ACCELERATE
MOORESVILLE 2030

A Glance in the Past while Stepping on the Pedal to
***Accelerate* our Local Economy**

Town of Mooresville

November 2020

Section 1. Introduction

Rather than creating a new economic development plan, *Accelerate* Mooresville 2030 aims to update previous economic development plans and lay out a road map to *accelerate* the recommendations previously made and also shift our course based on current economic conditions and opportunities. This <u>short</u> report aims to look at the current economic conditions through a quick windshield view, update the SWOT analysis previously completed, evaluate and recommend changes to previous recommendations, and lay out a road map with specific actions steps and timelines to *Accelerate* Mooresville towards 2030.
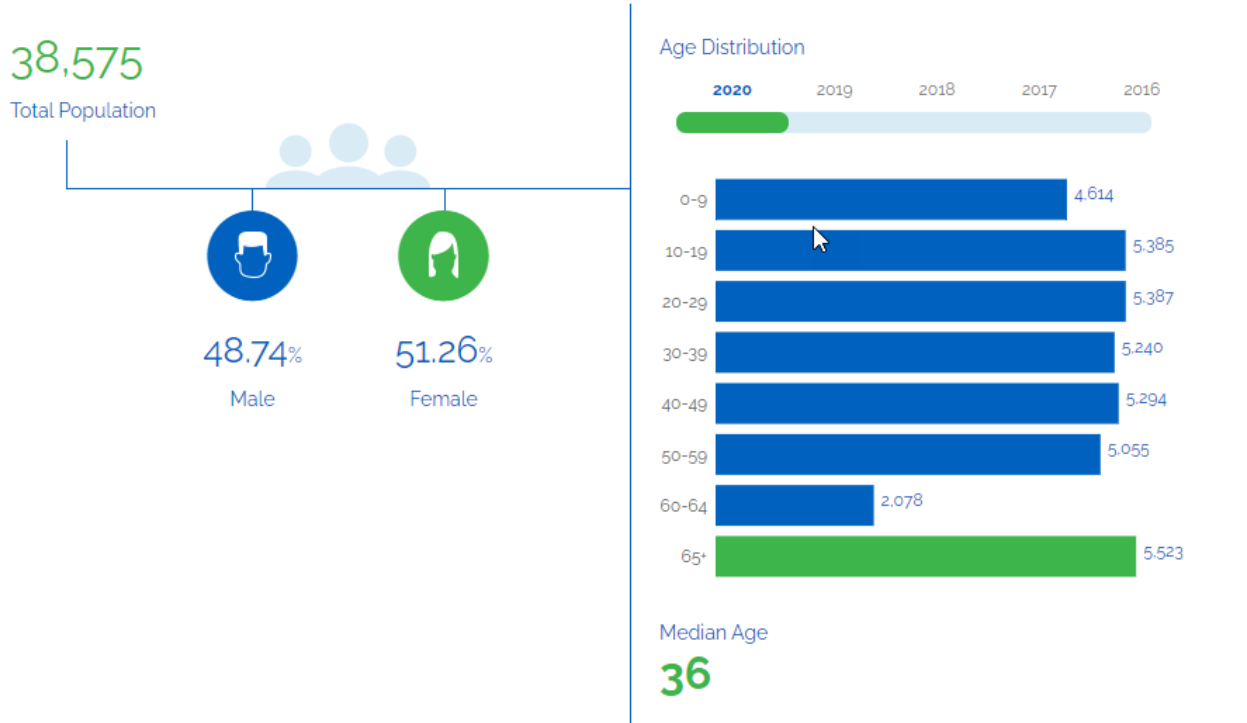
Section 2. Windshield View of Local Economy

Included in the report below is a demographic snapshot of Mooresville courtesy of the ICEDC. In addition, attached as exhibits to this document are the following:
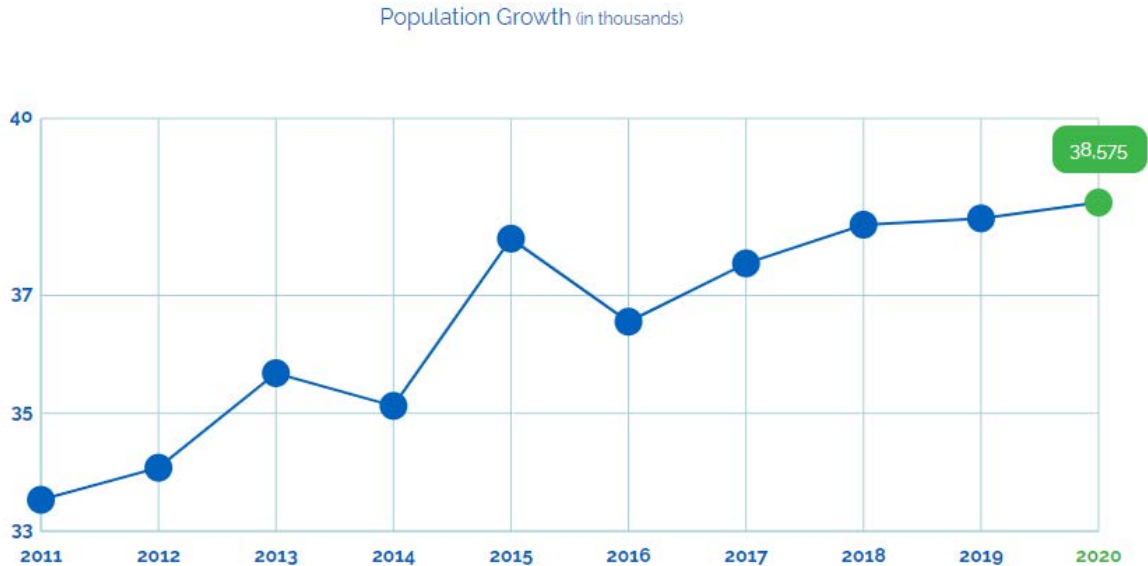
- Exhibit A – Demographic Profile of Iredell County
- Exhibit B – Iredell County Major Employers
- Exhibit C – Centralina Region and Charlotte Metro Demographic Profile

