

ACCESSIBILITY THINK TANK

Meeting 2 | October 6, 2015

Overview of Collaborative Initiative Ideas from Meeting 1

#	New Collaborative Initiative Idea	Comments
1	Marketing campaign to promote use of walking/biking/transit and to encourage funding for infrastructure	There is a need to move from guilt-based advertisement to excitement-based marketing around multi-modal transportation; there is a lot of collaborative opportunity for this message development Should marketing promotion be separated from funding promotion? Move from the idea of “campaign” to the idea of “programming”
2	Promote the availability of Wi-Fi on transit	Inform the public that there is Wi-Fi on transit (<i>is there Wi-Fi on transit?</i>)
3	New programming in school curriculum that promotes walking/bicycling safety	In addition to building infrastructure, there is a need to build the habit in children to use multi-modal transportation (i.e. Safe Routes to Schools)
4	Create a directory of organizations that provide transportation services and provides an interactive flowchart that determines an individual’s best path to their destination	Want to make sure that the public has a true understanding of their transportation options (i.e. volunteer-based options); a possible link to the At-Risk Residents Think Tank
5	“New Guide to Charlotte” that serves as a guide to detailed information on getting around Charlotte without a car	Portland has an established system where someone informs new residents on how to get around town without a car; is there an opportunity to replicate this idea in Charlotte-Mecklenburg (perhaps with app?); can you take advantage of Charlotte’s GIS mapping system?
6	Bike Mentorship Program that pairs new riders with experienced riders who know how to travel around Charlotte using a bike	Want to ensure that the vision for multi-modal transportation is executed—actually getting people on the road There are existing programs around “Bike Mentorship,” so how can those be strengthened?
7	Establish a way to link people and organizations to promote more alignment	There is value in convening, so how will convening continue after Livable Meck Think Tanks are over? Active Charlotte does currently do some of this convening Is there a connection between Active Charlotte & Transportation Choices Alliance?
8	Establish a program that promotes a greater sense of connection to the Mecklenburg Community (pride in place, increased community involvement and volunteering)	Part of Carolina Thread Trail’s mission is to connect neighbors—getting people outside in open space creates more pride in the places people live How can Charlotte’s Neighborhood and Business Services help neighborhoods understand their mobility options?



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Current Initiatives in the Community

- Mecklenburg County Park and Recreation has a goal to have parks within a half mile of every resident
- Mecklenburg County Air Quality has an annual clean commute campaign
- AARP's Age-Friendly Network is an opportunity to share best practices across communities across the country

Additional Collaborative Initiative Idea

- Regional Transportation Demand Management Program

Recommended Changes to Collaborative Initiative Ideas from Meeting 1 (see above table for numbering references)

- Merge #1,4,5,6
- Regroup all 8 original ideas
 - Merge 1,2,4, and 5 into "Marketing/Branding" category
 - Merge 3 & 6 into "Programming" category
 - #7 is the network of service providers that convene and strategize together
 - Is #8 a program or an outcome?
- Group #1,4,5,7, & 8
- Group #5 & 6

