

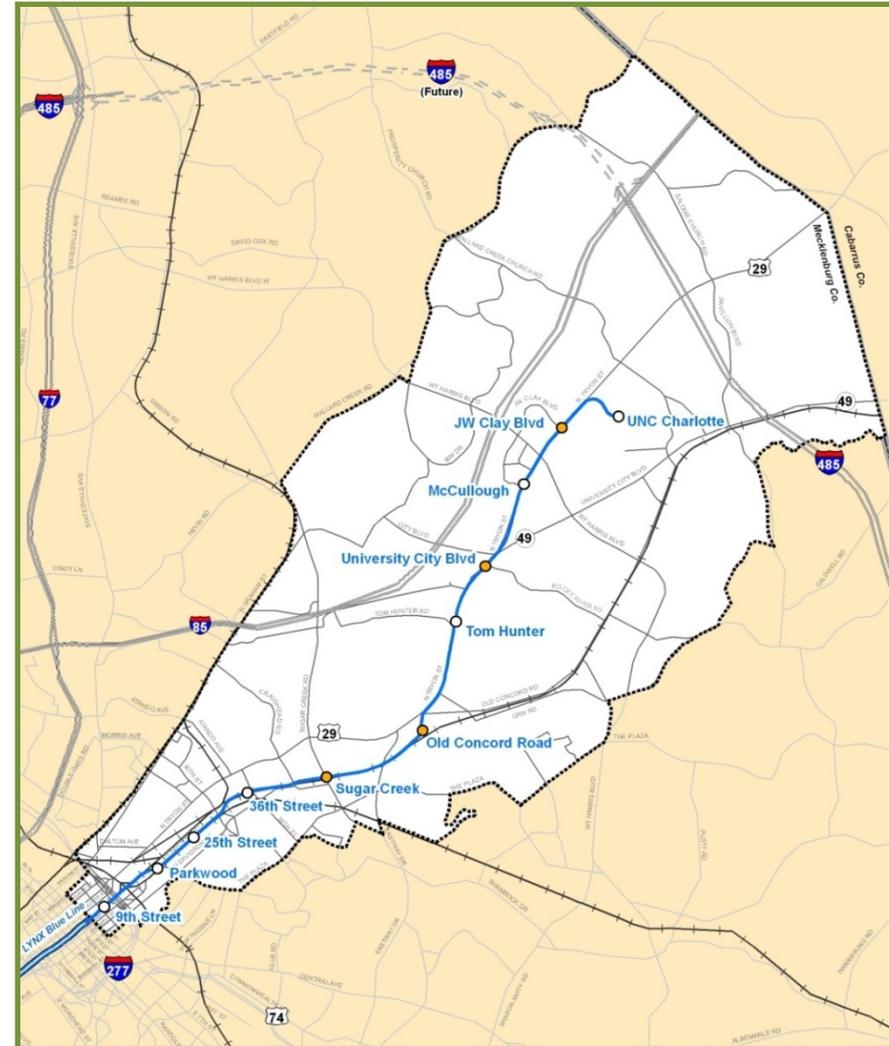
## Welcome Business Owners



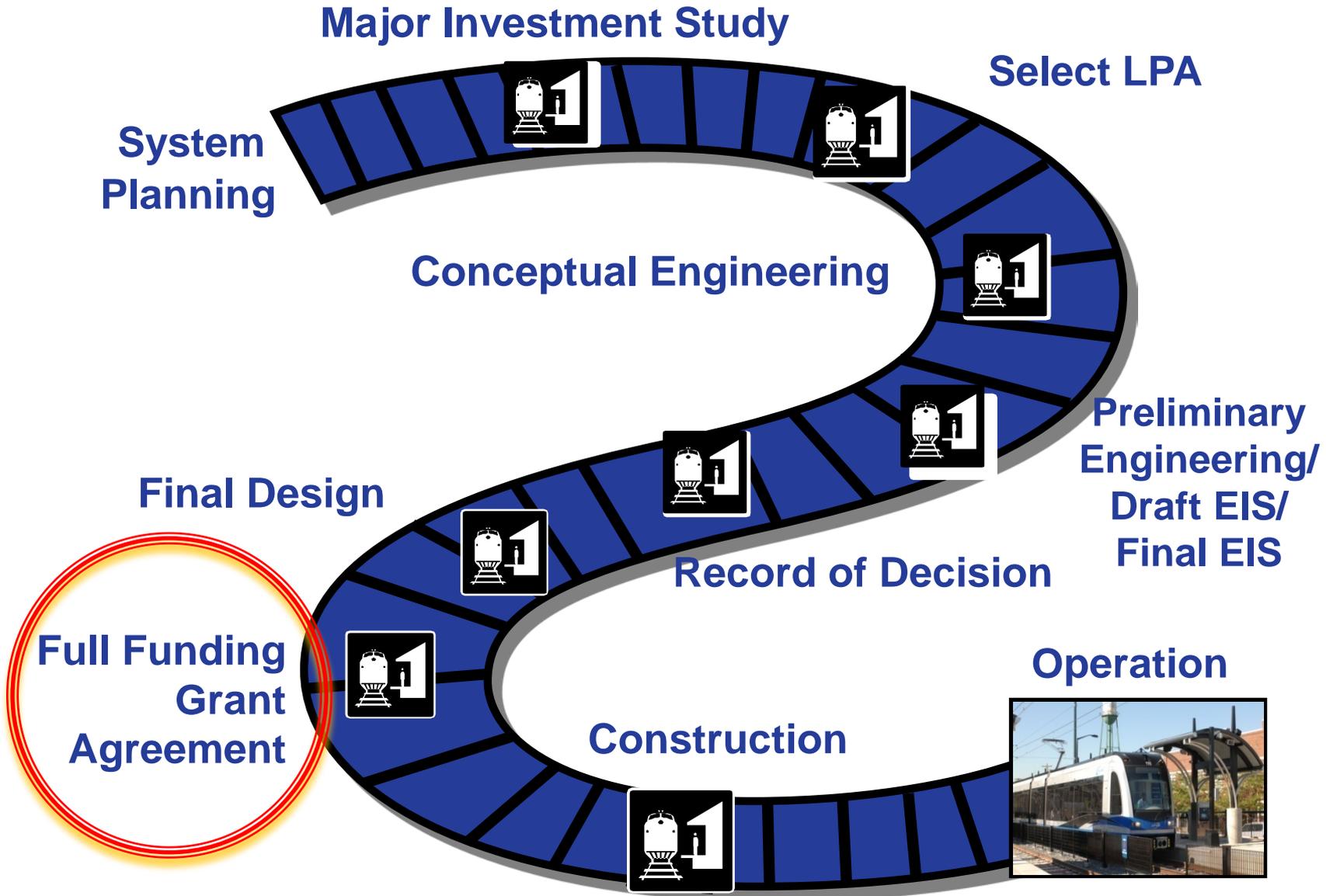
## LYNX Blue Line Extension

May 14 and 16, 2013

- 9.3 miles, 11 stations
- 4 park and ride facilities
- Approximately 3,100 parking spaces
- Accommodates 3-car trains
- 25,000+ daily riders
- Improvements to North Tryon St.
- Connects UNC Charlotte campuses
- 22 minutes from Uptown to UNC Charlotte
- Initial peak period service 7.5 minute frequency
- Connecting bus services
- Revenue service in 2017



# FTA Project Development Process



Milestone	Date
State FFGA Executed	March 2012
Request to Enter Final Design	March 2012
FTA Approval to Enter Final Design	May 2012
Federal FFGA Signed	October 2012
<b>Advanced Utility Relocation Begins</b>	<b>May 2013</b>
Right-of-Way Acquisition Complete	January 2014
Complete Final Design	May 2014
Start Major Civil Construction	January 2014
Initiate Revenue Service	March 2017

## Current Activities

- Real Estate acquisition underway
  - 309 parcels
  - 16 business relocations
- BLE Transit Station Area Plans
  - Council approval this May
- Demolition
  - 9 structures, begins this month
- Advanced Utility Contracts
  - Relocate utilities
  - Grading work in advance of Civil Contracts
  - Work begins next month