Mooresville Demographics

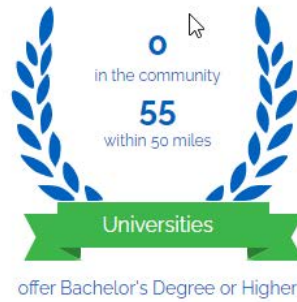The total population of Mooresville is 38,575. The median age is 36.42

38,575
Total Population

48.74% Male
51.26% Female

Age Distribution

2020   2019   2018   2017   2016

Age	Population
0-9	4,614
10-19	5,385
20-29	5,387
30-39	5,240
40-49	5,294
50-59	5,055
60-64	2,078
65+	5,523

Median Age
36

Mooresville Population Growth

Population Growth (in thousands)

38,575

Mooresville Education Attainment

47.8% of the population in Mooresville have an Associate's degree or higher. 36.59% have a Bachelor's degree or higher.

< Grade 9	Grade 9-12	High School	Some College	Assoc Degree	Bach Degree	Grad Degree
2.99%	4.04%	22%	23.18%	11.21%	25.88%	10.71%

2 in the community
34 within 50 miles
Colleges
offer Associate's Degree or Certificate

0 in the community
55 within 50 miles
Universities
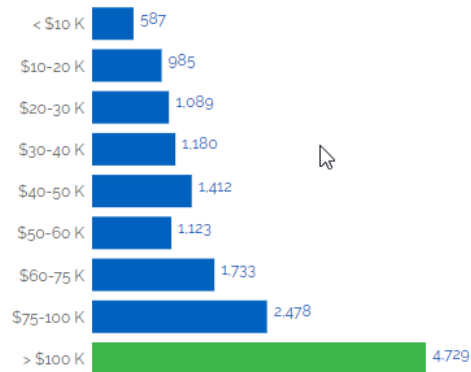offer Bachelor's Degree or Higher

Mooresville Income

Households in Mooresville earn a median yearly income of $71,095. 47.06% of the households earn more than the national average each year. Household expenditures average $63,814 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

$**71,095**
Median Household Income

12%	more than the county
26%	more than the state
12%	more than the nation

Income Distribution

Range	Count
< $10 K	587
$10-20 K	985
$20-30 K	1,089
$30-40 K	1,180
$40-50 K	1,412
$50-60 K	1,123
$60-75 K	1,733
$75-100 K	2,478
> $100 K	4,729

Mooresville Expenditures

How do people spend most of their money?
PER HOUSEHOLD

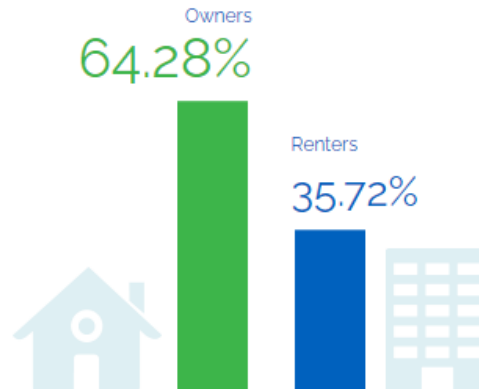| Shelter	Transportation	Food and Beverages	Health Care	Utilities
$13,458	$11,717	$9,432	$5,405	$4,729

$**63,814**
Median Household Expenditure

Mooresville Housing

There are 80% more households who own their homes than there are renters.

Owners vs. Renters

Owners
64.28%

Renters
35.72%
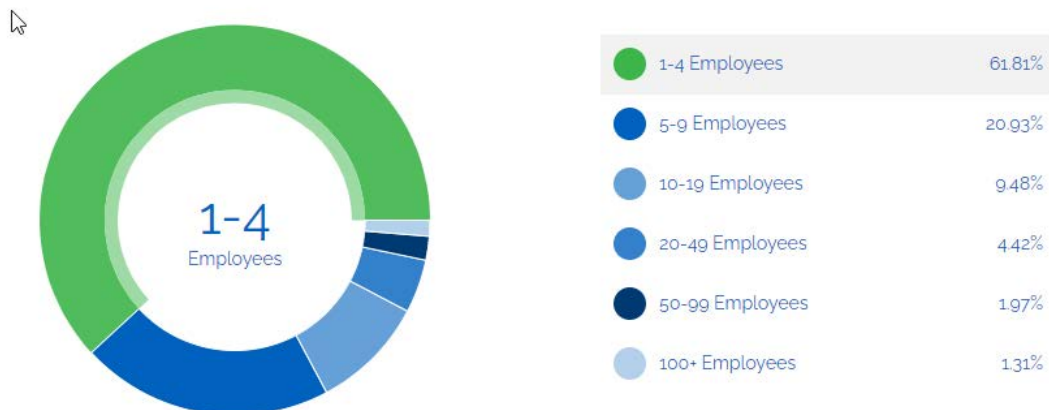
Mooresville Business and Jobs

Mooresville has a total of 3,202 businesses. In 2019, the leading industries in Mooresville were Retail, Health Care and Social Services, Accommodation and Food Services, and Manufacturing.

What are the top industries by jobs?

