



# Town of Carrboro

Town Hall  
301 W. Main St.  
Carrboro, NC 27510

## Meeting Agenda Board of Aldermen



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Tuesday, November 12, 2013

7:30 PM

Board Chambers - Room 110

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### 7:30-7:40

#### A. REQUESTS FROM VISITORS AND SPEAKERS FROM THE FLOOR

### 7:40-7:50

#### B. RESOLUTIONS, PROCLAMATIONS, AND ACKNOWLEDGEMENTS

1. **13-0469** Recognition of Employees for Response to June 30, 2013 Flood Event

PURPOSE: The purpose of this item is for the Board of Aldermen to consider a resolution recognizing the Town of Carrboro employees for their service in the response and recovery phases of the June 30, 2013 flooding event that affected the Town of Carrboro.

Attachments: Resolution- Employee Recognition

2. **13-0477** Pancreatic Cancer Awareness Month

### 7:50-7:55

#### C. CONSENT AGENDA

1. [13-0476](#) Approval of Previous Meeting Minutes  
PURPOSE: The purpose of this item is to adopt the previous meeting minutes.

2. **13-0474** Update on the Development of the Statewide Transportation Improvement Program

PURPOSE: The Board of Aldermen is asked to receive an update on the development of the Statewide Transportation Improvement Program (STIP). This item provides a background. Board input is expected to be sought at the November 19 meeting.

**Attachments:** ATTACHMENT A - Resolution  
ATTACHMENT B - Memo - STIP and SPOT - Nov 2013 consent agenda update  
ATTACHMENT C - Adopted 2014-2020 Local Priority List  
ATTACHMENT D - Prioritization Schedule  
ATTACHMENT E - Executive Summary - SPOT Report to the JLTOC

## **D. OTHER MATTERS**

### **7:55-8:20**

**1. 13-0471 Carrboro Branding and Marketing**

PURPOSE: The purpose of this agenda item is to present the findings of the Branding study to the Board of Aldermen.

**Attachments:** splinter\_carrboro\_june report  
splinter\_carrboro\_june report2  
toc\_report\_nov6

### **8:20-9:10**

**2. 13-0473 Update on the Process for Developing a Town Parking Plan**

PURPOSE: The Board of Aldermen has, over the past several years, discussed parking issues on numerous occasions. This has spurred Board interest in completing a parking plan. The Board is asked to receive an update on the process for developing such a plan and its scope.

**Attachments:** ATTACHMENT A-1 - Resolution - Parking plan update - Nov 2013  
ATTACHMENT A-2 - Resolution - Parking plan update - Nov 2013 - MPO  
ATTACHMENT B - Memo - Parking plan scope

### **9:10-9:40**

**3. 13-0470 Discussion and Update on Recycling Options for FY2014 and Beyond**

PURPOSE: The purpose of this item is for the Board of Aldermen to receive an update on staff activities related to the ongoing provision of recycling services for Carrboro residents beginning in July 2014 and approve the Town's application for the NCDENR Curbside Recycling Roll-Out Cart Grant Program.

**Attachments:** Resolution for Recycling Update and authorization for roll out cart grant  
November 2013

### **9:40-10:00**

- 4. 13-0468** Discussion of Options for the 2014 Board of Aldermen Retreat

PURPOSE: The purpose of this item is for the Board of Aldermen to discuss various options for a Board retreat.

**E. MATTERS BY TOWN CLERK**

**F. MATTERS BY TOWN MANAGER**

**G. MATTERS BY TOWN ATTORNEY**

**H. MATTERS BY BOARD MEMBERS**



# Town of Carrboro

Town Hall  
301 W. Main St.  
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## Agenda Item Abstract

File Number: 13-0469

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**Agenda Date:** 11/12/2013

**Version:** 1

**Status:** Consent Agenda

**In Control:** Board of Aldermen

**File Type:** Abstract

**Agenda Number:** 1.

**TITLE:**

Recognition of Employees for Response to June 30, 2013 Flood Event

**PURPOSE:** The purpose of this item is for the Board of Aldermen to consider a resolution recognizing the Town of Carrboro employees for their service in the response and recovery phases of the June 30, 2013 flooding event that affected the Town of Carrboro.

**DEPARTMENT:** Town Manager

**CONTACT INFORMATION:** David Andrews (918-7315)

**INFORMATION:** On the afternoon of June 30, 2013, a significant rainfall event struck the State of North Carolina. Locally, over five inches of rain fell in the Carrboro area over 19 hours, most of it between the hours of 3:00 - 5:00pm. The amount and intensity of the rainfall lead to flash flooding in several areas of town. Town of Carrboro employees sprung into action, many having been called into work on a Sunday afternoon. Several other employees continued to work through the subsequent days and weeks in the recovery phase of the event.

The specific departments involved in the response and recovery include Police, Fire-Rescue, Public Works, and Planning/Zoning/Inspections. The following employees are being recognized for their efforts:

**Carrboro Police Department**

Chief Walter Horton  
Lt. Tony Frye  
Lt. Doug Strowd  
Lt. Keith Webster  
Lt. Anthony Westbrook  
Sgt. Billy Austin  
Sgt. Tei Coyle  
Sgt. Kenny Stewart  
Ofc. Jordan Armstrong  
Ofc. Heather Barrett  
Ofc. David Deshaies  
Ofc. Joseph Glenn  
Ofc. John Hunter  
Ofc. Paul Reinas



Ofc. Ron Trombley  
Ofc. Heather Tompkins  
Ofc. Erasmo Velazquez

**Carrboro Fire-Rescue Department**

Chief Travis Crabtree  
Deputy Chief Rick Cox  
Fire Marshal Kent Squires  
Capt. Carl Freeman  
Lt. Ray Dunn  
Driver/Mechanic Chris Squires  
Fire Driver Josh Asbill  
Fire Driver Chris Covington  
Fire Driver Larry Mann  
Fire Driver Daniel Speight  
Fire Driver Scott Trombley  
Relief Driver Ryan Downs  
Relief Driver Andy Madden  
Relief Driver Reggie Parker  
Firefighter Steve Jordan  
Firefighter Dylan Lowe  
Firefighter Chris Wade

**Planning/Zoning/Inspections**

Planning Director Trish McGuire  
Development Review Administrator Marty Roupe  
Code Enforcement Supervisor Mike Canova  
Transportation Planner Jeff Brubaker  
Environmental Planner Randy Dodd  
Bond Capital Projects Manager Racquel Benedict  
Planner/Zoning Development Specialist James Thomas  
Planner/Zoning Development Specialist Jeff Kleaveland  
Code Enforcement Officer Rick Wade  
Code Enforcement Officer Donnie Williams

**Public Works**

Public Works Director George Seiz  
Street Superintendent David Poythress  
Building Maintenance Supervisor Gary Watkins  
Landscape and Grounds Supervisor David Jantzen  
Fleet Maintenance Supervisor Lynnwood Daniel  
Assistant to the Public Works Director Chris Sherman  
Construction Inspector Chad Dusenberry  
Groundskeeper I Paul Hepp  
Mechanic I Ronald Eddins

**FISCAL & STAFF IMPACT:** There is no fiscal or staff impact related to this item.

**RECOMMENDATION:** Staff recommends that the Board consider the attached resolution.

**A RESOLUTION RECOGNIZING THE EFFORTS OF TOWN EMPLOYEES DURING THE  
RESPONSE AND RECOVERY OF THE JUNE 30, 2013 FLOOD EVENT**

Draft Resolution No. \_\_\_\_\_

WHEREAS, a significant rain event struck the Town of Carrboro on June 30, 2013, dumping over 5 inches of rain on the Town in 19 hours; and

WHEREAS, the amount and intensity of rainfall lead to flash flooding in several areas of Town; and

WHEREAS, a number of Town employees responded to the event, many having been called in on a Sunday afternoon; and

WHEREAS, several other Town employees contributed to recovery efforts in the days and weeks following the event; and

WHEREAS, the following employees and departments participated in the response and recovery efforts:

<b><u>Police Department</u></b>	<b><u>Fire-Rescue Department</u></b>	<b><u>Public Works</u></b>	<b><u>Planning/Zoning/ Inspections</u></b>
Chief Walter Horton	Chief Travis Crabtree	Public Works Director George Seiz	Planning Director Trish McGuire
Lt. Tony Frye	Deputy Chief Rick Cox	Mechanic I Ronald Eddins	Development Review Admin. Marty Roupe
Lt. Doug Strowd	Fire Marshal Rick Cox	Groundskeeper I Paul Hepp	Code Enforcement Supvrs Mike Canova
Lt. Keith Webster	Capt. Carl Freeman	Construction Inspector Chad Dusenberry	Transportation Planner Jeff Brubaker
Lt. Anthony Westbrook	Lt. Ray Dunn	Asst. to PW Director Chris Sherman	Environmental Planner Randy Dodd
Sgt. Billy Austin	Driver/Mechanic Chris Squires	Building Maintenance Supvrs Gary Watkins	Bond Capital Proj. Mgr. Raquel Benedict
Sgt. Tei Coyle	Driver Josh Asbill	Landscape/Grounds Supvrs David Jantzen	Planning/Zoning Development Spec. James Thomas
Sgt. Kenny Stewart	Driver Chris Covington	Fleet Maintenance Supvrs Lynwood Daniel	Planning/Zoning Development Spec. Jeff Kleveland
Ofc. Jordan Armstrong	Driver Larry Mann	Street Superintendent David Poythress	Code Enforcement Ofc. Rick Wade
Ofc. Heather Barrett	Driver Daniel Speight		Code Enforcement Ofc. Donnie Williams
Ofc. David Deshaies	Driver Scott Trombley		
Ofc. Joseph Glenn	Relief Driver Ryan Downs		
Ofc. John Hunter	Relief Driver Andy Madden		
Ofc. Paul Reinas	Relief Driver Reggie Parker		
Ofc. Ron Trombley	Firefighter Steve Jordan		
Ofc. Heather Tompkins	Firefighter Dylan Lowe		
Ofc. Erasmo Velazquez	Firefighter Chris Wade		

NOW THEREFORE, THE CARRBORO MAYOR AND BOARD OF ALDERMEN RESOLVES THAT:

Section 1. The Board of Aldermen and citizens of Carrboro hereby thank the above named employees for their actions on the day of June 30, 2013 and the subsequent days and weeks.

Section 2. The employees listed above are to receive certificates of recognition signed by the Mayor and Town Manager, and the certificates are to be noted in the employees' personnel files.

NOW THEREFORE BE IT RESOLVED: That the Carrboro Board of Aldermen recognizes and praises the efforts of these Town employees during the June 30, 2013 Flood Event.



# Town of Carrboro

Town Hall  
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Carrboro, NC 27510

## Agenda Item Abstract

File Number: 13-0474

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**Agenda Date:** 11/12/2013

**Version:** 1

**Status:** Consent Agenda

**In Control:** Board of Aldermen

**File Type:** Abstract

**Agenda Number:** 2.

**TITLE:**

Update on the Development of the Statewide Transportation Improvement Program

**PURPOSE:** The Board of Aldermen is asked to receive an update on the development of the Statewide Transportation Improvement Program (STIP). This item provides a background. Board input is expected to be sought at the November 19 meeting.

**DEPARTMENT:** Planning

**CONTACT INFORMATION:** Jeff Brubaker - 918-7329

**INFORMATION:** Information is included in the attachments.

**FISCAL & STAFF IMPACT:** No fiscal or staff impacts accrue from receiving the update.

**RECOMMENDATION:** That the Board of Aldermen adopt the resolution receiving the staff update.

**A RESOLUTION ACCEPTING A STAFF UPDATE ON THE STATEWIDE  
TRANSPORTATION IMPROVEMENT PROGRAM AND OTHER FUNDING SOURCES**

WHEREAS, the next Statewide Transportation Improvement Program (STIP) process is underway, and the STIP process is an opportunity for local governments to submit transportation project priorities to the North Carolina Department of Transportation (NCDOT); and,

WHEREAS, the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization has requested that local governments submit projects for inclusion in the STIP prioritization process; and,

WHEREAS, federal Surface Transportation Program-Direct Apportionment (STP-DA) funding is made available to metropolitan areas to support regional and local transportation priorities; and,

WHEREAS, STP-DA funding has been a significant source of funding for the Town of Carrboro's transportation priorities; and,

WHEREAS, the most recent federal transportation bill, MAP-21, signed into law by President Obama on July 6, 2012, established the Transportation Alternatives Program (TAP) to fund walking and cycling projects;

NOW THEREFORE BE IT RESOLVED by the Carrboro Board of Aldermen that the Board accepts the staff update on the STIP and STP-DA and TAP funding.

This is the 12<sup>th</sup> day of November in the year 2013.



## TOWN OF CARRBORO

NORTH CAROLINA

## MEMORANDUM

DELIVERED VIA: ☐ HAND ☐ MAIL ☐ FAX ☒ EMAIL

DATE: November 8, 2013

TO: David Andrews, Town Manager  
Mayor and Board of AldermenCC: Christina Moon, Planning Administrator  
Patricia McGuire, Planning Director

FROM: Jeff Brubaker, Transportation Planner JSB

RE: Statewide Transportation Improvement Program project selection and  
prioritization; STP-DA and Transportation Alternatives Program funding

The purpose of this memo is to provide the Board with background information in preparation for upcoming transportation project prioritization requests. The process is somewhat complicated, due in part to recent changes to the way that transportation funding is allocated. Staff suggest that the Board focus on “big picture” questions regarding Carrboro’s transportation priorities, consulting the details below as necessary.

This memo is not intended to cover all details relevant to the process; further information may be provided in the November 19 agenda item.

**Summary of expected requests for Board action at the November 19 Board of Aldermen meeting**

- Approve list of bike-ped projects to submit to MPO. Submit top four (bike and ped are combined). The MPO will submit these projects for SPOT prioritization. The MPO has a December 1 deadline to submit these projects for SPOT prioritization.
- If desired, submit any new highway projects not included on the current draft P3.0 list.
- Staff have not identified any rail (intercity passenger or freight) projects to submit. Transit operators are submitting transit-related projects.
- Approve submittal of an amendment request for the current STP-DA table.
- Approve submittal of new STP-DA and TAP project requests for the FY15-16 period.

## **2014-2020 STIP Local Priority List**

The last time the Board adopted a local priority list was on May 17, 2011. The list was submitted for prioritization by NCDOT and the MPO for the 2014-2020 STIP, but this STIP was never adopted. The list is included in ATTACHMENT C.

## **STIP and SPOT P3.0 prioritization**

### **Background**

NCDOT is in the process of developing the next Statewide Transportation Improvement Program (STIP). The current STIP is for 2012-18. The next STIP is expected to be adopted by July 1, 2015.

Selection of transportation projects for the STIP is being guided by a prioritization process administered by the SPOT office. Since it is the third such process, the shorthand name for it is SPOT P3.0. P3.0 is being implemented within the statutory confines of Session Law 2013-183, the Strategic Transportation Investments (STI) Act, enacted and signed in summer 2013.

The law requires that a workgroup develop project prioritization formulas for each mode of transportation (bike-ped, transit, rail, ferry, aviation, and highway). This P3.0 Workgroup, as it is called, developed these formulas and also recommended minimum funding levels for highway and non-highway projects. Modal formulas are included in ATTACHMENT E, the executive summary of the workgroup's report to a legislative committee.

The MPO also develops its own methodology for ranking STIP projects. It also needs to develop a methodology for distributing STP-DA funds and TAP funds.

