

Everywhere to Everywhere Greenways

FY 2023 RAISE Grant Application



Increasing mobility, access, and safety for all residents through a network of connected greenways that will transform development patterns and transportation in Chapel Hill.

Executive Summary

Chapel Hill is ready to fundamentally change the way residents get around Town by implementing a network of greenways that will alter the development patterns and enable safe and accessible non-motorized transportation options for all. Chapel Hill will move forward, but always with an eye on – or a foot in – the past. Many of the ties binding our community to the past are easy to see - our tree-lined historic residential districts, the University of North Carolina’s flagship campus (the nation’s first public institute of higher learning), Franklin Street, and arguably the most storied team in college basketball. But, like most American communities, we are also bound to the past by the invisible threads tying us to reprehensible policies of segregation, racism, and discrimination. And, while these policies are no longer tolerated in our community, Chapel Hill grew and developed in their long shadow.

But Chapel Hill is hungry for change. And we are ready to take bold steps to move forward.

We have an ambitious vision for an “Everywhere to Everywhere” (E2E) Greenway network, fundamentally altering the way people move in and through our community. When fully built out, E2E Greenways will form an interconnected network of off-road facilities providing useful, accessible, safe, comfortable, affordable, and connected transportation options for every member of our community. When fully complete, **57% of Chapel Hill residents will live within 1/4 mile of a transportation greenway.** The E2E Greenway network maximizes connectivity to the Town’s transit system (the second largest in North Carolina), a planned bus rapid transit (BRT) route, and transit-oriented development (TOD) focus areas near planned BRT stations.

E2E Greenways leverage the best parts of Chapel Hill and represent bold, progressive action towards a more inclusive, connected, and sustainable future.

But we can’t do it alone.

Chapel Hill is requesting a RAISE grant to conduct a comprehensive feasibility study, including robust and sustained community outreach and engagement, for our future E2E Greenway network. By identifying route alignments, assessing property and utility impacts, refining cost estimates, and gauging public support before entering costly design/engineering contracts, a feasibility study is the critical link between a line on a map and a construction-ready project. A comprehensive



feasibility study optimizes our envisioned E2E Greenway network based on community needs, cost-efficiency, safety, and environmental impacts before we move into design and engineering.

This study is a critical next step in moving our project forward, but also poses a major barrier to our progress without funding. North Carolina does not allocate state transportation funding for standalone bicycle or pedestrian projects. It is often difficult to prioritize using limited federal resources available to local jurisdictions to fund studies. A comprehensive feasibility study ensures that E2E Greenway projects are constructable and allows the Town to confidently pursue implementation resources, such as a bond or other funding, for design through construction.

“At the heart of our new Complete Community Strategy is a transformational shift in how we use our greenways in which they play a greater role in day-to-day transportation. The plan is to focus housing growth along an ‘everywhere-to-everywhere’ greenway network with attention to making sure that amenities – like parks and shopping – are accessible to neighborhoods on foot, rolling, or by bike”.

—Mayor Pam Hemminger

Project Benefits

E2E Greenways will transform Chapel Hill's active transportation network.

SAFETY

Protects vulnerable roadway users and elevates Vision Zero goals.

MOBILITY & COMMUNITY CONNECTIVITY

Restores fractured community connections, expands the reach of the Chapel Hill's fare-free public transit system, and increases access to the future bus rapid transit route.

ENVIRONMENTAL SUSTAINABILITY

Increases access to more sustainable travel modes, decreases carbon emissions, reduces private vehicle travel, and mitigates groundwater pollution from roadway runoff.

PARTNERSHIP & COLLABORATION

Enhances existing and catalyzes new working relationships with municipal and community partners.

QUALITY OF LIFE

Expands access to affordable, useful transportation options and reduces the costs of living associated with transportation, especially for residents in Areas of Persistent Poverty and Historically Disadvantaged Communities.

Chapel Hill by the Numbers



Population:
61,960



Median Age: 25



Land Area:
21.75 mi²



Cost-burdened renters: 52%



Zero-vehicle households:
54%



Median Household Income: \$77,037



Households spending more than half their income on housing: 40%



Employees commuting to Chapel Hill each day: 43,349



Residents Meeting Federal Poverty Threshold: 19.6%

ECONOMIC COMPETITIVENESS & OPPORTUNITY

Catalyzes more efficient land use patterns and denser development promoted by, and attracts new, mixed-use development and employment opportunities.

STATE OF GOOD REPAIR

Takes vehicles off the road, reducing wear and tear on roadways and extending their useful life.

INNOVATION

Supports emerging transportation technologies like electric bikes and micromobility.

Contents

| | |
|--|-----------|
| Executive Summary | 2 |
| Project Benefits | 3 |
| Project Description | 5 |
| Challenges | 5 |
| Project Scope and Goals | 6 |
| Project Location | 7 |
| Project Budget | 10 |
| Merit Criteria | 12 |
| Safety | 12 |
| Environmental Sustainability | 14 |
| Quality of Life | 16 |
| Mobility and Community Connectivity | 19 |
| Economic Competitiveness and Opportunity | 21 |
| State of Good Repair | 23 |
| Partnership and Collaboration | 24 |
| Innovation | 26 |
| Project Readiness | 28 |
| Technical Capacity Assessment | 28 |
| Project Schedule | 29 |



Project Description

Everywhere to Everywhere (E2E) Greenways are the future of Chapel Hill. When complete, the network will offer over 25 miles of connected transportation greenways and off-road facilities. Nine priority off-road corridors build on routes first identified in the Town's Mobility and Connectivity Plan (2017). A multiuse path planned for the North-South Bus Rapid Transit (NSBRT) corridor forms the network's central spine. Combined, these facilities generate a robust and connected active transportation network that provides access within 1/4 mile to almost 60% of Chapel Hill residents.

At full build out, E2E Greenways will fundamentally transform Chapel Hill, realizing the Town's vision of a more inclusive, connected, and green community. E2E Greenways will attract new development and offer safer non-auto transportation options. Chapel Hill is deeply committed to equity, ensuring safe and convenient access to housing, jobs, and entertainment for all residents, not just those who have access to cars.

A comprehensive E2E Greenways feasibility study is the critical next step, moving from conceptual lines on a map to a constructed greenway network. It will allow for meaningful public engagement, building on the engagement conducted during the 2017 Mobility and Connectivity Plan and the 2022 Complete Community initiative. This will ensure public support and buy-in from all corners of the community, especially those who will be impacted most.

Challenges

Lack of Meaningful Transportation Alternatives

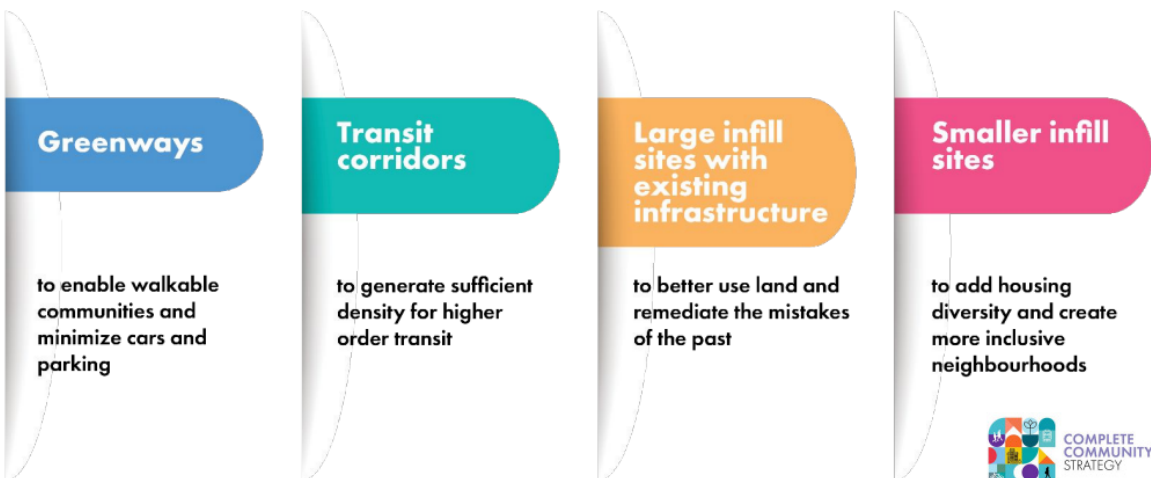
Chapel Hill has a strong desire to reduce reliance on private automobiles, and a long history of investing in transit and greenways. Despite these efforts, residents do not yet have useful transportation alternatives for their daily activities. While the miles of greenways supporting bicycle and pedestrian mobility in Town are increasing, existing facilities are primarily geared towards recreational uses. They fail to provide a safe, connected alternative to daily private vehicle travel. Those who rely on non-motorized transportation options as their primary form of transportation—often students and those traveling to lower-paid jobs—are forced to travel on insufficient infrastructure. These deficiencies place pedestrians and bicyclists at disproportionate risk of injury or death. The E2E Greenways system is a bold

