



Legislation Text

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TITLE:

Resolution Supporting an Application for Triangle J Council of Government's FY23 Transportation Demand Management Grant Program, Triangle Transportation Choices, in Partnership with Chapel Hill

PURPOSE: The purpose of this agenda item is for the Town Council to consider a resolution authorizing the submittal of an application for Triangle J Council of Government's FY23 Triangle Transportation Choices grant program in partnership with the Town of Chapel Hill. The Town has participated in the TDM grant program as a subrecipient of Chapel Hill since FY11.

DEPARTMENT: Planning

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INFORMATION: Transportation Demand Management (TDM) is the application of strategies and policies to reduce reliance on single-occupancy vehicles (SOV) by encouraging other options for travel such as carpooling, public transit, biking, walking, remote or teleworking, and flexible work schedules. Since 2007, the Triangle J Council of Governments (TJCOG) has administered a TDM program for the Triangle Region. The plan has been updated twice, first in 2014 and again in 2019, and was rebranded with a new name, "Triangle Transportation Choices" and new logo in the summer of 2021. (The updated plan may be found at: [draft_updated_tdm_plan.pdf \(tjcog.org\)](https://www.tjcog.org/sites/default/files/uploads/TDM/draft_updated_tdm_plan.pdf) <https://www.tjcog.org/sites/default/files/uploads/TDM/draft_updated_tdm_plan.pdf>

TJCOG receives NCDOT funding from the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) and the Capital Area Metropolitan Planning Organization (CAMPO) for TDM activities. One of the key programs that TJCOG administers is an annual grant program for up to 50-percent reimbursement of activities designed to encourage behavior changes that lesson the demand for SOVs. Eligible activities include events, the development and dissemination of promotional and informational materials, and associated staff time.

The Town of Carrboro has participated in the TDM grant program for the last several years as a subrecipient of the Town of Chapel Hill, and previously funded activities have included Open Streets Day, the bike breakfast, bike on bus events, the annual Bike Night, Lighten Up Cruiser Ride, and safety workshops. Staff has discussed opportunities for increasing the number of eligible activities in the upcoming fiscal year and/or for future grant cycles. Thematic bicycle rides, developing more promotional and/or informational materials, incorporating some of the materials from the Green Neighborhood transportation modules into the Town's program, are all examples of activities that should be eligible for reimbursement if included in an approved grant proposal.

TJCOG staff have encouraged FY23 applicants to consider expanding programs while retaining a smaller-scope proposal as a back-up plan. Of note, the Town's project budget for the FY22 grant was for \$7,500, providing up to \$3,750 in reimbursement; the largest grant budget was \$9,400 for a maximum reimbursement of \$4,700. With that in mind, staff would envision a potential grant budget request range of \$7,500 to \$15,000 for a possible reimbursement range of \$3,750 to \$7,500.

Carrboro's participation in TJCOG's TDM program in partnership with the Town of Chapel Hill is separate from the activities associated with the Duke Center for Advanced Hindsight (CAH), which involves the development of a new resident welcome packet to encourage alternate transportation choices such as carpooling, walking, bicycling, or taking public transit. The Duke CAH project began in August 2021, with the design of the welcome packets occurring in November 2021; the packets are anticipated to be ready for mailing in February 2022.

It is important to note that TJCOG's TDM grant provides funding for programming activities only. The Town applies for funding for transportation infrastructure (bricks and mortar projects) through an entirely different mechanism. Transportation projects, such as greenways and sidewalks are selected for (up to 80-percent) funding through NCDOT's prioritization process, a data-driven process used to develop the State Transportation Improvement Program (STIP). Other transportation improvements which the Town implements through other funding sources can also help shift the needle on transportation choices

TJCOG added a new emphasis on diversity, equity, and inclusion to the Triangle Transportation Choices program for FY22, and applicants for the upcoming FY23 grant cycle are encouraged to include strategies for residential-based outreach to REINVEST Neighborhoods. REINVEST Neighborhoods are those in which residents may particularly benefit from alternative transportation options due to their race/ethnicity, income, vehicle availability and status. TJCOG has also established a new special RFP pilot program for FY23, Equity & Inclusion Initiative, designed to provide funding for local non-profits and community-based organizations working to provide safe and affordable commuting options for equity priority communities. (Additional information about the FY23 Grant Application and Special RFP: Equity & Inclusion Initiative may be found here: [Triangle Transportation Choices | Triangle J Council of Government \(TJCOG\)](https://www.tjcog.org/focus-areas-transportation/triangle-transportation-choices) < <https://www.tjcog.org/focus-areas-transportation/triangle-transportation-choices>>).

FISCAL & STAFF IMPACT: There is no financial impact associated with receiving this item. Once the grants have been awarded, staff will bring back a separate agenda item relating to the project budget.

RECOMMENDATION: Staff recommends that Council consider the resolution (*Attachment A*) supporting continued participation in the TDM program with the submittal of an application for Triangle J Council of Government's FY23 Triangle Transportation Choices grant program in partnership with the Town of Chapel Hill.