### **Note about funding levels**

STI categorizes all transportation projects across the state into three tiers: Statewide Mobility, Regional Impact, and Division Needs. Most if not all of the projects the Town will submit will compete for funding in the Division Needs category.

The following are factors that explain that the pool of funding for which DCHC-MPO member jurisdictions will be competing for Division Needs funding is expected to be very small compared to needs submitted, and therefore only a few projects submitted by the MPO are likely to be funded.

- According to NCDOT, the expected average annual funding for each NCDOT highway division is \$34 million, with more going to divisions with higher population than average and less to divisions with lower population.
- STI also requires the deduction of any STP-DA and Transportation Alternatives Program (TAP) expenditures at the division level from the total Division Needs funding allocated to each division.



- Statewide and Regional projects that did not score highly enough in their respective tiers “cascade” down to lower tiers and are eligible to compete for Division Needs funding, similar to relegation in some soccer leagues.
- Orange County is in Division 7, which also includes Guilford, Alamance, Rockingham, and Caswell Counties.

Therefore it is important to note that the submission of any projects to P3.0 far from guarantees that those projects will be included in the STIP.

## Highway projects

### *Schedule*

- Nov. 19 – Board of Aldermen direction to staff, if necessary
- Dec. 1 – Town deadline to submit highway projects to MPO
- Dec. 18 – TCC recommendation on projects
- Jan. 8 – TAC votes to submit highway projects for P3.0
- In spring of 2014, the MPO will assign local input points to projects, guided by the MPO’s own ranking methodology. Further Board review can be expected in early 2014.

*Some previously submitted highway projects are automatically included in this prioritization process. Others migrated to the bike-ped list.*

Highway projects submitted for the previous prioritization process (P2.0) for inclusion in the (never adopted) 2014-2020 STIP are carried forward in P3.0, with a key exception. Five of the six highway projects the Board submitted (ATTACHMENT C) were classified as “modernization” projects. These were projects to install bike lanes, sidewalks, and transit accommodations on arterial roads. The modernization category was seen as beneficial by the MPO and Town because it allowed these “complete streets” projects to nonetheless be in the highway category, better funded than the bike-ped category.

Under P3.0 four of these five projects can no longer be in the highway category. Currently, the Homestead Rd. project is still included, likely because it contains safety and operational improvements such as a center turn lane. The remaining (non-modernization) project, Franklin/Main/Merritt Mill/Brewer Lane intersection improvements, *is* included in the P3.0 highway list. So is another intersection improvement included in the previous (2011-2017) list: construction of a roundabout at Estes Dr. Ext. and Greensboro St. The excluded four projects therefore have migrated to the bike-ped list.

*Local governments need to submit any new highway projects to the MPO by December 1.*

Staff has not identified any additional highway projects to recommend beyond those already included. In the past, some Board members have expressed interest in studying additional roundabout possibilities, including in the northern area of town, but no specific intersections are identified at this time.

*Summary table of Carrboro highway project priorities*

<b>2014-2020 Local Priority List Priority #</b>	<b>2014-2020 LPL Description</b>	<b>Status for this prioritization round (*all project lists are currently in draft form)</b>
1	Estes Dr. – Add bike lanes and transit accommodations on both sides of the road, and a sidewalk on the south side of the road, from Greensboro St. to Town limits.	No longer in highway list, in bike-ped list
2	Homestead Rd. – Add bike lanes, sidewalks, and transit accommodations on both sides of the road from Seawell School Rd. to Old NC 86.	Still in highway list, <i>also</i> in bike-ped list
3	Old NC 86 – Add bike lanes and transit accommodations on both sides of the road, and a sidewalk on the east side of the road, from Hillsborough Rd. to Homestead Rd.	No longer in highway list, in bike-ped list
4	Old NC 86 – Add bike lanes and transit accommodations on both sides of the road, and a sidewalk on the east side of the road, from Homestead Rd. to Eubanks Rd.	No longer in highway list, in bike-ped list
5	Eubanks Rd. – Add bike lanes, sidewalks, and transit accommodations on both sides of the road from Old NC 86 to Rogers Rd.	No longer in highway list, in bike-ped list
6	Franklin/Main/Merritt Mill/Brewer intersection improvements – Make changes to improve operation and safety for motorists, pedestrians, bicyclists, and transit.	Still in highway list
N/A (priority #12 in 2011-17 list)	Estes Dr. Ext./Greensboro St. – Construct roundabout	In highway list

## Transit projects

### *Schedule*

- November 29 – Deadline to submit transit projects to the MPO for SPOT 3.0.

Local transit providers are responsible for submitting transit-related priority recommendations to the MPO. More information can be provided by staff about transit projects if needed.

## **Bicycle and pedestrian projects**

*The Town submitted three (3) bicycle and five (5) pedestrian projects for P2.0, but now needs to resubmit bike-ped projects to the MPO. Up to four (4) projects can be submitted. At least two of these should be considered Safe Routes to School eligible projects.*

### *Schedule*

- Nov. 19 – Board approval of list of bike-ped projects
- Dec. 1 – Deadline to submit bike-ped projects to MPO
- Dec. 18 – TCC recommendation on projects
- Jan. 8 – TAC votes to submit 20 bike-ped projects for P3.0
- In spring 2014, the MPO will assign local input points to projects, guided by the MPO's own ranking methodology. Further Board review can be expected early 2014.

The MPO will receive 36 projects total from its member jurisdictions, who are asked to submit their top four (4) projects, except for Durham and Durham County, who can submit their top eight (8). This is less projects than the MPO allowed member jurisdictions to submit on the 2014-2020 LPL, but in reality, it is very unlikely more than four projects from any one jurisdiction would rank highly enough to get funded.

The STI prohibits NCDOT from providing financial support for independent bike-ped projects scheduled for construction to begin after FY2015. Therefore, any projects that are programmed in the STIP will require a non-federal match, with one exception.

The exception to this is that for FY15, NCDOT has remaining Safe Routes to School funds (possibly \$16 million) that were authorized under the previous federal transportation legislation, SAFETEA-LU. Unlike the TAP authorized by the current federal legislation, MAP-21, these SRTS funds carried the benefit of being able to fund up to 100% of project costs, instead of the usual 80% max. federal participation. This 100% level was how the Elm St. sidewalk project, connecting to Carrboro Elementary, was funded. NCDOT has indicated that these funds will be rolled into P3.0 and the next STIP.

*This affords the opportunity for the Town to designate at least two of its four projects as “Safe Routes to School” projects, so that if they are selected by P3.0, 100% of their costs can be covered. Staff recommends that the Board does this.*

*Summary table of Carrboro bicycle and pedestrian project priorities (now to be combined into one list)*

**Bicycle**

<b><i>2014-2020 Local Priority List Priority #</i></b>	<b><i>2014-2020 LPL Description</i></b>	<b><i>Notes</i></b>
1	Broad St. to Seawell School Rd. – Construct a multi-use path between Broad St. and Village Dr. and between Village Dr. and Seawell School Rd.; install on-street bicycle facilities on Village Dr.	The construction of a multi-use path, part of the Campus-to-Campus Connector route, is mainly within the Town of Chapel Hill corporate limits. The Town of Chapel Hill is planning to construct a parallel path connecting McMasters and Jay Sts.
2	Morgan Creek Greenway – Construct a multi-use path from University Lake to the western terminus of the first phases of the greenway and a multi-use path spur to BPW Club Rd.	Phase 1 and Alt. Phase 1 expected to be completed in 2015 using STP-DA. CMAQ application was submitted for BPW connector; project on CMAQ list but unfunded. In CIP.
3	NC 54 from James St. to Anderson Park – Construct a side path on the north side of the road to accommodate two-direction bicycle transportation.	Project scored highly with NCDOT in P2.0. Private development application for Lloyd property, where about half of this project would be located

**Pedestrian**

<b><i>2014-2020 Local Priority List Priority #</i></b>	<b><i>2014-2020 LPL Description</i></b>	<b><i>Notes</i></b>
1	W. Main St. – Install improved pedestrian crossings and sidewalks from Hillsborough Rd. to Jones Ferry Rd.	Project scored highly with NCDOT and MPO in P2.0. Small scope. Road diet recently completed. May be too small for STIP-level project.
2	S. Greensboro St. – Add sidewalks on the west side of the road from the northern end of Old Pittsboro Rd. to Merritt Mill Rd.	Recently discussed in regard to transit access funding and prioritized #1 by Board for that funding. In CIP. Private development application for 501 S. Greensboro St. (Rogers-Triem). Some interest among neighbors in a sidewalk.
3	N. Greensboro St. corridor from Weaver St. to Shelton St. – pedestrian improvements	May be too small for STIP-level project.
4	Estes Dr. – Construct a sidewalk on the south	Highest MPO score for a Carrboro

**ATTACHMENT B**

	side of the road from N. Greensboro St. to the Town limits.	project in P2.0. Low NCDOT score – likely due primarily to narrow ROW.
5	Old NC 86 – Construct a sidewalk on the east side of the road from Homestead Rd. to Eubanks Rd.	P2.0 – high MPO score, low NCDOT score. Project is partially outside of Town limits.

**New bicycle and pedestrian projects – preliminary**

<i>2014-2020 Local Priority List Priority #</i>	<i>Description</i>	<i>Notes</i>
N/A	Homestead Rd. – Install protected bike lanes and sidewalks on both sides of the road from Lake Hogan Farms Rd. to Stratford Dr.	This was submitted preliminarily by staff based on Board member comments at a previous 2013 meeting. Protected bike lanes physically separate cyclists from motor vehicle traffic.

**STP-DA and TAP funding**

*The MPO is requesting two major actions from member jurisdictions: submittal of any STP-DA funding amendment requests for existing STP-DA projects by November 20, and submittal of new STP-DA and TAP project requests for the FY 15-16 period by December 1.*

*Schedule*

- Nov. 19 – Approve current STP-DA project amendment request
- Nov. 19 – Approve STP-DA/TAP project requests for FY15-16

The Town has used, and is using, STP-DA funds for several past and current multi-use path and sidewalk projects. Current projects include:

- Homestead-Chapel Hill H.S. MUP
- Morgan Creek Greenway (design of Phases 1, Alt. 1, and 2; construction of Phases 1 and Alt. 1)
- Rogers Road sidewalk
- Bike loop detectors

Recent past projects include the Wilson Park Multi-use Path and Roberson Place Bike Path.

The MPO is requiring that all currently-scheduled STP-DA funding be obligated by September 30, 2014. This means that their construction funding has been authorized by FHWA. Town staff expect to meet this deadline, working with consultants and stakeholders such as UNC, for the four current four projects. However, two other projects have not yet been started. These STP-DA allocations are so small compared to the staff time costs of administering them that they may not be cost-effective to pursue:

- S. Greensboro St. sidewalk – allocation of \$46,640 for the segment between the south end of Old Pittsboro Rd. and Public Works driveway. Recent discussions with the Board have envisioned a larger sidewalk project whose cost would dwarf this relatively small

funding allocation and require other funding strategies. This funding is almost certainly not sufficient to cover the cost of even the small segment envisioned when it was allocated.

- Bel Arbor-Plantation Acres Multi-use Path - \$67,000. Though an important bike-ped connection, the relatively small amount may not be cost-effective as an STP-DA project.

*It is unlikely these small projects could be obligated by September 30, 2014. More information will be provided at the November 19 meeting regarding options for addressing these funding allocations while preserving the funding.*

*The Board will also be asked to provide direction/approval for submittal of FY15-16 STP-DA projects at the November 19 meeting.*

The Board became familiar with the TAP program at the October 1, 2013, meeting, and that information is not repeated here. TAP program funding distribution will be considered simultaneously with STP-DA funding by the MPO.

Staff can answer questions on STP-DA and TAP funding at the meeting, if necessary.

**Town of Carrboro**  
**Transportation Improvement Program 2014-2020**  
**Local Priority List: approved May 17, 2011**

**Highway**

<b><i>Priority #</i></b>	<b><i>Description</i></b>
1	Estes Dr. – Add bike lanes and transit accommodations on both sides of the road, and a sidewalk on the south side of the road, from Greensboro St. to Town limits.
2	Homestead Rd. – Add bike lanes, sidewalks, and transit accommodations on both sides of the road from Seawell School Rd. to Old NC 86.
3	Old NC 86 – Add bike lanes and transit accommodations on both sides of the road, and a sidewalk on the east side of the road, from Hillsborough Rd. to Homestead Rd.
4	Old NC 86 – Add bike lanes and transit accommodations on both sides of the road, and a sidewalk on the east side of the road, from Homestead Rd. to Eubanks Rd.
5	Eubanks Rd. – Add bike lanes, sidewalks, and transit accommodations on both sides of the road from Old NC 86 to Rogers Rd.
6	Franklin/Main/Merritt Mill/Brewer intersection improvements – Make changes to improve operation and safety for motorists, pedestrians, bicyclists, and transit.

**Bicycle**

<b><i>Priority #</i></b>	<b><i>Description</i></b>
1	Broad St. to Seawell School Rd. – Construct a multi-use path between Broad St. and Village Dr. and between Village Dr. and Seawell School Rd.; install on-street bicycle facilities on Village Dr.
2	Morgan Creek Greenway – Construct a multi-use path from University Lake to the western terminus of the first phases of the greenway and a multi-use path spur to BPW Club Rd.
3	NC 54 from James St. to Anderson Park – Construct a side path on the north side of the road to accommodate two-direction bicycle transportation.

**Pedestrian**

<b><i>Priority #</i></b>	<b><i>Description</i></b>
1	W. Main St. – Install improved pedestrian crossings and sidewalks from Hillsborough Rd. to Jones Ferry Rd.
2	S. Greensboro St. – Add sidewalks on the west side of the road from the northern end of Old Pittsboro Rd. to Merritt Mill Rd.
3	N. Greensboro St. corridor from Weaver St. to Shelton St. – pedestrian improvements
4	Estes Dr. – Construct a sidewalk on the south side of the road from N. Greensboro St. to the Town limits.
5	Old NC 86 – Construct a sidewalk on the east side of the road from Homestead Rd. to Eubanks Rd.



## DCHC MPO Project Prioritization

### Schedule

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#### Transit

October 15, 2013	Local governments and systems submit projects to MPO
October 23, 2013	TCC makes recommendation
November 13, 2013	TAC submits projects to NCDOT

Notes: Projects due at NCDOT by November 15, 2013

MPO can submit unlimited number of projects; projects in current SPOT inventory are deleted.

#### Bicycle and Pedestrian

September 20, 2013	Local staff submit projects to MPO
September 25, 2013	TCC makes recommendation for release to public
October 9, 2013	TAC releases project list for local input
December 1, 2013	Local governments provide input to MPO
December 18, 2013	TCC makes recommendation
January 8, 2013	TAC submits 20 projects to NCDOT

Notes: Projects due at NCDOT by end of January 2014

MPO can submit 20 projects; projects in current SPOT inventory are deleted.

