

CONNECTING OUR FUTURE



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AN EFFORT TO CREATE A REGIONAL VISION FOR
TRANSPORTATION, MOBILITY, AND CONNECTIVITY IN
THE TEN COUNTY UPSTATE,
LED BY TEN AT THE TOP.

the GOAL

the SHORT TERM

Build a regional coalition of interested stakeholders to develop a regional vision, with suggested implementation strategies, that leads to local and regional initiatives designed to increase connectivity, reduce congestion, and make it easier to move people and goods from place to place.

the LONG TERM

Improve mobility, reduce traffic congestion, and increase regional connectivity while making it easier and safer to move people and goods from place to place across the 10-county Upstate region.

the MOTIVATION

According to the Shaping Our Future Growth Analysis released in May 2017, the 10-county Upstate region is projected to add more than 300,000 new residents between now and 2040 for a total population of more than 1.75 million residents. While increased population is a positive for the region in relation to economic development and vibrancy, if left unchecked without thoughtful and strategic planning, high-growth areas within the Upstate region could by 2040 be seriously hampered by some of the congestion, pollution and land use issues that are currently existent in other larger regions including our neighbors in Charlotte and Atlanta.

While there are still areas within the Upstate region where traffic congestion is not an issue, along the Interstates and major state roads within our highest populated counties there has been a noticeable increase in traffic congestion just within the last decade and South Carolina roads annually rank among the most dangerous in the country. As we project out over the next 25 years, that congestion will likely increase and spread further across the region unless we are proactive in identifying and implementing multiple local and regional initiatives that will help reduce congestion, increase safety, and provide multiple options for moving people and goods from place to place.

the INITIATIVE

As a next step from the Shaping Our Future effort, more than 20 business, local government, educational and community organizations from across the Upstate have come together with the goal of developing a coalition of stakeholders to better understand the current landscape and challenges around transportation and mobility in the Upstate and then create a regional vision/strategy/asset document that will be a “call to action” for stakeholders and create a regional synergy around some of the specific components that need to be addressed to reach the goal of limiting congestion and increasing mobility and connectivity across the Upstate.

Many local transportation related organizations who have applied for federal grants and other funding opportunities have indicated that one reason they believe they have often been unsuccessful is that their efforts have not been tied to a larger regional strategy or plan in which their initiative is a component. Being able to tie local efforts to a greater effort to reduce congestion and increase mobility across a region of 1.4 million (growing to 1.75 million) should help illustrate the impact that the various initiatives and innovative technologies can have on a larger region.

Ten at the Top is serving as the convener and shepherd of this effort, but many others including CU-ICAR, the four federally designated transportation planning organizations in the region, local transit systems, local governments, other non-profits and business & industries are all critical partners for this initiative.

the **TIMELINE**



JULY 2017 – OCTOBER 2017

Discovery & Understanding | The initial component of this step will be a Connecting Our Future Kick Off Event to be held on October 18, 2017. The program will include discussions around the current transportation/mobility landscape in the Upstate as well as challenges, opportunities and future technology and innovation trends. The keynote speaker for the event will be Carla Bailo, Assistant Vice President, Mobility Research and Business Development, The Ohio State University.

OCTOBER 2017 – MAY 2018

Development of Regional Mobility & Connectivity Vision | This step will include the hiring of a transportation consultant to help answer the questions of “What do we need? What do we want? How do we get it? and Who needs to be involved?” This document should become the “playbook” for local and regional efforts moving forward.

MAY 2018 – JUNE 2018

Rollout & Initial Implementation | Following the completion of the regional vision and the public rollout, the real work will begin as stakeholders begin implementation of the strategies. This step will lead into the long-term effort that will include both local efforts focused around specific areas and modes of transportation and more regional efforts that focus on connectivity and growing the collective capacity.



the **OPPORTUNITY**

Ultimately, to be successful, this project will include the initial short-term effort to create a coalition and “call to action” documents followed by a long-term effort with local and regional implementation components. Upstate businesses, organizations, and communities have the opportunity to invest in the initiative.

Ten at the Top, through our 501.c.3 designated organization Our Upstate-SC, will serve as the coordinator of the steps and as the fiscal agent for the project.

