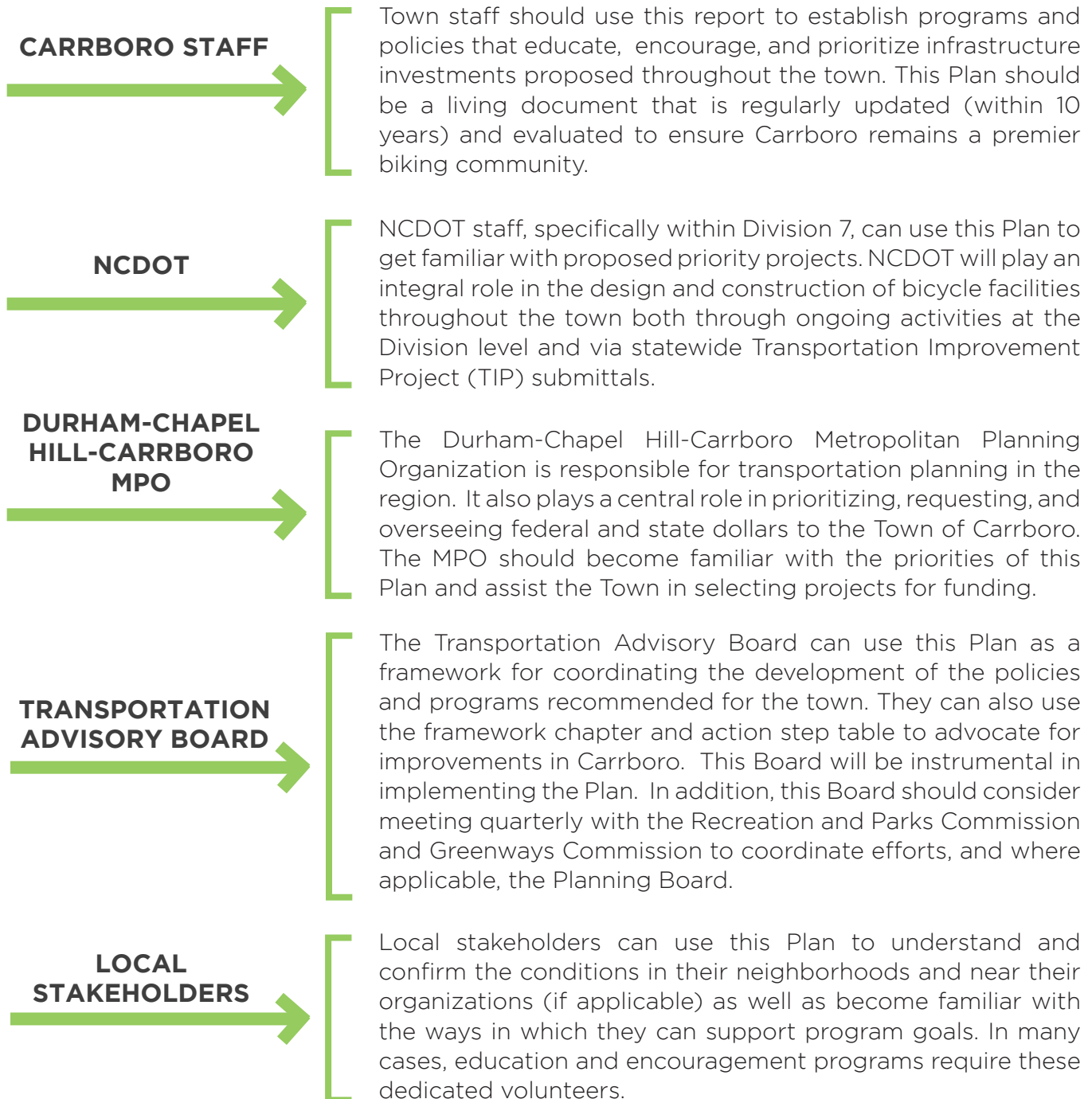


# 6 STRATEGIES



## ROLES + RESPONSIBILITIES

At the heart of every successful plan is a coordinated effort by town staff, stakeholders, and other partners to support safe travel by bike. Everyone has a key role to play in implementing this Plan.



