

# Traffic Data Review & Findings | May 1, 2019

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An overview of available traffic data in Chapel Hill and preliminary findings

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# Presentation Outline

I. Why we're here: *2018 Community Survey*

II. Town data: *Longer travel time at peak times  
Minimal traffic change over time*

III. Regional data: *Increasing regional traffic*

IV. Upcoming projects: *Options for paths forward*

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# Town Data Review

## *Expectations for tonight*

1. Informational presentation; no Council action necessary
2. This data will be integrated into next steps with the Council's Town-wide Traffic Model
3. Town traffic data results may not match resident perceptions; Town staff will take the data out to residents for feedback

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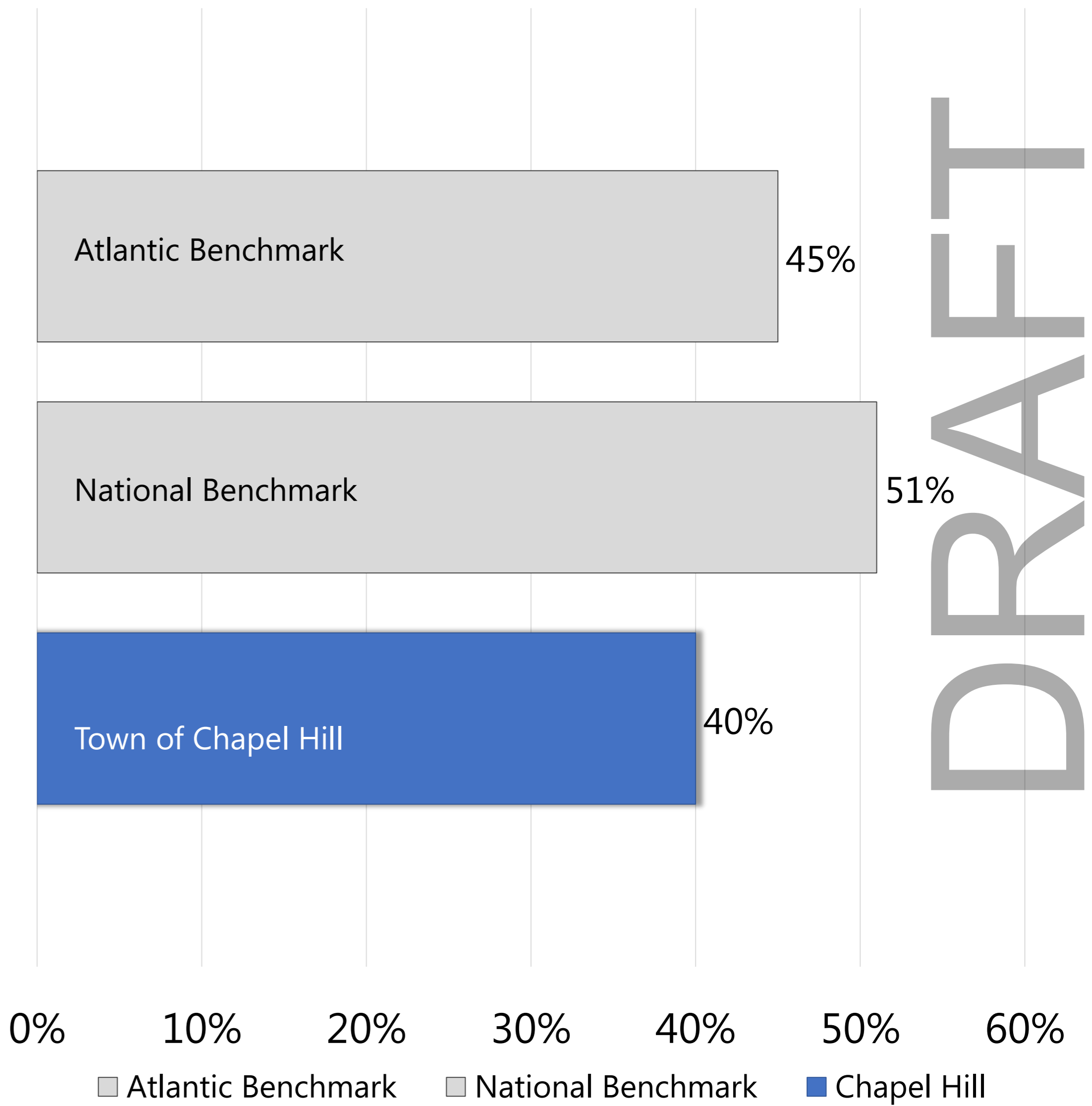
# Background & Context

## 2018 Community Survey Results on Traffic

- Residents identified the 'Overall Management of Traffic Flow' as a top priority for the Town.
- The Town performed 11% lower than the national average
- No statistical relationship found between a resident's address and their survey responses on traffic.

### Percent of Community Satisfied with Overall Management of Traffic Flow

2018 Community Survey Results



# Responding to the 2018 Community Survey

*Actions taken since the 2018 Community Survey results by the Town*

- Town Council charged staff to:
  - evaluate Town traffic data, and
  - analyze 2018 Community Survey results in the priority area of traffic
- In response, Town Leadership mobilized a cross-departmental team:
  - Led by Connected Community Goal Champions, Bergen Watterson and Donnie Rhoads
  - Supported by:
    - Traffic Management staff
    - Planning & Development Services staff
    - Analytics Team (GIS, Budget, & Technology Solutions staff)

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# + *Town Data*

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- Peak hour and travel time data
  - North Carolina Department of Transportation (NCDOT) data
  - Commuting patterns data