#### Highway

December 1, 2013	Local governments provide input to MPO
December 18, 2013	TCC makes recommendation
January 8, 2013	TAC submits 14/19 projects to NCDOT

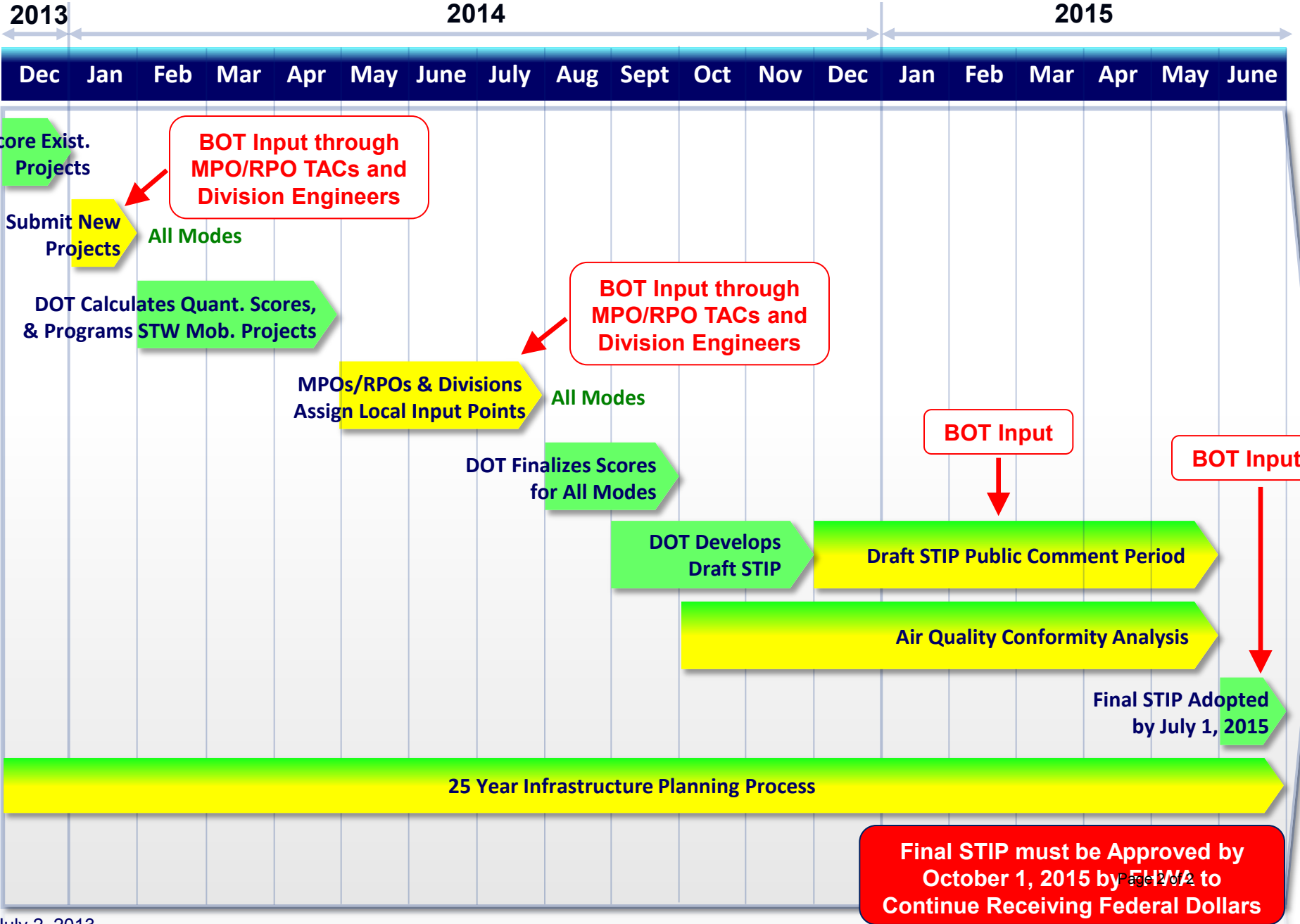
Notes: Projects due at NCDOT by end of January 2014

MPO can submit 14 projects (plus up to 5 projects if pull out same number from existing pool)

Projects in current SPOT inventory will remain in new SPOT prioritization.

# Prioritization 3.0 Schedule

TAC 10/9/2013 Attachment 9



# Strategic Transportation Investments Implementation

## REPORT

August 15, 2013

### Executive Summary

In 2013 the North Carolina General Assembly (General Assembly) created the Strategic Transportation Investments Act (STI) to strengthen the state's economy and provide a new formula to direct construction funds through strategic transportation investments. Governor Patrick McCrory signed the Act on June 26, 2013. The law requires the North Carolina Department of Transportation (the Department) to report to the Joint Legislative Transportation Oversight Committee (JLTOC) and the Fiscal Research Division no later than August 15, 2013, on the Department's recommended formulas that will be used in the prioritization process to rank highway and non-highway projects. The Department's Prioritization Office (SPOT) shall develop the prioritization processes and formulas for all modes of transportation. The report will include a statement on the process used by the Department to develop the formulas, include a listing of external partners consulted during this process, and include feedback from a group of key planning partners, known as the Prioritization 3.0 (P3.0) workgroup, on the Department's proposed recommendations.

After the STI legislation was introduced in early April 2013 the P3.0 workgroup convened on a weekly basis to provide input and recommendations on the implementation of the Department's prioritization process under a proposed STI. Department staff from each mode (highways, aviation, bicycle-pedestrian, ferry, public transportation and rail) worked extensively with the P3.0 workgroup to identify quantitative scoring criteria unique to their respective mode and consistent with proposed requirements cited in STI.

The P3.0 workgroup recommendations were presented to the Department's Board of Transportation (BOT) on July 10, 2013. The BOT subsequently requested additional information be provided at a public meeting on July 23, 2013 in an effort to further understand the scoring criteria associated with each mode of transportation and to understand the overall implementation process. At its August 7<sup>th</sup> meeting, the BOT fully concurred with the P3.0 workgroup recommendations as cited in the following tables:

#### Highway Scoring

Funding Category	Quantitative Data (100 point scale)	Local Input	
		Division Rank	MPO/RPO Rank
<b>Statewide Mobility</b>	[Travel Time] Benefit/Cost = 30% Congestion = 30% Economic Competitiveness = 10% Safety = 10% <u>Multimodal [&amp; Freight + Military] = 20%</u> <b>Total = 100%</b>	--	--
<b>Regional Impact</b>	[Travel Time] Benefit/Cost = 30% Congestion = 30% <u>Safety = 10%</u> <b>Total = 70%</b>	<b>15%</b>	<b>15%</b>
<b>Division Needs</b>	[Travel Time] Benefit/Cost = 20% Congestion = 20% <u>Safety = 10%</u> <b>Total = 50%</b>	<b>25%</b>	<b>25%</b>

*Note: Divisions 1, 2, 3, 4 have approved different criteria and weights for their respective areas (refer to Appendix A1, Highway Scoring slides.*

### Aviation Scoring

Funding Category	Quantitative Data (75 point scale)	Local Input	
		Division Rank	MPO/RPO Rank
<b>Statewide Mobility</b>	NCDOA Project Rating = 40% FAA Airport Capital Improvement Plan = 40% Local Investment Index = 10% Federal Investment Index = 10% <b>Total = 100%</b>	--	--
<b>Regional Impact</b>	NCDOA Project Rating = 40% FAA Airport Capital Improvement Plan = 20% Local Investment Index = 5% Federal Investment Index = 5% <b>Total = 70%</b>	<b>15%</b>	<b>15%</b>
<b>Division Needs</b>	NCDOA Project Rating = 30% FAA Airport Capital Improvement Plan = 10% Local Investment Index = 5% Volume/Demand Index = 5% <b>Total = 50%</b>	<b>25%</b>	<b>25%</b>

### Bicycle & Pedestrian Scoring

Funding Category	Quantitative Data (100 point scale)	Local Input	
		Division Rank	MPO/RPO Rank
<b>Division Needs</b>	Access = 10% Constructability = 5% Safety = 15% Demand Density = 10% <u>Benefit/Cost = 10%</u> <b>Total = 50%</b>	<b>25%</b>	<b>25%</b>

### Ferry Scoring

Funding Category	Quantitative Data (100 point scale)	Local Input	
		Division Rank	MPO/RPO Rank
<b>Regional Impact</b> <i>(Note: all vessels are excluded from this category)</i>	Safety [Route Health Index] = 15% Benefit/Cost [Travel Time] = 15% Accessibility/Connectivity = 10% Asset Efficiency = 10% <u>Capacity/Congestion = 20%</u> <b>Total = 70%</b>	<b>15%</b>	<b>15%</b>
<b>Division Needs</b>	Safety [Route Health Index] = 15% Benefit/Cost [Travel Time] = 15% Accessibility/Connectivity = 10% <u>Asset Efficiency = 10%</u> <b>Total = 50%</b>	<b>25%</b>	<b>25%</b>

**Public Transit Scoring (Expansion)**

Funding Category	Quantitative Data (100 point scale)	Local Input	
		Division Rank	MPO/RPO Rank
<b>Regional Impact</b>	Benefit/Cost = 45% Vehicle Utilization Data = 5% System Safety = 5% Connectivity = 5% <u>System Operational Efficiency = 10%</u> <b>Total = 70%</b>	<b>15%</b>	<b>15%</b>
<b>Division Needs</b>	Benefit/Cost = 25% Vehicle Utilization Data = 5% System Safety = 5% Connectivity = 5% <u>System Operational Efficiency = 10%</u> <b>Total = 50%</b>	<b>25%</b>	<b>25%</b>

**Public Transit Scoring (Facilities)**

Funding Category	Quantitative Data (100 point scale)	Local Input	
		Division Rank	MPO/RPO Rank
<b>Regional Impact</b>	Age of Facility, Facility Demand, Park & Ride, Bus Shelter = 40% Benefit-Cost = 5% System Operational Efficiency = 5% <u>Facility Capacity = 20%</u> <b>Total = 70%</b>	<b>15%</b>	<b>15%</b>
<b>Division Needs</b>	Age of Facility, Facility Demand, Park & Ride, Bus Shelter = 30% Benefit-Cost = 5% System Operational Efficiency = 5% <u>Facility Capacity = 10%</u> <b>Total = 50%</b>	<b>25%</b>	<b>25%</b>

**Public Transit Scoring (Fixed Guideway)**

Funding Category	Quantitative Data (100 point scale)	Local Input	
		Division Rank	MPO/RPO Rank
<b>Regional Impact</b>	Mobility = 20% Cost Effectiveness = 15% Economic Development = 20% <u>Congestion Relief = 15%</u> <b>Total = 70%</b>	<b>15%</b>	<b>15%</b>
<b>Division Needs</b>	Mobility = 15% Cost Effectiveness = 15% Economic Development = 10% <u>Congestion Relief = 10%</u> <b>Total = 50%</b>	<b>25%</b>	<b>25%</b>

**Rail Scoring (Track and Structures)**

Funding Category	Quantitative Data (100 point scale)			Local Input	
		Freight	Passenger	Division Rank	MPO/RPO Rank
<b>Statewide Mobility</b> (Class I Freight Only)	Benefit/Cost = Econ. Comp. = Capacity/Congestion = Safety = Accessibility = Connectivity = Mobility =	20% 10% 15% 15% 10% 10% <u>20%</u> <b>Total = 100%</b>	--	--	--
<b>Regional Impact</b> (Freight & Passenger)	Benefit/Cost = Capacity/Congestion = Safety = Accessibility = Connectivity = Mobility =	10% 15% 15% 10% 5% <u>15%</u> <b>Total = 70%</b>	10% 25% 15% -- -- <u>20%</u> <b>Total = 70%</b>	<b>15%</b>	<b>15%</b>
<b>Division Needs</b> (Freight & Passenger)	Benefit/Cost = Capacity/Congestion = Safety = Accessibility = Connectivity = Mobility =	10% 10% 10% 5% 5% <u>10%</u> <b>Total = 50%</b>	10% 15% 10% -- -- <u>15%</u> <b>Total = 50%</b>	<b>25%</b>	<b>25%</b>

**Rail Scoring (Freight Intermodal Facilities / Intercity Passenger Service & Stations)**

Funding Category	Quantitative Data (100 point scale)			Local Input	
		Freight	Passenger	Division Rank	MPO/RPO Rank
<b>Regional Impact</b> (Intercity Passenger Service Only)	Benefit/Cost = Capacity/Congestion = Connectivity = Mobility =	-- -- -- --	15% 25% 10% <u>20%</u> <b>Total = 70%</b>	<b>15%</b>	<b>15%</b>
<b>Division Needs</b> (Facilities/ Intercity Passenger Service & Stations)	Benefit/Cost = Capacity/Congestion = Connectivity = Mobility =	10% 15% 10% <u>15%</u> <b>Total = 50%</b>	10% 15% 10% <u>15%</u> <b>Total = 50%</b>	<b>25%</b>	<b>25%</b>

## **Normalization**

For Prioritization 3.0 Only (Initial Implementation of Strategic Transportation Investments)

- Statewide Mobility (only) – No normalization, scores are stand-alone for comparison (highway, aviation, freight rail)
- Regional Impact & Division Needs – Allocate funds to Highway and Non-Highway modes based on minimum floor or percentages

Mode	NCDOT Recommendation	Historical Budgeted	Historical Expenditures
Highway	90% (min.)	93%	96%
Non-Highway	4% (min.)	7%	4%

*Note: The Department will continue to research and seek recommendations on the topic of Normalization with national experts. The Department will also request the assistance of an outside agency to conduct a statistical analysis of project scores after all quantitative scores are completed in 2014. Any conclusive findings from this research and analysis will be incorporated into Prioritization 4.0.*



# Town of Carrboro

Town Hall  
301 W. Main St.  
Carrboro, NC 27510

## Agenda Item Abstract

File Number: 13-0471

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**Agenda Date:** 11/12/2013

**Version:** 1

**Status:** Other Matters

**In Control:** Board of Aldermen

**File Type:** Abstract

**Agenda Number:** 1.

**TITLE:**

Carrboro Branding and Marketing

**PURPOSE:** The purpose of this agenda item is to present the findings of the Branding study to the Board of Aldermen.

**DEPARTMENT:** Economic and Community Development

**CONTACT INFORMATION:** Annette D. Stone, AICP Economic and Community Development Director 919 918 7319

**INFORMATION:** Cities, Towns and Counties across the State and Country are recognizing the value of branding a community. Branding is the art of aligning what you want people to think about your community with what people actually do think about your community. Branding is communicating through visuals and words that tell the unique story, in Carrboro's case, about this special place.

The Board of Aldermen recognized the need to re-brand the Town (there is an existing visual that is used throughout Town signage) in several planning documents. First, in the 2006 RTS report, "Creating Carrboro's Economic Future," the study points out the need to brand the community in order to communicate to new and re-locating businesses why Carrboro is an attractive place to start a business. In the 2008 Local Living Economy Task Force Recommendations, the Task Force recommended developing a brand, stating "The consistent use and promotion of a Town graphic and tagline provides a visual hook to uniquely identify those businesses, programs, events, products, people and the physical environment that define our community. Properly developed, this graphic and tagline could embody the unique traits and characteristics of the community (i.e. quality, successful, unique, healthy, committed, beautiful, funky, leading edge, fun, historic, active.)".

The Town officially began this process of branding last year with the selection of The Splinter Group to guide a community conversation and develop a process for stakeholder engagement. In the past year, staff and the consultant have met with Town advisory boards, attended community events, held public input sessions, and collected information. The information collected was about people's feelings and thoughts about Carrboro. What makes Carrboro, Carrboro?, was asked in surveys, interviews, and in meetings. The results were reported to the Board of Aldermen at the June 2013 Retreat (attached).



That information was used by the creative team at Splinter to develop ideas for visuals and phrases that describe Carrboro, in the proverbial “nutshell.” The attached report is an accounting of the process, community feedback, results of the focus groups and input from advisory boards to develop what has emerged as the preferred brand.