1	Retail		2	Health Care and Social Services	
	5,273 Jobs	**372** Establishments		**3,165** Jobs	**416** Establishments

3	Accommodation and Food Services		4	Manufacturing	
	2,813 Jobs	**150** Establishments		**2,130** Jobs	**92** Establishments

Mooresville Employees

How many employees do businesses in Mooresville have?

1-4
Employees

	Category	Percent
●	1-4 Employees	61.81%
●	5-9 Employees	20.93%
●	10-19 Employees	9.48%
●	20-49 Employees	4.42%
●	50-99 Employees	1.97%
●	100+ Employees	1.31%

Mooresville Employees

Total Establishments
3,202

Total Employees
29,654

2020
2019
2018
2017
2016
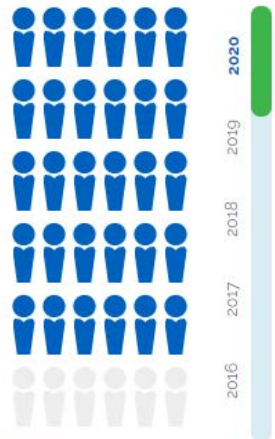
The work distribution of total employees in Mooresville is:

38%
Blue Collar

61%
White Collar

Mooresville Labor Force and Unemployment

Mooresville has a labor force of 21,037 people, with an unemployment rate of 8.9%.

21,037
Labor Force

8.9%
Unemployment Rate

▲ **4.9%**
Unemployment Rate
Change (1 year)

Mooresville Occupations

Where are the top jobs by occupation?

Sales	Office and Administrative support	Executive, Managers, and Administrators	Production Workers	Food Preparation, Serving
15.34%	**11.03%**	**9.35%**	**8.43%**	**6.79%**
4,549	3,271	2,772	2,500	2,013

Section 3. Mapping our Strengths, Weaknesses, Opportunities, and Threats

Previous economic development reports included a discussion and analysis of the core strengths, competitive assets, and barriers of Mooresville. *Accelerate* Mooresville 2030 validates and expands upon that previous analysis below.

Strengths

- Location
- Growth
- Low Cost of Doing Business
- Infrastructure
- Existing Industry
- Excellent Schools
- High Quality of Life
- Skilled Labor Supply
- **Available Industrial Park Development Ready Sites**

Weaknesses

- Number of Young Professionals
- Entrepreneurial Climate
- Availability of Entrepreneurial Capital
- **State Transportation Funding**
- **Educational Attainment**
- **Difficult and Uncertain Development Processes**
- **Limited Class A Office Space**
- **Lack of Community Branding**

Opportunities

- **Business Retention and Expansion**
- **Entrepreneurial Ecosystem**
- **Downtown Development**
- **Talent Attraction**
- **Intersection of Advanced Manufacturing, Automotive Industry, and Technology**
- **Defining/Branding Quality of Life**
- **Streamline Development Processes**
- **Attractions/Amenities on Lake to Reinforce Brand**
- **Partnerships**

Threats

- **Growth Pressures on Infrastructure**
- **Residential Growth and Effect on Industrial Land Supply/Prices**
- **NASCAR NextGen**
- **Competition from Nearby Communities**
- **COVID-19**

Section 4. Recommendations

A previous economic development report included seventeen (17) recommendations for further action by the Town and economic development partners. The table below reviews each of those recommendations, indicates its status, and provides comments related to progress or lack thereof of those recommendations. The goal of this evaluation is the outline those recommendations completed, ongoing, renewed focus, recommended for removal, or new recommendations based on the current strengths, weaknesses, opportunities, or threats. Section 5 provides action steps necessary to *Accelerate* Mooresville.

STATUS	RECOMMENDATION
	ECONOMIC DEVELOPMENT CATEGORY
MERGED ⬇	**Recommendation #1 –** It is recommended that the SICDC seek to partner with the Town of Mooresville, Iredell County, the private sector, electric utilities and others to develop a comprehensive strategy for developing the various categories of product needed to implement the Economic Development Plan. The ICEDC should be responsible for overseeing this process with a recommendation timeline of 6 to 8 months. (The digital resource includes a site selection presentation prepared by McCallum-Sweeny and Duke Energy.) **Comments:** This recommendation is being merged into the new recommendation below to focus on the southern portion of Mooresville and its potential to develop as an employment center.
MERGED ⬇	**Recommendation #2 –** It is recommended the SICDC hire a consultant to identify the types of product required to implement the Economic Development Plan (Based upon existing and targeted industry clusters.), identify infrastructure deficiencies and identify existing or planned regional efforts and develop recommendations for the comprehensive product development strategy. The timeline is recommended not to exceed 1 year for this project. **Comments:** This recommendation is being merged into the new recommendation below to focus on the southern portion of Mooresville and its potential to develop as an employment center.
REMOVE ❌	**Recommendation #3 –** It is recommended that the SICDC partner with the Town of Mooresville in the creation of the " Employment Center Catalyst Fund." The purpose of the fund is to provide a pool of loan funds for deployment of infrastructure in identified employment centers on a project specific basis. **Comments:** This is no longer recommended as Town funds would be better suited to developing offsite infrastructure that encourages development and serves a greater public purpose.
NEW ▶	**New Recommendation #4 –** The southern portion of Mooresville (Langtree Area & Areas Along New East-West Roadway) present a unique opportunity to attract high tech and Class A Office users, which can be high impact in terms on economic development, especially in terms of wages. Town staff should explore opportunities to partner with the private sector to expand public infrastructure to this area and attract these types of companies. These areas will be under intense pressure for residential growth and the Town will need to achieve an appropriate balance and mix of residential and non-residential uses.