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# Town Data

## Traffic Data Types

- Point-in-Time Data & Reports
- Real-Time Data



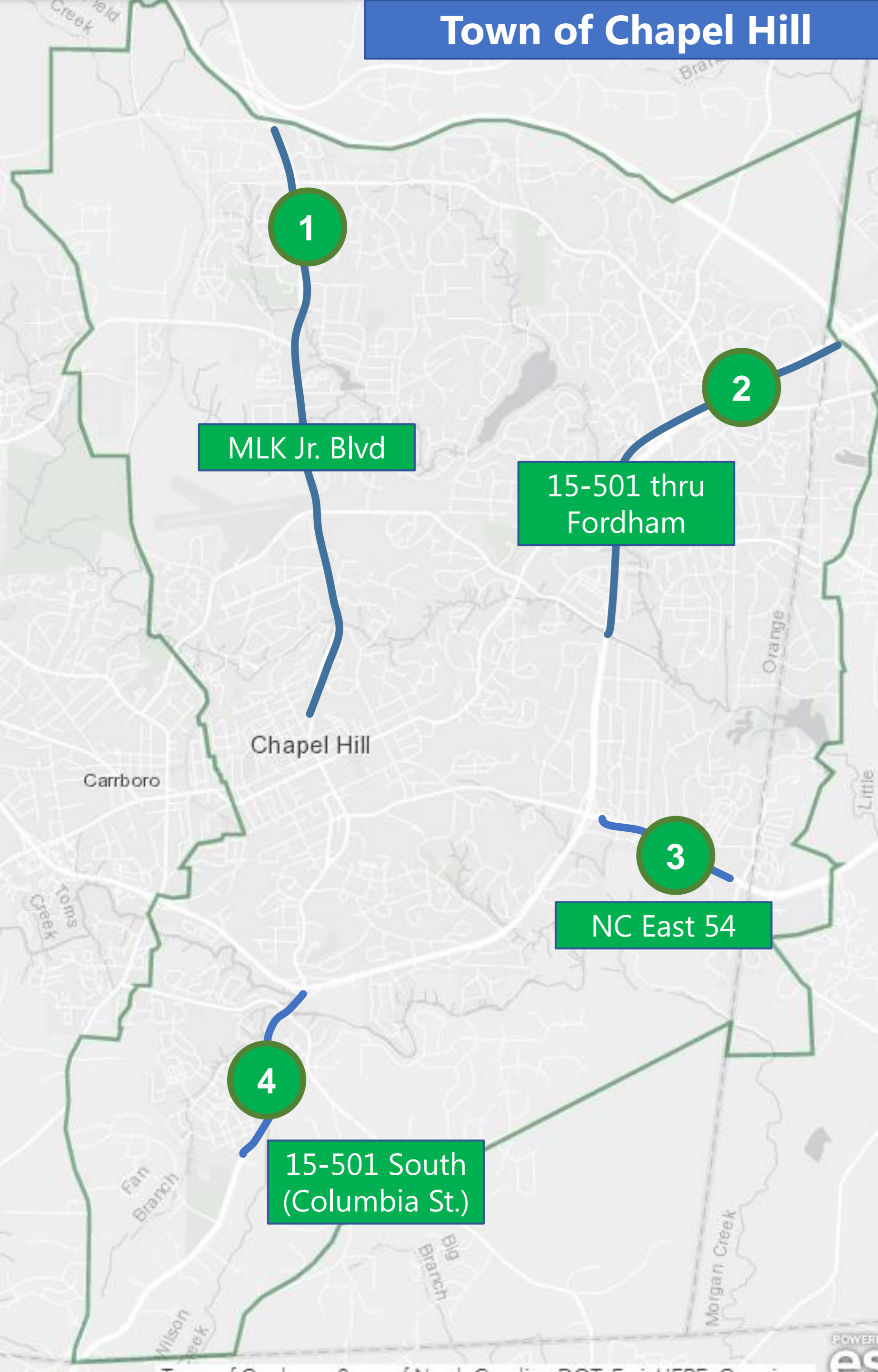
# Town Data Review

## *Preliminary Findings*

1. Peak hour traffic is increasing in major regional corridors
  - E.g. East 54, 15-501
2. Average annual daily traffic (AADT) is not increasing or decreasing significantly within Town limits
3. Some pass-through traffic from Chatham County, though other regional routes also experiencing traffic increase
4. The number of Chapel Hill residents biking, walking, or using public transit to get to work is increasing over time







# Town Data

## Peak hour and travel time data

Route	2016 PM Peak Travel Time (in minutes)	2018 PM Peak Travel Time (in minutes)	Change in Seconds	Percent Change
1. Martin Luther King Jr. Blvd	7 minutes, 5 seconds	8 minutes, 33 seconds	<b>+88</b>	<b>21%</b>
2. 15-501 thru Fordham Blvd	8 minutes, 29 seconds	8 minutes, 58 seconds	<b>+29</b>	<b>6%</b>
3. NC East 54	2 minutes, 11 seconds	2 minutes, 43 seconds	<b>+32</b>	<b>24%</b>
4. 15-501 S (Columbia St.)	n/a	3 minutes, 9 seconds	<b>n/a</b>	<b>n/a</b>

### Preliminary Finding 1

- Peak hour traffic is increasing in major regional corridors
  - E.g. East 54, 15-501

Source: Town of Chapel Hill Traffic Signal System Reports

# Town Data

*NCDOT Sensor Data in Chapel Hill (2003 – 2017)*

	2003 AADT Volume	2017 AADT Volume	Percent Change
Town of Chapel Hill (All Sensors within Town Limits)	1,330,050	1,269,910	- 4%

## *Preliminary Finding 2*

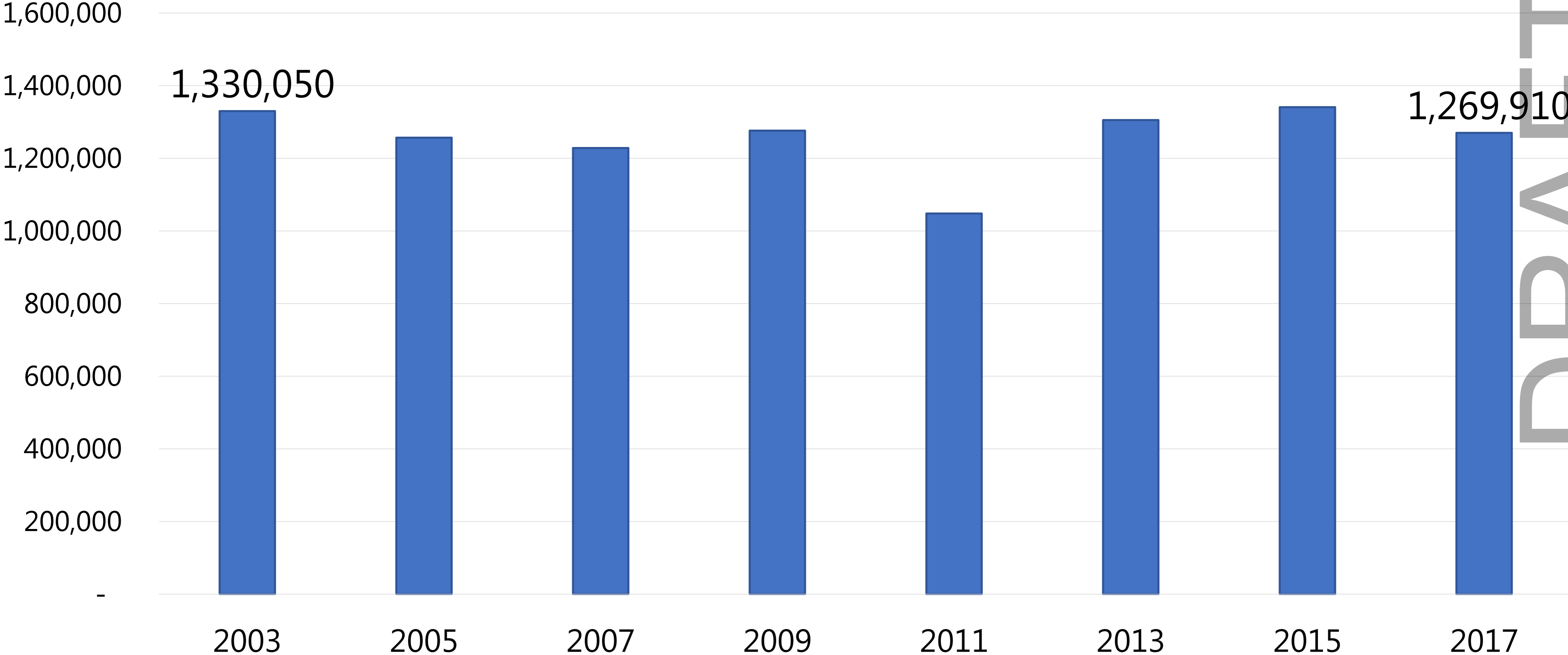
- Average annual daily traffic (AADT) is not increasing or decreasing significantly within Town limits
  - The average rate of change for all streets in Town is -4%
  - This rate of change is not consistent across all intersections in Town

