

Guide for Transportation Management Plan Development

These guidelines are intended to help direct the development of your Transportation Management Plan. The Transportation Management Plan Program is designed to decrease the amount of traffic generated by each site by promoting policies that will result in the reduced use of automobiles, particularly single occupant vehicles, and support the Town's efforts to reduce carbon emissions while promoting wellness through use of transit, bicycle and pedestrian movement.

Administration and Reporting

A Go Chapel Hill Transportation Management Site Coordinator will be designated and responsible for administering, communicating, and reporting the plan and surveys to the individual Go Chapel Hill business and agency coordinators located in building.

Responsibilities of Go Chapel Hill Transportation Management Plan Coordinator

1. Promote participation in the Go Chapel Hill Transportation Management Plan Program;
2. Provide individual business/agency name, coordinators name and contact information including email, address and phone number
3. Forward information sent by the Town to those located at the TMP site.
4. Conduct the biennial Go Chapel Hill Mobility Business and Employee surveys. This survey form, provided by the Town of Chapel Hill, will show travel behavior of employees;
5. Prepare and submit an annual report on the status and implementation of the Transportation Management Plan.
6. Attend Town Go Chapel Hill Transportation Demand Management Active Business annual training workshop.

Reporting Dates

1. The coordinator will need to submit an Occupancy Survey (provided by the Town of Chapel Hill) within 90 days of issuance of the Certificate of Occupancy.
2. The Transportation Coordinator will be also responsible for submitting the annual report and employee surveys to the Town of Chapel Hill by September 30th of each survey year.

Plan Goals

Plan Goals should include the following:

1. Quantifiably reduce the use of Single Occupancy Vehicles (SOVs).
2. Promote the use of the available local transportation alternatives.
3. Educate employees on alternatives available to traveling by SOV.

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4. Encourage pedestrian and bike traffic around Chapel Hill.

Plan Components

Each Transportation Management Plan should include a variety of incentives designed to encourage the use of alternative modes of transportation and reduce total vehicle trips. Transportation Management Plan Programs are required to include the following:

1. A Transportation Coordinator at each site to communicate and promote alternate modes of transportation including
 - Transit
 - Employees will be given the nearest Bus Shelters locations
 - Schedules, maps, etc will be made available to employees for Chapel Hill Transit, Triangle Transit and PART
 - Pedestrian Movement
 - Sidewalk construction
 - Employee awareness on nearby housing, business, dining facilities, etc
 - Bicycle Use - Bicycle racks will be provided for employees and patrons
 - Car Pooling and Rideshare programs
 - Employees will be encouraged to car pool with others to minimize the use of SOV's as they travel to and from work.
 - Information on TTA RideShare Programs will be made available to employees and the use of these programs will be encouraged.
 - Designated spaces will be provided for car poolers as well as alternative fuel vehicles.
 - Employee Wellness and Transportation
 - Wellness packets will be available for each employee
 - Information on wellness strategies provided
 - Packets will be updated annually
 - Wellness information area will be available
2. Submission of an Occupancy Survey due 90 days after issuance of Certificate of Occupancy;
3. Submission of an updated annual Transportation Management Plan Report.
4. Submission of Go Chapel Hill Mobility Business and Employee Surveys during survey years.
5. Trip reduction measures implemented to gradually attain the goals of the program.

Incentives Programs

The following travel demand measures and incentives are recommended for inclusion in the Transportation Management Plan Program:

- Promote transit use, distribute transit service schedule and other information;
- Staggered work hours and flextime programs;
- Installation of lockers and shower facilities to encourage people to bike or walk to work;
- Informal ridesharing matching program;
- Fund for programs such as purchase of bicycles for employee use;

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- Installation of bus shelters and similar amenities to enhance transit use;
- Parking management program including parking charges or designated rideshare spaces;
- Installation of transit information display and its continued maintenance;
- Join air quality coalition;
- Other measures: lunchroom facilities, direct deposit of paychecks, and employee use of company mailroom facilities.

For additional information, please contact the Town of Chapel Hill Planning Department's Go Chapel Hill Outreach Coordinator at 968-2728.