Recreational greenways provide communities with direct, accessible open spaces for exercise and recreation. In addition to being corridors for recreation, transportation greenways function as non-motorized transportation corridors, providing pleasant alternatives for commuting or making the short-distance trips that are currently made by car.

move to address these problems and meet the Town's climate action goals, improve bicycle and pedestrian safety, smartly accommodate growth, and permit quality land use densification without sacrificing environmental and social goals. The future requires safe and convenient alternative transportation options for everyone, including a complete network of off-road facilities.

Where to Grow

Chapel Hill will direct growth to:



Barriers to Movement

The Town's major arterials create barriers to movement, especially for people lacking access to automobiles. These same residents, predominantly minority and low-income populations, suffer higher rates of traffic fatalities and injuries, and are more likely to live in areas without strong connections to bicycle, pedestrian, or transit infrastructure. These fractured connections limit access to Chapel Hill's fare-free public transit system and to major employment centers including downtown, UNC, and UNC Hospitals. Currently, over 43,000 employees commute into Chapel Hill every day from somewhere else. E2E Greenways will provide access to the transit system and to these major destinations.

Cost of Living Multiplier Effects

In the last several years, housing demand has significantly outpaced supply, leading to rapidly rising home costs and the displacement of families and individuals who can no longer afford to live in Chapel Hill. Many people must choose between high housing costs and high transportation costs, due to a lack of meaningful transportation alternatives. Chapel Hill residents are at risk of being displaced because of rising housing costs, and they may be forced to move farther away from their places of employment. This generates a cascade of impacts including increased transportation costs, more vehicles on the region's roadways, and rampant urban sprawl as less-expensive housing is quickly constructed on the region's peripheries, far from employment centers and meaningful transportation alternatives.



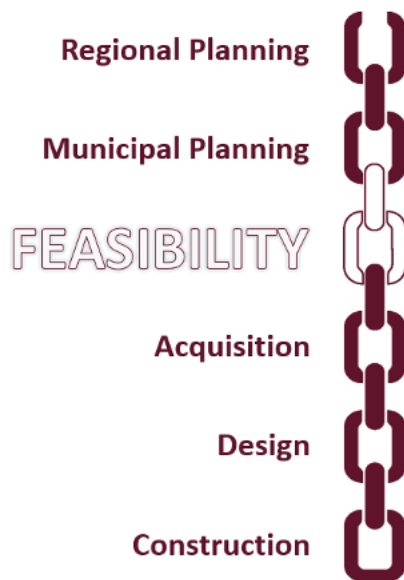
Funding Challenges

North Carolina does not allocate state transportation funding for standalone bicycle or pedestrian projects, and it is often difficult to secure limited federal resources to fund studies instead of shovel-ready projects. A comprehensive feasibility study must be completed before the Town can pursue implementation resources, for design through construction.

Project Scope and Goals

Responding to the Town's current challenges, Chapel Hill's Town Council adopted the Complete Community Framework in 2022. Complete Community proactively confronts housing, transportation, and development challenges by defining "how and where to grow," including priority growth and development focus areas along transit corridors, greenways, and in Bus Rapid Transit (BRT) station areas. Complete Community also promotes housing diversity, local retail, mixed-use development, employment, public realm vibrancy, green spaces, active transportation, and transit.

Why Feasibility Study?



QUALITY FEASIBILITY ANALYSIS ALLOWS FOR:

- › Property / Easement Acquisition
- › Grant Seeking
- › NCDOT Prioritization
- › Building Community Support
- › Advance Branding

A core component of the Complete Community Framework is the “Everywhere to Everywhere” (E2E) network of greenways and off-road corridors. When complete, the E2E Greenway network’s 25+ miles of greenways and off-road corridors will connect the entire Town of Chapel Hill, including UNC’s campus, UNC Hospitals, residential neighborhoods, employment centers, retail, services, schools, parks, and the transit system.

Higher density development and redevelopment will be directed to the E2E Greenway network, instead of along arterials, particularly where the E2E network intersects with transit service forming natural mobility hubs. This development approach uses land more efficiently, without adding more cars and vehicle traffic, promoting more sustainable and predictable growth. Higher density development proximate to the E2E Greenway network and transit corridors also supports Town goals for housing affordability, economic development, transportation, and mobility.

Project Location

The Town of Chapel Hill, home to UNC’s flagship campus, forms one point of North Carolina’s renowned Research Triangle. It is a relatively small community with a unique identity, but it is inextricably linked physically, economically, and socially to a broader regional context. The Durham-Chapel Hill Metropolitan Area and broader Triangle region continues to be one of the fastest growing areas of the country.

Historic Patterns of Growth & Development

Regional growth and development patterns historically trend towards suburban sprawl, although Chapel Hill along with the Town of Carrboro and Orange County, made an early effort to limit sprawl by establishing a joint Municipal Services Boundary Agreement in 1988. The agreement clearly defined Town boundaries and mitigated unrestrained growth by restricting annexation of land designated as “rural.” While this agreement successfully limited sprawl, it was not accompanied by land use policies incentivizing more efficient development patterns within the boundary area. Artificial

Guiding Plans

The E2E Greenways network synthesizes adopted plans and documents:

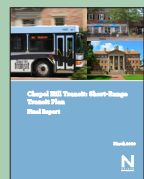
Complete Community Framework, 2022

– Chapel Hill Town Council’s policy commitment to reforming current planning systems, promoting housing development, and directing creation of an Everywhere to Everywhere Greenways network. Establishes expectation that greenways are treated as transportation facilities.



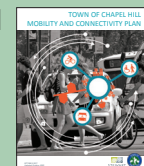
Chapel Hill Short-Range Transit Plan, 2020

– Chapel Hill Transit’s ten-year roadmap for continued financial and operational success. Includes recommendations for routes, service, facility, and infrastructure investments



Mobility and Connectivity Plan, 2017

– Chapel Hill’s guiding bicycle and pedestrian plan. Identifies priority active transportation corridors connecting people to key destinations. Establishes goal of 35% of commutes made by modes other than single-occupancy vehicles by 2025.



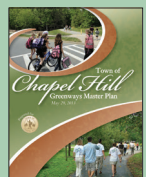
North-South Bus Rapid Transit Alternatives Analysis, 2016 – 8.2 miles of bus lanes and over five miles of bike and pedestrian facilities along the Martin Luther King Jr. corridor, providing more frequent transit service along Chapel Hill’s main north-south arterial. Currently in 60% design and preparing to seek Small Starts funding from the Federal Transit Administration



Chapel Hill Bike Plan, 2014 – Infrastructure, policy, and programmatic recommendations improving bicycle safety and increasing ridership in Town.



