CONNECT Centralina

TRANSPORTATION DEMAND MANAGEMENT

CENTRALINA REGIONAL COUNCIL

CONNECT CENTRALINA

What is CONNECT Centralina?

CONNECT Centralina is a Transportation Demand Management (TDM) program that encourages sustainable alternatives to driving alone. We help employers, communities, educational institutions, and individuals better understand their commute options.

How can CONNECT Centralina help?

Improving commuter choices can expand workforce and student mobility, support work-life balance, lower costs, and create a healthier environment. CONNECT Centralina helps partners throughout the greater Charlotte region develop commuter programs that give employees and students more flexible and cost-effective ways to get to work.

Smarter Commute Options Include:

- Walking & biking
- Vanpool & carpool
- Campus & public transit
- Rideshare
- Flexible work schedules



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Program Goals

Building new roads or lanes is expensive, long-term and creates more demand for driving in a single-occupancy vehicle (SOV). By changing preferences and travel behaviors, TDM programs educate and encourage travelers to use existing infrastructure and non-SOV options.







CONNECT Centralina Strategies

Know Your Options: We help people discover commuter options through marketing and events.

A Plan Built Around Your Community: We create customized toolkits to make commuting easier.

Incentives & Facilitation: We identify incentives, programs and resources for smarter commuting.

A Network, Not a Solo Project: We connect organizations with partners to improve commutes