

MEMORANDUM

TO: Roger L. Stancil, Town Manager

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

SUBJECT: Transportation Demand Management (TDM) Grant Application for FY 2010 - 2011

DATE: March 8, 2010

PURPOSE

The purpose of this memorandum is to seek the Council's support for the Town to submit a request to the Triangle J Council on Governments for Transportation Demand Management grant funds.

This memorandum provides information on the Transportation Demand Management (TDM) grant. A resolution of support for the program from the elected body is a submittal requirement of the grant application.

BACKGROUND

As part of a Triangle regional 7 year TDM plan, the Town was awarded a grant in the spring of 2009 for implementation of transportation demand management programs in Chapel Hill. The Town is applying for the same TDM grant for fiscal year July 1, 2010 – June 30, 2011. Other agencies receiving funding include Triangle Transit, NC State University, the University of North Carolina at Chapel Hill, Raleigh, Durham, Cary, North Carolina Central University, Wake Technical Community College and Triangle Transit.

DISCUSSION

We anticipate proposing a total TDM budget of approximately \$128,000 which will provide funding for the transportation demand management activities, including staff salaries and preparation of related marketing materials. The TDM grant funds would provide 50% of the total proposed budget. As proposed, the remaining 50% program match is anticipated to be provided through local funding. The fiscal year 2010-2011 TDM funds will support outreach and marketing activities being undertaken by the Town's Planning and Transit Departments.

RECOMMENDATION

That the Council adopt the attached resolution supporting the Town's FY2010-2011 Transportation Demand Management grant application.