Chapel Hill Greenways Master Plan, 2013 – Goals, processes, definitions, and roles for a Town-wide greenway system of paved and natural surface trails including an implementation plan, design standards, and maintenance/operations notes.



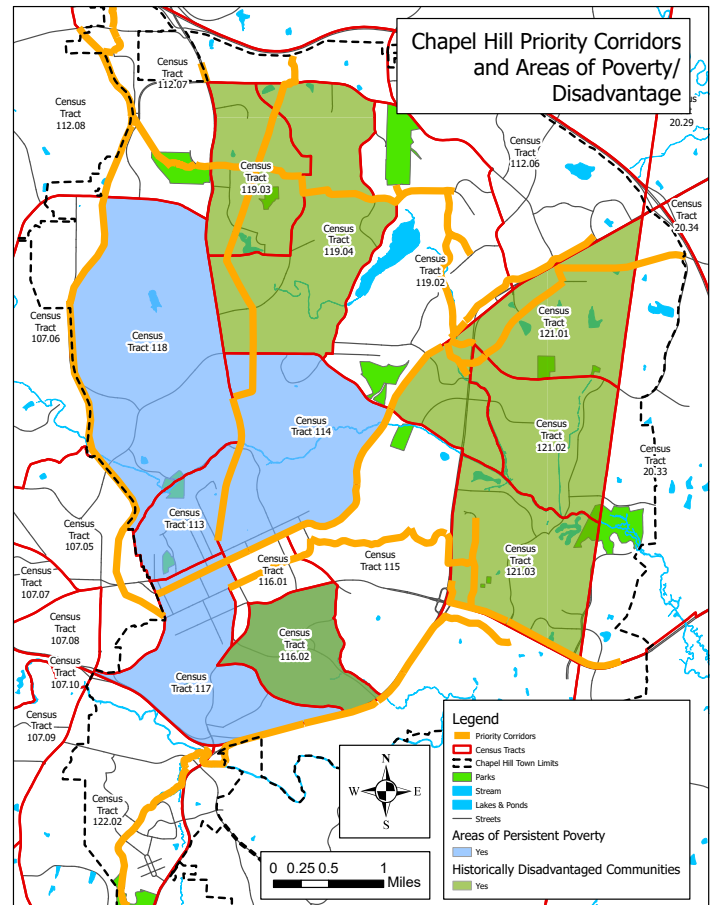
Chapel Hill 2020 Comprehensive Plan, 2012 – Values, aspirations, and ideas establishing a vision for accessible, affordable, and sustainable growth and development over the next 20 years.



limits on development combined with consistently high demand contributed to rising land and housing prices, leading to a relatively exclusive community, only accessible to those with the most resources. The impacts of this legacy drives many of today's challenges.

Investing in the Future

Yet Chapel Hill prides itself on being a progressive and sustainable community, and we've worked hard to establish a strong foundation for safe and accessible active transportation facilities. This commitment to active transportation and recreational greenways was first publicly affirmed in 1962, and adoption of the Town's first greenway plan in 1985 supported the acquisition of land for open space and recreation, including greenways. Chapel Hill passed a \$16.2 million Streets and Sidewalks Bond in 2015, \$12.8 million of which is allocated to bicycle and pedestrian planning and infrastructure projects. Many bicycle and pedestrian projects are currently in development, but there is a high demand for more in light of global factors such as COVID-19 and climate change. The Town also works closely with UNC Chapel Hill – a primary employer and an institution committed to supporting alternative transportation modes – to manage the large number of employees and students traveling to a campus with (deliberately) limited

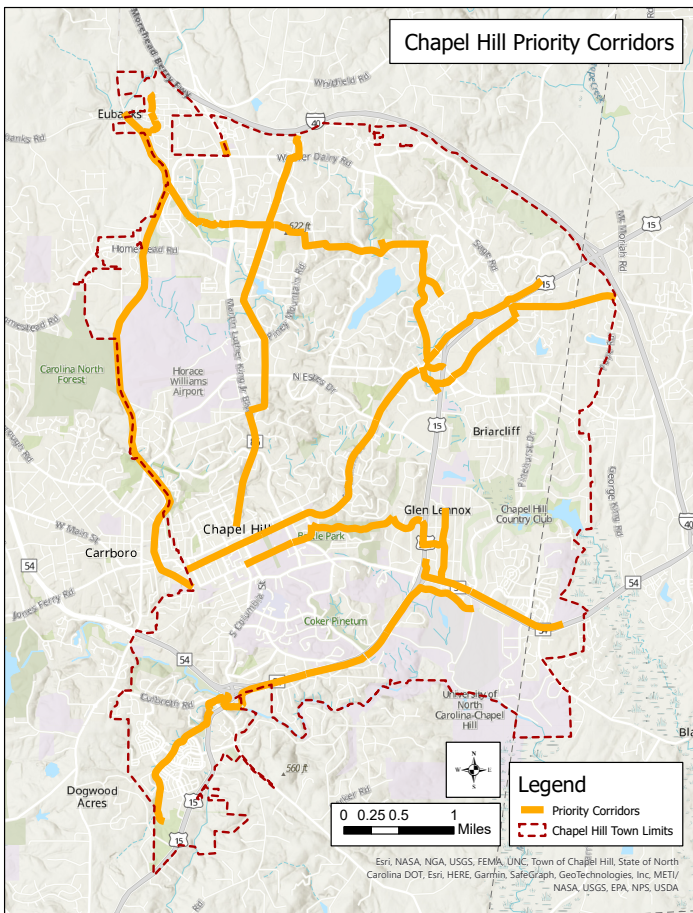


Pioneering Affordable Public Transportation

Chapel Hill is also a pioneer in supporting affordable alternative transportation options, like public transit. In partnership with UNC and the Town of Carrboro, Chapel Hill Transit—fare-free for over 20 years—has grown from seven used transit vehicles in the 1970s, to a fleet of vehicles serving 33 fixed routes and carrying over 1.5 million riders per year—North Carolina's second largest transit system. Chapel Hill is currently in FTA Small Starts Capital Improvement Grant project development for the North-South Bus Rapid Transit (NSBRT) project—an 8.2 mile BRT route serving the community's busiest transit corridor and connecting UNC, downtown Chapel Hill, residential areas, and park-and-ride lots. This project features a multi-use path along most of the BRT corridor, which serves as the spine of the planned E2E Greenway network.

Enhancing Equitable Mobility

The planned E2E Greenway network touches all 21 of the Town's census tracts, including five census tracts designated as Areas of Persistent Poverty and six tracts designated as Historically Disadvantaged Communities. A fully built-out E2E Greenway network provides safe and reliable bicycle and pedestrian facilities and improves transit connections for nearly everyone living and working in Chapel Hill, substantially enhancing the community's transportation equity and mobility.



