

# BOARD OF ALDERMEN

ITEM NO. D(2)

## AGENDA ITEM ABSTRACT

MEETING DATE: June 7, 2011

**TITLE: Update on the Carrboro IMPACTS Project**

<b>DEPARTMENT: Planning</b>	<b>PUBLIC HEARING: YES ___ NO ___ X ___</b>
<b>ATTACHMENTS:</b> A. Resolution	<b>FOR INFORMATION CONTACT:</b> Dolly Soto, Physical Activity and Health Coordinator Jeff Brubaker – 918-7329

### PURPOSE

The Board is asked to receive an update on the Carrboro IMPACTS (Incentivizing More Physical Activity through Carrboro's Transportation System) project.

### INFORMATION

In July 2010, the Town of Carrboro was selected as one of 11 municipalities in North Carolina to receive a grant to promote healthy lifestyles and active transportation. The grant is administered by the Physical Activity in the Built Environment project of the Physical Activity and Nutrition Branch (PAN Branch) of the N.C. Division of Public Health. It is funded through the American Recovery and Reinvestment Act (ARRA).

The IMPACTS project is focused on encouraging more physical activity through the lens of Carrboro's transportation system. It specifically addresses how State and local transportation and land use policies may be barriers (or incentives) to walking and cycling for everyday trips or for recreation.

The deliverables include:

- A case study on the challenges to walking and bicycling along Estes Dr. Ext., and particularly Estes Park Apartments. This task has been substantially completed.
- A Local Action Plan detailing recommendations for policy changes and infrastructure improvements to encourage active transportation. The draft action plan has been completed.
- New trail wayfinding signage at select locations. A trail wayfinding sign location workshop is planned for this summer.
- Recreation/fitness maps.
- Increased staff capacity to engage in physical activity and health planning.

All deliverables are being shared with the PAN Branch, who is in turn providing technical assistance for the project. On May 5, 2011, the Town hosted PAN Branch officials as well as a representative of the Centers for Disease Control and Prevention on a tour of active transportation focus areas in Carrboro.

Although Carrboro is well-known as a physically active town, there exist “hot spots” where walking and-or cycling is not convenient or perceived as being unsafe. The action plan aims to take a close look at these areas and how policy or infrastructure changes might improve their walk- and bike-ability.

Throughout the project, and going forward, an effort has been made to reach out to community groups and local businesses. At the outset, a Project Team was formed that included cyclists and bike shop managers, runners (including Fleet Feet), UNC planning and public health graduate students, nurses, Orange Co. Health Dept., and others. The Project Team formulated the primary goals and vision on which the Local Action Plan is based, and also helped to point out “hot spots” for cyclists and pedestrians based on their own experience.

### **FISCAL AND STAFF IMPACT**

Minimal fiscal or staff impacts accrue from receiving this update. The total grant amount is \$24,900 and is 100% funded by ARRA. Grant expenditures include:

- Salary for a Physical Activity and Health Coordinator intern position
- Reimbursement of transportation planner time spent on the project
- Purchase of traffic analysis software to analyze streets and crossings that may discourage walking and bicycling.
- Trail wayfinding signage.
- Training opportunities for grantees hosted by the PAN Branch.
- Printing and supplies costs.

The contract term is through December 31, 2011. The Carrboro Board of Aldermen approved the *2010 Physical Activity in the Built Environment Grant Project Ordinance* (Ordinance No. 10/2010-11) on December 7, 2010.

### **RECOMMENDATION**

Staff recommend that the Board adopt the resolution receiving the update.