NEW ▶	**New Recommendation #5 –** With the introduction of NASCAR "NextGen" vehicle, Mooresville businesses that supply and support NASCAR as well as race teams will be dramatically changed over the coming years. This could result in the loss of businesses and even more problematic is the loss of a very talented workforce. Town staff should work with relevant partners, such as Launch LKN, to develop programs to support these businesses and workforce during this transition.

SMALL BUSINESS CATEGORY	
RENEWED FOCUS !	**Recommendation #6 –** It is recommended that a team be formed to identify best practices from around the country for creating and sustaining a successful entrepreneurial environment. The team should be tasked with investigating incubators, accelerators and any other proven arrangement that provides the energy, innovative and creative spirit necessary to attract and support a vibrant entrepreneurial community. To sustain it, there must be a commitment from the community in a public -private model to actively support the process-platform financially and as an economic development necessity. **Comments:** There is a renewed focus on supporting and fostering the entrepreneurial ecosystem along with exploring new partnerships, such as Launch LKN and others.
REMOVE ❌	**Recommendation #7 –** It is recommended that the MSI Chamber of Commerce survey the membership to determine: 1) if there is a need to create an early intervention strike-team to assist small businesses experiencing difficulties before the situation becomes so serious the chance of success is diminished; 2) the disciplines that need to be represented and the resources required for the team - operations, finance, marketing, etc. - and members who may be interested participating on the team. **Comments:** This recommendation will be incorporated with Recommendation #4 to better foster and support the entrepreneurial ecosystem.
NEW ▶	**New Recommendation #8 –** Mooresville has an incredible existing business community, with many businesses and their talent at the intersection of Advanced Manufacturing, the Automotive Industry (including racing), and high tech. Town staff should explore facilitating the creation of incubation or maker space with wrap around support services for small businesses and/or talented individuals to tinker, create, innovate, and launch new businesses. Partnerships will be necessary to being successful in moving forward with this recommendation.

WORKFORCE DEVELOPMENT CATEGORY	
RENEWED FOCUS !	**Recommendation #9 –** It is recommended that the Mooresville-South Iredell Chamber of Commerce be tasked with forming the MSI Education & Workforce Alignment Council. The purpose of the Council is to facilitate the alignment of the K-12 and Mitchell Community College curriculum with the real time needs of employers, audit the effectiveness of the council, adopt the procedures necessary to sustain the effort and report annually to the ICEDC. **Comments:** The Town will take the lead in forming a high-level staff driven Education and Workforce Alignment Roundtable. Potential participants include: Chamber of Commerce, Conventions and Visitor's Bureau, Iredell-Statesville Schools, Mooresville Graded School District, Mitchell Community College, Mooresville Downtown Commission, SIEDC, and Town of Mooresville staff.

ONGOING	**Recommendation #10 –** It is recommended that the Mooresville Town Board make workforce development and workforce preparedness (Skills training.) a priority. Examples include but are not limited to: - Host skills training seminars for Town employees and open them up to Mooresville residents at no cost. - Make continuing education a requirement for more Town positions. - Require an annual workforce report to the Board from the ICEDC. **Comments:** The Town has expanded training opportunities for Town staff and makes continuing education a requirement for most Town positions.
**TRANSPORTATION CATEGORY**
ONGOING	**Recommendation #11 –** It is recommended the Town of Mooresville transportation plan focus on the need to facilitate the movement of people and products from the industrial parks on the north side of town to 1-77. This requires the interconnection of Mazeppa Road and Cornelius Road as well as construction of an interchange at Cornelius Rd and I -77. Zoning and development standards should be implemented that provide for the free flow of traffic within the corridor and especially at the interchange. **Comments:** Connector Road was completed in 2013 which created a direct connection from Mazeppa Road to Cornelius Road. At the time, the Iredell County released the area along Connector Road corridor to the Town's Extra Territorial Jurisdiction which allows the Town to control future zoning in this area. NCDOT currently has I-5962 (Exit 38) identified in its current STIP to be constructed in FY2025. Town staff participated in the scoping of this project which will allow direct access to I-77 from Cornelius Road and will create a new connection from Bluefield Road to Cornelius Road via a flyover. Lastly, the Town was awarded a Consolidated Rail Infrastructure and Safety Improvements (CRISI) Grant in February of the 2020 that will allow for the construction of a new grade separated fly over at the intersection of Mazeppa Road and Norfolk Southern' s O-line.
ONGOING	**Recommendation #12 –** It is recommended that the Town of Mooresville remain engaged regionally with the LNRPO, MUMPO and the LNTC as the impacts of the decisions of these agencies have direct and indirect impacts on the citizens of the MSI area. Access to state and federal funds frequently require regional benefits and co-operation. The new Mobility Fund is an example: to qualify, a project has to be of "regional significance," requiring the support of regional organizations when submitting a project such as the conversion of Exit 36/NC 150 interchange to a diverging diamond. **Comments:** The Town continues to take an active role in regionally and at the State and Federal level to ensure transportation planning and funding support long-term economic development goals. Town of Mooresville is no longer a member of either LNRPO or MUMPO and has since joined CRTPO (Charlotte Regional Transportation Planning Organization). The Town has benefited greatly from this partnership in the form or federal monies for local projects such as C-5200 (NC 150/NC 115 Improvements) and C-5701 (NC 801/NC 150 Improvements). Since the Town has moved to CRTPO and the new prioritization process has been in place, Mooresville has benefited from nearly 30 million in federal funds for local projects. This does not account for the nearly 650 million in NCDOT STIP projects such as I-5717 (Exit 36) mentioned above. As a matter of note this project is no longer scheduled to be a diverging diamond and has been delayed by NCDOT due to being below the cash floor. This is the case with all projects currently in the Town of Mooresville corporate limits.

