



Faster Commutes, Less Congestion

TRANSPORTATION UPDATE

August 2025

TRANSPORTATION PLAN

- A 1% sales tax increase is estimated to generate \$19.4B over 30 years
 - \$7.74B for the towns and City for roads
 - \$7.74B for rail*
 - \$3.9B for bus*
- Potential to pull down \$6B in federal funds
- A new authority would be created to manage the county's transit system.

**The MTC reaffirmed these commitments during its April 30 meeting.*

TRANSPORTATION PLAN

LOCALLY MANAGED ROAD PROJECTS

The City of Charlotte and the towns would receive approximately \$7.74B over 30 years for road projects.

Town	Year One	30 Years
• Cornelius	\$5.75M	\$325.9M
• Davidson	\$3.125M	\$174.5M
• Huntersville	\$12.0M	\$700.0M
• Matthews	\$5.0M	\$307.0M
• Mint Hill	\$6.0M	\$379.5M
• Pineville	\$1.72M	\$87.3M

LOCALLY APPOINTED AUTHORITY

27-Member Board

- **City of Charlotte: 12**
- **County: 6**
- **Towns: 6**
- **State: 3**

EXCLUSIONS FROM TAX

Exclusions include groceries/SNAP-eligible items, gasoline, medicine

TRANSPORTATION PLAN

BETTER BUS



Within ½ mile of transit:

- 15-minute frequency for 450,000 people
- 320,000 more jobs
- 30-minute service for 90% of Mecklenburg County

