



2021 IMPACT REPORT

SUSTAIN
CHARLOTTE



Advocating for Smart Land Use + Transportation Choices





2021 IMPACT REPORT

At Sustain Charlotte, we believe in taking a holistic approach to issues that affect equity, our environment, and our economy. And, we believe that sustainability requires taking a long-term view – that making thoughtful decisions and investments today in our community’s physical health and safety, in transportation, and in smart urban development will benefit generations to come.

In 2021, together we helped define a plan for sustainable local growth, celebrated safer and more equitable transportation options, contributed to shaping important policies, and much more.

We are proud of the work we do to advocate for a sustainable future by guiding a thoughtful commitment to responsible growth and development. We eagerly engage residents by sharing meaningful opportunities to get involved. And we amplify voices to build a more vibrant and equitable community for all.

We are grateful for the energetic support of our sponsors and members of our community. We are inspired by our program and event participants and volunteers. We are heartened by our local leaders’ commitment to plans and policies that support sustainability. And we are hopeful for a bright and beautiful future for all in Charlotte and the surrounding area.

Please join us in celebrating all that we’ve accomplished together in 2021.

In gratitude,
The Sustain Charlotte team



Advocating for Smart Land Use + Transportation Choices

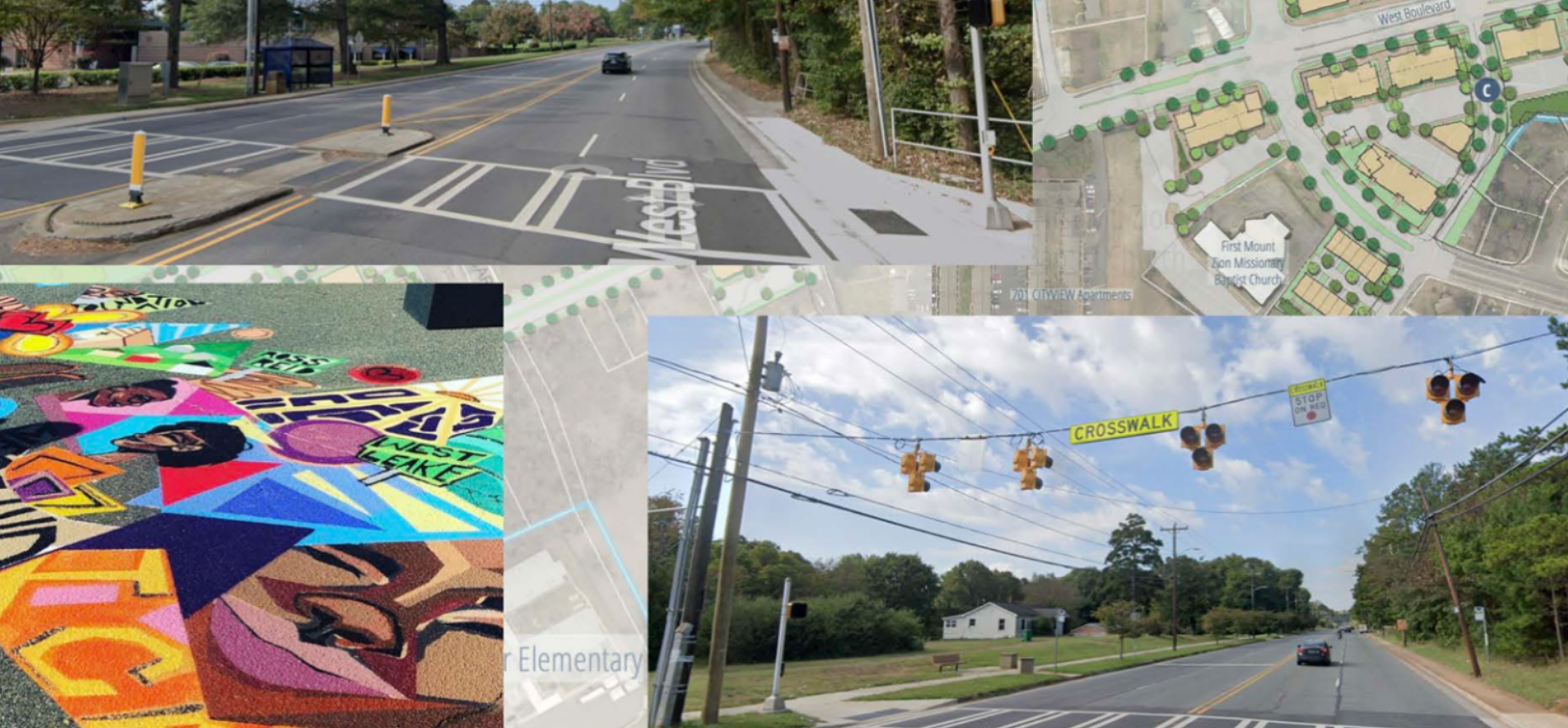


2021 IMPACT REPORT JANUARY

Charlotte Regional Transportation Coalition

We convened the first meeting of the Charlotte Regional Transportation Coalition with 40 members (we've now grown to more than 60) to build on the work begun in 2020 by a steering committee comprising leaders from CharlotteEAST, the North End Community Coalition, and the West Boulevard Neighborhood Coalition. We leveraged the voices of the CRTC organizational members through petition letters, speaking opportunities during public comment periods, and roundtable discussions with elected officials. In 2021, we submitted a letter in support of the Transformational Mobility Network and a 1-cent countywide sales tax to fund it, and we hosted five virtual events to discuss the Silver Line, the Strategic Mobility Plan, Vision Zero, mobility, and transportation and climate change.

[Read more about our kickoff meeting for the CRTC and our call for equity in countywide transportation.](#)



2021 IMPACT REPORT
FEBRUARY

A Safer West Boulevard for All

We celebrated a \$1.5 million investment from Charlotte Department of Transportation's Corridor Program that built four pedestrian hybrid beacons and a full intersection traffic signal constructed along West Boulevard between the Wilmore neighborhood in the east and Billy Graham Parkway in the west. This followed five years of advocacy and community engagement in partnership with the West Boulevard Neighborhood Coalition that directly led to the city's decision to improve West Boulevard.

[Read more about the new West Boulevard pedestrian improvements.](#)



2021 IMPACT REPORT
FEBRUARY

Action Alert: Speaking up for the Charlotte 2040 Plan

We issued an action alert urging the public to contact City Council about their support for the Charlotte Future 2040 Plan, which will guide how our city grows for decades to come. We also encouraged them to speak during the public hearing for the plan, and dozens heeded this call. This group of speakers represented the age, racial, and geographic diversity of residents from neighborhoods across Charlotte.

[Read our action alert](#) and [our statement at the public hearing](#).