**FISCAL & STAFF IMPACT:** If adopted by the Board of Aldermen, the initial “launch” of the brand will be through the Town’s new website, which is waiting on the branding process for the “look and feel” to launch. Also, already included in the FY 13-14 budget for launching the new brand is \$6,500 for banners to be used throughout the Downtown and the Community Resource and Visitor Guide which will be used to introduce the brand to the Community. Town staff is working with the newly formed Carrboro Tourism Development Authority to develop a walking map for Downtown and other marketing materials that will use the new brand to promote Carrboro. Upcoming marketing opportunities are Carrboro Chill being planned by Downtown businesses for December 14th, immediately after the Holiday Parade, and in February as there is continued interest in the now annual “For the Love of Carrboro” campaign.

Town staff is working on estimates for cost of replacement of Town signs which will be considered in next year’s budget. Other opportunities to promote the brand will be sought out and budgeted for accordingly.

**RECOMMENDATION:** Staff recommends the Board consider adopting the new brand and directing staff to move forward with implementation.



## **CARRBORO BRANDING PROJECT**

PROGRESS REPORT 6.12.13

As the first phase of our branding project, we are wrapping up a successful community engagement and feedback campaign and have just begun our analysis of responses. The Let's Talk Carrboro campaign consisted of an online survey, idea stations placed throughout town, and group sessions and individual interviews with key town stakeholders. Details and raw statistics on the campaign are noted below.

In general we received insightful and thoughtful feedback that will help in the brand development process and future marketing initiatives. We did have an undercurrent of negative reactions to Carrboro's need for branding and a resistance to change of any kind. We actually received a phone call from someone distrusting the process and wondering if another town was doing research to determine (and probably steal) what makes Carrboro so special.

Here's a breakdown of responses to the campaign:

## RESEARCH

### ONLINE SURVEY

We've had 128 responses to our online survey at [letstalkcarrboro.com](http://letstalkcarrboro.com), 57% of respondents live in Carrboro, 28% work here and the remaining 15% visit. Over 55% of survey participants were 30-49.

*Let's Talk Carrboro!*

We asked folks:

- What makes Carrboro "Carrboro"?
- How would you describe Carrboro in five words or less?
- Do you have a "Carrboro Moment"? Something that happened to you in town that is etched in your memory and uniquely Carrboro?

Let's Talk Carrboro

TELL US WHAT MAKES THIS SUCH A SPECIAL PLACE.

Let's Talk Carrboro is a project spearheaded by Carrboro marketing agency, The Splinter Group. We have been hired by the Town of Carrboro and are gathering community input to lay the groundwork for a new logo and future marketing campaigns for the town. Please take a moment to add your voice to the conversation!

\* 1. What best describes your relationship to Carrboro?

☐ I Live Here

☐ I Work Here

☐ I Visit Carrboro

\* 2. Which category below includes your age?

☐ 17 or younger

☐ 18-22

☐ 23-29

☐ 30-39

☐ 40-49

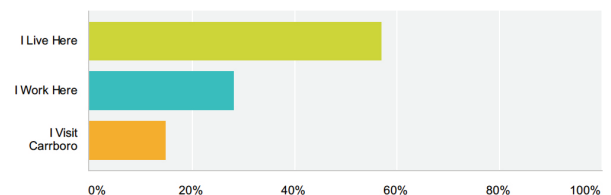
☐ 50-59

☐ 60 or older

\* 3. What makes Carrboro "Carrboro"?

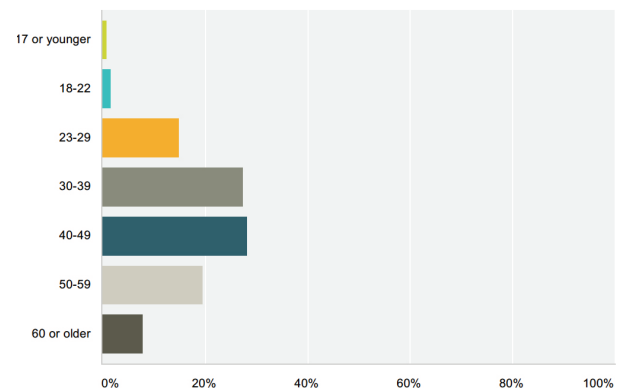
#### Q1 What best describes your relationship to Carrboro?

Answered: 128 Skipped: 0



#### Q2 Which category below includes your age?

Answered: 128 Skipped: 0



## IDEA STATIONS

We set up idea stations at 23 Carrboro businesses during the month of May, asking a simple question “What Makes Carrboro, Carrboro”. We have harvested 188 responses from 18 businesses to date. We had the largest concentration of responses from downtown merchants (Weaver Street Market, Milltown, Looking Glass) but also received feedback from the northern edge of town (BP at Calvander, Winmore Salon) and from “legacy” businesses (Fitch Lumber, Cliff’s Meat Market). We placed idea stations en español at two locations to engage Latino population (Don Jose Tienda, Panaderia in Carrboro Plaza), but unfortunately received no responses.



## GROUP SESSIONS

In addition to personal interviews we conducted group exercises to stimulate brand discussion with the Arts Committee, Economic Sustainability Commission, Recreation and Parks Commission, Planning Board, and Transportation Advisory Board. We also led a session at the Driving Carrboro Forward Business Meeting. We collected questionnaire responses from 64 folks during these sessions.

## EVENTS

We set up tables and/or manned idea stations at several Carrboro Farmer’s Markets, Open Streets, Carrboro Day and the Carrboro Block Party and received feedback from 115 people at these events.

## INTERVIEWS

We approached over 40 individuals we felt were important stakeholders in the brand, and conducted 20 one-on-one in-person and online interviews including sessions with Lydia Lavelle, Jacquelyn Gist, Randee Haven-O’Donnell, Damon Sells, and many local business owners.





We received plenty of insightful and interesting feedback throughout this campaign, much of which extends beyond the scope of what we were hired to do but will come in handy for future marketing and brand initiatives. Specific to our immediate goal of developing a logo and tagline for Carrboro, we are currently analyzing recurring emotions, statements, word use and descriptions of the town. We will distill this community feedback into a branding summary we will submit in late June along with a complete report including all survey, idea station and interview responses. Then, we begin the design and creative process. We plan to officially present these directions in September.



**LET'S TALK CARRBORO**  
RESEARCH ANALYSIS

Let's Talk Carrboro was a six-week community engagement campaign to gather ideas and input from residents and visitors and to inform and make the public a part of the branding process.

We used a multi-level approach to gather feedback, including idea stations at local businesses, an online survey, group sessions with town stakeholders, an event survey, and one-on-one interviews. Our goal in each avenue was to engage and solicit opinion and emotion that could be distilled into our brand efforts and future marketing initiatives.

With any survey or research project like this you typically receive the most response from two ends of the spectrum—people who love and live the brand and people who hate or have issues with the brand. This rang true in this campaign. We received many glowing responses with true insight and feeling about the town and what people enjoy about it. We found many repeated words, statements, and feelings as well as common favorite places, people and things. We also received a fair amount of responses that criticized the town, its handling and/or awareness of current issues, expressed a distrust of the process or questioned the need for a brand.

We find all of this insight helpful to the process and believe we are ready to dive into creative directions for your logo, tagline and brand assets. The following report distills community feedback into manageable information that will inform our process.

**REPEATED WORDS:** Community/Community Feel, open-minded, free, hippies, walk-able, bike-friendly, eclectic, hipsters, weird, open, local, eccentric, funky, diverse, small, green, sustainable, active, artsy, edgy, intimate, fun, colorful, music, spirited, culture, coffee, dancing, energy, environmental, crunchy, gay, artsy, rustic, unique, fresh, crazy, fun, trains, tolerant, trees, cool, granola, food, family, natural, casual, accepting, entitled, vibrant, different, friendly, progressive, loving.

When we break this down, here are common feelings and wordplay:

**COZY:** relaxed, friendly, welcoming, laid-back, chill, cool, homey, casual, friendly, family oriented, neighborly, supportive, lovable, inviting, southern, quaint, simple, peaceful, bright smiles, kind

**UNIQUE:** funky, eclectic, artistic, musical, weird, different, fun, eccentric, vibrant, odd, quirky, playful, zippy, granola, distinct, creative, carnival, pleasantly edgy, spirited, diverse, crunchy, scruffy, unpredictable, free

**FOOD:** fresh, organic, local restaurants, beer, farmer's market, vegetarians, healthy, culinary, tasty, delicious

**ACTIVITIES:** biking, walking, walking dogs, dancing, hula hooping, running, gardening, happening

**OPINIONATED:** progressive, elitists, liberal, privileged, left-winged, accepting, tolerant, friendly, entitled, sophisticated, independent, open-minded, intelligent, educated, egoists

**HISTORY:** rustic, vintage, historic, mill houses

**REPEATED STATEMENTS, WHAT APPEALS:** independently-owned businesses and restaurants, music and arts, festivals, small town feeling, friendly, healthy, progressive, everything is close by, homegrown, casual, down to earth, mill houses, history, welcoming, creative, liberal, hula hoopers, opinionated

**COMMON PLACES PEOPLE LOVE/ASSOCIATE WITH CARRBORO:** Weaver Street, Farmers' Market, Cat's Cradle, railroads, trails, Open Eye Café



Here are some quotes pulled from responses to What Makes Carrboro “Carrboro” that show the range of feedback we received:

Community, hippie, organic, healthy, eco-friendly, walk able, bike- friendly, full of music and food trucks. Open Eye Café and Weaver Street, farmer’s markets and small, locally owned businesses. Guys with dreadlocks, sandals and acoustic guitars. Girls with tattoos, cargo shorts, organic cotton, trees and yoga mats. Tech-savvy, drive hybrids. We’re green, clean organic, close-knit and way cooler than Chapel Hill.

Stay funky, my friend. Please do not become Chapel Hill.

Don’t screw it up!

Creativity, energy, innovation, everyone is outside, openness, small business support

People on the street taking time to talk with each other and valuing that. Art, and music everywhere

Live life with no pretentions. Be what you are all and enjoy the fresh food, coffee, music, festivals and the people.

Carrboro has an open and accepting atmosphere. People here are interested in other people.

The fact that Carrboro asked this question is very Carrboro.

We are close together, physically, socially, and culturally. And we share well.

Not only tolerates eccentricity, but celebrates eccentricity

Carrboro is great but it’s already a bit too self-consciously in love with itself. Don’t make it worse with this campaign

It’s the best place, I see happy relaxed people and I want to become one of them.

Lack of planning, branding thought or foresight. Why change that? To become Chapel Hill?!

Open Minds, Open hearts, Open arms!

I love Carrboro because when I walk out my front door I just might run in a street fair where people are doing yoga, making energy with each other or celebrating our town!

It’s the place hippies and hipsters love calling home

It is a BUBBLE of self absorbed hipster bullshit. Please do not draw any more attention to this fact.

I’ve never lived anywhere that was so instantly easy to enjoy living. I moved into an apartment/condo area and instantly made friends with my neighbors, who were friends with their neighbors, who knew the people up the hill, who knew some more friends, and soon a close-knit group of 30 under-35-years old group of awesome friends, all new to the area for various reasons, was created and we’re still friends today even though only 3 of those people still live in Carrboro.

The independently owned businesses are the most important thing about Carrboro.

Business owners and workers support each other and the people who live here help each other and look out for each other. It’s the true definition of “community” and makes living here invaluable.

Here's what we learned and distilled from our research.  
We will have these sentiments in mind as we move into our creative phase.

**Carrboro is an unconventional place that cannot be neatly wrapped up with a bow.**

**Carrboro is a non-traditional town that supports and encourages creativity.**

**Carrboro is genuine. It looks you in the eye.**

**Carrboro has an independent spirit that is positive and optimistic.**

**Carrboro's eclectic nature is a by-product of an environment that fosters difference and tolerance.**

**Carrboro is a feeling. People feel different when they are here.**

**Carrboro welcomes outsiders because it is one itself.**

**Carrboro is not static. It is active and in constant flux.**

**Carrboro is neighborly. We are on a first-name basis.**

**Carrboro is smart and serious, but it can also laugh at itself.**

**Carrboro is up-tempo and down to earth.**

**Carrboro has a rhythm to it. And its own beat.**

**Carrboro is cool but would never call itself cool.**

**Carrboro has a rich history, but is not stuck in the past.**



## **CARRBORO BRANDING REPORT**

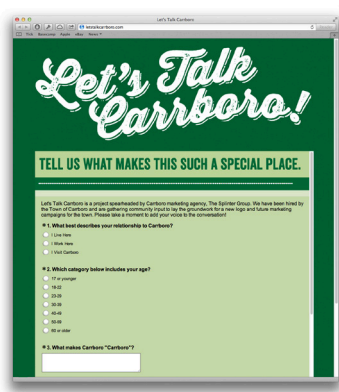
11.6.13

The Splinter Group is in the final stages of a nine-month campaign to develop a new brand identity for the Town of Carrboro. In the following report we will update you on each phase of this campaign, including research/community engagement, creative development, and presentations to our focus group and town committees and brand stakeholders. Through this process we have received positive feedback and strong preference for a logo direction and tagline we believe will serve Carrboro well for its signage, identity and marketing needs.

## SCHEDULE

- MARCH:** Official Hire
- APRIL-MAY:** Let's Talk Carrboro, Research & Community Engagement
- JUNE:** Report Findings to Stakeholders
- JULY-AUGUST:** Creative Development
- SEPTEMBER:** Focus Group Presentation, Revisions to Feedback
- OCTOBER:** Presentations to Stakeholders
- NOVEMBER:** Final Presentation & Approval

## LET'S TALK CARRBORO



Our campaign started with a two-month community engagement campaign we called “Let’s Talk Carrboro”. Our goal in this phase was to engage town officials, residents and visitors to share experiences, emotions and opinions about Carrboro. The primary components of this campaign were:

**ONLINE SURVEY:** We had 135 responses to our online survey at [letstalkcarrboro.com](http://letstalkcarrboro.com), 57% of respondents live in Carrboro, 28% work here and the remaining 15% visit. Over 55% of survey participants were 30-49. Our questions centered on wordplay, emotions and experiences.

**IDEA STATIONS:** We placed “idea stations” at 23 Carrboro businesses including Weaver Street Market, Carrboro High School, Open Eye Café, The Salon at Winmore, Calvander BP and Cat’s Cradle asking one simple question...What Makes Carrboro “Carrboro”. We had over 200 responses over a four-week period.

**GROUP : & INDIVIDUAL SESSIONS:** We hosted group sessions with the Arts Commission, Economic Sustainability Commission, Recreation and Parks Commission, Planning Board, Transportation Advisory Board, and Driving Carrboro Forward, attended events such as Open Streets and Carrboro Farmers’ Market, and held over 50 individual interviews.

## FINDINGS

We distilled the feedback we received during Let's Talk Carrboro into some initial findings that helped guide the creative process.

- Carrboro is an unconventional place that cannot be neatly wrapped up with a bow.
- Carrboro is non-traditional and supports creativity.
- Carrboro is genuine. It looks you in the eye.
- Carrboro has an independent spirit that is positive and optimistic.
- Carrboro is a feeling. People feel different when they are here.
- Carrboro welcomes outsiders because it is one itself.
- Carrboro is neighborly. We are on a first-name basis.
- Carrboro is smart and serious, but it can also laugh at itself.
- Carrboro is cool but would never call itself cool.

We filed two reports in June with more information on Let's Talk Carrboro. Those reports are attached for easy reference.

