

Transit System Plan Update

MTC Meeting

March 26, 2025

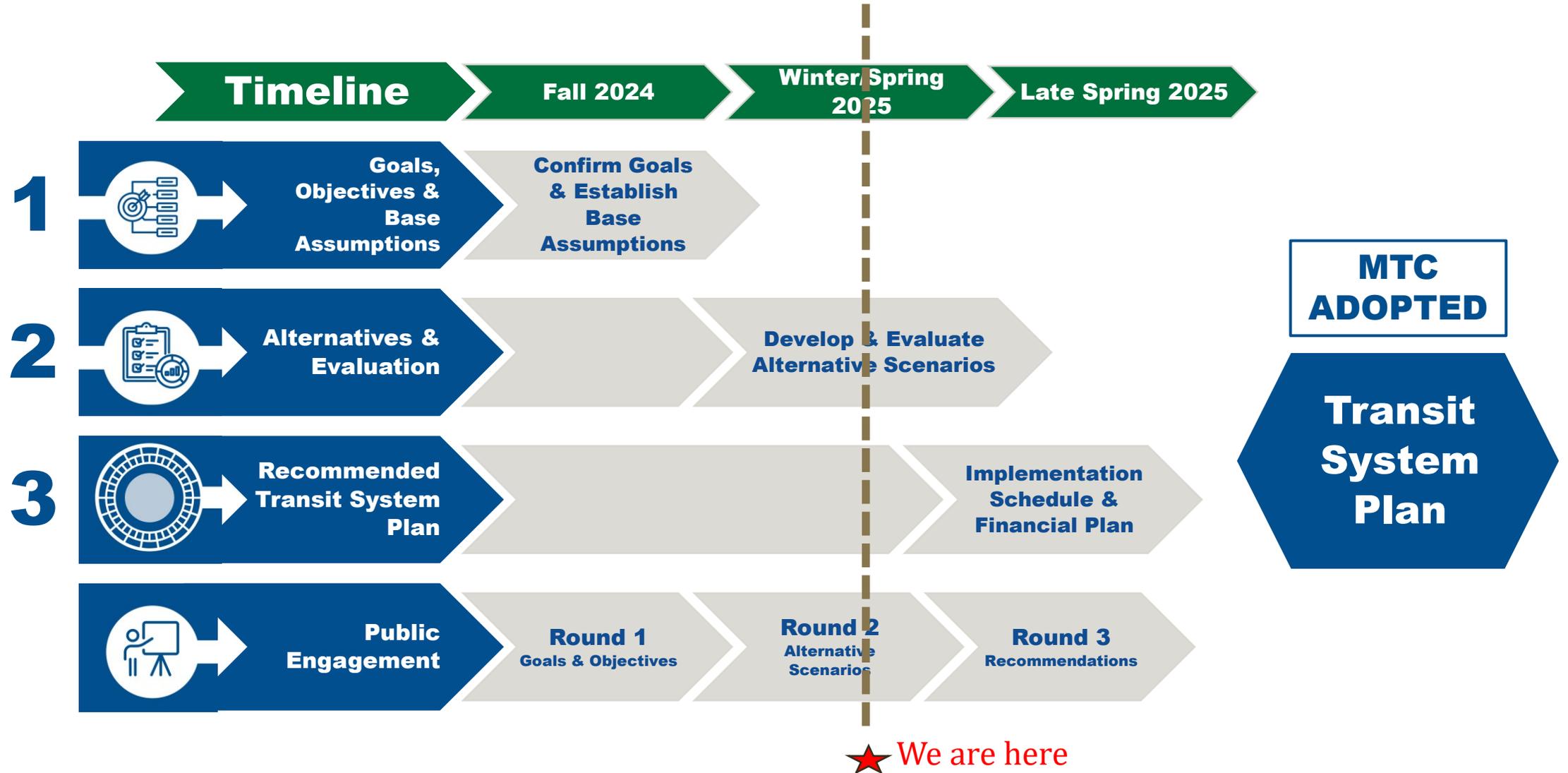


Outline

- ▶ Process
- ▶ Public Engagement
- ▶ Next Steps



Overview of Process & Schedule



TSP Round 2 Outreach & Engagement

January 2025 - April 2025



Project Website

www.catstransitsystemplanupdate.com



Rider's Alert E-blasts & Hanging Rider's alerts



Handouts & survey distributed at meetings, libraries & community centers



Social media posts and advertising



Radio and billboard ads, yard signs



Stakeholder and Neighborhood outreach



Media release and media kits for stakeholder promotions



Contact info:

