout the corridor study area, the benefit may be experienced beyond the initial focus area of the study. These mobility recommendations and outcomes will continue to propel the jurisdictions along the corridor forward. With such significant outcomes to aim for, a comprehensive vision, extensive public and stakeholder input, and innovative thinking were required.

*Adopted by the CRTPO Board
January 26, 2022*

VISION STATEMENT

The Beyond 77 Corridor Study will strengthen the multimodal network surrounding the interstate by providing a strategic, innovative, equitable, and comprehensive toolbox of effective strategies, policies, and programs that will guide future mobility for our diverse communities.

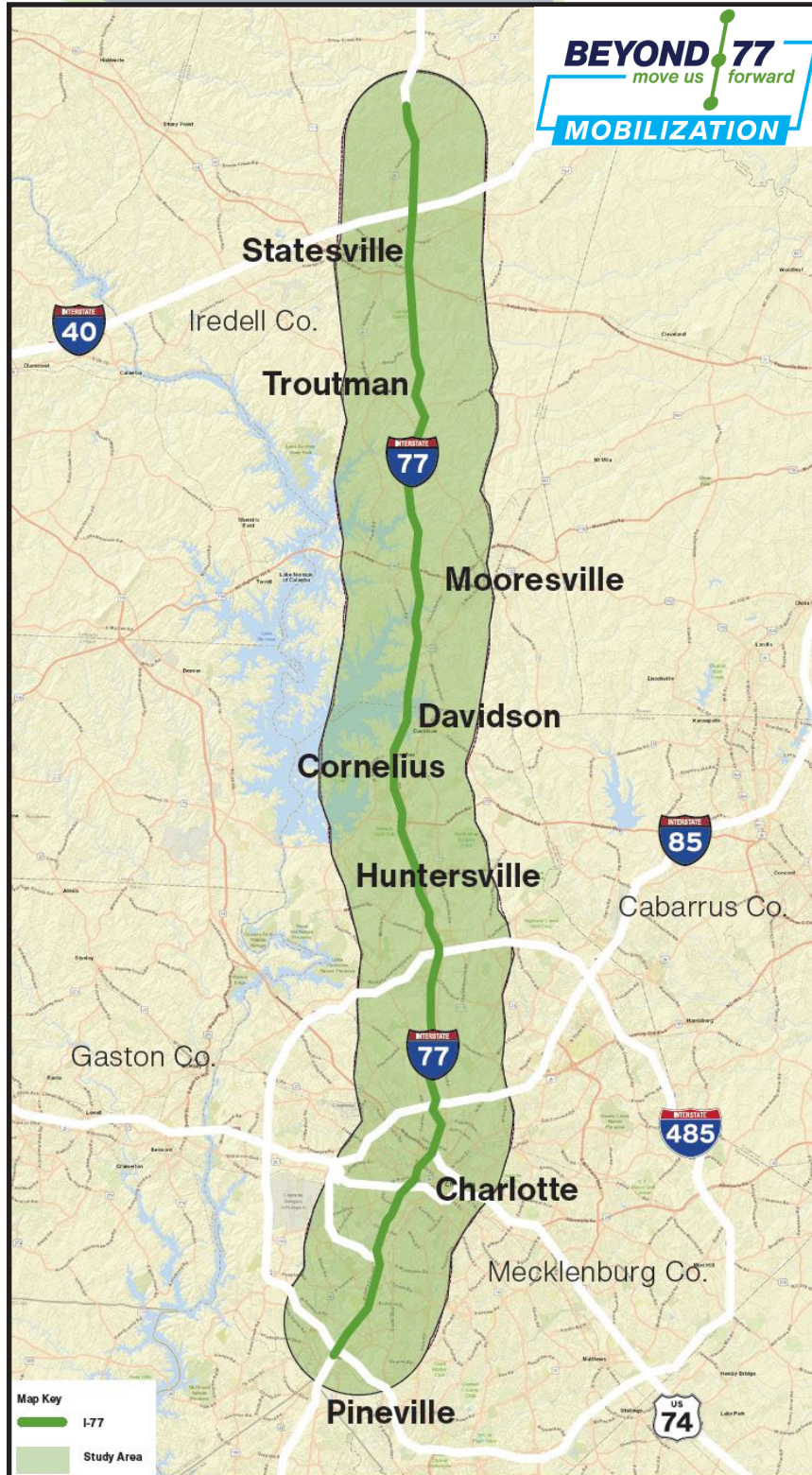
GUIDING PRINCIPLES

- Provide a range of local and regional mobility choices that are safe and equitable.
- Respect the natural and built environment.
- Strengthen the economic prosperity and resiliency of the region.
- Incorporate innovative improvements into the existing system.
- Improve integration of the multimodal system with adopted land use policies.