*Source: NCDOT Sensors*

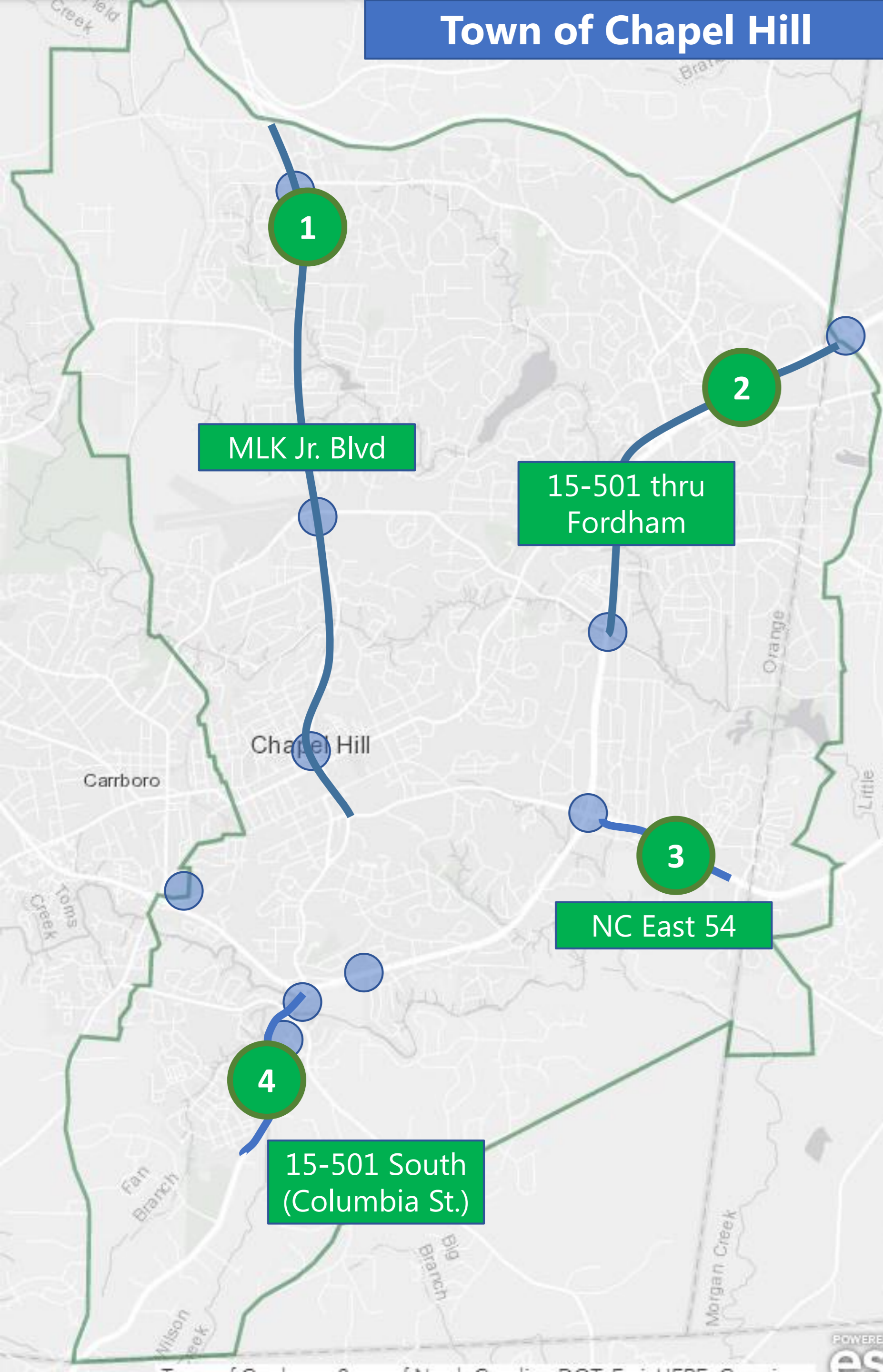
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# Town Data

*NCDOT Sensor Data in Chapel Hill (2003 – 2017)*







# Town Data

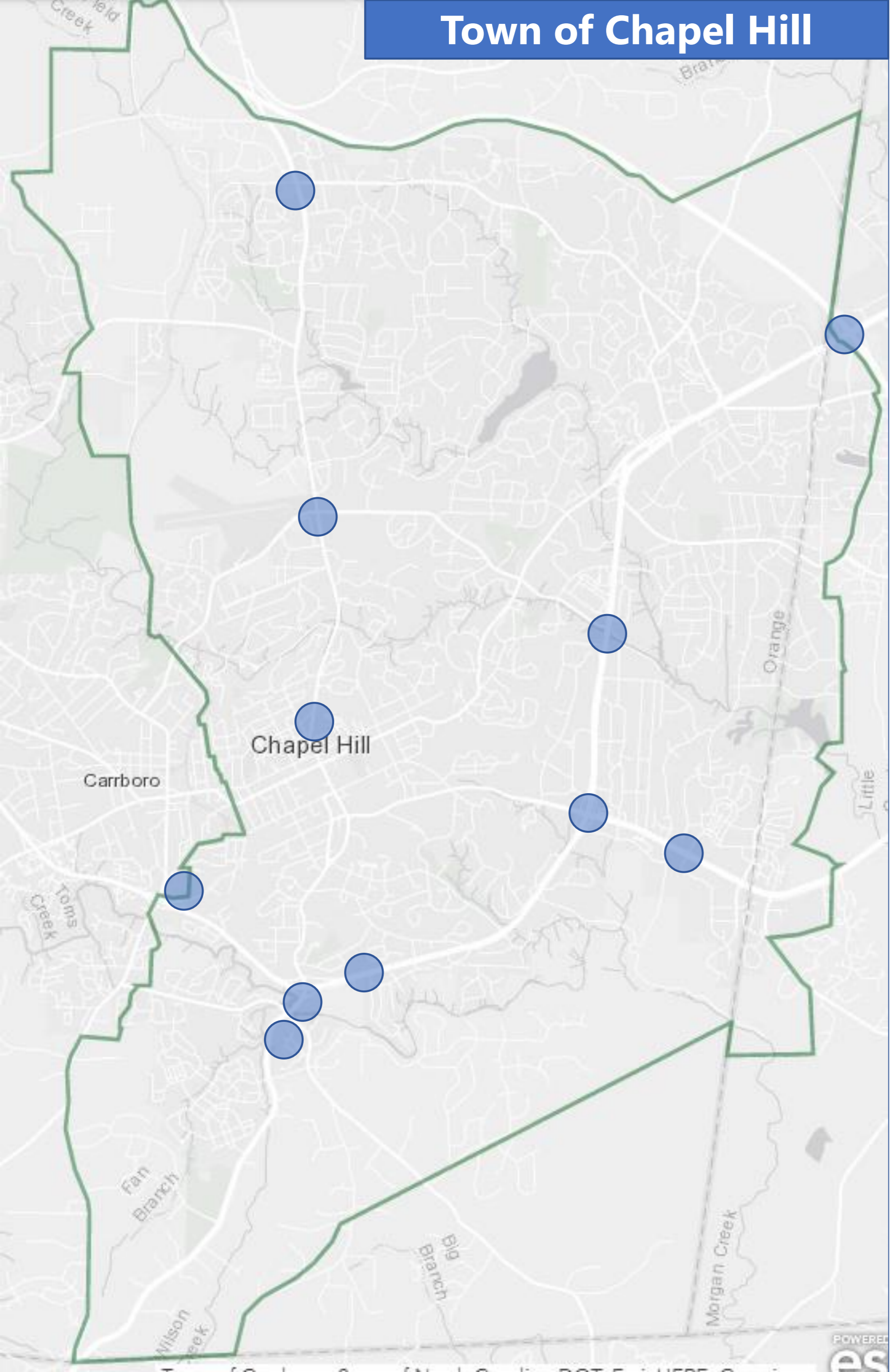
## Targeted Routes/Intersections

- **Route 1:** Martin Luther King Jr. Blvd
- **Route 2:** 15-501 thru Fordham Blvd
- **Route 3:** NC East 54
- **Route 4:** 15-501 South (Columbia St.)