Key Connections

Education (Purple)

Seawell Elementary
Smith Middle
Chapel Hill High
Phillips Middle
Estes Elementary
East Chapel Hill High
Ephesus Elementary
Rashkis Elementary
Glenwood Elementary
Mary Scroggs Elementary
Culbreth Middle
Northside Elementary

Parks (Green)

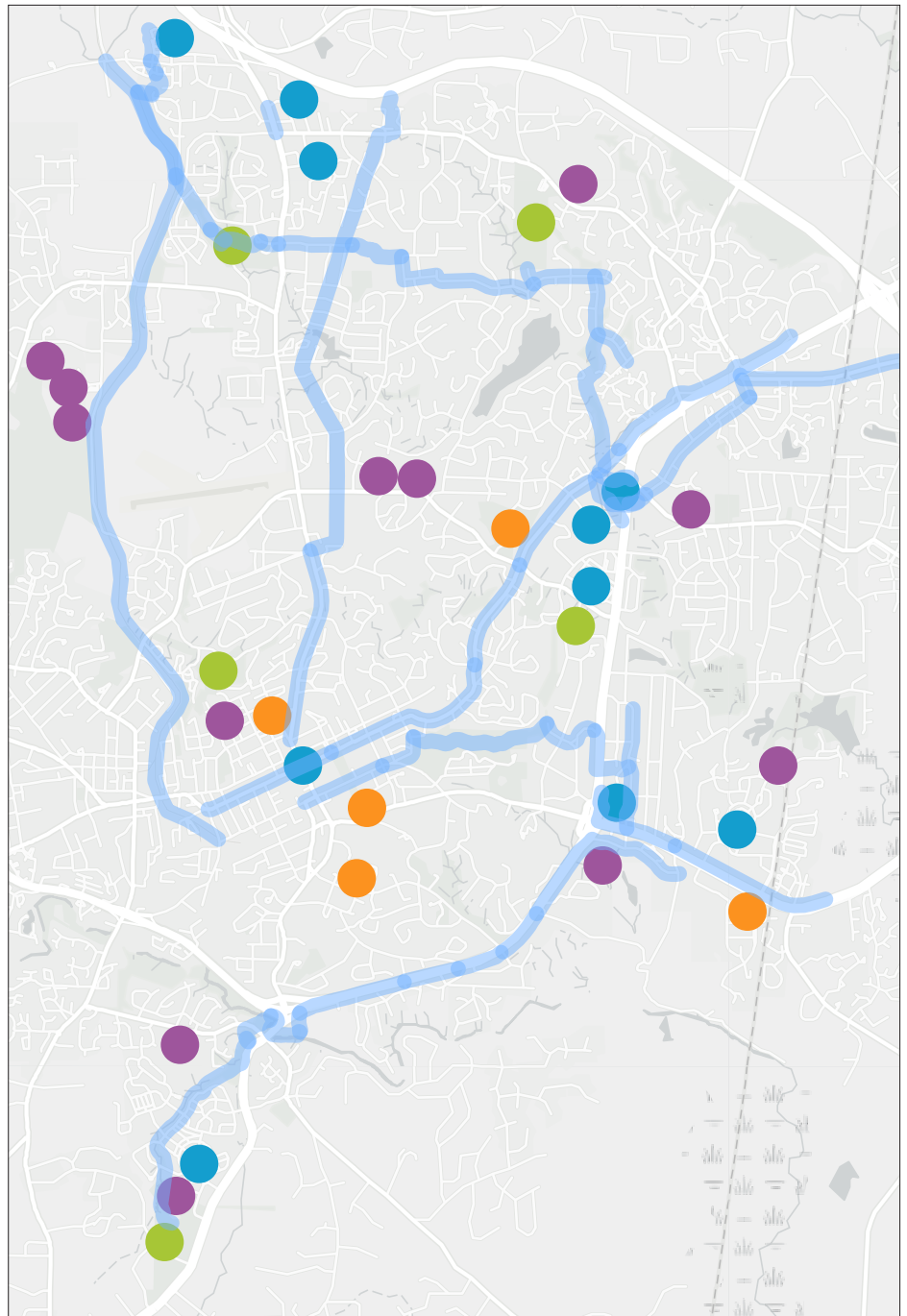
Chapel Hill Community Center
Cedar Falls Park
Homestead Park
Southern Community Park
Umstead Park

Institutions (Orange)

UNC Campus
UNC Hospitals
Chapel Hill Town Hall
UNC Friday Center
Chapel Hill Public Library

Commercial (Blue)

Carraway Village
Chapel Hill North
Timberlyne Center
Eastgate Center
University Place
Rams Plaza
Meadowmont Village
Southern Village
Downtown Chapel Hill



Project Budget

| RAISE | Local | Total |
|-------------------|-----------------|-------------|
| \$1,000,000 (77%) | \$300,000 (23%) | \$1,300,000 |

Project Funding

The proposed Everywhere to Everywhere Greenway network encompasses over 25 additional miles of off-road bicycle and pedestrian facilities throughout Chapel Hill. A high-quality feasibility study of all the segments, including alignment alternatives, 15% conceptual design, and public engagement, is estimated to cost approximately \$1,300,000. The RAISE application is being submitted for \$1,000,000 and the Town of Chapel Hill will commit \$300,000 (23%) to the project using remaining unallocated 2015 Streets and Sidewalks bond proceeds. Bond proceeds from the 2015 referendum approved by more than 79% of voters are restricted to use for feasibility studies, design, or construction of sidewalk and street projects.

Funding in Census Tracts

The greenways and off-road corridors are distributed throughout Town, across 21 census tracts. Of the 21 census tracts, 5 are Areas of Persistent Poverty (see blue shaded rows in table below) and 6 tracts are classified as Historically Disadvantaged Communities (see green shaded rows). Of the 25-mile network, 46% is within Areas of Persistent Poverty and Historically Disadvantaged Communities, equaling just over \$600,000 of the funding.

| Census Tract | Percent of Project Area in Tract | Amount of Funding | APP | HDC | Pop |
|--------------|----------------------------------|-------------------|-----|-----|------|
| 107.05 | 3.2% | \$41,675 | | | 5036 |
| 107.06 | 1.6% | \$20,806 | | | 3668 |
| 113 | 2.4% | \$31,698 | Y | | 3132 |
| 114 | 2.9% | \$37,868 | Y | | 3893 |
| 115 | 9.1% | \$118,169 | | | 1849 |
| 116.01 | 3.2% | \$41,010 | | | 2114 |
| 116.02 | 0.9% | \$11,405 | Y | Y | 6937 |
| 117 | 6.0% | \$78,000 | Y | | 5791 |
| 118 | 7.1% | \$92,332 | Y | | 3076 |
| 119.02 | 9.7% | \$125,973 | | | 4367 |
| 122.01 | 4.5% | \$58,500 | | | 3084 |
| 122.02 | 5.6% | \$72,224 | | | 5449 |
| 20.33 | 2.3% | \$29,835 | | | 4293 |
| 112.06 | 2.4% | \$30,902 | | | 4184 |
| 112.07 | 9.1% | \$118,756 | | | 4599 |
| 112.08 | 3.1% | \$39,899 | | | 5245 |
| 119.03 | 6.4% | \$83,579 | | Y | 2162 |
| 119.04 | 5.3% | \$69,478 | | Y | 3096 |
| 121.01 | 7.9% | \$102,679 | | Y | 3913 |
| 121.02 | 0.6% | \$7,386 | | Y | 1543 |
| 121.03 | 6.8% | \$87,825 | | Y | 2764 |

HDC: Historically Disadvantaged Communities (green shading)

APP: Areas of Persistent Poverty (blue shading)

Local Commitment

The Town of Chapel Hill spent \$132,000 in 2017 to develop a master plan entitled “Mobility and Connectivity Plan” that outlines six priority off-road corridors that connect people with key destinations in Town without needing to use a car. The Mobility and Connectivity Plan is the guiding document for bicycle and pedestrian funding. It is a foundational document for the soon-to-be-adopted E2E Greenways Plan. The Town invested \$500,000 to conduct public engagement and develop the “Complete Community Framework” for Chapel Hill, of which Everywhere to Everywhere Greenways is the centerpiece.

Chapel Hill is committed to non-motorized transportation. In 2015 the Town passed a \$16.2 million Streets and Sidewalks Bond, of which \$12.8 million was allocated to bicycle and pedestrian planning and infrastructure projects. The Town firmly believes that Everywhere to Everywhere Greenways will change transportation and development patterns in Chapel Hill in the future to a system that allows people to access key destinations without using a personal motor vehicle. Town Council is currently considering a one penny tax increase to fund greenway implementation, which would generate approximately \$1 million annually to design and construct the facilities.