Other stakeholders include Chapel Hill Transit, GoTriangle, Orange County, Town of Chapel Hill, UNC-Chapel Hill, Triangle Trails Initiative, and others.



## PERFORMANCE MEASURES

The performance measures in this Plan are important for assessing whether the Plan is meeting its goals over time. Data on these measures should be collected on a routine basis to help track progress. This information will allow for adjustments to help ensure that this Plan's goals are achieved.

The Plan performance measures are based on the goals of the Plan (see Chapter 1).

The performance measures are generally outcome-based, and the intent is to prioritize investments that do the best job of achieving desired Plan outcomes.

The performance measures were selected based on Carrboro's ability to collect relevant data. The expectation is that these measures will be evaluated and reported on a biennial basis.

**Table 1 Bicycle Plan Performance Measure Targets**

Goal	Example Performance Measure	Performance Target/ Desired Trend
Maximize Ridership Growth	Bicycle counts	Increased counts at key locations
Enhance Connectivity	Average travel time by mode	Decrease in average travel time*
Create a Positive Economic Impact	Retail Sales tax revenue	Increase sales tax revenue*
Protect the Environment	Motor vehicle trips reduced by project	Decrease in the number of motor vehicle trips to levels aligned with the Town's GHG emission reduction goal
Promote Equity	Housing and Transportation Affordability Index	Increase in H+T Index*
Enhance Health	Percentage of children and adults who meet physical activity recommendations	Increase in childhood and adult physical activity level*
Safety	Bicycle collision rate	Reduce bicycle collision rate
	Number of fatalities and serious injuries	Zero fatalities
Increase Livability	Number of jobs accessible by travel time; mode, and industry	Increase number of jobs accessible within 15 minutes by bike

*\*These data are challenging to obtain and scale to the Town's geography and to the bicycling mode, specifically. The Town can consider surveys to determine progress with equity, average travel time, and physical activity levels.*

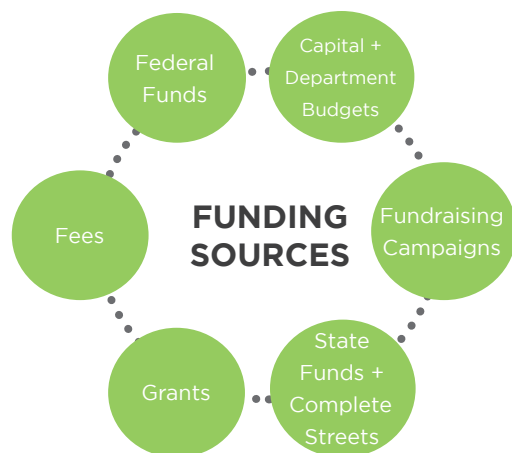
## FUNDING SOURCES

In order to achieve the goals of this Plan, the Town of Carrboro and its partners will need to fund improvements from a variety of funding sources and partners. Funding sources will need to be opportunistic and consistent in order to implement this plan. Five primary funding sources make up the core funding strategy for this Plan:

- » **Federal Funds.** There are several federal funding programs that can be used for biking projects that are administered by NCDOT to the DCHC MPO or local jurisdictions. Examples include the Transportation Alternatives Programs (TAP), Surface Transportation Program (STPDA), Congestion Mitigation and Air Quality (CMAQ) and the Highway Safety Improvement Program (HISP). The Strategic Mobility Formula aligns bicycle and pedestrian projects with funds from the Transportation Alternatives Program and Surface Transportation Program.
- » **State Funds.** A number of opportunities for funding exist at the state level including submitting projects through the state prioritization process (SPOT),

safety funds (SPOT Safety), as well as working with the Division Traffic Engineer to identify funds for smaller improvements such as signage and pavement markings. The SPOT process is highly competitive and takes time to progress a project through to implementation, so this isn't the most speedy process to secure funds.