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# Town of Chapel Hill



## Route 1: Martin Luther King Jr. Blvd

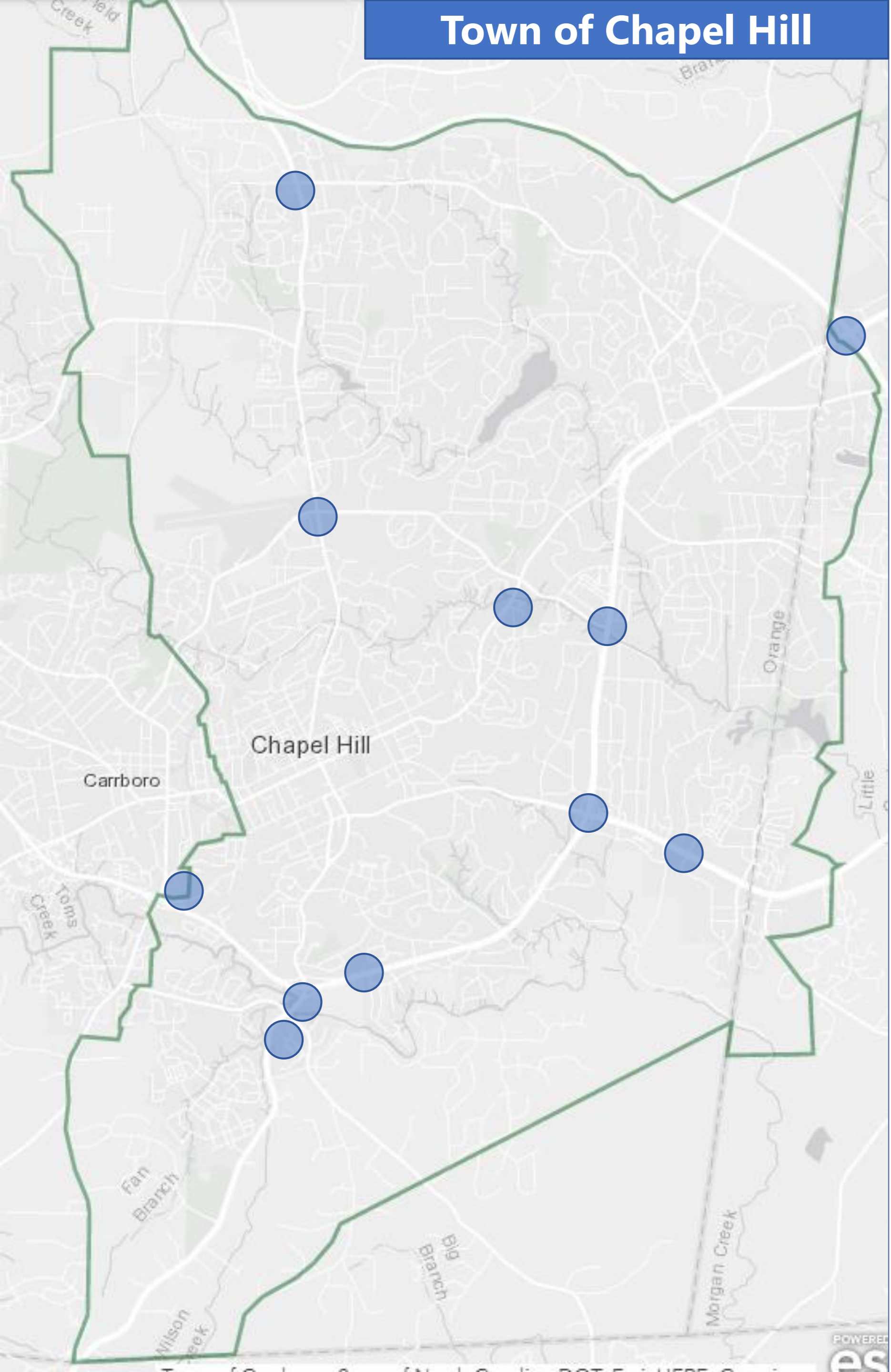
Intersection	2003 AADT Volume	2017 AADT Volume	Percent Change
N. Columbia St and Franklin St	18,000	15,000	<b>-17%</b>
MLK Jr Blvd and Estes Dr.	23,000	20,000	<b>-15%</b>
MLK Jr Blvd and Weaver Dairy Rd	26,000	28,000	<b>7%</b>

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Source: NCDOT Sensors



# Town of Chapel Hill



## Route 2: 15-501 thru Fordham Blvd

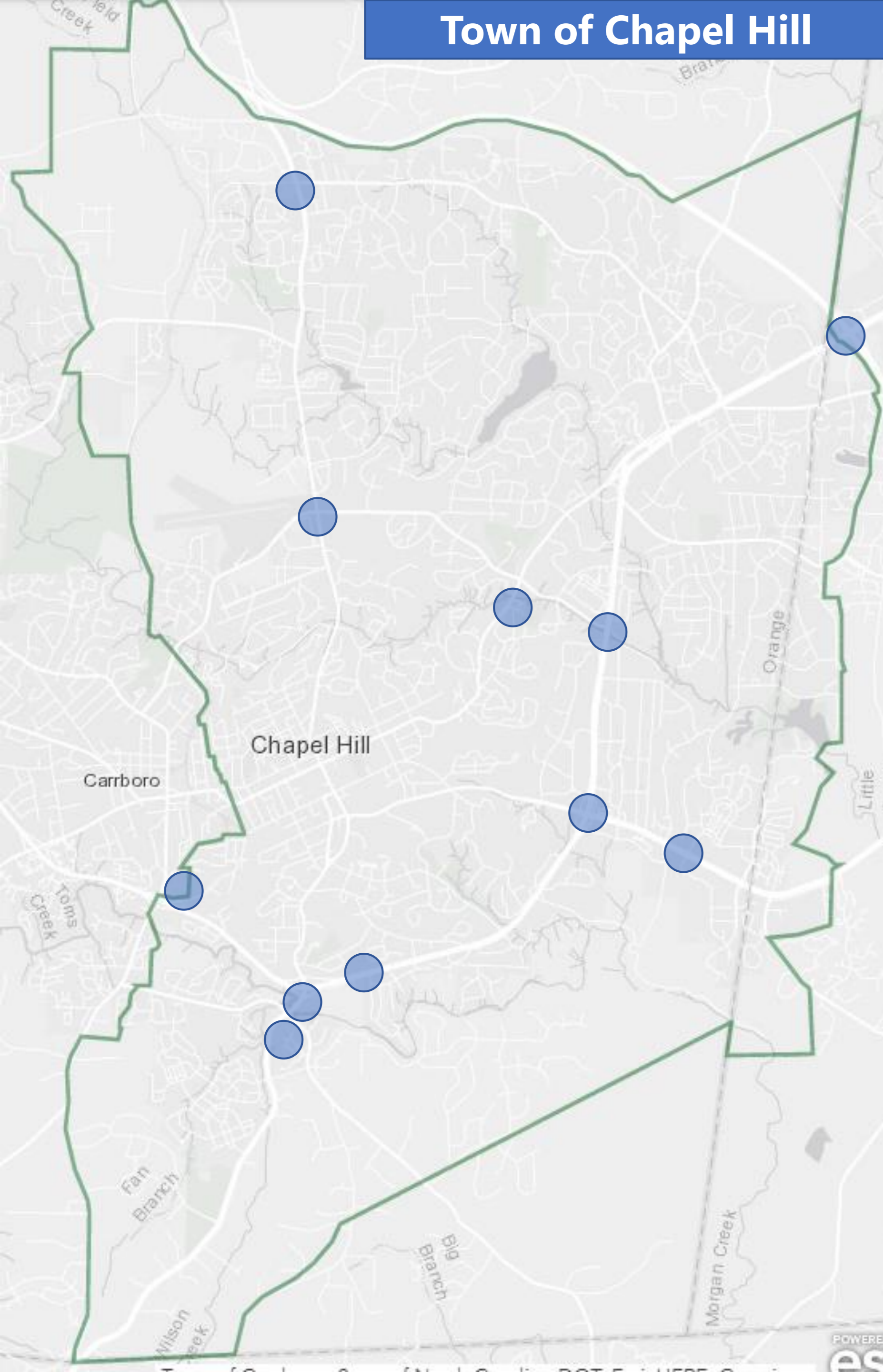
Intersection	2003 AADT Volume	2017 AADT Volume	Percent Change
15-501 and I-40	44,000	45,000	<b>2%</b>
15-501 / Fordham S of Estes Dr.	37,000	38,000	<b>3%</b>
Fordham Blvd and Raleigh Rd	50,000	54,000	<b>7%</b>
Fordham Blvd, near Morgan Creek	40,000	45,000	<b>11%</b>
Merritt Mill Rd and East 54	12,000	12,000	<b>0%</b>