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## CREATIVE PROCESS

When we begin the creative process, the first question we ask ourselves is “what story are we telling?” What is the message that we want our audience to take away? In developing brand identities, the outcome is usually a logo paired with a tagline or slogan. In the case of this project, we began with slogans first as creative ways to distill down the key sentiments we drew from our research. We needed our creative to be meaningful, not just attractive.

Our research told us that we want folks to understand that Carrboro is a lively town that is unconventional, open to new ideas, unique beyond words, accepting of others and supportive of growth and change.

We produced a series of key words to provide criteria for our creative process. We wanted to create a brand expression that said Carrboro is:

- Active
- Unconventional
- Independent
- Welcoming
- Creative
- Complex

Our approach to visual design again referred back to our research. We learned that there wasn't a single shared visual icon that represented the town. Unlike some towns, we don't have a huge Arch, or a Golden Gate Bridge or even an Old Well. Over and over we heard that Carrboro is a feeling. An attitude. A sense of possibility. So we decided to pursue a mark in which the very rendering of the name itself captured and communicated the unique feeling of the town. Rather than creating an icon that stood next to a conventional type treatment of the name, we put all of our energy into developing a creative portrayal of the name through interesting typography and graphic design.

We wanted to create an original design that spoke to the people of Carrboro first. We wanted Carrboro to “get it” before anyone else did. And we wanted there to be a moment of interactive interpretation and a sense of discovery.

## FOCUS GROUP

Fifteen initial slogans and logo directions emerged from our creative process. In August we presented these to a focus group consisting of members of the Arts Commission, Economic Sustainability Commission, Recreation and Parks Commission, Planning Board and other members of our community.

The focus group echoed and reinforced our instincts—they challenged us to avoid being safe and easy. Carrboro is not just another town..it isn't easy to sum up and neither should the logo be.

Of all the logos and slogans presented to the focus group, two main directions on each rose to the surface.

## SLOGANS

### 1. DIFFERENT AS USUAL

When in Carrboro, expect the unexpected. Our eclectic mix of characters, businesses, and organizations push the envelope on creativity and progress. There is nothing typical about Carrboro. We are known for our being ahead of the curve and outside of the box. The uncommon is common and our diversity is what unifies us.

### 2. IT'S CARRBORO, FEEL FREE

This phrase is about liberty, encouragement, and hospitality and has its roots as a Southern colloquialism. It captures both our welcoming, hospitable nature, but also speaks to the notion of empowerment that comes from a supportive community. "Feel free" implies an open-mindedness where more is possible. Carrboro is supportive and encouraging. Optimists and pioneers are welcome here. Do your own thing becomes own your own thing. Open a business, start a band, learn a foreign language or run for office. Feel free means more yes's than no's. With less doubt, more is possible here.

## LOGOS

Two logo directions also emerged, as seen on the following pages...

## LOGO #1

We use overlapping, blended type and color to illustrate the idea that Carrboro is made up of many unique individuals that come together to create one body. Different colors, perspectives and voices retain their sense of individuality while tolerating and embracing difference. Through community, there is social overlap and colors begin to blend and change. This logo tells the story of how Carrboro takes all kinds and is more than the sum of its parts. It's colorful, energetic and interactive.



= DIFFERENT AS USUAL =

## LOGO #2

For our second design we created an evocative piece of original art that captures the lively energy and spirit of the town. Rather than using traditional typography, this design creates the town name entirely out of lines and circles that flow into each other. The shapes within the design are suggestive of growing trees, faces, bicycle tires, spinning records, hoops and trails. The interplay between the letters gives a sense of movement, encouraging you to wander through the design as you would tour through the town, seeing unique characters and sites along the way. The flow in this design grew out of the notion that things are fundamentally different here. Helvetica does not apply. Carrboro has its own sensibility and we sought to capture it with this design. Like Carrboro itself, the mark is open to interpretation.





## OUTCOME

In our six committee presentations during the month of October, logo #2 and “Feel Free” were the consistent favorites. Folks overwhelmingly responded to the originality of the design, the signature shape, and the way in which it communicated the essence of “feel free”. The legibility of logo #2 was discussed in some of our meetings but the idea that the logo was abstract and worthy of a longer look in itself spoke to the essence of Carrboro. Additionally, our context mocks (to follow) showed that logo #2 is much more versatile than Logo #1. Because logo #1 relies on a variety of colors to communicate its essential idea, it lost much of its power when reduced to fewer colors. This is a real concern when dealing with printing limitations and associated costs.



















## OPEN SOURCE VARIATIONS

While there will be an approved logo for official town use, one of the things we love about Logo 2 is the concept of it being a signature shape or icon that is open to interpretation and customization. In the spirit of the “feel free” tag line, the mark has an open-source quality in which color and texture could be added by the public in a very Carrboro way. The interpretations carry the signature brand design while highlighting different aspects and appeals of the town. This participatory sense of the brand is emblematic of the process we’ve been engaged in. From the beginning, we’ve sought to create something unique that folks will embrace and make their own. Allowing and encouraging interpretation puts our money where our mouth is. Below we are showing how the Farmers’ Market, NC PRIDE, a skate shop, or Open Streets might interpret the mark.



## SUMMARY

From the beginning of this process we've firmly believed that we are branding Carrboro because we CAN, not because we MUST. This difference in motivation is a critical distinction. Carrboro is not a desperate product that needs to increase market share. It is thriving, attracting regional and national attention, and it's simply time to unify and symbolize what makes this place so singularly original. This decidedly positive motivation has led us to creative choices born out of a sense of celebration and joy.

We are seeking your approval on this logo direction and feedback to color variations. The following two color schemes were favored in our presentations and have been used in the context examples. Your feedback will help us to create a style guide that specifies approved color, usage for identity and marketing and any allowable variations of use.





# Town of Carrboro

Town Hall  
301 W. Main St.  
Carrboro, NC 27510

## Agenda Item Abstract

File Number: 13-0473

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**Agenda Date:** 11/12/2013

**Version:** 1

**Status:** Other Matters

**In Control:** Board of Aldermen

**File Type:** Abstract

**Agenda Number:** 2.

**TITLE:**

Update on the Process for Developing a Town Parking Plan

**PURPOSE:** The Board of Aldermen has, over the past several years, discussed parking issues on numerous occasions. This has spurred Board interest in completing a parking plan. The Board is asked to receive an update on the process for developing such a plan and its scope.

**DEPARTMENT:** Planning

**CONTACT INFORMATION:** Jeff Brubaker - 918-7329; Tina Moon - 918-7325; Trish McGuire - 918-7327

**INFORMATION:** A memorandum is included in ATTACHMENT B. The memo recommends a geographic scope with three tiers of analysis; suggests public involvement activities; data collection and analysis activities; other analyses that could be part of the plan; topics to address; and access and parking strategies that may be evaluated for inclusion. It also presents a ballpark cost estimate for completing the plan, primarily incurred through contracting with a consulting firm. Appendices include other useful information, such as a summary of past plans' and studies' parking-related findings, goals, objectives, and-or recommendations; steps to completing a parking audit; and recommended topics to address.

**FISCAL & STAFF IMPACT:** The preliminary estimate is that a parking plan would cost \$75,000 to \$100,000 for consulting services to complete the plan, guided by Town oversight. This assumes a robust, comprehensive data collection schedule and time allotted for analysis.

**RECOMMENDATION:** Staff recommend that the Board of Aldermen adopted the resolution in ATTACHMENT A receiving the staff report and provide direction as needed on the parking plan.



A RESOLUTION RECEIVING AN UPDATE ON THE PROCESS FOR DEVELOPING A  
PARKING PLAN

WHEREAS, *Carrboro Vision 2020* Objective 3.21 recommends that the Town should adopt a goal to “improve the downtown infrastructure”, including “parking facilities”; and,

WHEREAS, *Carrboro Vision 2020* Objective 3.24 states: “Frequent, accessible public transit is necessary for a thriving downtown. Multi-modal access to downtown should be provided. As traffic increases, Carrboro should consider perimeter parking lots served by shuttles to bring people downtown.”; and,

WHEREAS, both *Downtown Carrboro: New Vision (2001)* and the *Carrboro Downtown Transportation Study (2005)* offer findings and recommendations with respect to parking; and,

WHEREAS, the *Carrboro Comprehensive Bicycle Transportation Plan (2009)* makes recommendations with respect to bike parking; and,

WHEREAS, a 2008 study by UNC Department of City and Regional Planning graduate students and faculty and a 2013 study also conducted by UNC DRCP graduate students both examined parking in Carrboro; and,

WHEREAS, the Board of Aldermen has, over the past several years, discussed parking issues on numerous occasions; and,

WHEREAS, Board of Aldermen members have expressed interest in the completion of a parking plan; and,

NOW, THEREFORE, BE IT RESOLVED by the Board of Aldermen that the Board accepts the staff report on the process for developing a parking plan.

BE IT FURTHER RESOLVED that the Board offers the following feedback and direction:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

This is the 12<sup>th</sup> day of November in the year 2013.

A RESOLUTION PROVIDING DIRECTION ON SEEKING MPO ASSISTANCE FOR A  
PARKING PLAN

WHEREAS, *Carrboro Vision 2020* Objective 3.21 recommends that the Town should adopt a goal to “improve the downtown infrastructure”, including “parking facilities”; and,

WHEREAS, *Carrboro Vision 2020* Objective 3.24 states: “Frequent, accessible public transit is necessary for a thriving downtown. Multi-modal access to downtown should be provided. As traffic increases, Carrboro should consider perimeter parking lots served by shuttles to bring people downtown.”; and,

WHEREAS, both *Downtown Carrboro: New Vision (2001)* and the *Carrboro Downtown Transportation Study (2005)* offer findings and recommendations with respect to parking; and,

WHEREAS, the *Carrboro Comprehensive Bicycle Transportation Plan (2009)* makes recommendations with respect to bike parking; and,

WHEREAS, a 2008 study by UNC Department of City and Regional Planning graduate students and faculty and a 2013 study also conducted by UNC DRCP graduate students both examined parking in Carrboro; and,

WHEREAS, the Board of Aldermen has, over the past several years, discussed parking issues on numerous occasions; and,

WHEREAS, Board of Aldermen members have expressed interest in the completion of a parking plan; and,

WHEREAS, as a member of the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC-MPO), the Town regularly coordinates with the MPO on transportation planning, including special studies;

NOW, THEREFORE, BE IT RESOLVED by the Board of Aldermen that the Board approves of staff communicating with the DCHC-MPO staff regarding potential assistance and coordination on the development of a parking plan.

This is the 12<sup>th</sup> day of November in the year 2013.



## TOWN OF CARRBORO

NORTH CAROLINA

### MEMORANDUM

**DELIVERED VIA:** ☐ HAND ☐ MAIL ☐ FAX ☒ EMAIL

**DATE:** November 8, 2013

**TO:** David Andrews, Town Manager  
Mayor and Board of Aldermen

**FROM:** Jeff Brubaker, Transportation Planner JSB

**RE:** Scope, issues, potential strategies, and next steps for completing a parking plan, including a request for Board feedback

The Board of Aldermen has, over the past several years, discussed parking issues on numerous occasions. This has spurred Board interest in completing a parking plan.

Per Section 15-292.1 of the Land Use Ordinance, once a parking plan has established the amount of a payment-in-lieu fee for parking spaces, developers in the B-1(C), B-1(G), and B-2 zoning districts can forego providing parking spaces by paying the fee. This will likely also result in changes to LUO provisions that currently excuse the users of existing buildings in certain locations from operating with little or no parking.

This memo outlines a parking plan geographic scope, a scope for data collection and analysis, stakeholder and public participation methods, parking issues that should be addressed in the plan, and potential strategies to address the issues. It also provides a ballpark cost estimate for completing the plan. Appendices include additional information on previous plans and studies, a map of the geographic scope, best practices, and other information.

For this meeting, the Board is asked to provide initial feedback and guidance on the parking plan ideas outlined in this memo. Based on Board feedback, a revised parking plan scope will be brought back to the Board at a subsequent meeting. At this meeting, staff expects to request that the Board consider authorizing staff to create and advertise a request for proposals (RFP) for consulting services to assist in completing the plan.

The expected deliverable of a parking planning process is a document that offers recommendations relating to the major themes of parking in Carrboro: demand, supply, management, enforcement, and user experience. Ideally, this document will offer a full toolbox with which to achieve equitable access to everyday destinations and special events for all residents regardless of their abilities and mode of transportation, chosen or necessitated.

### Geographic scope

Defining the study area, or geographic scope, of a parking plan is a necessary and important early step in the planning process. While downtown is the major destination and thus the focal area for trip attraction parking demand, there are some reasons to consider a larger study area:

- Policies implemented downtown may affect adjacent neighborhoods – for example, via spillover or costs that would result from developing new public parking areas.
- Parking space users live in all parts of town and beyond. Gauging their perceptions and attitudes about accessing and parking downtown (or other areas) will influence thinking about parking management strategies.
- The Land Use Ordinance (LUO), Article XVIII, requires parking for all uses in all areas of town. Recommendations from the review of this article potentially will pertain to all uses within town limits.
- Commercial areas outside of downtown, such as Carrboro Plaza and Willow Creek Shopping Center, also generate parking demand. However, anecdotally, they appear to provide an ample amount of parking. The application to develop the Lloyd property is also proposing a substantial amount of pooled parking, as well as a residential parking deck.
- The planning process may wish to target specific non-downtown areas of parking demand, such as the two (newly fee-based) Chapel Hill Transit park-and-ride lots.

With this in mind, the proposal is to have a three-tiered system, recognizing that the whole Carrboro community can play a role in the plan – but also acknowledging that the downtown area is a principal trip attractor.

1. **Focus area:** central business district, principal trip attractor, the same extent of the 2008 DCRP study area. If the plan demarcates zones and sub-zones as that study did, this would be a good base of comparison. The focus area is approximately two-thirds of a mile across, consistent with guidance on study area size.<sup>1</sup> This area would receive the most rigorous data collection and analysis.
2. **Impact area:** quarter-mile spatial buffer around the focus area; includes neighborhoods adjacent to downtown. This area could be impacted by policies and projects in the focus area. The impact area is approximately one mile across, consistent with guidance.
3. **Study area:** the whole town. This is the proposed geographic scope of the resident survey. (A visitor survey is also proposed to capture out-of-towners' opinions.) All residents (plus interested visitors) should feel welcome to participate in the process. LUO parking requirements affect all areas of town.

The downtown focal area is not intended to limit all detailed analysis and recommendations to only one area. Other areas may be candidates for supplemental studies, e.g. Chapel Hill Transit park-and-ride lots.

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<sup>1</sup> Sonoran Institute. (2013). Strategic Parking Management (Webinar – Aired September 18, 2013). <http://communitybuilders.net/webinars/strategic-parking-management/>

### **Scope of data collection and documentation**

Data collection – quantitative and qualitative – will be a critical part of any parking plan. Without it, uninformed debate occurs. A robust data collection effort will provide invaluable information and ensure greater participation and buy-in.

