

Staff Memorandum

Business Meeting– 12/05/18



Overview: The Town is preparing the annual application for a regional Transportation Demand Management (TDM) grant for Fiscal Year 2019 – 2020, which requires a resolution of support from the Town Council. The Town’s TDM program works directly with local employers and employees to expand the use of public transit, bicycling and walking. The TDM program provides assistance in developing information regarding alternative transportation mode options to reduce traffic congestion while improving air quality.

The TDM budget will be approximately \$101,935 with 50% (\$50,968) being provided by the TDM Grant and the remaining 50% (\$50,967) budgeted in the Planning and Development Services budget in the Town’s General Fund. The Town of Carrboro, a sub-recipient of the grant, is requesting an additional \$10,000 of the total grant, and will be reimbursed for 50% (\$5,000).

Background: The Town’s program is part of regional efforts to reduce traffic congestion and the carbon emissions footprint. The Town’s TDM program works directly with local employers and employees to expand the use of public transit, bicycling and walking. The TDM program provides assistance in developing information regarding alternative transportation mode options to reduce traffic congestion and improve air quality. Triangle J Council of Governments administers the grant program with state and federal funds. Examples of the TDM programs and partnerships include:

- The University of North Carolina at Chapel Hill- Cyclicious, Staff & Student Transportation Forums and Bike Month Outreach Event;
- Chapel Hill-Carrboro City Schools- Walk to School Day and Bike to School Day;
- Local Private Schools- Walk/Bike to School Day, 25 by 25 and the Transportation Management Plan program;
- Town of Carrboro- Bike Month Planning and local events;
- Chapel Hill – Carrboro Chamber of Commerce- Special Campaigns such as Lighten Up;
- Chapel Hill Downtown Partnership- Walk/Bike Movie on the Deck Nights;
- Bike Advocacy Groups - Bike Alliance Chapel Hill & Carrboro Bike Coalition- Lighten Up Campaign and Bike Night;
- Local Bicycle Stores- Special Store Bike Sales, Bicycle Checkouts for Town Guests, and Bike Month Planning;
- NC Active Routes to School- International Bike and Walk to School events;
- NC Watch For Me program- All materials are supplied for campaign including bike lights for Bike Month and other special events;
- Individual Chapel Hill Businesses- Specific stores offer discounts for cyclists as part of the nation-wide Bike Benefits program; and
- Transportation Management Plan (TMP) Business Community- those buildings/businesses that have a TMP with the Town of Chapel Hill, offer promotional materials/incentives for campaigns, annual TMP Conference, and other training opportunities throughout the year.

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Funding through the TDM program supports the Town's Transportation Management Plan (TMP), which is required for new developments through the Special Use Permit Process. Businesses with TMPs are asked to encourage their employees to seek alternatives to driving alone to work in order to reduce traffic congestion, decrease the Town's carbon footprint and increase transit ridership. The TMP program began in 1991 with 38 employers and has grown to include 118 employers with approximately 4,500 employees who are exposed to the TDM programs and educational materials.

The Town of Chapel Hill has its own Transportation Management Plan for Town employees. To support the Town's TMP, the TDM Community Manager collaborates with Town departments to conduct educational campaigns, offer incentives to employees who try alternative commutes, and put on programs for the residents of Chapel Hill. Some TDM special events and outreach examples with Town Departments include:

- Chapel Hill Transit- Bike on Bus Workshops, How to Ride the Bus Workshops
- Parks & Recreation Department- Bike Day in the Park, Bike-In Movie Night
- Public and Cultural Arts Program- Colorful crosswalks, Alternative transportation art & photography shows
- Chapel Hill Police Department- Bike Cruiser Rides, Bike Rodeo, Lighten Up
- Chapel Hill Fire Department- Bike Day in the Park
- Public Works Department- Bike Day in the Park, Pedestrian Light Safety Workshop
- Chapel Hill Public Library- Alternative Transportation Displays, Bike Story Day, transportation-themed children's books and displays

The Transportation Demand Management program conducts a biannual survey of all TMP sites, including the Town of Chapel Hill. The Town uses this information to inform the focus areas and programming for each year's TDM grant application.