



Legislation Text

File #: 24-012, Version: 1

Resolution Supporting an Application for Transportation Demand Management Grant Program.

**PURPOSE:** Request for the Town Council to consider a resolution authorizing the submittal of an application for Central Pines Regional Council’s FY25-26 Triangle Transportation Choices grant program.

**DEPARTMENT:** Planning

**CONTACT INFORMATION:** Christina Moon, Planning Administrator, 919-918-7325, cmoon@carrboronc.gov; Patricia McGuire, Planning Director, 919-918-7327, pmcguire@carrboronc.gov

**COUNCIL DIRECTION:**

Race/Equity  Climate  Comprehensive Plan  Other

The Town has participated in the regional transportation demand management program since 2011. Strategy 2.1 (B) in the Carrboro Connects recommends seeking to increase funding from the regional TDM program and partnering with surrounding transit authorities. Racial Equity pocket questions have been prepared.

**INFORMATION:** Transportation Demand Management (TDM) is the use of strategies aimed at changing commuting behaviors to reduce reliance on single occupancy vehicles (SOV) and travel during peak hours. Since 2007, the Triangle J Council of Governments now known as Central Pine Regional Council, has administered a TDM program for the Triangle Region. The program has evolved over the years; rebranded as Triangle Transportation Choices in 2019 and updated with a new emphasis on race and equity in 2022. New for this year, the grant cycle has been extended for two years FY25 thru FY26, and the program has been expanded to provide grants in three categories: the Traditional TDM grant, an Innovative grant and an Equity & Inclusion grant. The Innovative and Equity & Inclusion grant is open for non-profits and other business. (Information about the TDM grants may be found here: <https://www.centralpinesnc.gov/requests-proposalsqualifications> )

Central Pines receives NCDOT funding for the TDM program from the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) and the Capital Area Metropolitan Planning Organization (CAMPO) for TDM activities. The grants provide funding for activities, and development and dissemination of program materials and associated staff time, aimed at changing behavior. Reimbursement is provided for preapproved activities at the rates shown in the table below.

Program Type	Grant Reimbursement	Grant Applicant Match Required
Traditional: Regional Service Provider	80%	20%
Traditional: Local Service Provider	50%*	50%*
Innovative Projects	50%*	50%*
Equity and Inclusion Initiative	80%**	20%**

The Town of Carrboro has participated in the Traditional grant program since 2011, primarily as a subrecipient

for the Town of Chapel Hill. Last year, the Town submitted its first application as a standalone recipient and was selected for funding. Carrboro continues to collaborate with its local partners, the Town of Chapel Hill, Chapel Hill Transit and UNC-Chapel Hill on activities such as the bike breakfast, bike on bus events, Lighten-Up rides, and safety workshops. Staff has also participated in Carrboro in Motion events and hopes to continue to increase the number of activities and to expand into more neighborhoods.

**FISCAL IMPACT:** There is no financial impact associated with receiving this item. If the Town is awarded a grant, staff will bring back a separate agenda item relating to the project budget.

**RECOMMENDATION:** Staff recommends that the Town Council consider the resolution (*Attachment A*) supporting the submittal of an application for Central Pines Regional Council's FY25-26 Triangle Transportation Choices grant program.