Below are major themes, public involvement activities, data collection activities, and other analyses

#### **Major themes**

- Supply
- Demand
- Management
- Enforcement
- User experience

#### **Public involvement activities**

##### *Parking and access charrette*

- Allows participants to collaborate on solutions to particular parking management problems

##### *Stakeholder interviews and input*

- Allows stakeholders to report specific parking issues/concerns and suggest remedies
- Could include representatives from the business community, nonprofit organizations, advisory boards, citizens, Chapel Hill Transit, Farmers' Market, Town staff, and others

##### *Public forums*

- Educate the community on best practices and case studies from other communities
- Possible forum topics
  - Downtown parking strategies for smaller communities
  - How the price of parking affects travel mode choices
  - Parking supply needs and financial analysis
  - Carsharing forum: carsharing, peer-to-peer carsharing, ridesharing, connection with transit

##### *Social media*

- Facebook page
- Twitter hashtag
- Wiki map – allows users to geolocate parking comments

## Data collection and analysis activities

It is essential that recommendations on parking management should be informed by data and analysis. The following are data collection activities that should be considered in the scope of the parking plan.

### *Parking audit*

Tiers: focus area, impact area, possibly special study areas such as CHT park-and-ride lots

- Process that records parking utilization or occupancy at a given point in time
- Can provide a rough estimate of parking duration
- Public and private lots
- Can be compared with the results of 2008 DCRP study
- See Appendix D for a list of the steps involved.

### *Targeted, detailed turnover studies*

Tier: focus area

- Logs exact duration of parking at each space and what destination motorists visited
- Can detect how often public parking lots are utilized for daily park-and-riding and other >2-hour parking durations
- Example: E. Weaver St. on-street parking space turnover study – June and October 2013

### *Customer/visitor survey*

Tier: focus area

- Could include Carrboro residents and visitors
- What mode do customers use to access businesses?
- If they drove or biked, where did they park?

### *Cruising for parking study*

Tier: focus area

- One study estimated that cruising for parking in a single, 15-block commercial district created an excess of nearly 1 million vehicle miles traveled annually.<sup>2</sup>
- Survey motorists upon arrival
  - How much time did it take you to find a parking space?

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<sup>2</sup> Shoup, Donald. (2004). *The High Cost of Free Parking*. Chicago: APA Planners Press, p. 353. Study is from the 1980s and focused on on-street spaces. Cruising could also be part of searching for off-street spaces if lots tend to be full.

- Did you have an idea of where you were going to park before you began your trip? Was there parking available at that first-priority location when you arrived there? In other words, did you find parking on your first try?
  - If you did not find parking at this first location, retrace the path you took to find parking at another location.
  - Could be subsumed in the customer/visitor survey
- Window survey of first car stopped at a red light
  - Ask one question: are you looking for parking?

*Survey of business owners/managers*

Tier: focus area

- Could be an update of the 2008 DCRP study questionnaire

*Resident survey*

Tier: study area

- Determine resident perceptions about downtown parking
  - How often do residents visit downtown?
  - Are they encouraged to drive downtown because free parking is provided?
  - Are they discouraged from driving downtown because of a perception of a lack of parking?
  - Are they aware of the locations of public parking lots?

*Loading zone utilization analysis*

Tier: focus area

- Determine duration of delivery vehicle standing/parking and destinations served.
- As necessary, interview delivery drivers.
- This was done as part of the June/October 2013 E. Weaver St. on-street parking study.

**Other analyses and information**

*Land Use Ordinance parking requirements*

Tier: study area

- Analyze parking ratios to determine how they compare with observed peak parking demand.
- Analyze any differences in parking demand for similar uses in downtown, or on bus lines, versus other areas of town.
- Review effectiveness of LUO provisions and offer appropriate recommendations.

- Example: 2013 DCRP workshop analyzing parking, open space, and housing+transportation affordability

*Walkability micro-audit*

Tier: focus area

- Analyze walking conditions from parking lots to destinations
- Are there any barriers, obvious or subtle, en route from lot to destination that dissuade would-be visitors from parking in one or more lots? For example:
  - Presence or absence of lighting?
  - Presence or absence of sidewalks?
  - Presence or absence of interesting/welcoming places or spaces?
  - Presence or absence of street furniture and landscaping?
  - Presence or absence of ADA-compliant pedestrian access routes?
- Evaluate the accuracy and frequency of existing wayfinding signage.

**Topics to address**

*Residential parking*

- Do the residential parking minimums in the LUO adequately reflect vehicle ownership rates in various parts of town?
- Are residential parking minimums needed in the central business district?
- How does requiring parking affect affordability?
- Are any residential on-street parking permit programs needed? How would they be administered and enforced?

*Local business employee parking*

- If not on-site, where should employee parking be located?
- There is likely to be adequate parking for employees at offices and retail establishments outside of downtown
- The Carr Mill Mall employee lot on Sweet Bay and Roberson Sts. contains 253 spaces. The 2008 DCRP study suggested that some Carr Mill Mall employees park in the Carr Mill Mall customer lot rather than the Sweet Bay-Roberson employee lot. The latter is also likely used to some extent by the general public. Currently, access control equipment may be in the process of being added to lot entrances by Carr Mill Mall management.

*Customers and visitors*

- What are businesses' ideal scenarios for customer parking?
- What spaces should be managed for short-term use?



- What parking spaces will be available for long-term (e.g. whole day) visitors? The Town currently does not offer any provision for public parking more than two hours. Greater than two-hour parking occurs but is not enforced.
- To what extent are commercial parking minimums needed in the central business district?

*Special events*

- Should the Town make any changes to how it accommodates peak parking for special events such as the Music Festival, 4<sup>th</sup> of July, Carrboro Day, and Christmas Parade?
- Can the plan make any recommendations for improving the experience of parking for going to the Farmers' Market?
- There is a park-and-ride shuttle for the Music Festival, and on-street parking occurs on streets such as Fidelity St. and Laurel Ave.

*Sustainability*

- On October 8, 2013, the Board of Aldermen reviewed progress on the development of the Strategic Energy and Climate Plan. The Community Transportation section of the plan includes a consideration to “[c]onsider GHG emissions during development of Town parking management plan.”
- The public and stakeholder input process can help to determine if sustainability and GHG mitigation be a goal of the plan.

*Illegal parking*

- It is apparent that some park-and-riding is being done in public, two-hour-limit lots by faculty, staff, and-or students of UNC in order to avoid the newly-instituted official park-and-ride lot fees. How should this be addressed?
- What are other motivations and purposes for the long-term parking that occurs?
- Long-term parking reduces turnover and customer access to businesses.

**Strategies that may be used to address the issues**

*Comprehensive, coordinated management of public parking spaces*

- Is more formal management needed?
- Would this be undertaken by the Town, a pseudo-public entity, or private organization such as a business association?

*Enforcement of public parking space restrictions*

- What enforcement strategy should the Town adopt?
- Who should enforce?
  - CPD?
  - New parking enforcement division created by the Town?
  - Contract parking enforcement with the Town of Chapel Hill?

- How much would these enforcement strategies cost on an annual basis? Would this cost exceed revenue?
- Strategic Parking Management (ITE webinar)<sup>3</sup> recommendations:
  - Friendly and fair
  - Ideally not conducted by law enforcement officers
  - Go light on first time offenders; go heavy on scofflaws.
  - Escalating fines (currently in place in Carrboro)
  - Use hand-held, on-board technology (not chalking tires)

#### *Joint use*

- Is the Town and-or businesses taking advantage of joint use opportunities to make parking supply more efficient?
- Is the LUO provision for shared parking adequate?

#### *Unbundling*

- Can apply to residential and office uses
- Typically reduces parking requirements by 10 to 20%<sup>4</sup>
- Example: [San Francisco Planning Code, Art. 1.5, Sec. 167](#)

#### *Car sharing*

- Relationship to unbundling
  - A study of the combined effects of carsharing and parking unbundling found that the “presence of both carsharing and unbundled parking within a building significantly reduces household vehicle ownership rates, with an average vehicle ownership rate of 0.76 vehicles per household for respondents with both carsharing and unbundled parking compared to an average vehicle ownership rate of 1.03 vehicles per household for respondents with neither.”<sup>5</sup>

#### *Transportation Demand Management*

- How can the Town and local TDM coordinator work with employers to develop programs to incentivize alternative commute modes?
- Would any businesses be amenable to a parking cash-out program?
- How can the Town work with a regional TDM partner such as GoTriangle on programs to encourage non-single-occupancy-vehicle trips?

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<sup>3</sup> Derived from: Sonoran Institute. (2013). Strategic Parking Management (Webinar – Aired September 18, 2013). <http://communitybuilders.net/webinars/strategic-parking-management/>

<sup>4</sup> Litman, Todd. (2012). Parking Management: Strategies, Evaluation and Planning. Victoria Transport Policy Institute. July 26, 2012, p. 14

<sup>5</sup> ter Schure, Napolitan, Hutchinson. (2011). Cumulative Impacts of Carsharing and Unbundled Parking on Vehicle Ownership & Mode Choice. <http://www.nelsonnygaard.com/Documents/Reports/Cumulative-Impacts-of-Carsharing-and-Unbundled-Parking-on-Vehicle-Ownership-and-Mode-Choice.pdf>. The study focused on San Francisco residents.

### *Pricing*

- How should public parking be priced?
  - Scenarios:
    - Free parking for an unlimited duration
    - Free parking but with duration restrictions
    - Free parking for the first  $x$  hours followed by a charge for  $>x$  hours
    - Free parking in certain lots, priced parking for premium location spaces, with duration restrictions
    - Priced parking – fixed rate
    - Priced parking – variable by location, occupancy, traffic, etc.
- Should an occupancy goal be established?
- If pricing is included, how should the revenues be distributed?
- What is the cost of capital and operations of priced parking?
- What are some options for payment mechanisms?
  - Manual, coin-only parking meters are simple but 80-year-old technology. Multi-space, electronic meters and pay-by-phone are more germane to today's technology.
  - Pay-and-display meters
  - Pay-by-space meters
  - In-vehicle meters
  - Pay-by-phone apps

### *Supply*

- How can future parking demand be best projected? Factors:
  - Projected growth in commercial square footage
  - Price of parking affects quantity of spaces demanded
  - Larger trends in mode choice
- Based on the above information, should the Town plan to construct or lease additional parking spaces? If so, where and when?
- Evaluate how concepts for building new structured parking, or partnering on the creation of new structured parking, compare to innovative parking management strategies?

### *Bike parking*

- The adopted Bike Plan includes bike parking recommendations, guided by an inventory of parking deficiencies. Should additional planning be undertaken to prioritize locations for public bike parking?

### *Signage and marketing*

- How can signage be improved so that motorists are easily directed to available parking?
- How can the Town better market car and bike parking so visitors have an idea of where to park before they arrive in downtown Carrboro?

- What role can Intelligent Transportation Systems (ITS) play in signage, marketing, and providing user information?
  - Examples: Mobile applications for finding and paying for parking; real time parking availability signs

*Parking ambassadors*

- Would ambassadors be a cost-effective way of assisting visitors on where to park?
- Would parking enforcement officers also be ambassadors?
- What would be the annual cost of parking ambassadors?

*Valet parking*

- Can this ameliorate the problem of perception that parking spaces are too far away from the destination?
- What are the costs associated with a valet parking program, such as the program provided to participating businesses by the Chapel Hill Downtown Partnership (a nonprofit organization)?

*Environmental performance*

- Stormwater runoff
  - Greater surface parking supply leads to more impervious surface, increasing stormwater runoff
    - Parking lots can reduce runoff and increase absorption through use of swales and permeable pavements
- Heat island effect
  - Greater surface parking supply may lead to a darker surface that absorbs more sunlight than vegetation or a lighter-colored roof or green roof.
    - Can be reduced with parking lot shading
- Renewable energy
  - Examples of parking lots being covered with solar panels:
    - REI – Framingham, MA

*Aesthetics*

- Should any public parking lots be spruced up through screening or vegetation?

**Cost and schedule**

*Cost estimate range*

Based on communications with consulting firms and research on the costs of other communities' parking studies and plans, it is estimated that the parking plan for Carrboro will cost in the range of **\$75,000 to \$100,000** (with very-low-end and very high-end estimates being \$50,000 and \$250,000). As stated above, the Board may wish, at this meeting, to begin discussing the

budgeting aspect of the parking plan. Staff have identified fiscal year 2014-15 as the primary year of plan development. The resolution in ATTACHMENT A-2 authorizes staff to begin communicating with the MPO about the parking plan, including discussing potential MPO planning funding that could be applied to the plan's completion.

*Preliminary schedule*

- November 12: Board provides feedback and guidance and approves of communication with the MPO. The Board may also wish to solicit advisory board recommendations.
- Early 2014: Board receives update on parking plan scope after staff have incorporated initial Board/potential advisory board feedback and direction. Board authorizes RFP process.
- May to August 2014: RFP creation, advertisement, selection process, and consultant advertising
- June 2014: Board adopts FY 2014-15 budget
- August/September 2014: Kickoff meeting and beginning of data collection and public participation periods as UNC gets back in session.
- September 2014-June 2015 – Data collection, public/stakeholder input, analysis, creation of draft plan for review by public, stakeholders, advisory boards, Board. Finalization of plan after any revisions and consideration by the Board of adopting the plan.

## Appendix A: Parking-related goals, objectives, and recommendations in plans and studies

### *Carrboro Vision 2020 (2000)*

Selected objectives related to parking, including Town progress on them:

- 3.21: Town should adopt a goal to “improve the downtown infrastructure”, including “parking facilities”.
  - Town has leased spaces from 300 E. Main St. parking deck
- 3.24: “Frequent, accessible public transit is necessary for a thriving downtown. Multi-modal access to downtown should be provided. As traffic increases, Carrboro should consider perimeter parking lots served by shuttles to bring people downtown.”
  - Park-and-ride lots technically could serve such a purpose, via the CW route. However, they are predominantly for park-and-ride commuters to UNC. Furthermore, free parking in downtown Carrboro costs less than paying a daily fee to park in the park-and-ride lots.

### *Downtown Carrboro: New Vision (2001)*

- Existing parking space is ample
- Territorial boundaries prevent off-street parking capacity from flexibly matching parking needs.
- Pool parking into larger, shared lots
- Clear and distinct wayfinding signage for off-street parking
- Charrette participants: preserve free parking
- Establish variable-time parking zones
- Employee free parking a short distance away from building
- Strict enforcement

### *Carrboro Downtown Transportation Study (2005)*

Selected “It ain’t broke, so don’t try a big fix” recommendations:

- “A.6. Alter the traffic flow in the 100 block of Weaver Street to provide one lane of one-way westbound traffic between Main and Greensboro Streets. Add on-street parking.”
- “A.12. Convert the section of Roberson Street adjacent to Armadillo Grill to one-way southbound operation and add on-street parking.”

Selected “Complete streets” recommendations:

- B.2. Close pull-in parking on W. Main St. between W. Weaver St. and Jones Ferry Rd. and replace with “sidewalk cafes, landscaping, enhanced signage, wider sidewalks and on-street parking:.
- “B.3. Add on-street parking on the west side of West Main Street in front of Town Hall.”
  - Note: This is not possible in the current W. Main St. cross-section without removing bike lanes or the center turn lane.

- “B.6. Reconstruct East Main Street between the railroad tracks and Franklin Street to provide one through lane in each direction, one bicycle lane in each direction, intermittent on-street parking spaces, and raised-curb pedestrian-refuge islands at strategic crossings.”