(Mecklenburg County Park and Recreation)

2021 IMPACT REPORT MARCH

Mecklenburg County's Commitment to Environmental Goals and Racial Equity

We joined 12 other organizations in the Charlotte Mecklenburg Climate Leaders group in submitting a letter on the draft Environmental Leadership Policy and Action Plan that was subsequently unanimously approved by the Mecklenburg County Board of Commissioners. The adopted plan centers on the county taking results-oriented steps to align operations in support of current and future pollution reduction, resource conservation, and climate preparedness initiatives.

[Read more about our advocacy for Mecklenburg County's commitment to environmental goals and racial equity.](#)



2021 IMPACT REPORT
APRIL

5th/6th Street Protected Bike Lane

We celebrated the beginning of construction on the 5th/6th Street protected bike lane, the first and only continuous, protected bike lane people on bikes can use to access uptown safely, a project we began advocating for in 2016. The segment, traveling in an east/west direction, is a critical piece of the broader Uptown Cyclelink bike network that the city is building.

[Read more about our advocacy for the Uptown Cyclelink.](#)



2021 IMPACT REPORT
APRIL

Sustain Charlotte Sustainability Awards

We hosted the ninth annual Charlotte Sustainability Awards, where we honored more than 40 local organizations and individuals leading the way for a more sustainable future through their work. We recognized six winners from across the nonprofit, business, and government sectors and two winners of the 2020 Recycling Excellence award in an effort to inspire others to make changes within their organizations, neighborhoods, and themselves.

[Read more about our 2021 Sustainability Awards.](#)



ASANTAY
COMMUNITY MEMBER

2021 IMPACT REPORT
MAY

Beyond 77 Corridor Study

We actively participated in the Beyond 77 Corridor Study to strengthen the multimodal network surrounding the interstate by providing a strategic, innovative, equitable, and comprehensive toolbox of effective strategies, policies, and programs that will guide future mobility options for our diverse communities. We educated the public about the study and encouraged supporters to provide input to planners.

[Read more about our participation in the Beyond 77 Corridor Study.](#)



2021 IMPACT REPORT JUNE

More Affordable Housing Near the Silver Line

We advocated for the prioritization of affordable housing and housing equity strategies along the Silver Line to ensure people of all income levels can afford to live within walking distance of the rail line. We encouraged residents to attend Charlotte Area Transit System public meetings to tell planners that affordable housing and active transportation opportunities for biking and walking along the proposed Silver Line are critically important.

[Read more about our advocacy for affordable housing along the Silver Line.](#)



2021 IMPACT REPORT
JUNE

Charlotte Future 2040 Comprehensive Plan

For more than three months, along with our many nonprofit partners in the [Neighbors for More Neighbors Charlotte coalition](#), we defended Charlotte's new long-term growth plan against a well-funded disinformation campaign by those benefiting from the status quo. We rallied supporters who showed up to reinforce the importance of the plan during the City Council vote. Ultimately, our advocacy was critical to the City Council's adoption of the Charlotte Future 2040 Comprehensive Plan. With the plan's adoption, Charlotte became the first city in the South and one of the largest cities in the nation to challenge the policy of exclusionary single-family zoning.

