



Legislation Text

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TITLE:

Resolution Supporting an Application for Triangle J Council of Governments' FY24 Transportation Demand Management Grant Program, Triangle Transportation Choices

PURPOSE: The purpose of this agenda item is to request that the Town Council consider a resolution authorizing the submittal of an application for Triangle J Council of Governments' FY24 Triangle Transportation Choices grant program.

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, Triangle J Council of Governments (TJCOG) has administered a TDM program for the Triangle Region; the program was rebranded as "Triangle Transportation Choices" in 2019 and updated with a new emphasis on race and equity in 2022.

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. The program provides up to 50-percent reimbursement of activities designed to encourage behavior changes that lesson the demand for SOVs, such as the development and dissemination of promotional and informational materials, and associated staff time. The grant does not provide funding for infrastructure.

Since 2011, the Town of Carrboro has participated in the TDM grant program as a subrecipient of the Town of Chapel Hill partnering on activities such as the bike breakfast, bike on bus events, Lighten Up Cruiser Ride, and safety workshops. This year, for the FY24 grant cycle, staff is preparing a standalone application. If awarded, the Town would continue to collaborate with local and regional partners on TDM activities but would be able to incorporate more Carrboro branding on promotional materials to better target local needs and audiences.

Grant proposals include a schedule of activities for the upcoming year with associated costs; and, as noted above, successful applicants can receive up to 50-percent reimbursement on preapproved activities. TJCOG staff have encouraged FY24 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 FY23 grant was for \$15,000, providing up to \$7,500 in reimbursement. Staff is proposing a project budget of \$20,000 for FY24 providing up to

\$10,000 in reimbursement. In-kind services such as staff support at TDM activities can be applied toward the local match.

The inclusion of residential-based outreach to REINVEST Neighborhoods introduced to the program as part the FY23 grant cycle remains part of the program for FY24. REINVEST Neighborhoods are those in which residents may particularly benefit from alternative transportation options due to their race/ethnicity, income, vehicle availability and affordable housing status.

Opportunities to collaborate with other Town initiatives such as the Green Neighborhood program and/or community partnerships such as Carrboro in Motion, has provided an opportunity to hold additional TDM events, particularly in residential areas, within existing staff capacity levels.

Additional information about the FY24 Grant Application may be found here:

<https://www.tjcog.org/focus-areas-mobility-transportation/triangle-transportation-choices>

FISCAL & STAFF 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: The Town Manager recommends that the Town Council consider the resolution (*Attachment A*) supporting the submittal of an application for Triangle J Council of Governments' FY24 Triangle Transportation Choices grant program for a standalone grant for the Town of Carrboro.