ONGOING ∧	**Recommendation #13 –** It is recommended the Town of Mooresville and Iredell County aggressively advocate for the widening of 1-77 from Huntersville to at least Exit 42 and preferably to Interstate 40. **Comments:** Managed lanes are constructed but end at Exit 36. NCDOT originally had planned for a second phase of this project from Exit 36 to I-40/I-77 Interchange but that has been removed from the current State Transportation Improvement Plan (STIP) dated July 2020.
ONGOING ∧	**Recommendation #14 –** It is recommended the Town continue to plan for the development of two significant east-west corridors. The widening of NC 150 to allow improved East West movement from 1-77 to the western edges of Mooresville, on to points west of the lake, is currently on NCDOTs planning list but is not funded. East- West movement on the south side of town should be addressed by the East- West Connector which would link 1-77 at Langtree Road with NC 3. Much of this corridor would be built as a part of future development. **Comments:** The Town continues to take an active role in lobbying the appropriate partners to complete the NC 150 widening and the East-West movement on the southside for the Town. NC 150 Widening (R-2307B) is funded but currently delayed which will widen Highway 150 from Highway 21 to NC 16 in Catawba County. This project includes a new interchange at Exit 36 (I-5717). This is a priority project for the Town as it serves as the only East West corridor across Lake Norman. East West Connector Phase I (U-6239) which includes the portion from Langtree Road to NC 115 was awarded a Better Utilizing Investments to Leverage Development (BUILD) Grant in November of 2019 and is currently in the initial stages of design. The project is anticipated to begin construction in Fall of 2021 with completion in Fall of 2023. The second phase of this project from NC 115 to Shearer's Road is budgeted for preliminary design in FY21 municipal budget for the Town. Town working with NCDOT to begin work back on NC 150 Widening. Town staff working with RK&K to complete design and purchase R/W for phase I of the East West Connector. Town staff to hire consultant to complete preliminary design of Phase II of East West Connector.
ONGOING ∧	**Recommendation #15 –** It is recommended that Mooresville and Iredell County stay engaged in the planning for commuter rail along the O line. While there are still major questions about the development of the Red Line Regional Rail project, the community must continue to aggressively examine and track the feasibility of rail service to assure that the community is ready to move forward when rail service can clearly be shown to be viable; environmentally sound, and an effective development tool….. **Comments:** This is a long-term regional strategy that will need actions by the State and railroad partners in order to move forward. The Town will continue to stay engaged, so that if those actions are taken the Town can capitalize and benefit from commuter rail service.
NEW ▶	**New Recommendation #16 –** Most of the major roadways and their signals are owned, operated, and maintained by NCDOT. In order to improve traffic congestion, traffic signals along these major corridors could benefit from traffic signal timing optimization technologies. Town staff should undertake a traffic operations feasibility study to determine a road map to connect and better manage our roadway network to improve traffic flow and the necessary technology and staffing to do so. In addition, Town staff should start discussions with NCDOT about the Town of Mooresville managing the NCDOT signals along these major corridors.

	QUALITY OF LIFE & BUSINESS CLIMATE CATEGORY
COMPLETED ☑	**Recommendation #17 –** It is recommended that the Town of Mooresville undertake a year-long review of existing plans -land use, transportation, recreation, CIP and utility service plans in a series of workshops that involve community organizations, citizens representing a variety of neighborhoods -including those outside the current municipal boundaries and representatives from business and industry. The purpose of the review is to determine the plans usefulness and to educate the public. A consensus report regarding each plan, its efficacy and any recommendations for revision would be delivered at the conclusion of the review. **Comments:** This has been completed through the One Mooresville Plan. In addition, the Town has undertaking numerous master plan efforts over the years (Downtown Master Plan, Recreation Master Plan, Transportation Master Plan, etc.).
RENEWED FOCUS !	**Recommendation #18 –** It is recommended that the Town of Mooresville step up code enforcement with the express purpose of improving Mooresville's "first impression" or visual appeal. Identifiable residential and commercial eyesores need to be addressed via a list prioritized based upon the properties that have the greatest negative impact or, town's appearance. Offenders need to realize the code will be enforced and that are consequences for willfully degrading the community. The Town should support clean-up efforts during an amnesty period by providing dumpsters, free car removal, additional recycling totes and pick-ups neighborhood by neighborhood on a rotating basis. **Comments:** This is an area of renewed focus. Town staff will recommend additional resources to address this recommendation and possible policy changes in the future.
ONGOING ⌃	**Recommendation #19 –** It is recommended that the Town of Mooresville continue to expand the efforts undertaken to revitalize and rejuvenate the downtown and to craft an overall vision for the appearance of the town. **Comments:** This Town is currently in the process of selected a developer partner for the Church Street Property Redevelopment. In addition, the Town has made significant public investments (Liberty Park, Main Street Streetscape, Charles Mack Citizen Center, etc.) in the downtown area. The Town is currently working with its partners to update the Downtown Vision Map and began looking at additional redevelopment opportunities and capital projects to spur investment in downtown.
RENEWED FOCUS !	**Recommendation #20 –** A final recommendation that should be implemented before the preceding recommendations are adopted: Create an independent Plan Review Team -The plan review team should consist of citizens, business people, educators, elected officials, community non-profits and representatives from the and cultural community. The goal of the PRT is to discuss the plan, its recommendations and make suggestions to improve it. As the plan is implemented, the PRT would change its focus to following the progress of the plan, making suggestions for "course correction" and the development and implementation of an annual Economic Development Scorecard for presentation to the community. **Comments:** This document strives to achieve the intent and spirit of this recommendation by evaluating the recommendations, making course corrections, and accelerating Mooresville forward.

