MEMORANDUM

TO: Roger L. Stancil, Town Manager

FROM: J.B. Culpepper, Planning Director
                 Kenneth C. Pennoyer, Director, Business Management
                 Steve Spade, Transit Director
                 David Bonk, Long Range and Transportation Manager

SUBJECT: Transportation Demand Management Grant Budget Amendment

DATE: October 28, 2009

PURPOSE

The purpose of this memorandum is to recommend that the Council accept a North Carolina Department of Transportation (NC DOT) Transportation Demand Management (TDM) Grant. The enactment of the attached ordinance would amend the budget for the TDM grant to include $118,752 for the FY09-10 TDM grant.

BACKGROUND

As part of a Triangle regional 7 year TDM plan, the Town was awarded a grant in July, 2009 for implementation of transportation demand management programs in Chapel Hill. The funding is for fiscal year July 1, 2009 – June 30, 2010. Other agencies receiving similar funding included Triangle Transit, North Carolina State University, the University of North Carolina at Chapel Hill, North Carolina Central University, Raleigh, Cary, Durham and Triangle Transit.

DISCUSSION

The TDM Grant will provide 50% funding ($59,376) for transportation demand management activities, including staff salaries and preparation of related marketing materials. The fiscal year 2009 - 2010 TDM budget, totaling $118,752, will support outreach and marketing activities being undertaken by the Town's Planning and Transit Departments.

The Transportation Demand Management Outreach position is funded by the TDM grant along with 50% matching funds from the Planning Department budget. The remaining 50% of the TDM budget is from a combination of the existing grants and other town funds. We have provided a summary of the TDM events and activities related to the fiscal year 2008 – 2009 (Attachment I).

RECOMMENDATION

That the Council enact the ordinance to accept the TDM grant of $59,376 and approve the attached budget ordinance totaling $118,752.

RECOMMENDATION

1. Budget Ordinance

2. FY 2008-2009 TDM Summary of Activities