- » **NCDOT Complete Streets.** The newly revised program might apply, but can only be accessed if the Town submits a highway project to the SPOT process that get accepted into the STIP. NCDOT will use highway funds to build bike-ped projects that are in a local plan as part of a highway STIP project.
- » **Grants.** Competitive grants through public agencies or through private or non-profit foundations can generate additional resources for projects and programs.
- » **Capital & Department Budgets.** Carrboro can implement this Plan through regularly scheduled capital projects, such as streetscape projects, street resurfacing, or new public or private property construction. This is particularly applicable to smaller projects, for which securing outside funds might be more difficult as well as increasing the complexity of an otherwise simple project.
- » **Fees.** User fees or development impact fees provide an opportunity to generate revenue to fund infrastructure projects, such as sidewalk and trail construction, as well as programs, such as bicycle education classes.
- » **Fundraising Campaigns.** Fundraising through neighborhood groups, advocacy groups, or even crowd-funding can help generate additional resources for projects and programs.





## BIKE-FRIENDLY COMMUNITY RECOGNITION

The Bicycle Friendly Community (BFC) program led by the League of American Bicyclists is intended to assist communities in making bicycling a viable transportation option. The program incorporates assessments in the score card that can help Carrboro gauge where they are excelling and where they are falling short.

The Town has participated in the League of American Bicyclists’ Bicycle Friendly Community program since 1999 and its bronze-level designation inspired the Town to frame its first comprehensive bicycle plan around actions that could help lead to higher level designations.

In 2010, the Town was awarded with a silver-level designation – the first to achieve this ranking in North Carolina. The League of American Bicyclists attributed Carrboro’s active Transportation Advisory Board, the percentage of arterial streets with bike lanes, and the percentage of people bicycling daily as key contributors to the Town’s silver-level designation. The League submitted the guidance below to help Carrboro think about ways to advance to a gold-level recognition.

Going for Gold!

- » Continue to expand on and off street bike network connectivity both within the Town and to surrounding areas. Protected bike lanes are recommended, especially on roads with speed limits above 35 mph.

» Develop a system of bicycle boulevards on quiet, neighborhood streets.

» Make intersections safer and more comfortable for people who bicycle.

» Increase high quality bicycle parking.

» Expand Safe Routes to School programs.

» Continue to expand public education and bicycling skills workshops.

» Promote cycling throughout the year by offering community bike rides.

» Encourage communication between the Carrboro Police Department and cycling community.

» Ask police officers to step up enforcement for people driving and bicycling.



## KEY PRIORITIES

# 1

### **KEEP MOMENTUM ON BICYCLE PROJECTS THAT ARE ALREADY IN DEVELOPMENT.**

Map 4 (pg. 19) features existing facilities along with projects that have some level of funding, design, or construction in progress. These “in-development” projects should be fully funded first, as the lowest hanging fruit for new bicycle infrastructure. *Timeline: IMMEDIATE*

# 2

### **USE EQUITY TO PRIORITIZE PROJECTS FOR FUTURE IMPLEMENTATION**

Maps 5 & 6 display the composite and racial equity assessment for the Town. As a condition of Carrboro’s participation in GARE, this information will be used to help prioritize future projects with the goal of ensuring that bicycle ridership is not predictable by race. *Timeline: IMMEDIATE*

# 3

### **STRATEGICALLY AND PROACTIVELY FUND AND BUILD STRATEGIC PRIORITY PROJECTS.**

Map 9 (pg. 44) features a set of priority projects that developed out of the Carrboro Bike Plan process. These are detailed in individual project cut-sheets (starting on page 50) that summarize why the project is a priority, and what the key opportunities and challenges are to its development. *Timeline: 5-10 years*

# 4

### **USE THE LONG TERM NETWORK OF RECOMMENDATIONS TO BUILD OTHER PROJECTS INCREMENTALLY OVER TIME.**

As Carrboro continues to grow, new development and roadway construction projects should incorporate facilities recommended in Map 10 (pg. 59). As progress is made on priority projects, new priorities should be selected from this comprehensive map of recommendations. *Timeline: 10+ years*

# 5

### **LEVERAGE PARTNERSHIPS TO IMPLEMENT NEW POLICY AND PROGRAMS.**

Working with existing partners and reaching out to new organizations with common goals may help implementation of the short-term recommendations outlined in chapter 4. *Timeline: 3-10 years*





Division of  
Bicycle &  
Pedestrian  
Transportation



**Prepared for the Town of Carrboro, North Carolina**

**Prepared by Alta Planning + Design**

This project was made possible with a matching grant from the  
North Carolina Department of Transportation (NCDOT)

Division of Bicycle and Pedestrian Transportation (DBPT).