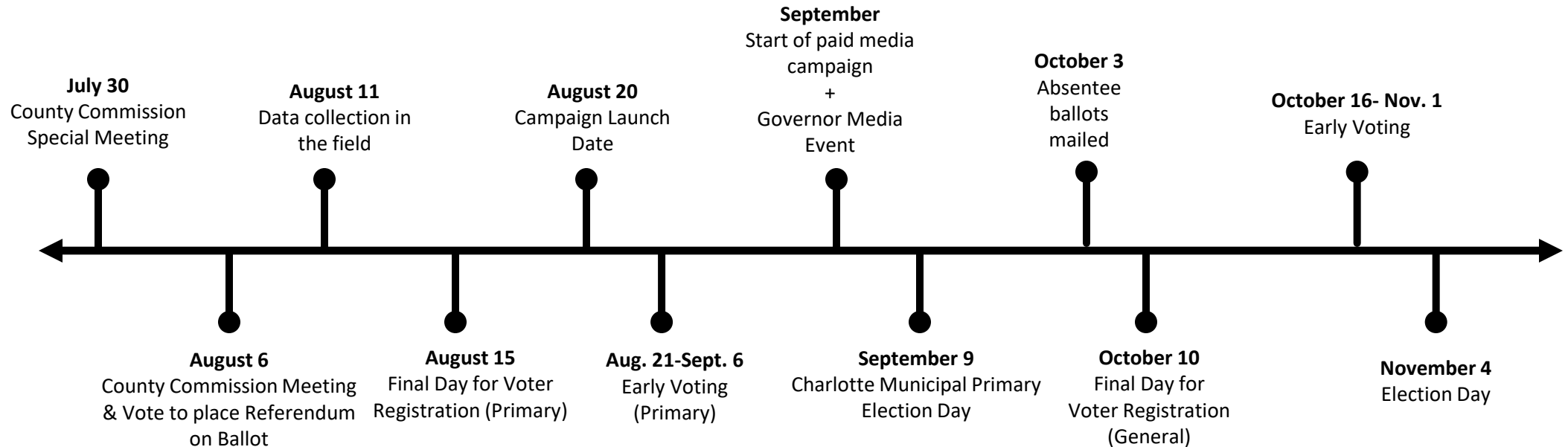
RED LINE



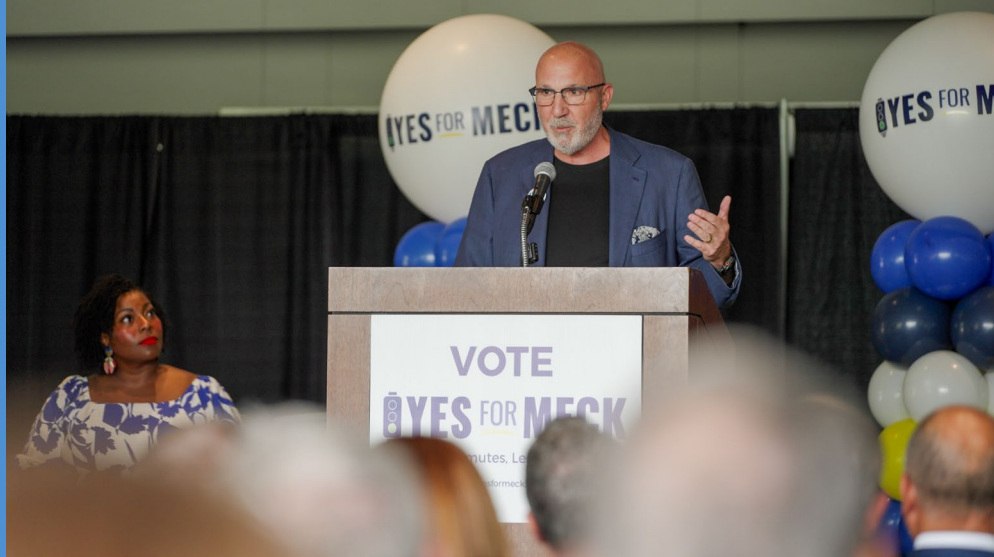
- 25-mile commuter line
- Connects Uptown Charlotte with Huntersville, Cornelius, and Davidson
- Reduces congestion on I-77
- Catalyst for transit-oriented development

- Additional rail projects include Silver line (airport to BoPlex) and expansion of Gold Line and Blue Line

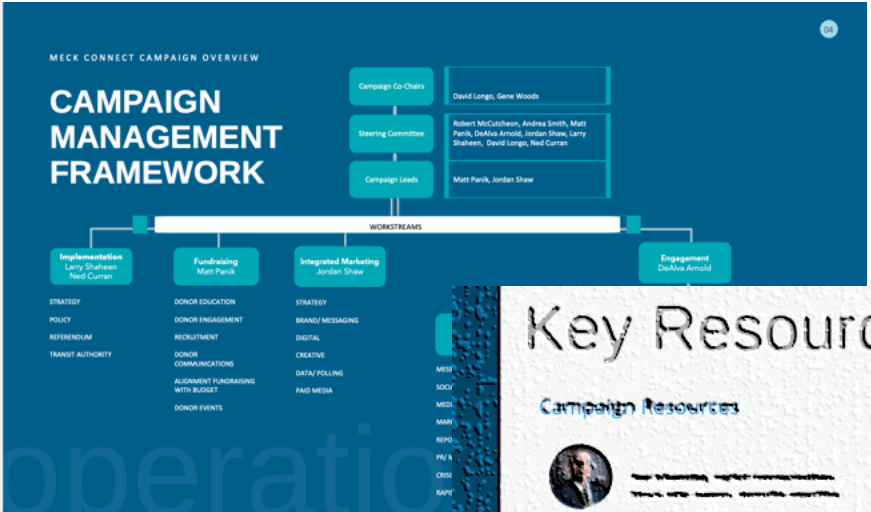
ELECTION TIMELINE



- **Cornelius:** Mayor and 5 Commissioners
- **Charlotte:** Mayor and 11 Council members
- **Davidson:** Mayor and 5 Commissioners
- **Huntersville:** Mayor and 11 Commissioners
- **Matthews:** Mayor and 6 Commissioners
- **Mint Hill:** Mayor and 4 Commissioners
- **Pineville:** Mayor and 4 Commissioners
- **CMS School Board:** 6 Seats



ORGANIZATION



Key Resources

Campaign Resources

MECK CONNECT CAMPAIGN OVERVIEW

BUSINESS ROUTINES

To ensure alignment, momentum, and effective collaboration across the Meck Connect campaign, we've established a structured cadence of meetings that support clear communication, informed decision-making, and timely execution.

Meeting Cadence

Time	Cadence	Attendees	Objective
MANAGEMENT			
Steering (Matt)	Every Monday, 8-9am	Robert, Andrea, Matt, Jordan, DeAlva, Ned, Larry, David	Weekly check-in on activity Update deliverables
Alliance + City (Matt)	Weekly, Monday at 9:00pm	Matt, DeAlva, Sarah, Jason, Avery, Withelmans	
Coalition Partners (DeAlva)	Weekly	Matt, Jordan, DeAlva, Avery, Sarah Hazel, Jason Withelmans, Withelmans, Rebecca	Check-in on events - Discuss collaboration
Workstream Leads (Matt)			
Fundraising (Matt)			
Alliance + City + County (Matt)			
Work Team Meetings (DeAlva)			
OVERSIGHT			
Managers			
Breakfast (CELC, Alliance, etc.)			