ESTIMATED PROJECT BUDGET

Connecting Our Future Kick-Off Event
\$20,000 - \$25,000

Project Consultant & Regional Vision Development
\$35,000 - \$50,000

Rollout & Initial Implementation
\$20,000 - \$25,000

INVESTMENT BENEFITS	STEERING SPONSOR (ONE AVAILABLE)	KICK OFF EVENT LEAD SPONSOR (ONE AVAILABLE)	ROLLOUT EVENT LEAD SPONSOR (ONE AVAILABLE)	BUSINESS SUPPORTER (SEVERAL AVAILABLE)	NONPROFIT/ GOVERNMENT SUPPORTER (SEVERAL AVAILABLE)
Investment Level	\$25,000	\$15,000	\$15,000	\$2,500	\$1,250

KICK OFF EVENT RECOGNITION & BENEFITS

# of Kick Off event tickets	20	15	15	6	10
Naming rights	✓				
Logo on print/online materials	✓	✓	✓	Name in Program	Name in Program
Logo on event registration page	✓	✓	✓	Name on Registration Page	
Facebook/Twitter recognition	✓	✓	✓	✓	
Name Recognition in pre-event press releases	✓	✓	✓		
Ability to speak at Kick Off event	✓	✓			
Access to Kick Off Event attendee list	✓	✓			
Signage at Kick Off Event	✓	✓			
Ability to host Welcome Reception Prior to Kick Off Event	✓				

CONSULTANT & PROJECT INVOLVEMENT & RECOGNITION

Ability to participate in consultant meetings	✓	✓	✓	✓	✓
Logo on project deliverable(s)	✓	✓	✓	Name in document	Name in document
Access to roll out marketing packet	✓	✓	✓	✓	✓
Branding on committee meeting materials	✓				

ROLL OUT EVENT RECOGNITION & BENEFITS

# of Roll-Out Event Tickets	20	15	15	6	10
Name recognition in post-event press releases	✓	✓	✓		
Ability to Speak at Roll Out Event	✓		✓		
Access to Roll Out Event attendee list	✓		✓		
Signage at Roll Out Event	✓		✓		

CONNECTING OUR FUTURE | KICK OFF EVENT

OCTOBER 18, 2017 | TD CONVENTION CENTER

EXPECTED ATTENDANCE: 200-300 BUSINESS, GOVERNMENT, & COMMUNITY LEADERS

INDIVIDUAL KICK OFF EVENT TICKET PRICE: \$35 (INCLUDES COFFEE & LUNCH)

KICK OFF EVENT PROGRAM

9:30AM – 10:45AM | Where is the Upstate Right Now?

4 presentations (15 minutes each) about where we are now in terms of transportation: challenges, programs and initiatives that are working currently

10:55AM – 11:35AM | Three Simultaneous Breakouts, Attendees Choose One

Land Use Decisions & Impacts to Mobility & Transportation

How does a lack of transportation hamper economic vitality & public health?

Reduce Congestion for Environmental Sustainability

11:40AM – 12:20PM | Three Simultaneous Breakouts, Attendees Choose One

Current & Future Trends in Innovation & Technology (SPONSORSHIP SOLD)

Current & Future Trends in Moving Freight

Current & Future Trends in Moving People

12:30PM – 1:30PM | Luncheon featuring Keynote Speaker, Carla Bailo

ABOUT THE KEYNOTE SPEAKER

CARLA BAILO

Assistant Vice President for Mobility Research & Business Development, The Ohio State University



Carla Bailo is a leader in engineering and vehicle program management with 35 years of experience in the automotive industry. As Ohio State's assistant vice president for mobility research and business development, she helps the university accelerate sustainable mobility and transportation innovation, while integrating related research and education across Ohio State's academic units. She also helps coordinate Ohio State's involvement as the primary research partner for Smart Columbus, a \$140 million program to transform central Ohio into the nation's premier transportation innovation region.

Bailo is the 2016-2018 vice president of automotive for SAE International, a global association of more than 138,000 engineers and related technical experts in the aerospace, automotive and commercial-vehicle industries.

Before joining Ohio State in 2015, she served as senior vice president of research and development for Nissan North America, Inc. Bailo was responsible for vehicle engineering and development operations in Michigan, Arizona, Mexico and Brazil, managing a \$500 million budget and 2,500 employees. In this role, she improved the efficiency of Nissan's R&D functions.