NEW ▶	**New Recommendation #21** – The Town has historically received complaints about the Town Code, its difficult regulatory processes, and uncertainty in those processes. Town staff should implement a more customer centric approach with electronic review processes to be more transparent and timelier in the review processes. In addition, Town staff should update the Unified Development Ordinance to streamline the development processes.
NEW ▶	**New Recommendation #22** – Every town always states it has a great quality of life. The difficulty for most is defining that quality of life, branding the unique attributes, and reinforcing that brand. The Town has benefited from its affiliation with Lake Norman as being a premier community in the Charlotte region. Town staff should develop a plan to more effectively brand Mooresville and reinforce the brand consistently through gateway signage, along with consistent marketing and messaging.
NEW ▶	**New Recommendation #23** – While Mooresville has benefited greatly from its affiliation with Lake Norman, there is very little public access or attractions for residents and visitors to reinforce Mooresville's identity with Lake Norman. Town staff should pursue acquisition of property and pursue partnerships that would provide public lake access along with attracting development (e.g. lake front resort and conference center) that would reinforce the Town's brand and identity associated with Lake Norman.
NEW ▶	**New Recommendation #24** – Affordable housing plays a significant role in local economic development efforts. Without a sufficient supply of affordable housing, employers can be at a competitive disadvantage given the subsequent difficulty to attract and retain a qualified workforce. Mooresville faces a similar challenge in that our supply of affordable housing is very limited. Town staff should develop a comprehensive community development program that aims to maintain and increase the supply of affordable housing in Mooresville.

Section 5. Stepping on the Pedal to *Accelerate* Mooresville

Below is a table by recommendation that outlines the action steps, responsible parties, and timeline towards *accelerating* the recommendations made in Section 4.

Accelerate Mooresville 2030 Action Plan - Economic Development Category

Recommendation #4 - Explore opportunities to partner with the private sector to expand public infrastructure to the southern portion of Mooresville and attract these high-tech and Class A office uses.

Recommendation #5 - Develop programs in partnership to support businesses and the workforce affected by the introduction of the NASCAR NextGen vehicle.

Lead Department — Town Manager's Office
Lead Staff Contact — Randy Hemann

Action	Responsible	Priority	Status	Start	End	Notes
4.1 Revise Economic Development Incentive Policy	Beau Falgout	High	In Progress	1/1/2021		Revise to Target Higher Paying Jobs, Draft Policy being Developed with IEDC.
4.2 Explore Partnership Opportunities with Corvid	Randy Hemann	Medium	In Progress	11/1/2020		Initial meetings held with Corvid and IEDC.
5.1 Implement the IEDC NextGen Grant Match Program	IEDC Partner	High	In Progress	11/1/2020		Town Board approved program as part of Mid-Year Budget adjustments.
5.2 Explore partnerships to assist impacted workforce and support entrepreneurship	Ryan Rase	Medium	In Progress	11/1/2020		Initial stakeholder meetings held with Launch LKN, IEDC, and SBDC.

Accelerate Mooresville 2030 Action Plan - Small Business Category

Recommendation #6 - Support and foster our entrepreneurial ecosystem in partnership with others.

Recommendation #8 - Facilitate the creation of incubation or maker space with wrap around services for small businesses and entrepreneurs in partnership with others.

Lead Department	Town Manager's Office
Lead Staff Contact	Randy Hemann

Action	Responsible	Priority	Status	Start	End	Notes
6.1 Develop a Small Business Resource Guide	IEDC Partner	High	In Progress	11/1/2020		Draft guide developed.
6.2 Facilitate regular entrepreneur support system roundtables with appropriate partners	Beau Falgout	Medium	Not Started	5/1/2021		Target first meeting in May with IEDC supporting initiative.
8.1 Explore partnerships to facilitate creation of incubation and/or maker space	Ryan Rase	Medium	In Progress	11/1/2021		Initial concept meetings with Launch LKN, Merino Mill as well as Corvid.

Accelerate Mooresville 2030 Action Plan - Workforce Development Category

Recommendation #9 - Facilitate an Education and Workforce Alignment Roundtable to coordinate needs of employers with education/workforce partners.

Recommendation #10 - Continue to make workforce development and preparedness a priority, especially for Town employees and residents.

Lead Department	Human Resources
Lead Staff Contact	Tiffany Shelley

Action	Responsible	Priority	Status	Start	End	Notes
9.1 Facilitate an Education and Workforce Alignment Roundtable	IEDC Partner	Medium	Not Started	5/1/2021		Requesting that IEDC lead this effort, Targeting first meeting in May 2021.
9.2 Request data on our workforce from IEDC annually	IEDC Partner	Medium	Not Started	5/1/2021		Requesting this information be included in annual report.
10.1 Report training available and provided (classes, hours, etc.) to Town employees on monthly basis	Tiffany Shelley	High	Not Started	1/1/2021		This will be included in monthly reports to the Town Board.

Accelerate Mooresville 2030 Action Plan - Transportation Category

Recommendation #11 - Focus on actions to facilitate the movement of people and products from the industrials parks to I-77**.**

Recommendation #12 - Remain engaged regionally to impact transportation decisions and funding allocations to Mooresville.

Recommendation #13 - Advocate for widening of I-77 from Huntersville to I-40 Interchange**.**

Recommendation #14 - Continue to plan for the development of two significant east-west corridors (widening of 150 and East-West Connector.