Merit Criteria

Safety

This project provides key safety benefits to vulnerable road users outside of motor vehicles and aligns with the Town of Chapel Hill's Vision Zero commitment to eliminate deaths and serious injuries on Chapel Hill roads by 2031. Everywhere to Everywhere (E2E) Greenways would create off-road corridors for non-motorized travel, make improvements on key segments of road, fill critical gaps in the off-road network, and provide safe and convenient connections between destinations.

The Town is committed to the safety of vulnerable road users but faces challenges with the existing infrastructure and a current environment that can be hostile to people outside of vehicles. **From 2007 to 2022, 28 pedestrians and cyclists were killed or seriously injured** in Chapel Hill, and a majority of those crashes (sixteen) occurred on roads that are directly on or parallel to the proposed E2E Greenway corridors. While total crashes are clustered in the busy downtown area, almost all fatal crashes are concentrated in the more suburban areas of Chapel Hill, on roads with high vehicle volumes and speeds. Pedestrian and bicycle safety continues to be a key concern, and while projects are underway to address crash hotspots, additional facilities are needed to provide a network of safe multimodal options to take users off unsafe roads.

This project would be a major step in providing safer travel alternatives for active transportation. Seven of the nine E2E Greenway corridors would enhance or provide parallel routes to roads on the Town's High Crash Network. By providing well-designed facilities in areas that do not have existing bike or pedestrian options today, the Town strives to reduce the number of crashes on suburban, high-speed roads. In addition,

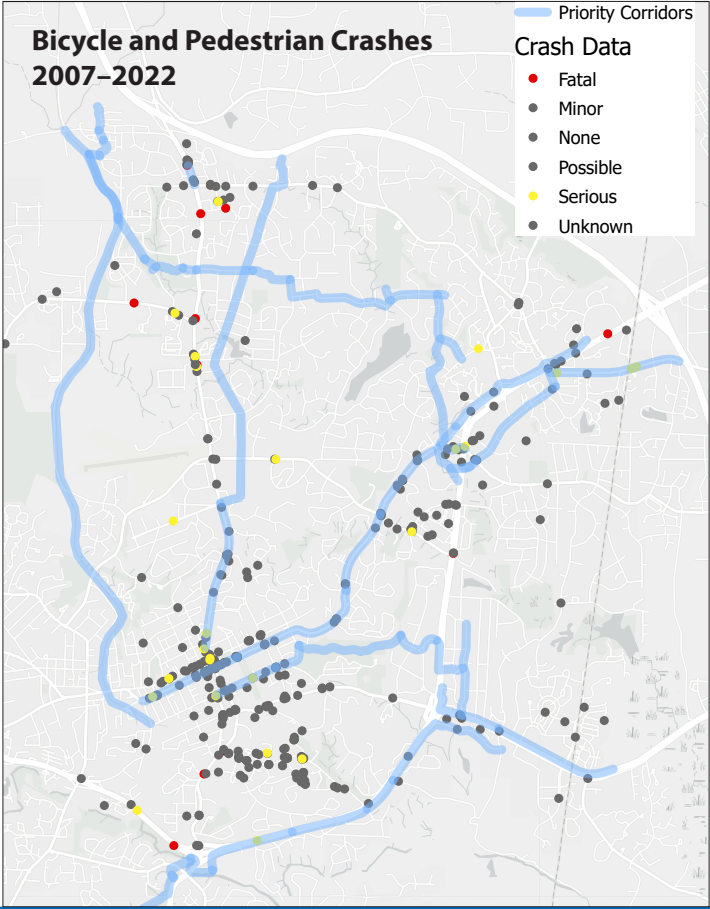
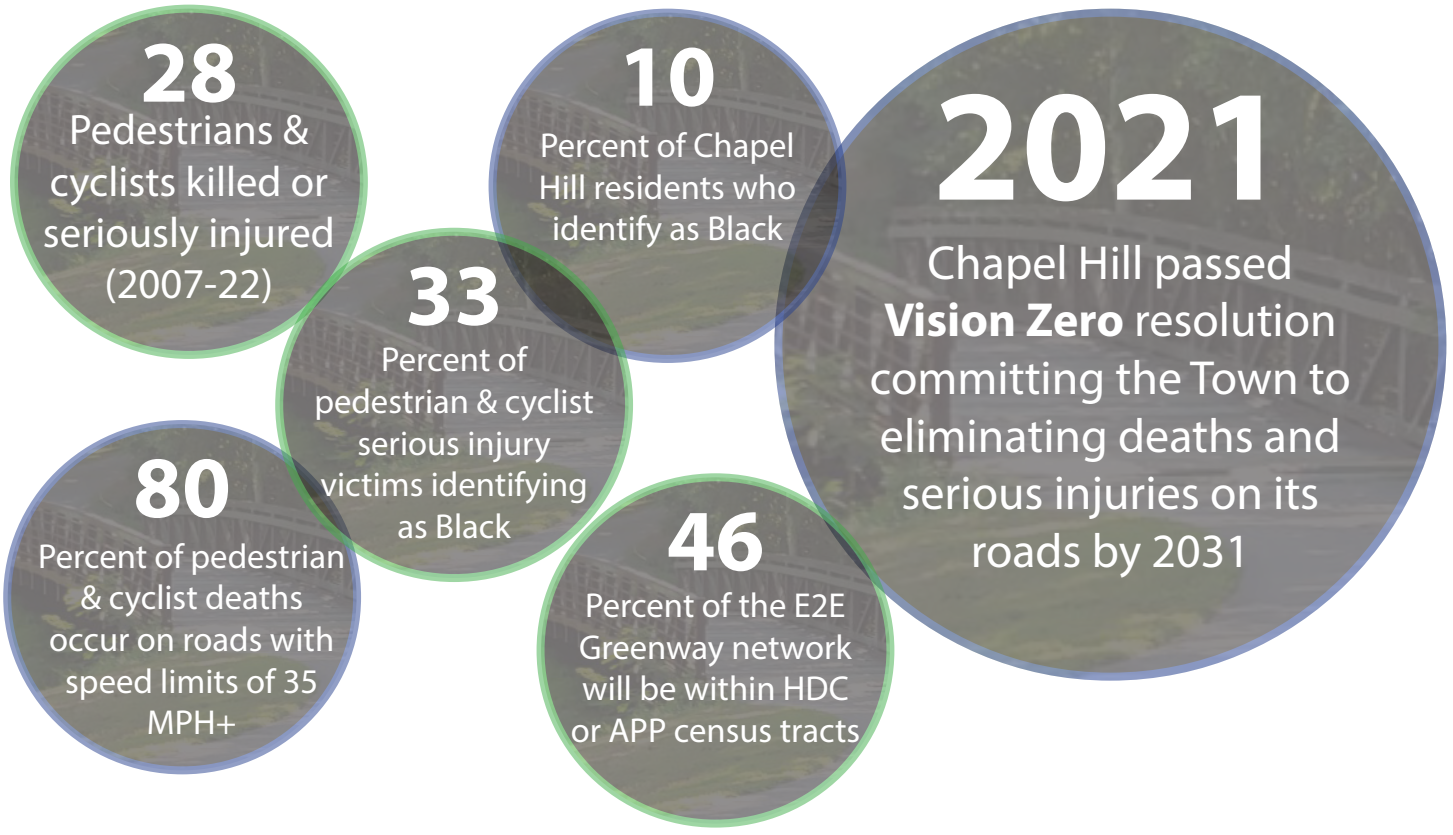


the E2E Greenways would form a network, providing for safe, interconnected travel throughout Town instead of disconnected segments.

The Town of Chapel Hill has fully embraced a Safe Systems approach to roadway safety, as defined in the National Roadway Safety Strategy. Town staff regularly consult with researchers at UNC's Highway Safety Research Center and have shifted policies and procedures to reflect the need for roadway design that accommodates mistakes without fatal consequences. Speed management for on-street segments and street crossings in the network is a key consideration for this project, and coordination with the North Carolina Department of Transportation (NCDOT) for facilities on or adjacent to state-maintained roads will be a part of the feasibility assessment.