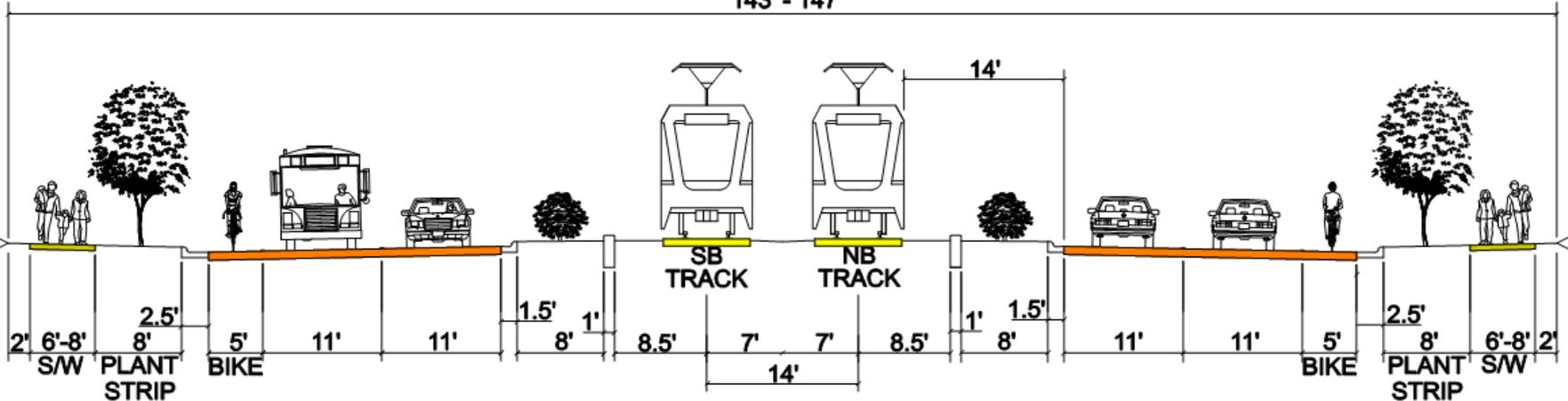


CHARLOTTE.

# MOVING CHARLOTTE FORWARD

*Blue Line Extension: Northeast Corridor*

143' - 147'



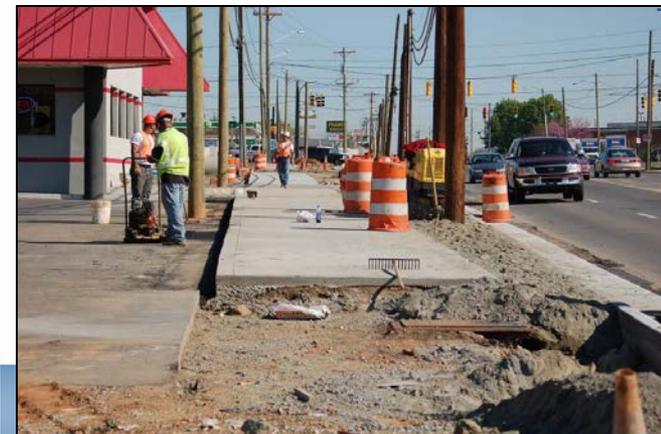
## Advanced Utility Relocation

### Types of work:

- Grading and drainage
- Public and private utilities
- Joint duct banks
- Retaining walls
- Duke transmission

### Likely impacts of construction:

- Traffic
- Parking
- Access
- Visibility

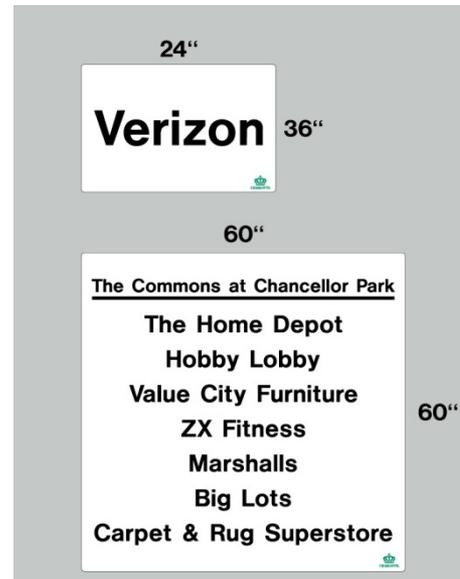


## Supporting Businesses

- Single point of contact
  - Business Liaison
- Agency coordination
  - Engineering & Property Management, CATS, Corporate Communications, CDOT, Neighborhood and Business Services, Zoning, Planning, NCDOT, UNC Charlotte, Railroads
- Communications Strategy
  - Public meetings, social media, CharlotteFuture.com, mailers, Notify Me, marketing collateral
- Collaboration
  - Residents, businesses and non-profits