Selected other recommendations

- After creation of a parallel east-west street, place E. Main St. between the RR tracks and Franklin St. on a road diet, adding bike lanes and-or on-street parking (p. 12).
- Connect E. Main parking lot with Weaver Street Market via crosswalks and a plaza and pathway on the “Christmas tree lot” (p. 15).
- Develop wayfinding signage to direct motorists to parking lots/other destinations (p. 15).
- Make walkways and paths to-from parking lots ADA compliant (p. 15).
- Landscaping screening parking lots (p. 15).
- Locate parking lots behind new buildings (p. 15).
- Promote shared parking lots as a way to close driveways onto arterials (p. 16).
- Create new, off-street parking so as to allow north side of Roberson St. to develop mixed-use buildings, or build an alley to connect existing Roberson St. lots (p. 18).
- Diagonal on-street parking on north-south section of Roberson, after one-way southbound conversion (p. 18).
- Initiate public-private partnership to build a parking deck on the Carr Mill Mall employee lot at Roberson and Sweet Bay (p. 18).
- Remove existing pull-in parking spaces in front of the Trading Post [now Steel String] building on S. Greensboro St., or possible on-street parking (p. 18).
- Greensboro-Weaver municipal lot should include spaces arranged to be used for Cliff’s Meat Market customers so the gravel Cliff’s lot on Greensboro-Main can be used as a public space (p. 18).
- Relocate Weaver Street Market truck delivery area to a pull-off on N. Greensboro St. (p. 18).

*Carrboro Parking: An Exploratory Study (UNC DCRP, 2008)*

Summary of findings

- In general, parking demand does not exceed ideal (85%) occupancy. Data does not indicate that current demand is outpacing supply for the CBD.
- Parking demand does exceed recommended occupancy at specific sites at certain times and this situation may be exacerbated by future demand.
- Parking spaces in the CBD experience high turnover.
- There is a 20% violation of the 2-hour limit in public lots.
- Most CBD visitors want to park in lots adjacent to the businesses they are visiting.
- The prevalent perception among business owners and others is that there is a parking shortage in the CBD.
- Although there is not a parking shortage now, there will likely be a shortage in and around 300 East Main Street after the addition of approved and future developments.

- A cost-benefit analysis found that improving pedestrian facilities and amenities may be most cost-effective strategy for managing parking demand.

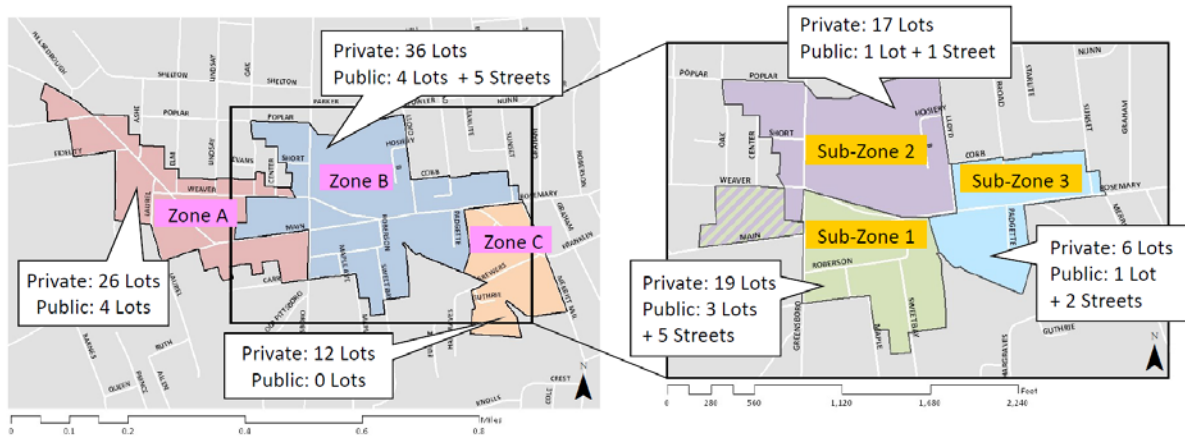
## Summary of recommendations and related progress

<b>DCRP study recommendation</b>	<b>Town progress</b>
Education/Signage	<ul style="list-style-type: none"> <li>• Link to public parking on website</li> <li>• Creation of web URL and mobile web page showing public parking location</li> <li>• Signage posted at all lots</li> <li>• Messages included in UNC Commuter News, July-Sept. 2013</li> <li>• Town has developed standards for off-premise signs</li> </ul>
Stricter Enforcement	<ul style="list-style-type: none"> <li>• BOA (6/25/13) raised parking violation civil penalty from \$25 to graduated \$35/\$50/\$100 civil penalty</li> <li>• PD exploring enforcement expansion options</li> </ul>
New Restrictions	<ul style="list-style-type: none"> <li>• BOA (6/25/13) restricted parking from 3:00 AM to 5:00 AM</li> </ul>
Joint Use	<ul style="list-style-type: none"> <li>• Joint use provision in LUO (15-297) unchanged since 2004</li> </ul>
Parking Cash-outs	<ul style="list-style-type: none"> <li>• GoTriangle, local TDM coordinator available to provide information and advice on parking cash-out</li> </ul>
Developer Impact Fees	<ul style="list-style-type: none"> <li>• No transportation-related impact fees</li> </ul>
Pedestrian Amenities	<ul style="list-style-type: none"> <li>• Sidewalks on Ashe, Bim, and Elm</li> <li>• In-street yield signs on Greensboro at Shelton and Carr</li> <li>• W. Main St. road diet</li> </ul>
Park-and-Ride	<ul style="list-style-type: none"> <li>• Park-and-ride lots now fee-based</li> <li>• CHT studying expansion of Eubanks Rd. PnR</li> <li>• Triangle Transit considering expansion of Southpoint PnR</li> </ul>
Parking Deck	<ul style="list-style-type: none"> <li>• 300 E. Main parking deck is open; includes public spaces, spaces reserved for hotel guests, and spaces reserved for employees of hotel and 300 E. Main businesses</li> </ul>

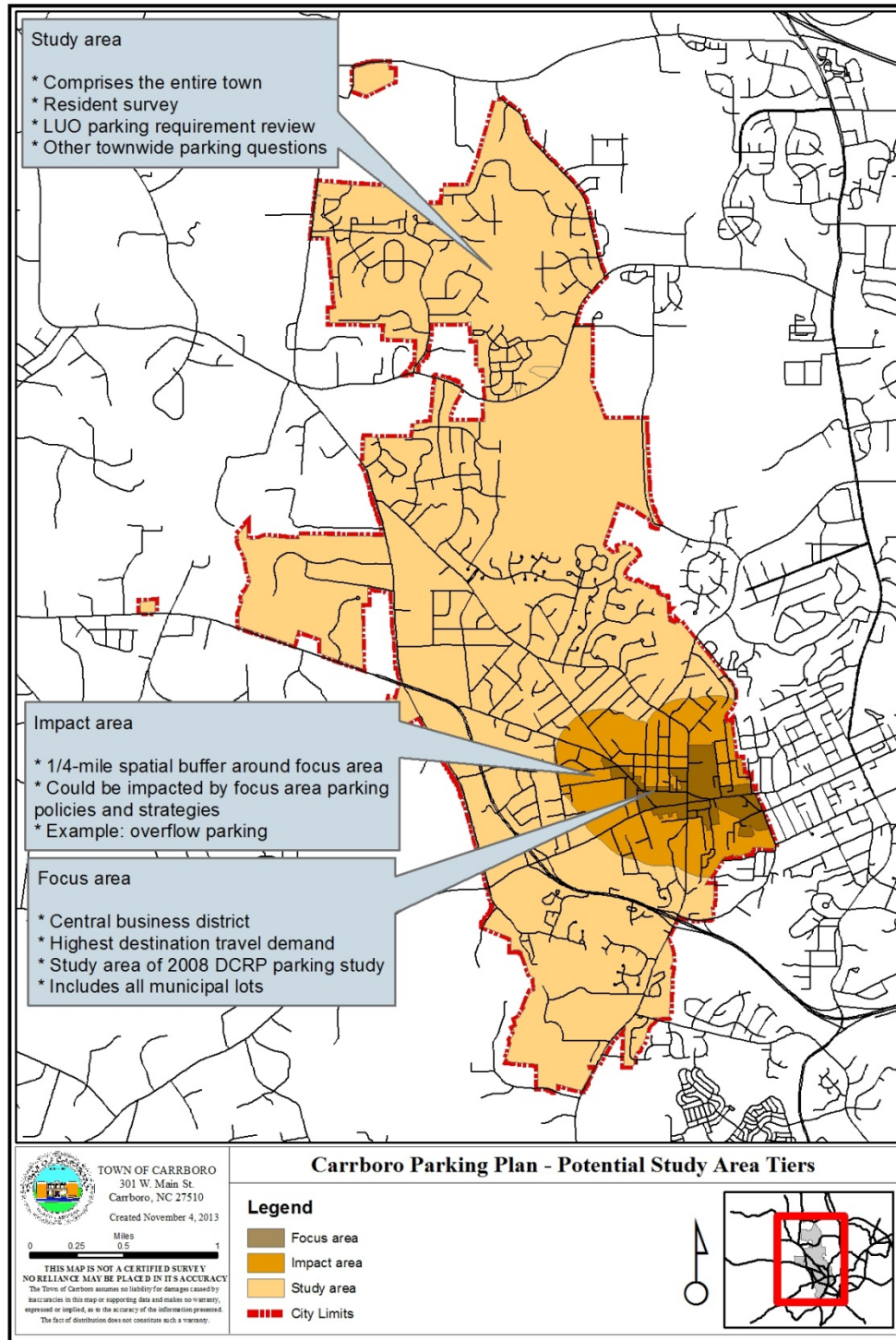


DCRP study area and zones

Figure 8: Number of Parking Lots Counted for Supply



## Appendix B: Study area tier concept



**Appendix C: 10 principles of parking management – Victoria Transport Policy Institute**

1. Consumer choice
2. User information
3. Sharing (joint use)
4. Efficient utilization
5. Flexibility
6. Prioritization
7. Pricing
8. Peak management
9. Quality vs. quantity
10. Comprehensive analysis

## Appendix D: Components of, and questions to answer in, a parking audit

### Parking audit steps<sup>6</sup>

1. Select the audit area
  - a. Area that has reported parking issues
  - b. Functional boundary of a downtown district or neighborhood district
  - c. 0.5 miles to 1.0 miles across to comprise a walkable area
  - d. Include potential spillover areas
  - e. Include larger trip attractor at periphery
2. Design and schedule the audit
  - a. When?
    - i. “Typical conditions”, not necessarily peak use
    - ii. Account for seasonal variations
    - iii. 3-4 counts during a week
    - iv. Think forward to what the results will show
    - v. Plan on multiple audits to get the whole picture
  - b. Use spreadsheets
    - i. Organize data geographically (e.g. by parking lot)
    - ii. Record signed regulations, off-street spaces, public/private, paid/unpaid
3. Conduct the audit
  - a. Need people (auditors)
4. Interpret the results: tables, charts, and graphs
  - a. When/where is parking utilization high and low?
  - b. How does this change with each count time?
  - c. Include maps as well
  - d. What destinations are creating high utilization?
  - e. What regulations can be tweaked?
5. Share and discuss the results

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<sup>6</sup> Derived from: Sonoran Institute. (2013). Strategic Parking Management (Webinar – Aired September 18, 2013). <http://communitybuilders.net/webinars/strategic-parking-management/>

## Appendix E: Other North Carolina cities' and towns' parking resources

### Davidson Parking Map

**Walkable Downtown Davidson**

*Parking abounds in Davidson, if you know where to look. Parking may not necessarily afford door to door service at your destination.*

*Davidson is a pedestrian-friendly, scenic town; while walking from your car to your destination take a minute to discover why we call Davidson Hip and Historic.*

*Remember:*

*All street parking on Main Street in the Village Center is two-hour. Parking is free and the time limit is enforced.*

*There is no parking from 2—5 am on Main Street and adjacent streets.*

*Town Hall has two lots, front and back, for those doing business with the Town.*


*There are all-day spaces for those working downtown on Jackson, Concord and Lorimer.*

*Pay attention to signs when you park. Some parking is reserved for customers or restricted by size of vehicle. These restrictions are strictly enforced.*

**Downtown parking lots—location and length of time**

<b>All Day Parking:</b>	<b>2 Hour Parking:</b>
Main Street N of Depot	Davidson Public Library*
Town Hall*	Chairman Blake
117 Depot Street*	Post Office*
Knox Court*	<b>Customer Parking</b>
Jackson Street, street spaces	CVS*
South Main, street spaces	South Main Square
Concord Rd.	445/455 South Main*
Cotton Mill*	Davidson College Lots*
	140 Jackson Street
<b>3 Hour Parking:</b>	190 Jackson Street
202 South Main*	Sadler Square*
<b>2 Hour Parking:</b>	*indicates handicap parking available
Main Street, street spaces	
Knox Court*	


**Downtown Davidson, Inc. and the Town of Davidson**



PO 1180, Davidson, NC 28036  
Phone: 704.892.2118  
E-mail: [sandy@downtowndavidson.org](mailto:sandy@downtowndavidson.org)

*Hip and Historic Davidson*

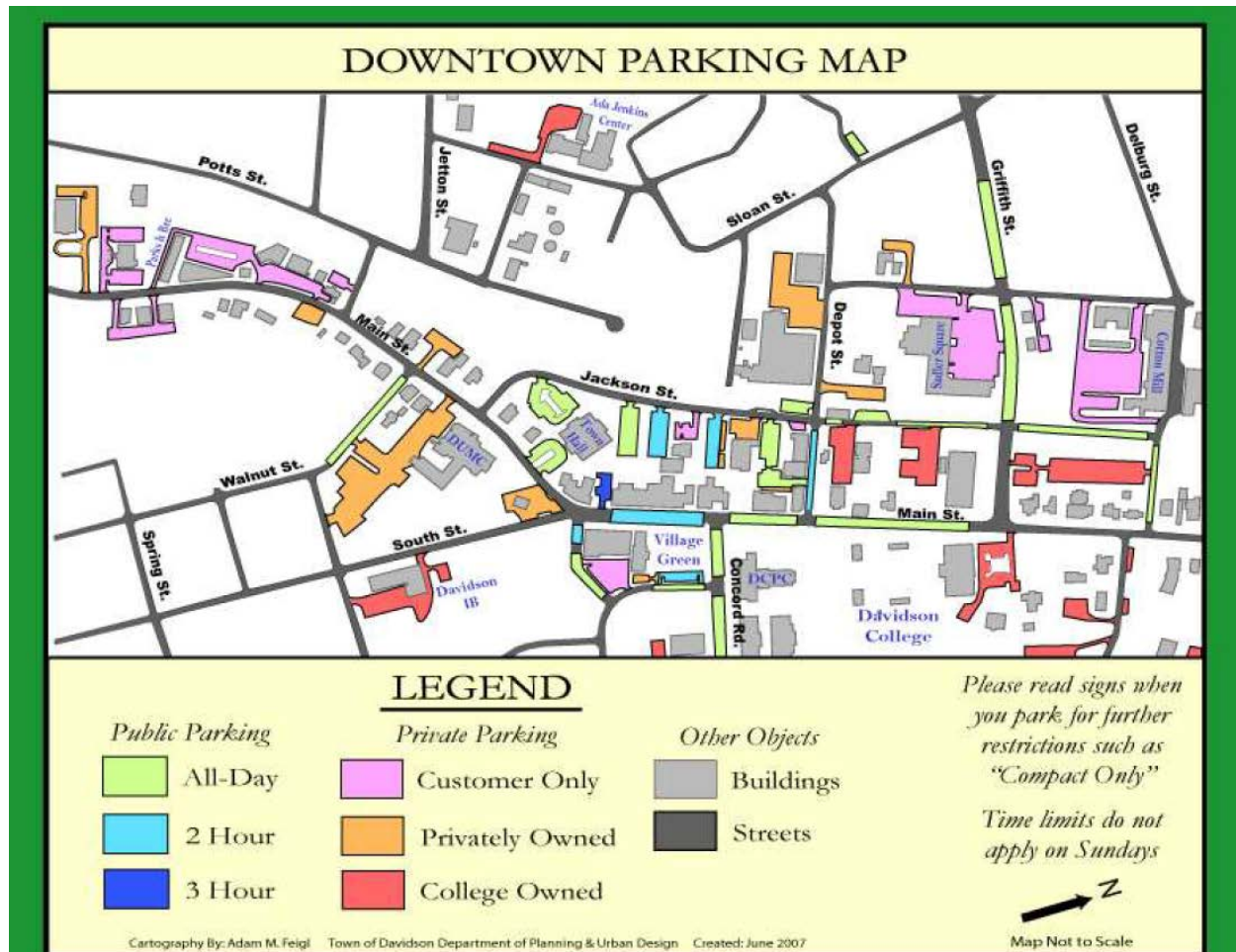
**Parking Availability in Downtown**



Downtown Davidson, Inc. and the Town of Davidson

704.892.2118

## Davidson Parking Map p. 2



## Wilmington parking deck and surface lot rates

Our parking decks are now using Pay-in-Lane machines for ease and convenience of payment.  
[Click here for more information.](#)