Recommendation #15 - Continue to stay engaged in planning for commuter rail along the O-Line**.**

Recommendation #16 - Better manage traffic congestion through traffic signal optimization in coordination with NCDOT.

| Lead Department | Engineering |
| Lead Staff Contact | Jon Young |

Action	Responsible	Priority	Status	Start	End	Notes
11.1 Design and Construction of Mazeppa Flyover (CRISI Grant)	Town of Mooresville	High	In Progress	12/1/2020		Town was awarded +/-$4.5M in grant funding for design and construction of this project. Kimley Horn hired to lead design efforts. Currently contracted through 60% design in FY21. Staff requesting remaining design funding and R/W purchase in FY22 and FY23 respectively.
11.2 Work with NCDOT on construction of Exit 38	NCDOT	High	Not Started			Project is currently delayed by NCDOT (Right-of-way and Utilities 2026 and Construction 2028).
11.3 Build a road connection between Cornelius Rd and Mazeppa Rd	Town of Mooresville	High	Complete			Connector Rd complete. MTP also includes future updates/widening for Connector Rd.
12.1 Advocate with CRTPO for federal and state funding in the Mooresville region	Town of Mooresville	High	In Progress	Ongoing		Town has received approximately $30M in grant funding the past five years for local and regional transportation projects. These include intersection improvements, bike-pedestrian improvements and transportation studies.

Accelerate Mooresville 2030 Action Plan - Transportation Category

Recommendation #11 - Focus on actions to facilitate the movement of people and products from the industrials parks to I-77**.**

Recommendation #12 - Remain engaged regionally to impact transportation decisions and funding allocations to Mooresville.

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Recommendation #15 - Continue to stay engaged in planning for commuter rail along the O-Line**.**

Recommendation #16 - Better manage traffic congestion through traffic signal optimization in coordination with NCDOT.

Lead Department	Engineering
Lead Staff Contact	Jon Young

Action	Responsible	Priority	Status	Start	End	Notes
12.2 Continue relationship with regional transportation partners such as LNTC, Centralina, etc.	Town of Mooresville	Medium	In Progress	Ongoing		CONNECT/Beyond 77 regional transportation study underway to look at improvements outside of 77 corridor.
12.3 Continue relationship with Carolina Thread Trail on multi-jurisdictional greenway connection	Multiple Agencies	Medium	In Progress	Ongoing		Mooresville to Charlotte connection to be re-evaluated as part of a regional study this summer.
12.4 Continue relationship with CATS and ICATS for transit opportunities	Multiple Agencies	Low	In Progress	Ongoing		Bus rapid transit study ongoing with City of Charlotte. CRTPO re-evaluating funding formula for transit.
13.1 Construct express lanes from Huntersville to Exit 36	Town of Mooresville	Medium	Complete	12/12/2020		Peak period shoulder lanes being studied.
14.1 Work with NCDOT on widening of Highway 150	NCDOT	High	Suspended			Right-of-way Acquisition and Utility relocation is currently suspended by NCDOT. Construction year was delayed (CON 2023).

Accelerate Mooresville 2030 Action Plan - Transportation Category

Recommendation #11 - Focus on actions to facilitate the movement of people and products from the industrials parks to I-77.

Recommendation #12 - Remain engaged regionally to impact transportation decisions and funding allocations to Mooresville.

Recommendation #13 - Advocate for widening of I-77 from Huntersville to I-40 Interchange.

Recommendation #14 - Continue to plan for the development of two significant east-west corridors (widening of 150 and East-West Connector).

Recommendation #15 - Continue to stay engaged in planning for commuter rail along the O-Line.

Recommendation #16 - Better manage traffic congestion through traffic signal optimization in coordination with NCDOT.

Lead Department	Engineering
Lead Staff Contact	Jon Young

Action	Responsible	Priority	Status	Start	End	Notes
14.2 Design and Construction of East West Connector Phase I (BUILD Grant)	Town of Mooresville	High	In progress	11/16/2020		Town was awarded +/-$13.7M in grant funding through USDOT for design and construction of the this project. RK&K hired to lead design efforts.
14.3 Preliminary Design of East West Connector Phase II	Town of Mooresville	Medium	In progress	11/24/2020		SEPI hired to lead design efforts. Currently contracted through 15% design. Staff requesting 25% design including environmental in FY22 budget.
15.1 CATS LYNX System Update to evaluate transit options from Mooresville to Charlotte	Town of Mooresville	Medium	In progress			Utilizing the O line, remains a regional recommendation, but NS not interested in passenger rail at this time. Interim solution is bus rapid transit recommended for the north corridor (Mooresville to Charlotte). CATS to recommend regional mobility hubs as future stations for transit, bus, bikes, and pedestrians.

Accelerate Mooresville 2030 Action Plan - Transportation Category

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Action	Responsible	Priority	Status	Start	End	Notes
16.1 Conduct Downtown Traffic Signal Retiming Study	Town of Mooresville	Medium	Completed	2/25/2019	6/18/2019	Complete - Town Board approved $96,047 to Mekuria Engineering to retime Town and NCDOT signals in Downtown Mooresville.
16.2 Conduct Traffic Unit Feasibility Study	Town of Mooresville	Low	Not Started			Town of Mooresville awarded $75,000 in grant funding for FY22 for traffic unit feasibility study.

Accelerate Mooresville 2030 Action Plan - Quality of Life & Business Climate Category

Recommendation #18 - Step up code enforcement efforts to improve first impression and maintain quality of life**.**

Recommendation #19 - Expand efforts to revitalize and rejuvenate Downtown.