## Communications Strategy: Signage Samples



## Communications Strategy: Mailer Sample



600 East 4th Street | Charlotte, NC 28202  
704.336.RIDE | charlottefuture.com

### ▶▶▶ ALL ABOARD!

#### **LYNX Blue Line Extension Public Meetings**

Join us for an update on the LYNX Blue Line Extension light rail project as we prepare for the construction phase. Find out what to expect in your area during the next few months. We will provide information about the Blue Line Extension Transit Station Area Plans and the real estate process. We will also share ways you can stay connected with the latest information throughout the construction phase.

#### **May 21, 2013**

6:00 pm – 8:00 pm  
Oasis Shriners' Center  
604 Doug Mayes Place  
Charlotte, NC 28262

#### **May 30, 2013**

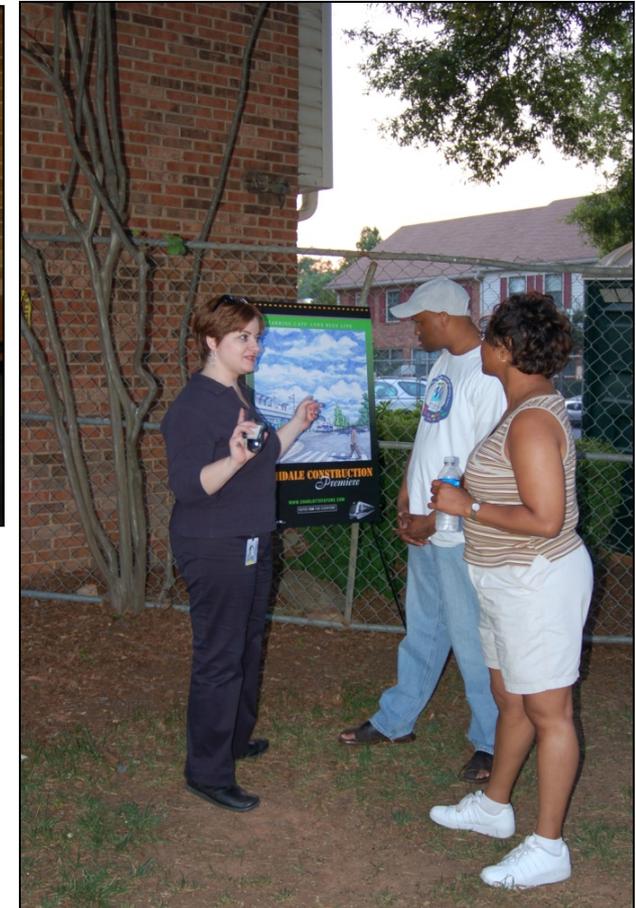
6:00 pm – 8:00 pm  
Sugaw Creek Presbyterian Church  
101 West Sugar Creek Road  
Fellowship Hall  
Charlotte, NC 28213

(Please note the same information will be presented at both meetings.)

For more information about the meetings or bus routes near the meeting locations, contact 704-336-RIDE (7433) or visit [www.ridetransit.org](http://www.ridetransit.org).

## Communications Strategy: Tactics

- Field office
- Community activities
- Business signage
- Open houses
- Social media
- Flyers, posters, door hangers



## Partnerships are Key!



- Engage businesses in problem solving and impact preparation
- Provide notices of upcoming meetings
- Distribute information about the project at your location
- Provide space for a meeting or information session

## Stay Informed

- [www.CharlotteFuture.com](http://www.CharlotteFuture.com)
  - Notify Me  **Notify Me**  
FOR PAGE UPDATES
- [bluelineextension@charlottenc.gov](mailto:bluelineextension@charlottenc.gov)
- 704-336-RIDE (7433)
- 311- City/County customer service
- Future public involvement opportunities



Follow us on Twitter and Facebook:

 @CATSRideTransit

 [Facebook.com/CharlotteAreaTransitSystem](https://www.facebook.com/CharlotteAreaTransitSystem)

## Breakout Groups

- Advanced Utility Relocation
- Transit Station Area Plans
- Art in Transit
- Real Estate
- NCDOT
- Neighborhood & Business Services
- Small Business Services / DBE / Contract Opportunities