GOAL STATEMENTS

- Supply safe and equitable mobility options for people and business to efficiently access jobs, essential goods and services, and activity centers.
- Provide transportation corridor improvement strategies that enhance safety for all users, respond to resiliency issues such as weather events or security emergencies, and adapt effectively to ongoing climate change.
- Consider technology applications in all multimodal strategies to assist the public in making mobility decisions.
- Maximize opportunities to enhance freight connectivity and access to distribution hubs to improve the movement of goods.
- Integrate equitable and safe options for walking, bicycling, transit, motor vehicles, and other personal mobility modes throughout the region.
- Ensure recommended transportation policies and programs are sensitive to features of the built and natural environments, improve the quality of life for residents, and promote healthy living.

The Charlotte metropolitan area is projected to grow by approximately 60% between 2018 and 2050 (which is equivalent to approximately 1.6 million more people). If similar growth rates apply, that could mean an additional 700,000 people living within 3 miles of I-77.



COMMUNITY ENGAGEMENT

Over the course of the two-year study, public and stakeholder engagement was critical to achieving solutions that would gain support and buy-in across the corridor study area. A comprehensive engagement and marketing plan was developed to guide public, committee, and stakeholder engagement efforts throughout the duration of the study. Outreach efforts included a series of meetings for study committees, a campaign website, paid and organic media, eblasts, earned media, and a hybrid approach of both in-person and virtual public events. The engagement plan was approved in December 2019. By March 2020, the COVID-19 pandemic had begun, which required creative approaches to maintain study progress and continual engagement with all audiences. A full shift to virtual platforms was necessary to meet the defined goals of success for engagement.

COMMITTEES

The **Advisory Committee** consisted of MPO Board members and other elected officials representing jurisdictions from within the corridor study area. This committee was given periodic updates at critical milestones and feedback was solicited to further inform study progress.

The **Steering Committee** was comprised of technical staff representing jurisdictions and local/regional agencies operating within the corridor study area. This committee provided guidance on the direction of the study.

RESULTS

- 25,162 surveys completed
- 110,988 web sessions
- 32.7 million ad impressions
- 38.1 million PR impressions
- 156,205 social media engagements
- 432 event participants
- 3,012 comments received

THE BEYOND 77 TASK FORCE

Defining the roles and responsibilities of the Beyond 77 Task Force.

This Task Force was assembled to serve as champions on Beyond 77 recommendation priorities and funding preferences. Your work as a member of the Beyond 77 Task Force is vital to helping us keep the momentum of the Beyond 77 Study as we move towards implementation. Your input will directly shape how we prioritize these 26 Strategies and Solutions. The connections you can provide and your efforts as a champion in the community will drive public engagement. The more grassroots our approach, the more success we can realize together.

While the CRTPO has the ability to lead the implementation of some of these recommendations, few if any of the Beyond 77 Strategies and Solutions can be fully realized without extensive collaboration with many other agencies.

YOUR ROLE

PROVIDE INPUT

As a professional, as a representative of your organization, and as a member of the community, you are being asked to speak your mind and provide input. Throughout this process you will be asked to guide the prioritization of several Beyond 77 Strategies and Solutions.

CHAMPION RECOMMENDATIONS

The Task Force is a critical avenue for pushing the implementation of these strategies and solutions forward. You are being asked to lead conversations in your communities and organizations that lead to support for the implementation of these recommendations.

MAKE CONNECTIONS

You are not being asked to do this work by yourself. When appropriate, please make introductions between Beyond 77 staff and key stakeholders / decision makers you know that can help drive implementation forward.

MISSION STATEMENT

Engage the region's governments, stakeholders, and residents to act on transportation opportunities and serve as the champions to guide the strategies and priorities from the Beyond 77 Study, to help transform opportunities into solutions that improve and enhance mobility, equity, quality of life, resiliency, and economic prosperity.

SCOPE OF WORK

- I. Input and approval for the marketing plan
- II. Advocate and help with the coordination process with the other major initiatives and their outcomes within the study area and/or the CRTPO planning area
- III. Evaluate, prioritize, and set the course of action for the shortlist of recommendations
- IV. Discussion and execution of a regional/county plan on funding alternative solution(s)

INTRODUCING THE MOBILIZATION DIGESTS

A guide to using the one-pagers and explaining how they were developed.