The Town of Chapel Hill is committed to reducing fatalities and serious injuries for all residents, and specifically for underserved and disadvantaged populations, who are more at risk. Many of the Town's high crash roads are within or adjacent to identified communities of concern (areas of persistent poverty, historically disadvantaged populations). 46% of the E2E Greenway network will be within census tracts that are identified of Areas of Persistent Poverty or Historically Disadvantaged Communities. The Town uses equity criteria when prioritizing transportation projects and is dedicated to righting historical wrongs related to transportation disinvestment.





Environmental Sustainability

Completing the Everywhere-to-Everywhere (E2E) Greenways network is a critical missing piece in implementing Chapel Hill’s Mobility and Connectivity Plan, which has a goal of achieving 35% of all trips to be completed by walking biking or transit by 2025. At the time of Plan adopting in 2017 the mode split was 18.7%. The projected benefits of achieving the 35% mode shift target include 22,000 daily vehicle trips off the road, and the following reduction in annual amounts:

- 12.5 million vehicle miles traveled
- 5,000 metric tons of carbon dioxide equivalent emissions
- 7.8 metric tons of nitrous oxides
- 0.67 metric tons of sulfur oxides, and
- 0.23 metric tons of harmful particulates (PM2.5).

These air pollution reductions will avoid an estimated \$620,000 in damages each year. With the proposed E2E Greenway corridors running through every one of Chapel Hill’s five Persistent Poverty Census Tracts and six Historically Disadvantaged Community Census Tracts, these emissions damage reductions would directly benefit the neighborhoods and residents who need it most.

“Greenways are a critical hook for a denser, more sustainable future Chapel Hill”
 – Chapel Hill Complete Community Strategy

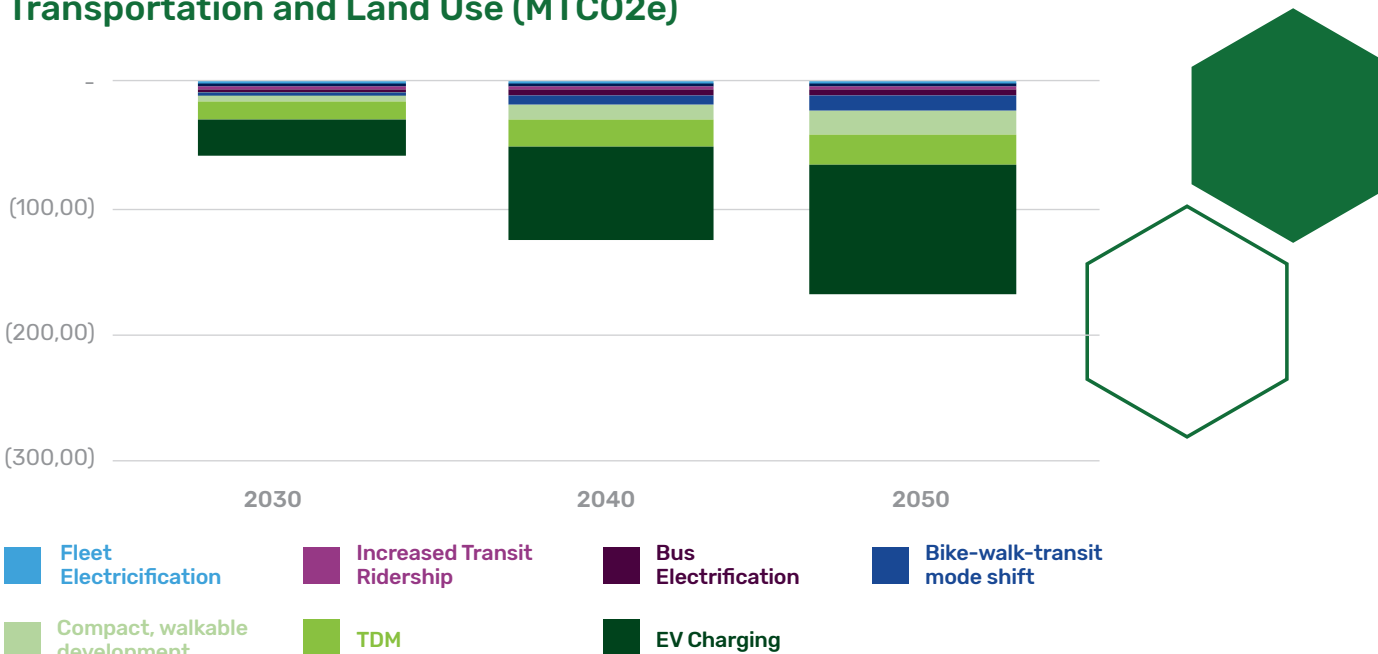
Completing the E2E Greenways network is also a key step in meeting priorities of Chapel Hill’s Climate Action and Response Plan, such as increasing compact walkable development and shifting more travelers to biking, walking and transit. The corridors will provide safe and accessible connections for active transportation between existing neighborhoods and key Town destinations, increasing emissions-free mobility options for all residents. These corridors will serve as a critical first/last mile connection, providing safe and convenient access to the fare-free and increasingly electric-powered transit system and our future North South Bus Rapid Transit stations.

The E2E Greenway network will transform under-utilized utility corridors through natural areas into quiet and accessible green spaces, establishing tree-lined walking and biking connections between often disconnected and underserved neighborhoods and schools, jobs, and community amenities. Continuing the Town’s established practice of conducting

tree plantings and other green infrastructure along greenways will provide additional benefits such as increased shade, stormwater control, and reduction of the urban heat island effect.

POTENTIAL REDUCTION IN GREENHOUSE GAS EMISSIONS

Forecast GHG Emissions Reduction Potential from Top Actions for Transportation and Land Use (MTCO2e)



Engagement through Transportation Demand Management

In the most recent commuter survey responses from the top employers in Chapel Hill, creating a safe, functional network of off-road transportation corridors that reduce the distance to transit stops and workplaces would help overcome a key barrier to greater transit use, walking and biking. Respondents report that improving biking and walking infrastructure would be a strong incentive to adopting a non-vehicle commute. Even with the current infrastructure, 24% of the 1,334 respondents said they would be very likely to try a bike or transit commute, showing that the demand is there.

Environmental Sustainability through Land Use

Beyond the emissions reduction benefits, completing the E2E Greenways network would create a more transportation-efficient land use pattern for Chapel Hill, enabling easier access from residential areas to the full mix of commercial centers, schools, jobs, and Town amenities.

E2E Greenways are a key component of the Town's Complete Community framework. A Complete Community is one with a mix of land uses, housing types, and dense development with greenways and other infrastructure to support non-motorized travel, so valuable land is not wasted on storage or movement of personal vehicles. The framework includes a goal of implementing trail-facing or trail-oriented development. These types of transportation-efficient land use will be supported by the E2E Greenway network, and part of the feasibility study will determine where the alignments can best support the new development.

“The objective with E2E is to begin the shift to a different form of transportation that will enable those higher densities without requiring more cars to come into Chapel Hill”.

– Chapel Hill Complete Community Strategy

Environmental Benefits by the Numbers



Current average commute distance:
16.6 miles



Daily VMT Reduced by E2E Greenways:
48,229 miles



Survey respondents very likely to try commuting by bike or transit: 24%



E2E census tracts designated as APP or HDC: 5 and 6



Chapel Hill mode shift target: 35%, eliminating 22,000 daily vehicle trips



Value of air pollution reductions:
\$620,000 annually



Quality of Life

Quality of life means something different to everyone, often making it difficult for communities to set – and achieve – goals for improving quality of life. In Chapel Hill, we believe quality of life is inextricably linked to choices and opportunities. This means, to improve quality of life, we must expand and increase the practical, feasible, and reliable choices and opportunities available to everyone who lives, works, and spends time in our community.

