



TOWN OF CHAPEL HILL

Town Hall
405 Martin Luther King Jr.
Boulevard
Chapel Hill, NC 27514

Legislation Details (With Text)

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On agenda: 12/7/2022 **Final action:** 12/7/2022
Title: Support the FY24 Chapel Hill Transportation Demand Management Application to the Triangle J Council of Governments.

Sponsors:

Indexes:

Code sections:

Attachments: 1. RESOLUTION SUPPORTING THE FY23-24 CHAPEL HILL TRANSPORTATION DEMAND MANAGEMENT APPLICATION TO THE TRIANGLE J COUNCIL OF GOVERNMENTS (2022-12-07/R-4)

Date	Ver.	Action By	Action	Result
12/7/2022	1	Town Council	adopted	Pass

Support the FY24 Chapel Hill Transportation Demand Management Application to the Triangle J Council of Governments.

Staff:

Mary Jane Nirdlinger, Deputy Town Manager & Interim Director
Bergen Watterson, Transportation Planning Manager
Len Cone, Transportation Demand Community Manager

Department:

Planning

Overview: This resolution supports the application for the FY23-24 Transportation Demand Management (TDM) grant. GoChapelHill, the Town's TDM program, supports the Town's broader transportation goals to expand mobility, reduce congestion, increase housing affordability, and promote sustainability through encouraging use of alternative modes of transportation. The program provides information and incentives to local employers encouraging 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 (TJCOG) for the FY23-24 TDM grant.

Additional Background:

- The Town has applied for and received TDM funding from TJCOG for fifteen years.
- The TDM work focuses on reducing traffic congestion, decreasing Chapel Hill's carbon footprint, improving air quality, increasing bicycle and pedestrian modeshare, increasing transit ridership, and building a healthier community.
- Participation in the TDM regional program supports the Town's role in regional transportation planning.
- The TDM grant requires a 50 percent local match, which comes from the General Fund.
- Current grant amount for FY23 is \$137,690, including \$15,000 for Carrboro as a subrecipient.

- The exact amount of the FY24 grant amount is unknown at this point, but is expected to be similar to FY23.

Fiscal Impact/Resources: The grant requires a 50 percent local match. The General Fund covers the Town's share of the grant. The full grant for FY24 is expected to be between \$144,000 and \$149,000.

Where is this item in its process?



Attachments:

- Resolution

A RESOLUTION SUPPORTING THE FY23-24 CHAPEL HILL TRANSPORTATION DEMAND MANAGEMENT APPLICATION TO THE TRIANGLE J COUNCIL OF GOVERNMENTS (2022-12-07/R-4)

WHEREAS, the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization has provided funding to the Triangle J Council of Governments to support Transportation Demand Management activities in the region; and

WHEREAS, the Town of Chapel Hill has received Transportation Demand Management funding in FY22-23 and coordinates with the University of North Carolina and the Town of Carrboro in Transportation Demand Management program promotions; and

WHEREAS, the Town has developed a program of Transportation Demand Management activities as part of the FY23-24 Transportation Demand Management grant application; and

WHEREAS, the Town of Carrboro will be a sub-recipient of the FY23-24 Transportation Demand Management grant; and

WHEREAS, Town staff will support and administer GoChapelHill!, the Town's Transportation Demand Management program, which requires a 50 percent match of the total program budget; and

WHEREAS, a resolution is required from the Town of Chapel Hill supporting the TDM grant application.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Town Council supports the FY23-24 Chapel Hill Transportation Demand Management grant application to the Triangle J Council of Governments.

This the 7th day of December, 2022.

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 FY24 grant application to TJCOG.