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Source: NCDOT Sensors



# Town of Chapel Hill



## Route 3: NC East 54

Intersection	2003 AADT Volume	2017 AADT Volume	Percent Change
Raleigh Rd and Barbee Chapel Rd	37,000	49,000	<b>24%</b>
Fordham Blvd and Raleigh Rd	50,000	54,000	<b>7%</b>
Fordham Blvd, near Morgan Creek	40,000	45,000	<b>11%</b>
15-501 and East 54	30,000	36,000	<b>17%</b>
15-501 and Mt Carmel Rd.	20,000	25,000	<b>20%</b>

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Source: NCDOT Sensors

## Route 4: 15-501 S and various Chatham County Intersections

Intersection	2003 AADT Volume	2017 AADT Volume	Percent Change
Raleigh Rd and Barbee Chapel Rd	37,000	49,000	<b>24%</b>
Fordham Blvd and Raleigh Rd	50,000	54,000	<b>7%</b>
Fordham Blvd, near Morgan Creek	40,000	45,000	<b>11%</b>
15-501 and East 54	30,000	36,000	<b>17%</b>
15-501 and Mt Carmel Rd.	20,000	25,000	<b>20%</b>
Mt. Carmel Rd and Old Farrington Point Rd	5,000	6,700	<b>25%</b>
Lystra Rd and Farrington Point Rd	4,800	6,300	<b>24%</b>

### *Preliminary Finding 3*

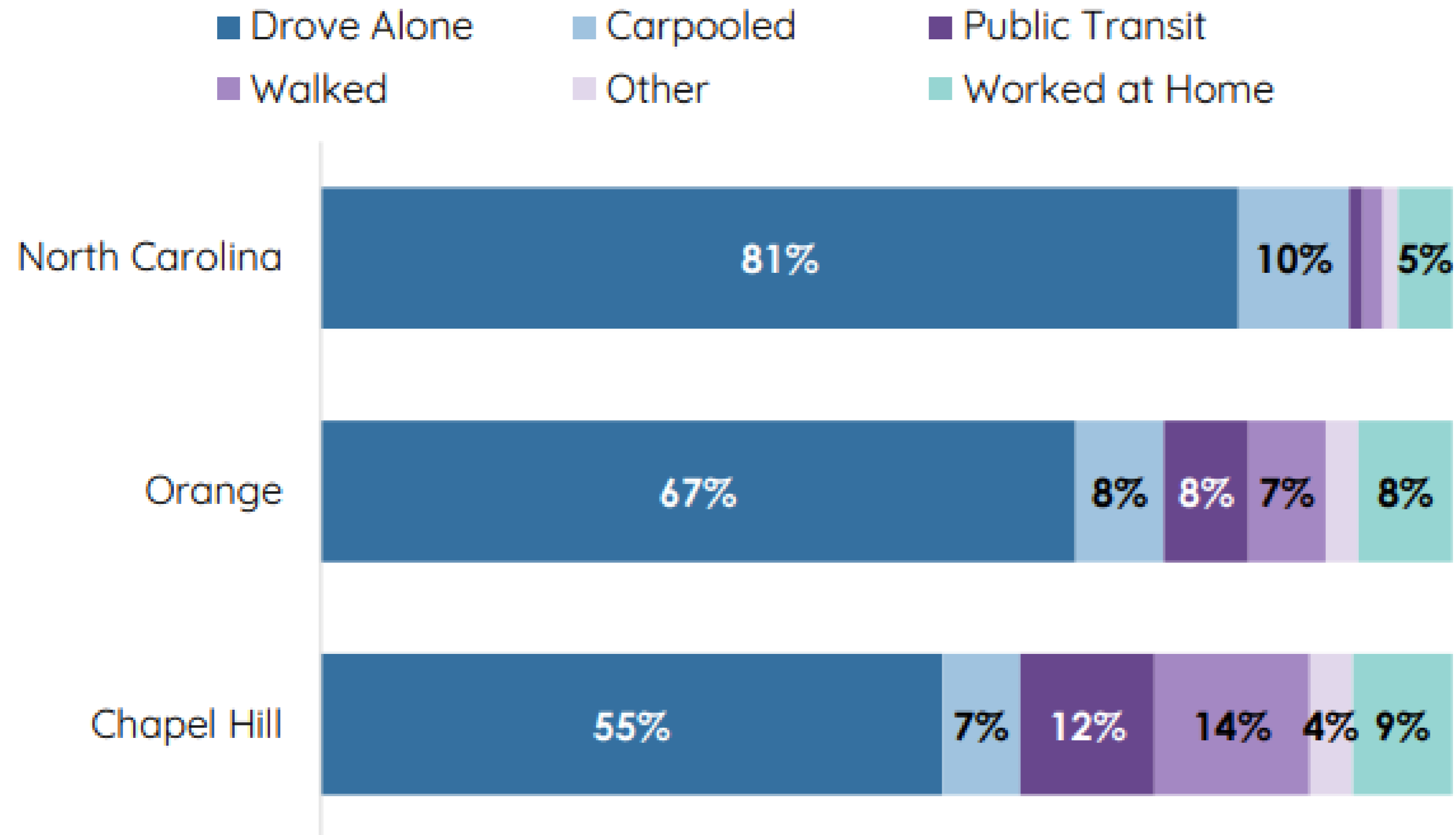
- Some pass-through traffic from Chatham County, though other regional routes also experiencing traffic increase

Source: NCDOT Sensors

# Town Data

## Commuting Pattern Data

Means of transportation to work, Chapel Hill vs. Orange and NC, 2016



### Preliminary Finding 4

- Chapel Hill residents more likely to walk, bike, or use public transit to get to work than regional peers
  - The number of Chapel Hill residents biking, walking, or using public transit to get to work is increasing over time



# Town Data Recap

## *Preliminary Findings*

1. Peak hour traffic is increasing in major regional corridors
  - E.g. East 54, 15-501
2. Average annual daily traffic (AADT) is not increasing or decreasing significantly within Town limits
3. Some pass-through traffic from Chatham County, though other regional routes also experiencing traffic increase
4. Chapel Hill residents more likely to walk, bike, or use public transit to get to work than regional peers



