

Review of Traffic Data in Response to 2018 Community Survey Results.

Staff:

Donnie Rhoads, Captain
 Bergen Watterson, Transportation Planning Manager
 Dave Almond, Senior GIS Analyst
 David Finley, Strategic Planning Project Manager

Department:

Police Department
 Planning Department
 Technology Solutions
 Manager’s Office & Business Management

Overview: The 2018 Town of Chapel Hill Community Survey respondents identified ‘overall management of traffic flow’ as a top priority for investment over the next two years. Tonight, we share an overview of the 2018 Community Survey results, Town traffic data, regional traffic data, and tools to monitor Town traffic data.



Recommendation(s):

That the Council receive information on traffic data in response to the 2018 Community Survey results.

Context:

- Following the adoption of the FY 19 budget, the Town Council adopted a Resolution articulating their expectations for next steps in the budget and strategic planning process. A section of the [June 13, 2018, resolution](#) calls for staff to build out the Connected Communities goal area with a focus on traffic and transportation.
- Town and regional data show that average annual daily traffic (AADT) is not increasing or decreasing significantly within Town limits but peak hour traffic is increasing in major town and regional corridors (US 15-501, NC 54, and I-40). There is evidence of some pass through traffic from Chatham County, though other regional routes to RTP and Raleigh also show increases in traffic.
- Moving forward, staff will continue to gather data and information and use it to inform ongoing Town programs and investments.

Next Steps to Gather and Utilize Data:

- Staff will incorporate data into upcoming decision points for capital and multi-modal projects.
- Staff is working on building out a Town-wide traffic model.
- 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.

Council Goals:

<input type="checkbox"/>		Create a Place for Everyone	<input type="checkbox"/>		Develop Good Places, New Spaces
<input type="checkbox"/>		Support Community Prosperity	<input type="checkbox"/>		Nurture Our Community
<input checked="" type="checkbox"/>		Facilitate Getting Around	<input type="checkbox"/>		Grow Town and Gown Collaboration



Attachments:

- Draft Staff Presentation

The Agenda will reflect the text below and/or the motion text will be used during the meeting.

PRESENTER: Donnie Rhoads, Captain
Bergen Watterson, Transportation Planning Manager
David Finley, Strategic Planning Project Manager

RECOMMENDATION: That the Council receive information on traffic data in response to the 2018 Community Survey results.