[Read more about our advocacy for the 2040 Comprehensive Plan.](#)



2021 IMPACT REPORT
JULY

Transformational Mobility Network

We advocated for building the countywide Transformational Mobility Network and a new local funding source for both transit and non-transit projects (bicycle, pedestrian, greenways, and roadways). We called for implementing bus priority corridors and Envision My Ride bus improvements, along with cost estimates and timelines for each transit project.

And we raised concerns about longer timelines for the rail projects, the one-project-at-a-time approach to those projects, and the lack of details on how the portion of the proposed sales tax for non-transit projects would be spent.

[Read more about our advocacy for the Transformational Mobility Network.](#)



2021 IMPACT REPORT AUGUST

CATS CityLYNX Gold Line

We celebrated the opening of Phase 2 of the CATS CityLYNX Gold Line streetcar for passenger service after nearly a decade of advocacy and community support. This project was promised to residents of east and west Charlotte almost two decades ago when they were asked to support the half-cent sales tax for transit and is a critical transit line linking east and west neighborhoods to each other and our growing transit network.

[Read more about our Advocacy for the LYNX Gold Line.](#)



2021 IMPACT REPORT AUGUST

Vision Zero

We organized an event called Let's End Traffic Deaths in Charlotte. With Charlotte Department of Transportation representatives, we discussed ways that all of us can help to achieve the city's goal of having ZERO people killed or seriously injured in traffic crashes by the year 2040. We also advocated for record-high amounts of funding for projects to support equitable neighborhoods, safer streets for walking and biking and [Vision Zero](#). And we rallied support for several key bonds that will go on the ballot in 2022 that would meaningfully fund affordable housing, sidewalks, bicycle infrastructure, and transportation safety.

[Watch the full GrowSmartCLT presentation.](#)



2021 IMPACT REPORT
OCTOBER

Parkwood Avenue Redesign

We celebrated the new design of Parkwood Avenue that makes it safer for people on foot, on bikes, and in cars, having advocated for this project, in partnership with surrounding neighborhoods, following a series of serious pedestrian injuries and the death of an elderly man riding his bicycle in 2015. At the ribbon cutting, we recognized the more than 700 residents who asked for this change and the commitment of city staff and elected officials to listen.

[Read more about our efforts to organize neighbors for a safer street design.](#)



2021 IMPACT REPORT
OCTOBER

Charlotte Center City 2040 Vision Plan

We shared comments with Charlotte City Council regarding our perspective on parking in uptown as part of the Charlotte Center City 2040 Vision Plan draft. We advocated for eliminating all parking minimums and establishing aggressive maximums now in order to support past and future transportation investments and get the city closer to its environmental and carbon reduction goals. We also suggested that language on shared parking solutions be included in the Vision Plan and recommended a comprehensive parking plan for our regional, community, and neighborhood centers, future transit-oriented development districts on the Silver Line, and where single-family or missing-middle housing is close to those centers.

[Read more about our perspective on parking uptown.](#)



2021 IMPACT REPORT OCTOBER

Biketoberfest

We hosted our annual family-friendly urban adventure that highlights many of the businesses, parks, and other destinations that can comfortably and easily be accessed by bicycle. We attracted 660 participants, engaged 50 volunteers, and supported 25 businesses.

[Read more about the 2021 Biketoberfest.](#)



2021 IMPACT REPORT
DECEMBER

Comprehensive Transportation Review Guidelines

We expressed our support for the Comprehensive Transportation Review Guidelines, provided public comments, and equipped supporters with information to advocate for a long-term commitment to improvement in transportation equity.

[Read more about our advocacy for the Comprehensive Transportation Review Guidelines.](#)

SUSTAIN CHARLOTTE BY THE NUMBERS



41



MEDIA MENTIONS

Serving as a trusted voice

Media mentions (featured or quoted)

42



BLOG POSTS

Educating and informing

4



POLICIES

Making a difference

Policies implemented, adopted or passed

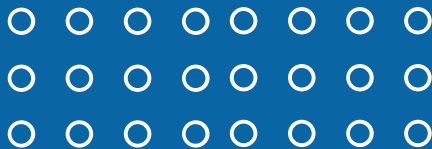
39



EVENTS ATTENDED

Guiding the conversation

Practice and policy sessions hosted or attended



27



PARTNERSHIPS

Working together

Partnerships formed to work collaboratively toward goals

8



CAMPAIGNS

Raising awareness

Campaigns organized to increase issue awareness and engagement

13



PROGRAMS

Educating the community

Resources and programs developed and shared.



3,167



PARTICIPANTS

Fostering engagement

Participants who attended programs and events