# + *Regional Data*

- NCDOT sensor data
- Upcoming traffic-related capital projects

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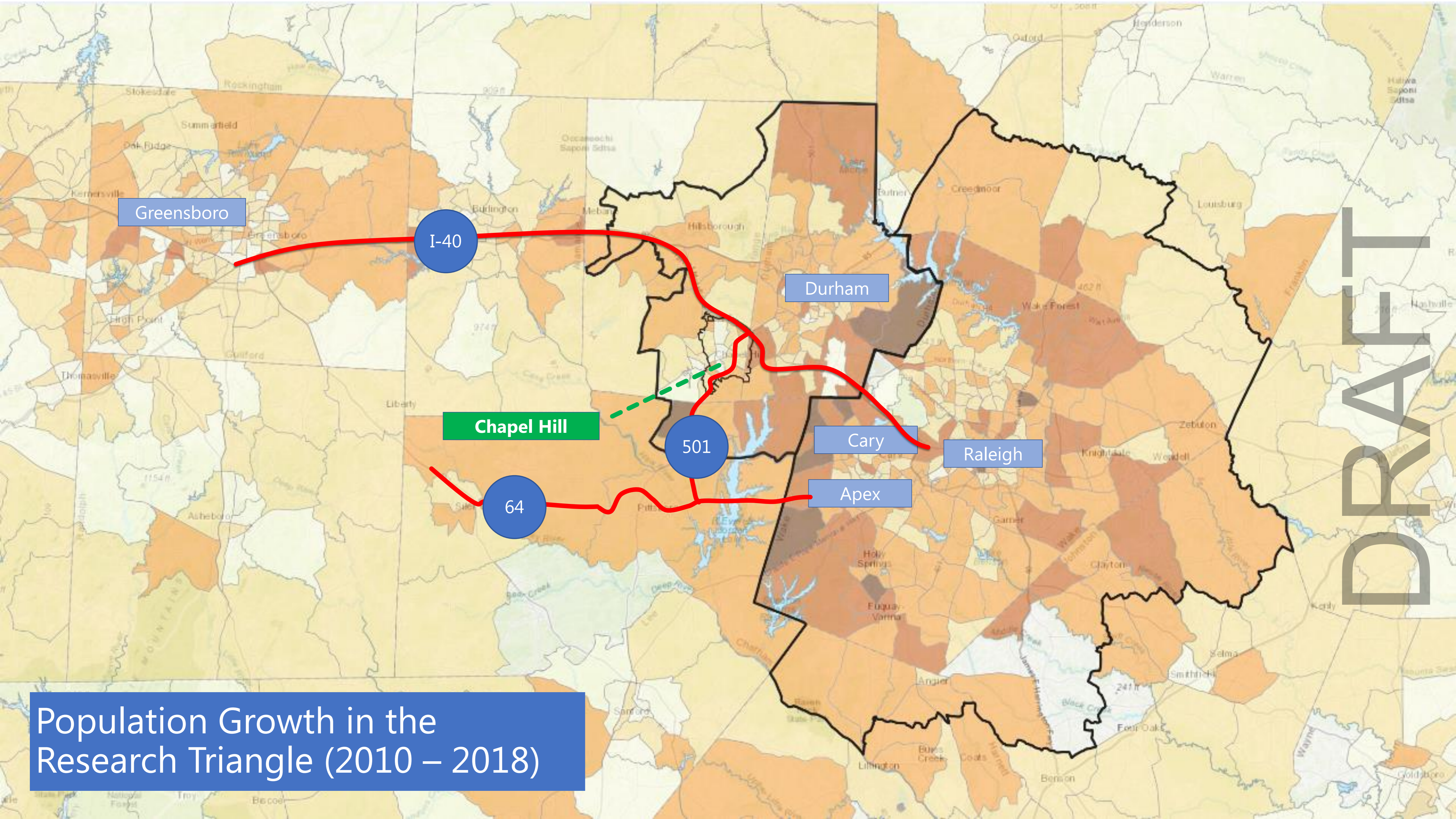
# Regional Data Review

## *Preliminary Findings*

1. Traffic has increased significantly in the region compared to Chapel Hill
2. More traffic on major regional corridors at peak times
  - e.g. I-40, NC 54, 15-501







Greensboro

I-40

Durham

Chapel Hill

501

Cary

Raleigh

64

Apex

Population Growth in the Research Triangle (2010 – 2018)