A deficient multimodal transportation network significantly impacts the quality of life in Chapel Hill. Despite pioneering approaches to prioritizing and expanding transportation options (including one of the nation’s longest running fare-free public transit systems and several major bonds for trails and greenways), the useful, affordable transportation choices available to people living, working, and spending time in Chapel Hill remain woefully limited. And while the Town has the political will and public support needed to move ahead with an ambitious plan for an Everywhere to Everywhere (E2E) Greenway network, the Town cannot meaningfully expedite this important project while lacking the resources to conduct a comprehensive feasibility study.

Planning, and ultimately implementing, Chapel Hill’s E2E Greenway network can generate transformative quality of life benefits for everyone traveling in and through the community.

Equitable trail- and transit-oriented development

The E2E Greenway network can most impact quality of life for community members through meaningful and equitable integration of land use and transportation. Chapel Hill Transit is currently in FTA project development for a Small Starts Capital Improvement Grant funding for the North-South Bus Rapid Transit (NSBRT) project and a companion 5.5 miles of sidewalk and multiuse path. The intersections of the future E2E greenway network, the NSBRT multiuse path, and NSBRT station areas are natural mobility hubs, offering targeted locations for equitable trail- and transit-oriented development. These strategic connections expand access to multiple modes of transportation and catalyze concentrations of activity and movement, stimulating new housing and development. Thoughtful planning and implementation of equitable transit- and trail- oriented development at these hubs makes multimodal transportation easily accessible and may reduce housing and transportation cost burdens and allow more people to live closer to where they work. Equitable development proactively

prevents the potential negative impacts of large capital investments on vulnerable communities and people of color by addressing and confronting past inequities, adopting policies and implementing programs mitigating displacement and operationalizing racial equity, and ensuring the benefits of public investment are equitably distributed among all residents.

Multimodal Access

E2E Greenways create a core network of active transportation corridors, enhancing access to employment centers, schools, medical services, open space, and commercial centers. E2E greenways will fill or restore critical gaps in Chapel Hill’s multimodal network and leverage connections with the Town’s extensive transit system to further expand local and regional transportation connections. The greenway network will also expand access to Chapel Hill’s growing open space and trails network, increasing the number of residents, employees, and visitors who are able to enjoy the Town’s world-class parks and open space. As noted above, connections to the planned NSBRT multiuse path provides increased access to park and ride facilities, downtown Chapel Hill, UNC’s campus, UNC Hospitals, and other major employment and activity centers. Connections to the NSBRT multiuse path significantly expand transportation access and choices for community members living in the Town’s naturally-occurring and subsidized public housing units or who lack access to a vehicle.

“E2E Greenways is...about creating a town where you don’t need to own a car. It’s about prioritizing health and active transportation, and it’s about directing more money into infrastructure that connects not divides.”

– Chapel Hill Complete Community Strategy

Health, Safety, and Well-being

Active transportation and recreation infrastructure supports mental and physical well-being by making it safer, easier, and more comfortable for community members to travel using multimodal forms of transportation. Vibrant, shared spaces like greenways contribute to a stronger sense of community, as opportunities for informal interaction increase. Off-road facilities for cyclists, pedestrians, and others on foot or on wheels reduce the incidence of injury and

fatalities resulting from incompatible modes sharing space in transportation rights-of-way. Reducing vehicle miles traveled contributes to air quality improvements, protecting – and often improving - the respiratory health of children, seniors, and other physically vulnerable community members. All the benefits described above contribute to improved mental and emotional health and well-being by enhancing a sense of community belonging, providing safe opportunities for activity, and supporting a safe, protected environment for meeting daily needs without a private vehicle.