Recommendation #20 - Regularly evaluate Accelerate Mooresville 2030, its recommendations, and make adjustments**.**

Recommendation #21 - Streamline development review processes to be more transparent and timelier.

Recommendation #22 - Develop a plan to more effectively brand Mooresville and reinforce that brand through gateway signage, along with consistent marketing and messaging**.**

Recommendation #23 - Pursue acquisition of property and pursue partnerships that would provide public lake access along with attracting development to reinforce the Town's Brand.

Recommendation #24 - Develop a comprehensive community development program that aims to maintain and increase the supply of affordable housing**.**

Lead Department	Town Manager's Office
Lead Staff Contact	Beau Falgout

Action	Responsible	Priority	Status	Start	End	Notes
18.1 Reorganize and reinforce code enforcement operations	Danny Wilson	High	In Progress	11/1/2020		Town Board approved an additional code enforcement position. Code enforcement process is under review and updates will be made during 2021.
18.2 Update ordinances and align procedures for code enforcement efforts	Danny Wilson	High	In Progress	1/21/2021		Updates to ordinances and conflicting language that is necessary to improve code enforcement efforts will be completed in 2021.
18.3 Expand code enforcement activities and efforts	Danny Wilson	High	In Progress	1/21/2021		Upon hiring the new code compliance officer, an expansion to the existing code enforcement program, including becoming more proactive will occur.
19.1 Develop MOU with Developer Partner for Church Street Redevelopment	Beau Falgout	High	In Progress	7/1/2020		
19.2 Update Downtown Mooresville Vision Map	Danny Wilson	High	In Progress	11/1/2020		Town Board to finalize at Retreat in February 2021.

Accelerate Mooresville 2030 Action Plan - Quality of Life & Business Climate Category

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Lead Staff Contact	Beau Falgout

Action	Responsible	Priority	Status	Start	End	Notes
						The Mooresville Downtown Commission is currently a Main Street America Affiliate Program. In order to qualify as an Accredited Program, committees need to meet on a regular basis and document the work they are doing; all other requirements have been met. Program Assessment and required documentation is submitted each year in December (meaning it will be 2022 before we find out if we qualify – it's reviewed annually).
19.3 Become a Main Street America Accredited Downtown	MDC Partner	Medium	In Progress			
19.4 Revise Downtown Development Incentives	Danny Wilson	High	Not Started			
19.5 Continue Improvement Grants in Partnership with MDC	MDC Partner	High	In Progress			
19.6 Continue to Pursue Public Parking Opportunities	Beau Falgout	High	In Progress			

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Lead Department	Town Manager's Office
Lead Staff Contact	Beau Falgout

Action	Responsible	Priority	Status	Start	End	Notes
19.7 Continue to advance work of MDC Committees (Technology Hub, Multi-Generational Housing, and Creative Entrepreneurship with Entertainment Value)	MDC Partner	Medium	In Progress			
19.8 Develop marketing plans to introduce Downtown Mooresville to new residents & hoteliers, and enhance vacant windows about upcoming projects	MDC Partner	Medium	In Progress			
20.1 Evaluate Accelerate Mooresville 2030 during Annual Board Retreat	Beau Falgout	Medium	Not Started	1/1/2021		
21.1 Reorganize planning department to provide better customer services	Danny Wilson	High	In Progress	1/1/2021		Partial reorganization complete. The next adjustment will take place in March 2021. Continued ongoing improvements will be made to the process moving forward, as well as staff training.

Accelerate Mooresville 2030 Action Plan - Quality of Life & Business Climate Category

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Lead Department	Town Manager's Office
Lead Staff Contact	Beau Falgout

Action	Responsible	Priority	Status	Start	End	Notes
21.2 Implement electronic permitting and review	Danny Wilson	High	In Progress	1/1/2021		All phase 1 and 2 applications will be online and functional by end of February. The first applicant trainings will be scheduled for early March. Phase 3 implementation will be online by early April.
21.3 Update Unified Development Ordinance	Danny Wilson	Medium	In Progress	7/1/2020		Drafting underway and the final public hearing draft is planned to be complete by fall of 2021.
21.4 Update land development and zoning provisions contained in the Town Code of Ordinances	Danny Wilson	High	In Progress	7/1/2020		Evaluation of current ordinances that impact zoning and land development is underway and updates will be made to them in 2021 to ensure alignment with the Unified Development Ordinance.
22.1 Conduct PIO Assessment and Recommendations	Randy Hemann	High	In Progress	11/1/2020		
22.2 Develop Brand Story and Guidelines	Kim Sellers	High	Not Started			

Accelerate Mooresville 2030 Action Plan - Quality of Life & Business Climate Category

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Action	Responsible	Priority	Status	Start	End	Notes
22.3 Develop Wayfinding Signage and Gateway Signage Standards and Program	Danny Wilson	Low	Not Started			Planned to begin in FY22-23.
23.1 Pursue public lake access opportunities	Randy Hemann	Medium	In Progress			
24.1 Develop a comprehensive community development program framework to provide options for consideration	Danny Wilson	High	In Progress	11/1/2020		Draft framework has been developed and will be presented to the Town Board in February 2021.
24.2 Reorganize department staffing to create capacity using existing resources	Danny Wilson	High	In Progress	11/1/2020		Community Development Planner job description created and HR coordination has taken place, with a planned presented to Town Board in February 2021.
24.3 Align existing initiatives to better coordinate community development services	Danny Wilson	High	In Progress	11/1/2020		Part of the Program framework to be presented to the Town Board in February 2021 includes opportunities to align existing programs, activities, and committees.