Mobility Events

Month	Events
July	July 7 Candidate Filing Period Opens (City Council, Mayors, Board of Education, Town Commissioners) July 14 10-year anniversary of Gold Line streetcar opens, connecting Uptown to Hawthorne Lane July 15 SPM Community Relationship Committee: Mobility Presentation and Discussion July 18 Candidate Filing Closes July 21 1 PM Transportation Campaign Retreat CLT Business Alliance July 30 Black Women of South Mecklenburg (South County Regional Library or Virtual) Mecklenburg County Commission Special Meeting*** July 31 6pm Commissioner Leake Community Meeting on Transportation West Charlotte Recreation Center
August	August 4 PM National Night Out Throughout Community (More information to come) August 6 County Commission Public Hearing + Resolution Adoption*** August 8 Early Voting: First Day ballots are legally allowed to be mailed out August 12 BAM Mobility + CELC: Healthy Communities subcommittee August 15 Last Day to Register to Vote August 16 10 AM Commissioner Yvette Townsend-Ingram Food Security Meeting Camino Health Center August 21 Primary: First Day of Early Voting August 26 Primary: Last Day of Request a Ballot
September	September 6 Primary: Last Day of Early Voting September 9 Primary: Absentee Ballot Return Deadline Charlotte Municipal Primary Election
October	October 16 Early Voting Begins October 20 End of fundraising deadline for Referendum Committee October 27 Pre-Referendum report due to NCSEB
November	November 1 Early Voting Ends at 3pm November 3 27-Year Anniversary of Mecklenburg County voters approving the .5% sales tax increase to fund transit in 1998 November 4 Election Day November 7 End of fundraising deadline for Referendum Committee November 14 2025 Final Report due to NC State Board of Elections November 24 First phase of Lynx Blue Line opens in 2007 December 31 End of fundraising deadline for Referendum Committee January 7 2025 Supplemental Final Report due to NCSEB if final report does not disclose final accounting

● Pre-voting ● Voting Related

Events

November

November 1
Early Voting Ends at 3pm
November 3
27-Year Anniversary of Mecklenburg County voters approving the .5% sales tax increase to fund transit in 1998
November 4
Election Day
November 7
End of fundraising deadline for Referendum Committee
November 14
2025 Final Report due to NC State Board of Elections
November 24
First phase of Lynx Blue Line opens in 2007

December 31
End of fundraising deadline for Referendum Committee

January 7
2025 Supplemental Final Report due to NCSEB if final report does not disclose final accounting

Governance of the Campaign



Co-Chairs: David Longo and Gene Woods

01

Campaign Cabinet

Strategic Champions who provide trusted counsel and executive accountability, to ensure alignment across institutions and with our promise to the community.

02

Steering Committee

Provides oversight, strategic guidance, alignment across advocate stakeholders, and ensures operational accountability to the broader goals of the campaign.

03

Campaign Management

Manages the day-to-day structure of the campaign, including the cadence of business routines and accountability checkpoints.

04

Workstream Leads

Responsible for driving execution within assigned focus areas, ensuring collaboration and alignment with campaign goals, timelines, and strategic direction.



CAMPAIGN OVERVIEW



Campaign Messaging

One unifying concern among all residents “Traffic Congestion”



Campaign will utilize different mediums (TV, Mail, Digital, Radio, etc.) and messages designed to underscore the problem and highlight how the transportation plan will reduce congestion



Macro & Micro Campaigns
Persuasion & Turnout Campaigns



Top demographic targets:

Crescent, AA, N. Meck, Dems, Suburbs



Biggest concern

Voter Turnout: 15.5% in 2023 and 17% in 2019



Campaign Asks

- **Volunteer at events:** Join us at local events in the community to share information about Yes FOR Meck with others.
- **Work with the Alliance:** host town halls, Zoom calls, share materials.
- **Be an Ambassador for local primaries:** Get out the vote for strong candidates.
- **Educate your network:** Share information on transportation needs.

Vote

- October 16th – November 1st: Early Voting Period
- November 4th: Election Day
- November 4th: Last day to return Absentee By-Mail ballots