RESEARCH TRIANGLE



## Regional Data

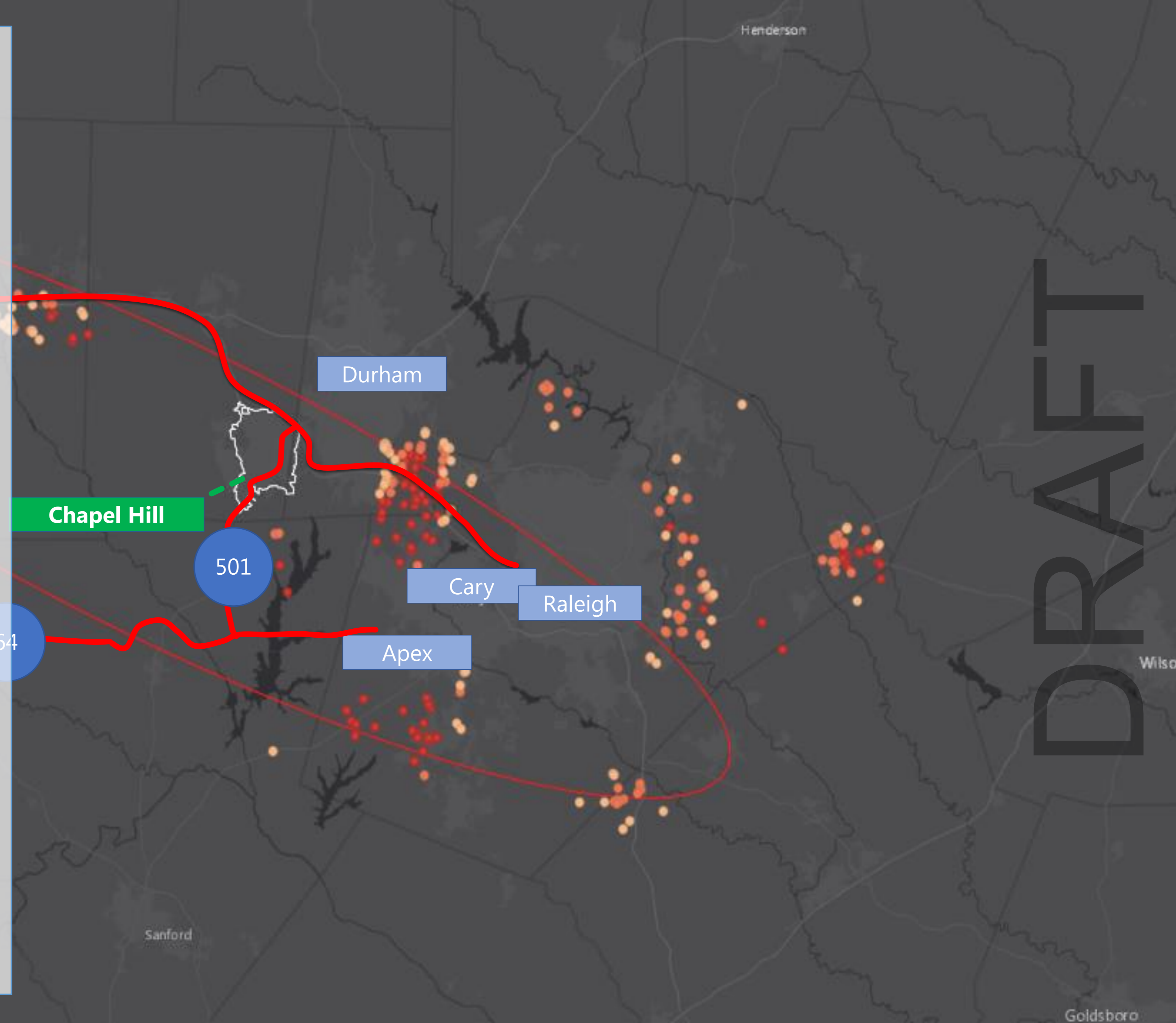
### *Increasing Regional Traffic*

- More traffic on major regional corridors at peak times

High Point

- population growth
- commuter' mobility
  - e.g. NC 54, 15-501, I-40

*Source: NCDOT sensor data*



# Regional Data Recap

## *Preliminary Findings*

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2. More traffic on major regional corridors at peak times
  - e.g. I-40, NC 54, 15-501



# Total Recap

## *Preliminary Findings (Town Data)*

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4. Chapel Hill residents more likely to walk, bike, or use public transit to get to work than regional peers

## *Preliminary Findings (Regional Data)*

1. Traffic has increased significantly in the region
2. More traffic on major regional corridors at peak times
  - e.g. I-40, NC 54, 15-501



# + *Upcoming Projects*

- 
- Traffic Signal System Dashboard
  - Upcoming traffic-related capital projects

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# Tools to monitor congestion

