



Legislation Details (With Text)

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Title:	Approval of Carrboro’s continued participation in an application for regional Transportation Demand Management funding for FY16-17.				

PURPOSE: The purpose of this item is for the Board of Aldermen to consider approval of the Town’s continued participation in an application for regional Transportation Demand Management funding in FY16-17.

Indexes:

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Attachments: 1. Attachment A - Resolution

Date	Ver.	Action By	Action	Result
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TITLE:

Approval of Carrboro’s continued participation in an application for regional Transportation Demand Management funding for FY16-17.

PURPOSE: The purpose of this item is for the Board of Aldermen to consider approval of the Town’s continued participation in an application for regional Transportation Demand Management funding in FY16-17.

DEPARTMENT: Planning

CONTACT INFORMATION: Bergen Watterson - 919-918-7329

INFORMATION: In 2006-2007, GoTriangle, Triangle J Council of Governments (TJCOG), the two Metropolitan Planning Organizations, (Capital Area MPO and Durham-Chapel Hill-Carrboro MPO) and the NC Department of Transportation created the Triangle Region Seven-Year Long Range Travel Demand Management Plan to improve TDM efforts in the Triangle. Since then, the two MPOs and NCDOT have pooled their funds to hold an annual call for TDM projects. TJCOG administers the grants on behalf of the funding organizations. The Triangle TDM program has [been credited with](http://www.tjcog.org/Data/Sites/1/media/regional-planning/transdemand/2013-8-6_tdm_brochure_small.pdf) [encouraging thousands of new alternative transportation users and lowering gas consumption, carbon dioxide emissions, and vehicle miles travelled in the Triangle region.](http://www.tjcog.org/Data/Sites/1/media/regional-planning/transdemand/2013-8-6_tdm_brochure_small.pdf) For more information on the history and purpose of the program please see the following link: <http://www.tjcog.org/triangle-transportation-demand-management-program.aspx>.

TDM promotes “alternatives to the single-occupant vehicle for personal commuter transportation with the goal of reduced transportation congestion, expanded mobility options, improved air quality, and more efficient use of scarce resources” by focusing on marketing and outreach efforts that are targeted to commuters and their

employers. Regional TDM campaigns have included the *Smart Commute Challenge*, [Best Workplaces for Commuters](http://www.bestworkplaces.org/) <<http://www.bestworkplaces.org/>>, and, most recently, the *GoSmart* <<http://www.gosmartnc.org/>> suite of commuter benefits. The Long Range TDM Plan calls for a 25 percent reduction in the growth of commuter vehicle miles traveled.

The Town of Carrboro has participated in the regional TDM program since 2010 as a sub-recipient of the Town of Chapel Hill's grant. Carrboro has used its portion of the TDM grant primarily to supplement the funds for existing Town programs and to receive promotional materials encouraging and rewarding alternative transportation (e.g. bike lights, reflective arm bands, water bottles, T-shirts). Grant activities for the upcoming fiscal year will include: Open Streets, Bike to Work breakfast, Bike on Bus demonstrations, Lighten Up bike light giveaway and cruiser ride, and outreach at El Centro Hispano events. Continued participation in the TDM program complements a number of other ongoing Town efforts such as Watch for Me NC, Safe Routes to School, and the pursuit of Bicycle Friendly Community gold status.

FISCAL & STAFF IMPACT: Staff anticipates receiving approximately \$4,000 for participating in the FY2016-2017 grant cycle. While the grant includes a 50 percent local match, the existing Transportation Planner salary and Open Streets expenses serve as in-kind contributions, so there is no additional fiscal responsibility on the part of the Town. Staff impacts associated with collecting and compiling program and resource costs for the activities are considered nominal.

RECOMMENDATION: Staff recommends that the Board of Aldermen approve the resolution in Attachment A.