Strategic Plan

Economic Development and Real Estate Investment

1) Facilitate private and public sector real estate redevelopment and economic development within the corridor.
   - Engage stakeholders to facilitate a shared vision for the Corridor that includes a wide range of mixed-use developments and affordable housing options (including workforce housing) that support a sustainable economic environment.
   - Advocate for continued public and private sector redevelopment and economic growth, that contributes to the BRC becoming a unique destination in Raleigh.
   - Connect property owners, developers, brokers, tenants and stakeholders to facilitate continued economic development and prosperity.
   - Using research, data and relationships, be recognized as the authority on the economic and real estate environment within the Corridor.
   - Engage both private and public sector stakeholders to identify redevelopment opportunities and facilitate investment.

Transportation Infrastructure Investment

2) Develop and implement a strategy for the creation of multimodal transit and pedestrian systems throughout the Corridor that links the major institutional assets, enhances connectivity and connects the corridor with the City and County.
   a. Partner with our private and public sector stakeholders to develop and advocate for a fully integrated plan for instillation of sidewalks, bike lanes, and greenways that improve pedestrian and cyclist safety and enhance connectivity throughout the Corridor.
   b. Partner with our private and public sector stakeholders to develop and advocate for a fully integrated multimodal transportation system to be developed and deployed throughout the corridor, to include but not limited to:
      o Bus
      o Bike
      o Greenways and Greenways connectors
      o Light and Commuter Rail
3) **Be recognized as the primary advocacy and marketing voice for the interests of the corridor.**
   - Continue building the necessary communications tools needed to market the Corridor as a distinct destination in Raleigh and a region with significant development opportunity.
   - Advocate publicly for the continued public and private sector investment in the Corridor and become the recognized authority on issues confronting the Corridor and its stakeholders.
   - Advise public policy decision makers on issues relevant to the corridor.

4) **Investigate and develop sustainable funding options that support the Alliance’s mission and annual operations and programs.**
   - Engage the Board and stakeholders to develop, then evaluate and build consensus for, a corporate structure the supports the accomplishment of the Alliance’s mission and goals.
   - Research a range of funding tools, such as a BID, TIF, or Special Assessment District, and membership/alliance structures (or a hybrid) to evaluate the potential for sustainable funding and community support needed to support the annual operation of the organization.
   - Continue building the management systems needed to sustain the effective operation of the organization.
   - Identify and build a shared brand that unites the interests and needs of the Corridor’s stakeholders in a way that supports continued investment and economic development.