## Traffic signal system dashboard

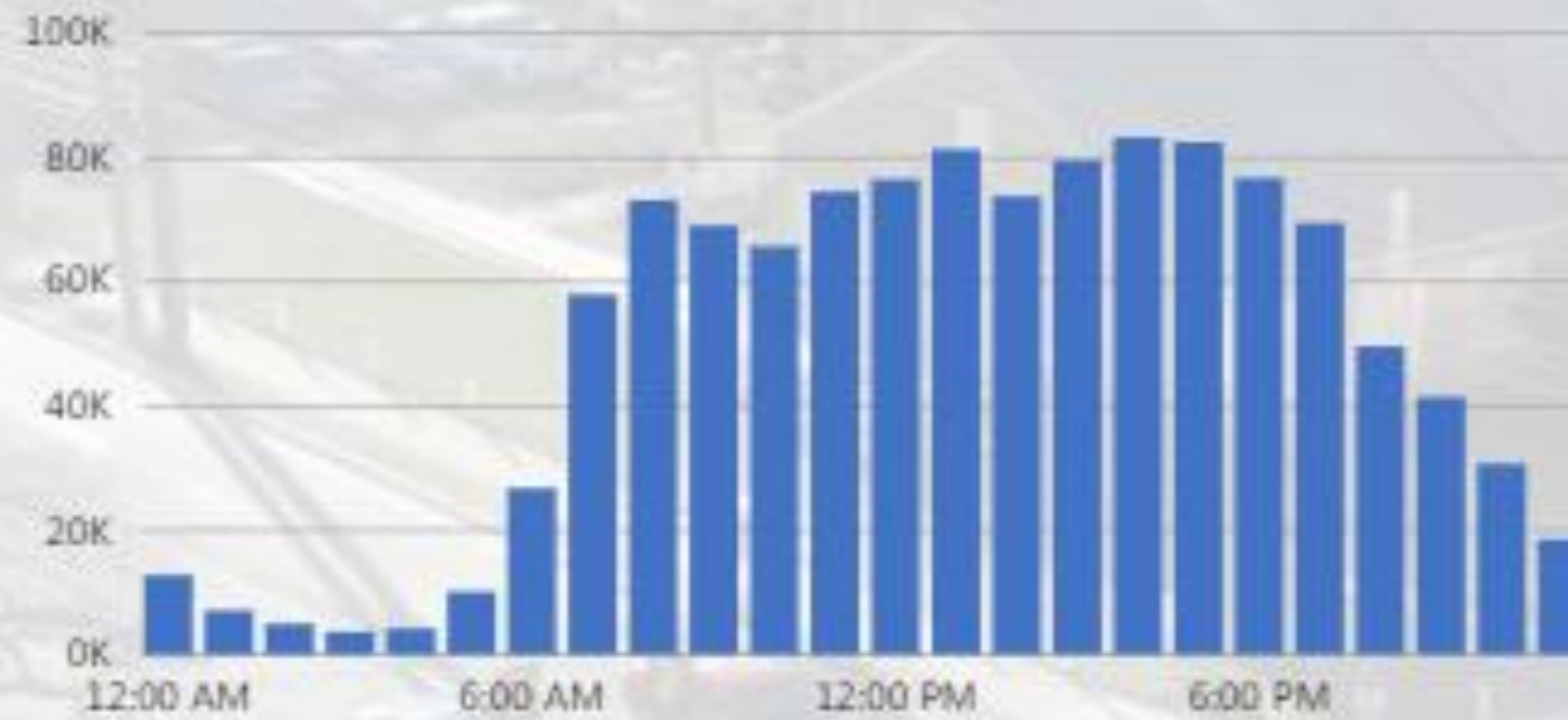
1,594

Average Number of Vehicles through Intersection per Hour

1.08

Average Stoplight Cycle Length in Minutes

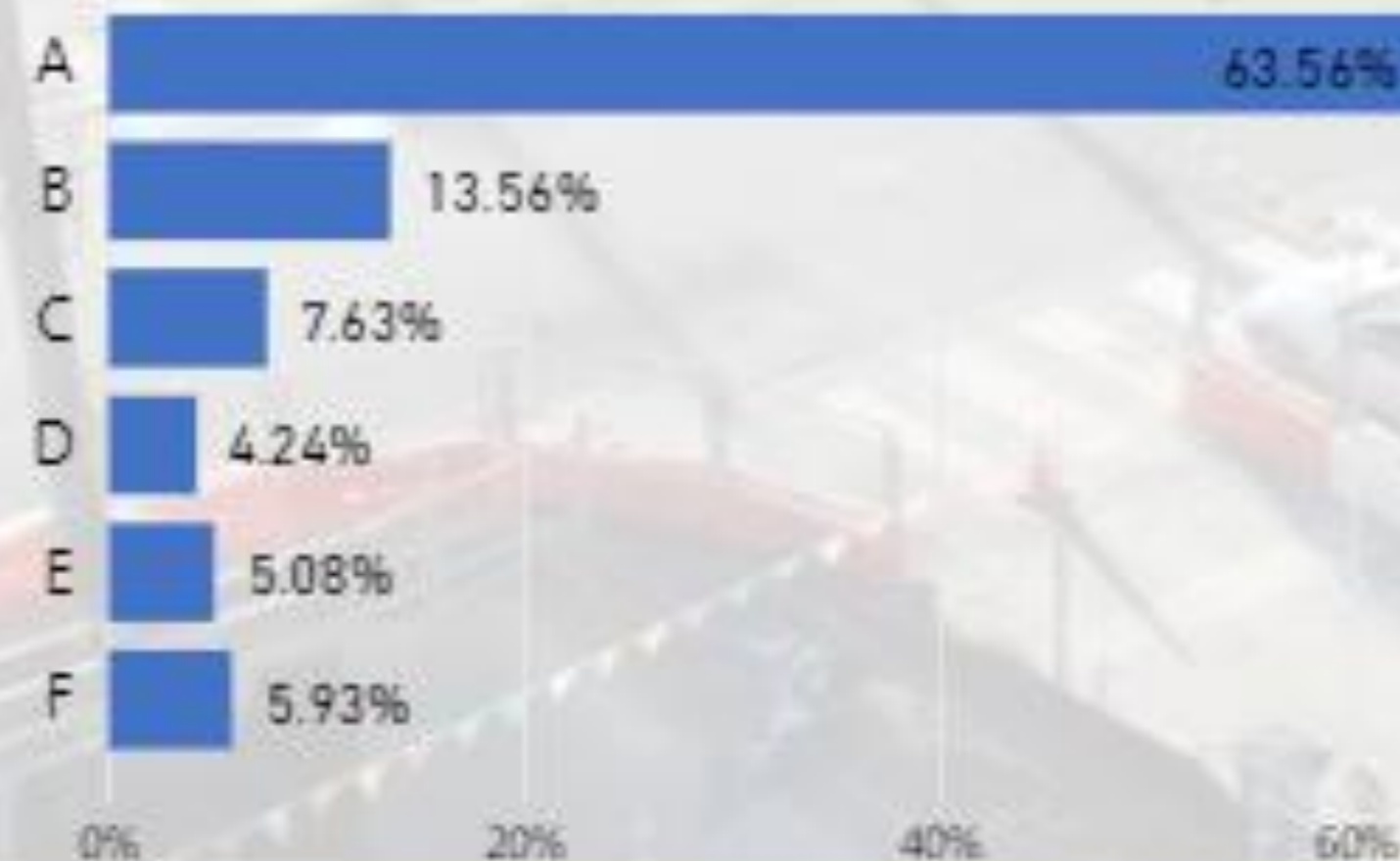
Average Number of Vehicles by Hour



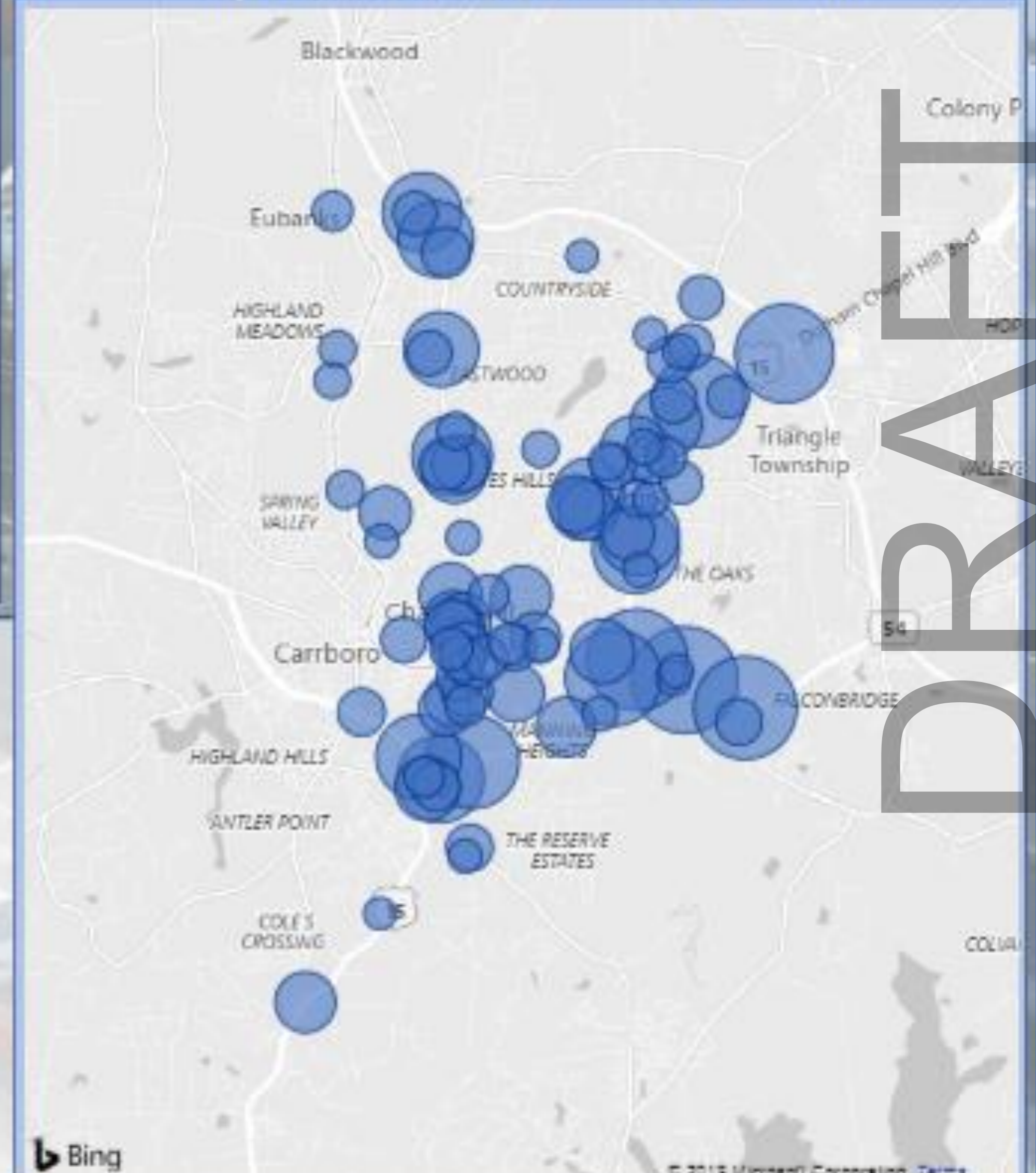
Top 5 Intersections in Town

Intersection_Centracs	Volume
Fordham @ Old Mason Farm Rd	6,570,110
Fordham @ Manning	4,933,155
MLK Jr. Blvd @ Estes	4,266,132
Franklin @ Estes	4,149,173
NC HWY 54 @ E Barbee Chapel Rd	3,038,828
Columbia @ Cameron	920,793
Franklin @ Graham	760,971

Intersection Grades (by Level of Service)



Top Problem Areas/ Intersections in Town



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# Town-wide Traffic Model

- Developed Traffic Model (TransModeler) for Blue Hill District
- TransModeler Software:
  - Multi-Model Analysis; Complete Traffic Impact Study
  - 3-D Visualization; Traffic Signal Operations on Coordinated Arterials or at Isolated Intersections
  - Demo of Blue Hill District Model is scheduled for May 1 at 10 am
- Town-wide Traffic Model Development
  - Grant funding may be available (MPO and Town Funds)
  - Start and Complete in FY 2020

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# Upcoming Projects

Actions the Town can take to manage regional congestion

1. Town-wide Traffic Model
2. NC 86 Project
3. NC 54 Project
4. I-40 Widening
5. Bus-Rapid Transit

# Ongoing Efforts

Actions the Town can take to manage Town traffic

1. Investments in bike and pedestrian facilities
2. Investments in Public Transit
3. Signal Timing Evaluation
4. Variable Message Sign Projects
5. Elliott Road Construction

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# Proposed Next Steps

1. Staff will incorporate data into upcoming decision points for capital and multi-modal projects
2. Staff is working on building out a Town-wide traffic model.
3. Staff will share data with Transportation and Connectivity Board and resident focus groups to learn how users of the system understand the town and regional data.

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# Traffic Data Review & Findings | May 1, 2019

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An overview on traffic in Chapel Hill and tools the Town has to manage congestion

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