



## Legislation Details (With Text)

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**File created:** 8/3/2021      **In control:** Town Council

**On agenda:** 11/17/2021      **Final action:** 11/17/2021

**Title:** Adopt a Resolution Supporting the FY23 Chapel Hill Transportation Demand Management Application to the Triangle J Council of Governments.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. A RESOLUTION SUPPORTING THE FY23 CHAPEL HILL TRANSPORTATION DEMAND MANAGEMENT APPLICATION TO THE TRIANGLE J COUNCIL OF GOVERNMENTS (2021-11-17/R-3)

Date	Ver.	Action By	Action	Result
11/17/2021	1	Town Council	adopted	Pass

### Adopt a Resolution Supporting the FY23 Chapel Hill Transportation Demand Management Application to the Triangle J Council of Governments.

**Staff:**

Colleen Willger, Director  
Bergen Watterson, Transportation Planning Manager  
Len Cone, Transportation Demand Community Manager

**Department:**

Planning

**Overview:** This resolution supports the application for the FY23 Transportation Demand Management (TDM) grant. GoChapelHill!, the TDM program, supports the Town’s broader transportation goals to expand mobility, reduce congestion, increase housing affordability, and promote sustainability by encouraging the use of alternative modes of transportation. The program provides information and incentives to local employers encouraging the use of public transportation, carpooling, bicycling, and walking. The Town conducts a survey every two years on commuter travel behavior and demographics to gauge program impact and inform future efforts and policy decisions.

★ **Recommendation(s):**

That the Council adopt the resolution supporting an application to Triangle J Council of Governments for the FY23 TDM grant.

**Key Issues:**

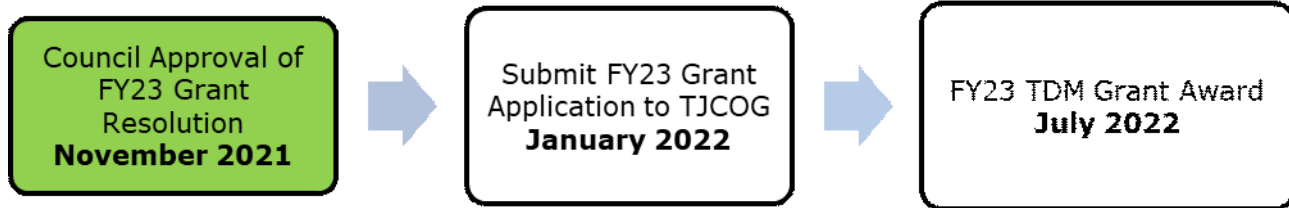
- The Town has applied for and received TDM funding from TJCOG for fourteen years.
- The TDM work focuses on reducing traffic congestion, decreasing Chapel Hill’s carbon footprint, improving air quality, increasing quality of life, increasing transit ridership, and building a healthier community.
- Participation in the TDM regional program supports the Town's role in regional transportation planning.
- If awarded, the TDM grant will require a 50% local match, which comes primarily from the General

Fund and is supported by Active Living by Design funding, a dwindling grant the Town received in 2005 that has been used as the non-salary/benefit match for TDM programming over the years.

- Current grant amount for FY22 is \$106,852, including \$7,500 for Carrboro as a subrecipient.
- The exact amount of the FY23 grant amount has not been finalized yet, but is expected to be similar to FY22 and will be included in the FY23 Town budget development

**Fiscal Impact/Resources:** The grant requires a 50% local match. The General Fund covers the Town's share of salary and benefits. The Active Living by Design grant covers the TDM programming, travel, supplies, etc. The full grant for FY23 is expected to be between \$100,000 and \$110,000.

**Where is this item in its process?**



**Attachments:**

- Resolution

**A RESOLUTION SUPPORTING THE FY23 CHAPEL HILL TRANSPORTATION DEMAND MANAGEMENT APPLICATION TO THE TRIANGLE J COUNCIL OF GOVERNMENTS (2021-11-17/R-3)**

WHEREAS, the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC-MPO), the Capital Area Metropolitan Planning Organization (CAMPO), and the North Carolina Department of Transportation (NCDOT) have provided funding to the Triangle J Council of Governments (TJCOG) to support Transportation Demand Management (TDM) activities in the region; and

WHEREAS, the Town of Chapel Hill has received TDM funding for 14 years and coordinates with the University of North Carolina at Chapel Hill and the Town of Carrboro for local programming and events; and

WHEREAS, the Town has developed a program of activities, outreach, and events as part of the FY23 TDM grant application; and

WHEREAS, the Town of Carrboro will be a sub-recipient of the FY23 TDM grant; and

WHEREAS, the grant, if awarded, will require a 50% local match and will be supported and administered by Town staff; and

WHEREAS, the TDM grant application requires a resolution of support from the Town of Chapel Hill Town Council.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Town Council supports the FY23 GoChapelHill! Transportation Demand Management grant application to the Triangle J Council of Governments.

This the 17th day of November, 2021.

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

By adopting this resolution, the Council supports the GoChapelHill! Transportation Demand Management FY23 grant application to TJCOG.