	Decks on 2 <sup>nd</sup> Street	Water Street Facility
Locations	<ul style="list-style-type: none"> <li>114 N. 2<sup>nd</sup> St (between Chestnut and Princess streets)</li> <li>115 Market St (intersection of Market and 2<sup>nd</sup> streets)</li> </ul>	<ul style="list-style-type: none"> <li>200 N. Water St (between Chestnut and Grace streets)</li> </ul>
Daily Rates	<ul style="list-style-type: none"> <li>First hour free</li> <li>\$1/hour; \$8 max</li> </ul>	

	<ul style="list-style-type: none"> <li>▪ Pay upon entry Thurs-Sat after 9 p.m.: \$5 flat rate</li> <li>▪ Decks charge 24 hours/day, 7 days/week</li> <li>▪ First hour: \$3</li> <li>▪ \$1.50/ hour thereafter</li> <li>▪ 6 a.m.-5 p.m., Mon-Fri: \$6 max</li> <li>▪ After 5 p.m. and weekends: \$5 flat rate</li> </ul>
<b>Monthly Rates</b>	<ul style="list-style-type: none"> <li>▪ Covered: \$45</li> <li>▪ Card Replacement Fee: \$10</li> <li>▪ Card Reactivation Fee: \$5</li> <li>▪ Market St. Deck rooftop: \$30</li> <li>▪ Reserved space: \$70</li> <li>▪ Rate: \$60</li> <li>▪ Reserved space: \$100</li> </ul>
<b>Special Event Rate</b>	<ul style="list-style-type: none"> <li>▪ Azalea Festival, Riverfest, July 4th, New Year's Eve: \$7</li> </ul>

### Surface Lots

#### Parking lots are located:

- Corner of S. 2nd St. and Market St.
- Near corner of S. 2nd St. and Orange St. (Next to Hannah Block Historic USO Building)

#### Rates:

- Paid parking enforced 24/7 unless otherwise noted.

#### 2nd St. Lot :

- **Hourly- \$1.25**
- **Daily- \$7**
- **Monthly- \$50**

**Notice:** Entrance to this lot is restricted each night Thursday through Sunday after midnight until 7AM. Vehicles parked prior to midnight will be permitted to stay and vehicles displaying a current monthly parking permit will be allowed to enter as needed. Vehicles exiting after midnight will be allowed to exit without hinderance, entrances closest to the Village Market will remain open for egress of the lot.

#### Hannah Block Lot:

- Hourly- \$1
- Daily- \$5
- Monthly- \$45



There are also a number of privately owned and operated lots in the downtown area that are open to the public.

**Valet parking coordinated by the Chapel Hill Downtown Partnership**

Excerpt from website (<http://www.downtownchapelhill.com/valet/>):

**Downtown Valet**

Enjoy downtown Chapel Hill with the ease of FREE valet parking at sixteen participating Franklin Street businesses.

Valet stands are located on both East & West Franklin Street for your convenience. Drop-off and pick-up at either stand. Patrons enjoying other establishments can also use the valet service for a \$5.00 charge.

Valet operates Monday-Saturday accepting cars between 5:00pm-9:00pm.

East End Valet Stand: located on the north side of the 100 block of East Franklin, in front of Spanky's Restaurant.

West End Valet Stand: located on the north side of the 400 block of West Franklin Street, near the West End Wine Bar.



## Appendix F: Census data

	Percent of households in Carrboro		
Vehicles available	2000 Census	2007-11 ACS estimate	
	Percent	Percent	Margin of error
None	8.1%	10.2%	2.6
1	47.9%	47.9%	3.7
2	32.9%	31.9%	3.2
3	11.0%	10.1%	2



# Town of Carrboro

Town Hall  
301 W. Main St.  
Carrboro, NC 27510

## Agenda Item Abstract

File Number: 13-0470

**Agenda Date:** 11/12/2013

**Version:** 1

**Status:** Other Matters

**In Control:** Board of Aldermen

**File Type:** Abstract

**Agenda Number:** 3.

### **TITLE:**

Discussion and Update on Recycling Options for FY2014 and Beyond

**PURPOSE:** The purpose of this item is for the Board of Aldermen to receive an update on staff activities related to the ongoing provision of recycling services for Carrboro residents beginning in July 2014 and approve the Town's application for the NCDENR Curbside Recycling Roll-Out Cart Grant Program.

**DEPARTMENT:** Public Works, Town Manager

**CONTACT INFORMATION:** George Seiz (918-7427); Matt Efird (918-7314)

### **INFORMATION:**

#### **I. Update on recycling Services**

At the March 12, 2013 Board of Aldermen meeting, Town staff provided information to the Board of Aldermen regarding a proposed plan by Orange County to eliminate the County-run Urban Curbside recycling program.

([http://www.townofcarrboro.org/BoA/Agendas/2013/03\\_12\\_2013\\_B2.pdf](http://www.townofcarrboro.org/BoA/Agendas/2013/03_12_2013_B2.pdf))

The BOCC further discussed solid waste and recycling issues at their April 9th meeting and based on those discussions provided the Town with three options regarding recycling issues in an e-mail dated April 16, 2013 from the Orange County Manager. The Board of Aldermen discussed the options at the June 4, 2013 meeting and endorsed the concept of the creation of a limited County Solid Waste Tax District which would be designed to serve only those existing areas of unincorporated Orange County which currently have curb side recycling available, in which the Town could be included.

(<https://carrboro.legistar.com/LegislationDetail.aspx?ID=1435443&GUID=A28CDC17-D1E4-4390-BAF8-CB109265F784>)

In addition to the Tax District discussion, Town staff participated in an RFP process with the Town of Chapel Hill that involved recycling services and a solid waste transfer station. Staff has reviewed the proposals with the Towns of Chapel Hill and Hillsborough and met with Orange County staff to further discuss recycling services over the past month. Concurrently, the Town Attorneys for Chapel Hill and Carrboro and the Orange County Attorney have discussed and reached consensus on the Towns' ability to authorize Orange County to collect a recycling "availability fee" within the Town to fund the Urban Curbside Recycling Program. The three attorneys have agreed that the Towns do have this legal authority. Authorizing the fee and

allowing the County to assess the fee on property tax bills would follow the current 3-R fee model, and service would continue uninterrupted in FY2014 and beyond. If the Towns agree to levy the fee, Orange County Solid Waste would continue to manage the recycling program countywide, and will proceed with the transition to 95 gallon roll-out carts. (See Section III below for additional information on roll-out carts).

In reviewing the RFP results and discussing options with the County, there were three responses to the RFP that were considered "responsive". When comparing the three proposals to each other, Waste Management has the most competitive cost for comparable services, while Waste Industries' proposal would provide most continuity of service to residents and the least impact to County operations. In comparing the three proposals to the County's curbside program, the County's fees from FY 2012-13 are comparable to the private sector proposals. Staff is still working with Orange County staff to determine future costs. Preliminary review of cost information provided by the County for the first year of operations appears comparable to the bid responses. One additional benefit to a continuing partnership with Orange County is the administrative and technical staff currently in place to manage the recycling program. Town staff's administrative time was not factored in to the RFP responses, and there are likely cost savings in not providing duplicate administrative services in each Town. Additionally, the Town will be continuing to work with Orange County staff in other solid waste areas (yard waste, construction & demolition) which may be better managed as part of a comprehensive program.

The options for the Board of Aldermen to consider at this point are:

- 1) Agree to Orange County's fee proposal and authorize the Town Manager to negotiate a "letter of intent" to authorize the County to charge and collect a fee for urban curbside recycling within their town limits.
- 2) Direct Orange County to proceed with the limited Solid Waste Tax District as approved by the Board of Aldermen in June 2013.
- 3) Continue the RFP process in conjunction with the Towns of Chapel Hill and Hillsborough.

## **II. Items to be addressed with Inter-Local Agreement**

The current interlocal agreement regarding solid waste services terminated with the closure of the Orange County Landfill. A new interlocal agreement is needed to cover the service areas of Recycling, Construction & Demolition (C&D) landfill and Yard Waste landfill. Other potential topics to include in a new interlocal agreement include:

- The potential re-establishment of the Solid Waste Advisory Board (SWAB)
- Issues of shared governance of the county solid waste program (process for fee increases, notification timelines for service changes, etc.)
- A five year term (similar to private sector bid proposals)
- Set fees with identified multipliers
- Performance measures

## **III. Curbside Recycling Grant Program for purchasing Roll-out Carts**

The County is still planning to transition the curbside recycling program from using 18 gallon bins to 95 gallon roll-out carts with RIFD tags (Radio Frequency Identification). To help offset the purchase of the new carts the County has asked the towns to apply for grants thru the N. C. Department of Environment and Natural Resources (NCDENR) Curbside Recycling Roll-Out

Cart Grant Program. The grant program is administered by the Division of Environmental Assistance and Customer Service (DEACS). The County proposes purchasing carts and requests the towns provide any grant proceeds back to the County. If approved by the Board, a letter of intent will be negotiated with the County to spell out the purchase/reimbursement process.

The purpose of this grant program is to assist local government with implementing curbside recycling programs using roll-out carts or with transitioning existing curbside recycling programs from bins to roll-out carts. One of the grant requirements is that RIFD tags must be embedded in carts at the time of manufacturing. According to NCDENR guidelines adding embedded RIFD tags increases the initial cost of a cart by roughly \$1.00 whereas the cost of retrofitting carts with RIFD technology is on the order of \$5.00/cart. The grant does not require the grantee to purchase RIFD reading equipment or data management systems. It is estimated that the cost per cart will be on the order of \$52.50

Approximately 4,600 carts will be needed to serve the urban curbside program in Carrboro. 4,600 carts @\$52.50/cart = \$241,500. The grant program will reimburse grantees for the purchase of carts not to exceed a rate of \$25.00 per roll-out cart, up to a maximum reimbursement of \$75,000. Staff would apply for the maximum reimbursement amount. NCDENR has indicated that this grant program will cease operation at the end of Fiscal year 2013/14. Orange County staff has stated their intent to pursue the roll-out carts regardless of the receipt of grant proceeds, and the Town would not be expected to provide any financial contribution in either case. Staff recommends applying for the grant regardless of the Town's intent to proceed in working with Orange County or a private service provider, as the Town would likely want to purchase carts in either case.

### **FISCAL & STAFF IMPACT:**

If the Town proceeds with authorizing a recycling availability fee in the FY14-15 budget, there is no fiscal impact to the Town. Orange County would be authorized to levy and collect the fee, resulting in no increased expense or staff time from the Town. If the Town proceeds with the tax district plan, some administrative time will be needed to continue working with Orange County to establish the district. The cost of the recycling service would be paid by taxes generated by the district, so the impact on the Town's budget would be minimal. If the Town continues in the RFP process and identifies a private sector service provider, Staff will work through the Town's budget process to identify the means to pay for the services after July 1, 2014.

Purchase of roll-out carts - There will be staff time involved with the application and administration of the NCDENR grant, estimated at 24 hours (grant application and final report). No local match is required for the grant, and the County is not seeking any contribution from the Towns towards the purchase of the roll-out carts regardless of the outcome of the grant application. If the Town does not continue to receive recycling service from Orange County, Staff will need to identify funding for the cost of 95 gallon carts (estimated at \$241,500 +/- \$75,000 grant proceeds).

Additional staff time is needed to pursue a new interlocal agreement, including expense for the Town Attorney's time.

**RECOMMENDATION:** Staff recommends that the Board of Aldermen accept the update, provide Staff with any comments or direction on how to proceed, and consider the attached resolution authorizing Town Staff to pursue the submittal of a grant proposal up to a maximum amount of \$75,000 to NCDENR for the purchase roll-out carts.

**ATTACHMENT A**

**A RESOLUTION ACCEPTING THE STAFF REPORT AND DIRECTING STAFF TO  
MOVE FORWARD WITH A GRANT PROPOSAL FOR RECYCLING ROLL-OUT CARTS**

WHEREAS, the Board of Aldermen has received a Staff Report on Recycling Options for FY2014 and beyond; and

WHEREAS, the Board of Aldermen hereby provides the following direction to Staff on how to proceed:

- 1) The Board of Aldermen DOES / DOES NOT authorize Staff to negotiate a letter of intent with Orange County to charge and collect a fee for urban curbside recycling within their town limits

2) \_\_\_\_\_  
\_\_\_\_\_

3) \_\_\_\_\_  
\_\_\_\_\_

NOW THEREFORE BE IT RESOLVED by the Carrboro Board of Aldermen that the Aldermen accept the staff report update the BOA on recycling services, and authorize staff to submit a grant proposal to the Division of Environmental Assistance and Customer Service (DEACS) for obtaining recycling roll-out carts.



# Town of Carrboro

Town Hall  
301 W. Main St.  
Carrboro, NC 27510

## Agenda Item Abstract

File Number: 13-0468

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**Agenda Date:** 11/12/2013

**Version:** 1

**Status:** Other Matters

**In Control:** Board of Aldermen

**File Type:** Abstract

**Agenda Number:** 4.

**TITLE:**

Discussion of Options for the 2014 Board of Aldermen Retreat

**PURPOSE:** The purpose of this item is for the Board of Aldermen to discuss various options for a Board retreat.

**DEPARTMENT:** Town Clerk

**CONTACT INFORMATION:** Cathy Wilson, 918-7309

**INFORMATION:** Staff is requesting further Board discussion and direction on several items related to planning the retreat.

1. Does the Board want to have a January retreat? If so, please discuss possible dates.
2. Does the Board have any suggestions for locations? (Past retreats have been held at the OWASA offices, Carrboro High School, and the Stone House.)
3. Does the Board wish to have the retreat facilitated?
4. Does the Board wish to appoint a retreat planning committee?

After this discussion, staff should be able to prepare a future agenda item that will schedule the retreat.

**FISCAL & STAFF IMPACT:** Cost of the 2014 retreat will depend on the Board's proposed location, length of the retreat, and the choice of a facilitator (if needed).

**RECOMMENDATION:** Town staff recommends that the Board discuss the various issues associated with planning a retreat. If a planning committee is selected, the Board should vote to appoint the members.