THEMES

The Beyond 77 Mobilization Digests are designed to help familiarize you with the Strategies & Solutions from the Beyond 77 Study. We have organized the 26 recommendations marked for prioritization by this Task Force into six themes:

ACTIVE TRANSPORTATION

These recommendations include physical implementation projects as well as policies and programs to enhance active transportation throughout the region, focusing on safety and innovative solutions.

EQUITY & FUNDING

These recommendations are centered on expanding funding opportunities and integrating equity into planning and programming efforts.

Given funding limitations, it is always prudent for public agencies to evaluate any and all opportunities to expand viable funding sources.

Equity in planning and project funding is an important topic for transportation planning.

POLICY & PROGRAMMING

These recommendations are aimed at addressing transportation planning policy and programming deficiencies throughout the region. These recommendations are focused on supporting the implementation of important regional plans, such as Beyond 77 and CONNECT Beyond.

Regional planning efforts require significant cross-jurisdictional collaboration and joint work. These recommendations are geared towards strengthening regional organization relationships and establishing multi-jurisdictional coalitions for advancing key initiatives in the region.

The policies and programs identified by these recommendations will provide platforms for discussion, prioritization, funding, and implementation of other recommendations from Beyond 77 and other key initiatives.

TECHNOLOGY: CONNECTED/AUTONOMOUS VEHICLES

We have multiple technology-related themes to help address emerging technologies. These recommendations are focused on addressing Connected/Autonomous Vehicles (C/AVs).

Autonomous vehicles use technology to steer, accelerate, and brake with little to no human input. Some vehicles still require a human to monitor the roadway, while other vehicles require no human intervention.

Connected vehicles use technology to either communicate with each other; connect with traffic signals, signs, and other road items; or obtain data from a cloud. This information exchange can help with safety and improve traffic flow.

C/AVs can have a number of benefits:

- Increased safety by eliminating human factors that lead to accidents and fatalities
- Greater mobility and equity by providing broader access to live, work, and play where one chooses
- Economic and workforce development as this technology provides an opportunity to compete in the movement of goods, services, and people
- C/AVs may improve a transportation network's efficiency by reducing traffic congestion and improving traffic flow

TECHNOLOGY: INTELLIGENT TRANSPORTATION SYSTEM PILOT APPLICATIONS

We have multiple technology-related themes to help address emerging technologies. These recommendations propose a number of pilot studies that should be conducted as part of a regional Intelligent Transportation System (ITS) study.

There are a number of emerging technologies that can improve our transportation network. These pilot studies will allow local staff to evaluate each technology's efficacy and impact on the transportation network. Specifically, these strategies and solutions are concerned with managing congestion and safety.

TRANSIT

The Transit theme highlights recommendations for addressing transit needs throughout the Charlotte region. These strategies and solutions are focused on improving the transit user's experience as they travel through the region.

The Beyond 77 Final Report includes 179 primary recommendations along with 107 subcomponent recommendations - a total of 286 final recommendations.

KEY AREAS

Throughout this document, you will see references to four key areas of transportation planning as defined in the Beyond 77 Study:

Policymaking - New systems of principles to guide decisions and achieve rational outcomes; statements of intent.

Programming - A plan or system under which action may be taken toward a goal.

Project Infrastructure / Implementation Methods - Specific project needs on the ground: includes definitive step(s) or action(s) to complete a specific task and reach a specific solution.

Emerging Technologies - New forms of technology to enhance mobility.

PAGE LAYOUT

AT A GLANCE

This section lists several basic details about a given recommendation that can be quickly referred to as needed, including the prioritization score (the scoring tool is described in more detail on the following page).

NEED & IMPORTANCE

This section identifies the needs that a given recommendation is intended to address as well as the value of doing so.

MAKING IT HAPPEN

This section describes the process by which a given recommendation can be turned into a reality as well as supporting information as needed.

We have also included the logos of organizations affiliated with the implementation of a given recommendation in the bottom right corner of each page.

ICONS

We have carried forward several icons used in the Beyond 77 report to serve as consistent symbology across the digests. The icons and their definitions are described here:

KEY AREAS



Policymaking



Programming



Project Infrastructure /
Implementation Methods



Emerging Technologies

MODES OF TRANSPORTATION



Car



Bus



High-Capacity Transit



Bicycle



Pedestrian



Freight



Microtransit (i.e., scooters, bikeshare)



Rideshare



Other (i.e., hyperloop, urban air mobility)