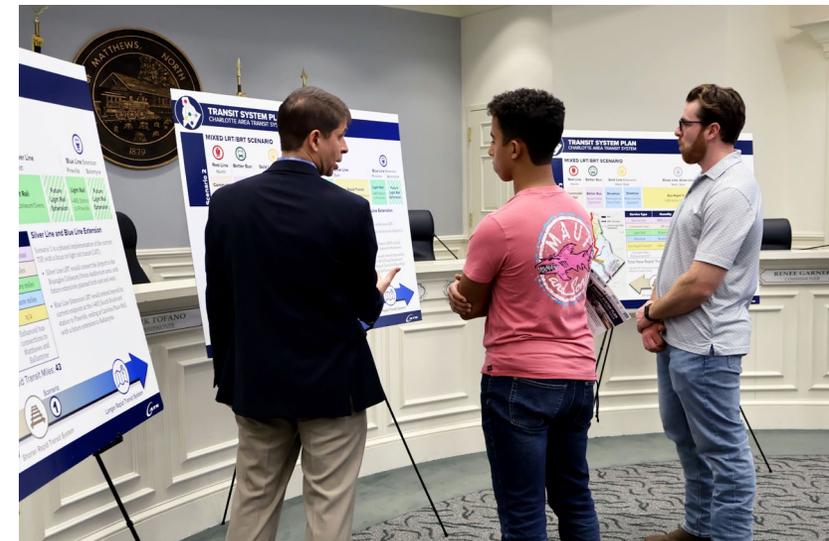
tsp@publicinput.com

Voice mail: 704-461-4441

(project code 10887)

Public Meetings

- ▶ Virtual Public Meeting (live and recorded)
 - March 10, 12 noon
- ▶ East Corridor
 - Matthews Town Hall – March 11, 5:30 – 7:30 pm
- ▶ North Corridor
 - Cornelius Town Hall - March 18, 5:30 – 7:30 pm
- ▶ South Corridor
 - Pineville Town Hall - March 20, 5:30 – 7:30 pm
- ▶ Center City Charlotte
 - Charlotte Regional Business Alliance – March 24, 11:30 am - 2 pm
- ▶ West Corridor
 - Goodwill Opportunity Center- March 25, 5:30 – 7:30 pm



Neighborhood and Community Outreach

- ▶ Email with TSP information and invitation sent to 75+ neighborhood groups and 150+ community organizations (12/9/2024 and 2/24/2025)
- ▶ Targeted follow up in February, March and April
- ▶ 17 meetings held or scheduled to date (as of 3/24/2025)
- ▶ Pop up meetings:
 - Charlotte Transportation Center
 - South Park Community Transit Center
 - Rosa Parks CTC
 - Eastland CTC



Community Survey

- ▶ 3 key questions:
 - What are the most important benefits of a future rapid transit system?
 - What are the most important benefits of a future Better Bus system?
 - Tell us what you think about the alternative program scenarios for the Transit System Plan?
- ▶ Survey incentive
- ▶ Open until **April 11** (Extended)
- ▶ Results will be presented at the April MTC meeting



Next Steps

Late Spring 2025

Recommended Transit System Plan



Round 3 Public Engagement

- ▶ Opportunity for public comment at the April 2025 MTC Meeting

MTC Meeting – April 30, 2025

- ▶ Engagement Summary & Survey Results
- ▶ MTC Discussion

MTC Meeting – May 28, 2025

- ▶ MTC Action - Transit System Plan

Thank you!