Event speakers, topics, panelists, consultant(s), and other initiative specific items are subject to change at the discretion of Ten at the Top and the Connecting Our Future Coalition.

All financial supporters are directly contributing to the initiative, including the cost of the consultant, associated events and meetings, and the work necessary to develop a regional mobility and connectivity vision.

For those financial supporters looking for an opportunity to support the initiative and have a little more visibility at the October 18th Kick Off event, Ten at the Top has prepared a limited number of sponsorship packages specific to the event.

KICK OFF EVENT LEAD SPONSOR | \$15,000 (ONE AVAILABLE)

Please see sponsorship opportunity chart on the previous page for sponsorship benefits available for the lead event sponsor.

KICK OFF EVENT LUNCHEON SPONSOR | \$7,500 (ONE AVAILABLE)

- 10 Kick Off Event Tickets (October 18)
- Branded Signage at Kick Off Event (To Be Located Near Luncheon Room)
- Ability to Speak at Kick Off Event
- Logo on Kick Off Event Specific Print/Online Materials
- Logo on Kick Off Event Registration Page
- Social Media Recognition (Facebook & Twitter)
- Ability to Participate in Consultant Meetings
- Logo in Project Deliverable
- Access to Rollout Marketing Packet
- 10 Rollout Event Tickets (Date/Location TBD)

KICK OFF EVENT BREAKOUT SESSION SPONSOR | \$5,000 (SIX AVAILABLE)

- 8 Kick Off Event Tickets (October 18)
- Branded Signage at Kick Off Event (To Be Located Outside of Selected Breakout Room)
- Logo on Kick Off Event Specific Print/Online Materials
- Logo on Kick Off Event Registration Page
- Social Media Recognition (Facebook & Twitter)
- Ability to Participate in Consultant Meetings
- Logo in Project Deliverable
- Access to Rollout Marketing Packet
- 8 Rollout Event Tickets (Date/Location TBD)

KICK OFF EVENT COFFEE SPONSOR | \$3,000 (ONE AVAILABLE)

- 6 Kick Off Event Tickets (October 18)
- Branded Table Signage at Kick Off Event (8.5" x 11" Located on Coffee Station)
- Logo on Kick Off Event Specific Print/Online Materials
- Logo on Kick Off Event Registration Page
- Social Media Recognition (Facebook & Twitter)
- Ability to Participate in Consultant Meetings
- Logo in Project Deliverable
- Access to Rollout Marketing Packet
- 6 Rollout Event Tickets (Date/Location TBD)

Don't see a particular benefit you were hoping for? We can help you design a customized package that fits your budget.

Please contact Megan Zapf (mzapf@tenatthetop.org or 864-283-2317) for more information.



CONNECTING OUR FUTURE COMMITMENT FORM

Company/Organization Name (as it should appear for promotions)

Business Mailing Address

City

State

Zip

Contact Name

Contact Person Preferred Email Address

Contact Person Phone Number

Support Level (Check One)

Steering Sponsor | \$25,000 (1*)

Kick Off Event Lead Sponsor | \$15,000 (1*)

Roll Out Event Lead Sponsor | \$15,000 (1*)

Kick Off Event Luncheon Sponsor | \$7,500 (1*)

Kick Off Event Breakout Session Sponsor | \$5,000 (6*)

Kick Off Event Coffee Sponsor | \$3,000 (1*)

Business Supporter | \$2,500

Non Profit/Government Supporter | \$1,250

*Some sponsorship levels are limited and will be sold on a first come, first served basis. If you would like to confirm availability of a sponsorship level prior to submitting your form please contact Megan Zapf (mzapf@tenatthetop.org or 864-283-2317).

Payment Method

I have included a check made payable to Our Upstate - SC.

Please invoice me using the mailing address listed above.

Credit Card (circle type) Mastercard VISA American Express Discover

Name on Card

Card Number

Expiration Date

CVV

Zip

Please return completed forms to the attention of Megan Zapf via email (mzapf@tenatthetop.org) or mail (124 Verdae Boulevard, Suite 202, Greenville, SC 29607).