

Progress Update

To: Members of the Beyond 77 Advisory & Steering Committees

From: Agustin Rodriguez, Planning Engineer, CRTPO
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Date: April 7, 2020

Re: Progress Update on Beyond 77

Members of the Beyond 77 Advisory & Steering Committees:

The project team has been hard at work since our last time meeting together in person. We wanted to take this opportunity to provide you with a written update on progress through the end of March 2020, as well as what to expect in the coming months as we head into the spring/summer months.

Notable Accomplishments:

Key Stakeholder Meetings

A large list of stakeholders was developed through research, and through assistance from partnerships with Charlotte Center City Partners and the Charlotte Regional Business Alliance. These meetings were held in November/December 2019. The goal was to promote awareness and seek additional support from large and small companies, as well as community and organizational leaders.

Study Campaign Development & Roll-out

The consultant team worked closely with CRTPO to finalize the Beyond 77 brand, as well as all associated marketing tools (both print and digital – we hope you saw our first billboards, read about us through several print publications, or heard about the study on radio advertisements).

Phase I Public Engagement – Online Survey

A survey accompanied the campaign roll-out during Phase I and was designed to ask citizens questions that supplement the existing conditions component of the study. Questions asked participants about their current travel behaviors, and initiated thought behind preliminary desires for future mobility solutions within the corridor study area.

The following graphic shows the success the team and study have experienced solely based on marketing efforts alone. Initial goals were developed for the duration of the study for marketing and engagement, and we are well on our way to meeting and most likely exceeding most, if not all, of them.

Goals	Phase I Total	Percentage to Goal
• 15,000 surveys completed (both online & printed versions)	15,379	102.5%
• 50,000 sessions to the campaign website	40,655	81%
• 10M advertising impressions (digital and traditional)	9,926,409	99.3%
• 30M earned media impressions as a result of public relations efforts	21,958,116	73%
• 15,000 engagements on social media (i.e. – video views, link clicks, likes, comments, shares)	33,251	221.7%
• 1,500 participants at in-person & virtual events	44	3%

Note: We have not yet hosted or advertised comprehensive public engagement meetings. Key Stakeholders from within the study area are the only individuals experiencing in-person engagement. Comprehensive in-person public engagement will occur during the second year of our study, where solution options will be presented.

Data Collection Effort

The consultant team coordinated with many of you and your staff to collect the appropriate data necessary to complete a comprehensive, global review of land use & economic development plans, subarea, corridor-specific and/or mode-specific type plans, as well as a review of all planned/programmed projects in the corridor study area through 2050.

Study Area Boundary Determination

The consultant team used the Metrolina Regional Travel Demand Model to refine the generalized study area boundary. The primary study boundary area is defined to be the 3-mile radius from the 77-Highway, which is where a majority of mobility solutions will be evaluated. A secondary study boundary area, which will be used in the travel demand modeling effort, evaluates critical roadway links within the primary study area boundary, but also considers critical links that connect into the primary study area boundary.

Approach to Model Validation & Assessment

The consultant worked closely with staff from CRTPO, RFATS & Metrolina Regional Travel Demand Model staff to develop a Traffic Methodology Memo. This memo defines the processes necessary to adequately model traffic volumes through the scope-defined scenarios, which allows for effective and accurate existing & future conditions assessments using the travel demand model.

What's to Come:

- Advisory-Steering Committee Meeting – Late May/Early June 2020 – Focus will be on presentation of Existing & Future Conditions Assessment, and discussion on Preliminary Needs
- Phase II Public Outreach (Online ONLY) – Mid-Summer 2020 – Focus on educating public on outcomes of Existing & Future Conditions Assessment and seek initial feedback on desired needs based on the assessment.
- Study Vision Needs Evaluation Workshop – Mid-July 2020 – workshop to develop needs evaluation criteria
- Innovation Brainstorming Workshop – Mid-August 2020 – 2-day workshop with Key Stakeholders to break down the corridor study area by geography and mode to determine initial set of feasible solutions.

Included as a part of this project update are four items, listed below. They can be found by visiting www.beyond77.com/committees.

- Marketing Plan
- Phase I Marketing Report
- Phase I Survey Results Presentation*
- Study Area Determination Memo/Methodology
- Traffic Methodology Memo

Should you have any questions regarding the progress made, items listed for understanding 'what's to come,' or specific questions related to the attachments highlighted, please do not hesitate to contact one of us below.

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**The presentation includes two datasets that comprise full survey responses. The first column of data (# of responses & percentage) on each slide is from the responses collected in English; The second column of data (# of responses & percentage) on each slide is from the responses collected in Spanish. The data will be combined for report publication purposes, but this provides an overview of initial responses.*