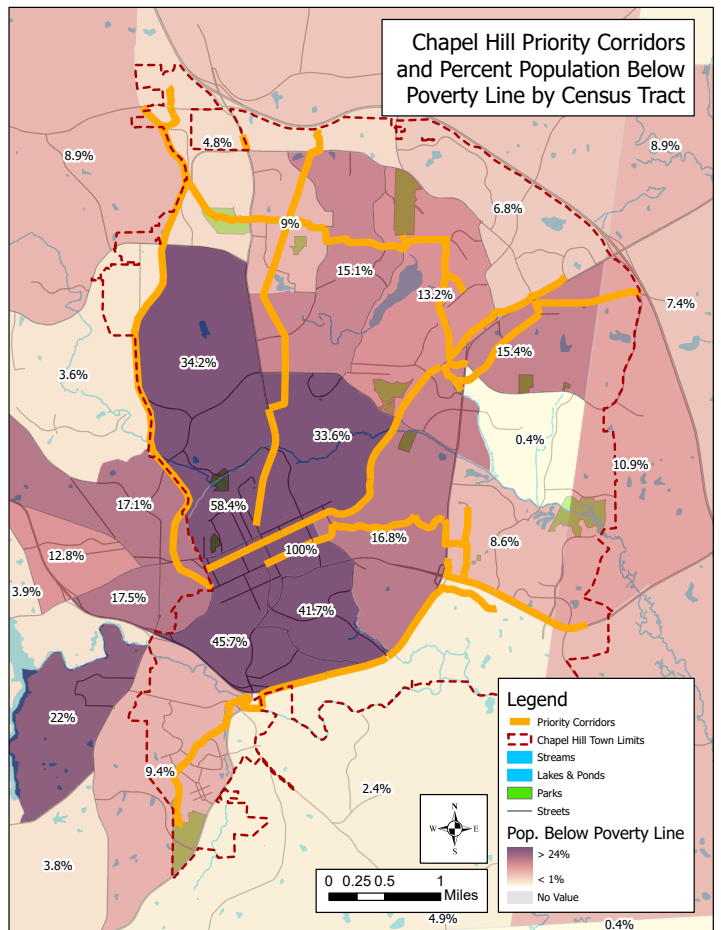
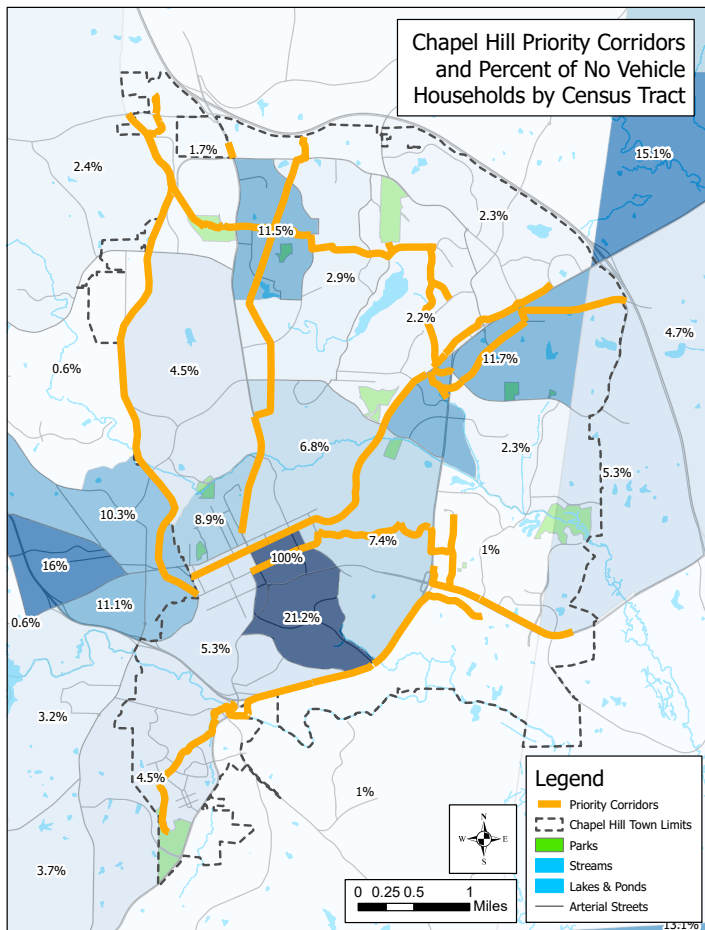
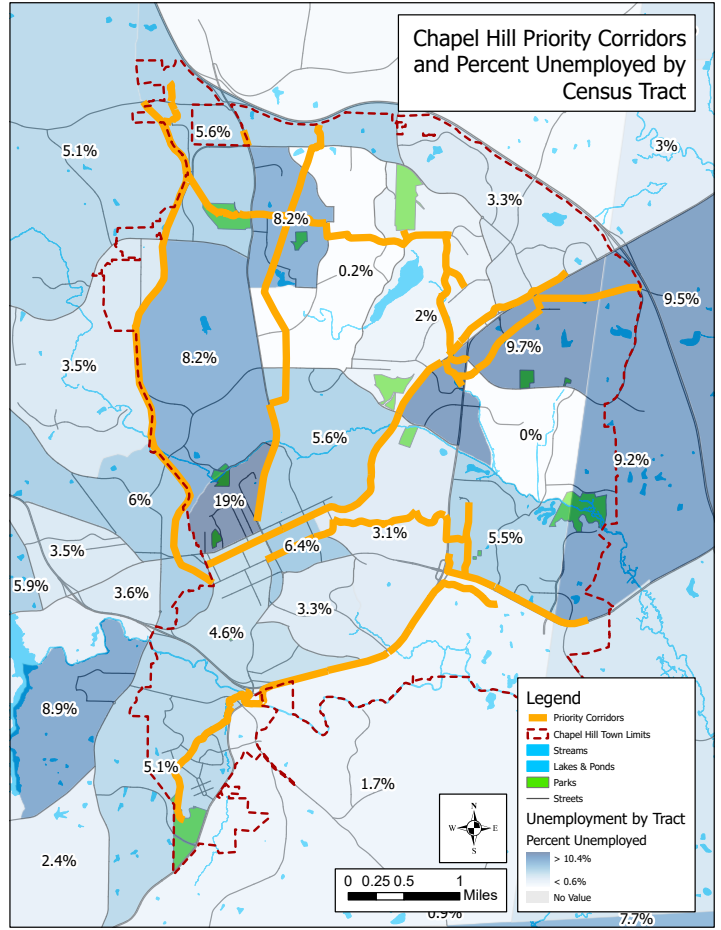
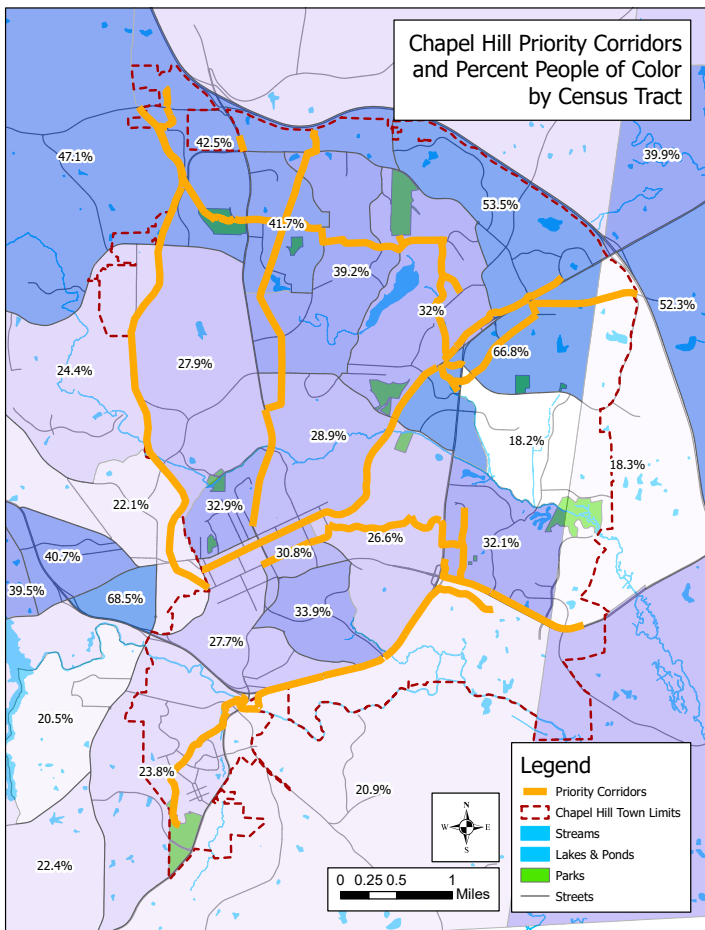
Environmental Health and Sustainability

The environmental benefits of greenways are numerous. If you've traveled on a greenway during the summer months (especially in North Carolina!), you've likely noticed the temperature is much cooler than on a roadway. This temperature difference both helps mitigate urban heat islands and provides a more temperature-regulated environment for active transportation, expanding options for all community members. As noted above, transportation greenways contribute to reduced vehicle miles traveled, supporting improved environmental and physical health. More people traveling on transportation greenways reduces the number of people in private vehicles on our roadways, which reduces airborne emissions including gases and particulate matter contributing to climate change, environmental pollution, and negative health impacts. Fewer vehicles on our roadways also helps mitigate the deposition of environmental pollutants generated by roadway runoff (motor oil, brake dust, coolant, antifreeze, etc.) and reduces need to construct more roads or larger roads.



DATA POINTS

- **North South Bus Rapid Transit project will construct 5.5 miles of sidewalk and multiuse path**
- **NSBRT will have 9,000 daily riders**
- **5.4% of Chapel Hill residents do not have access to a vehicle**
- **57 % of residents who live within 1/4 mile of a transportation greenway**



Mobility and Community Connectivity

Improving mobility and community connectivity is the primary purpose of E2E Greenways. The project builds on existing community investments in active transportation, bus rapid transit, and bikeshare to build a strong, multimodal network for all residents, employees, and visitors of Chapel Hill.

Conducting a feasibility study of the E2E Greenways will help the Town move from a series of disconnected facilities to a true, connected network – a need and goal widely identified by residents in prior planning efforts. The idea of a connected greenway network dates back to the 1960s, and the 1985 Chapel Hill Greenways Plan highlights five of the same corridors as the E2E Greenways network. More recently, the 2017 Mobility and Connectivity Plan highlighted these corridors as key to encouraging active transportation, identifying them to “knit together the Town’s numerous greenways, multi-use paths, neighborhood sidewalks, and bikeways.”

Additionally, the Town is making its first investment into a bikeshare system in collaboration with UNC and the neighboring Town of Carrboro. With this investment, the greenways network will be accessible via micro-mobility, increasing the audience of people who can ride on Town greenways, and expanding the reach of the off-road corridors to transit stops and other destinations. Access for all to the bikeshare system removes the distance and topographical barriers that many residents face when considering non-motorized transportation options in Chapel Hill.

The E2E Greenway corridors will reach Chapel Hill’s underserved communities, providing affordable and safe transportation options. One of the key motivations for the investment in active transportation is to provide low-cost alternatives to driving within Chapel Hill, building on the existing fare-free bus system, and upcoming investment in a fare-free bus rapid transit line. Allowing residents to travel throughout Town without a vehicle reduces the cost burden that many people face in Chapel Hill related to housing expenses. The priority corridors reach all of the Town’s Historically Disadvantaged Communities (HDC) and Areas of Persistent Poverty (APP) census tracts. Additionally, the corridors pass within 200 feet of four of the Town’s public housing communities.

The E2E Greenways feasibility study will also address key physical barriers that divide the community and limit active transportation. The greenways are intended to build on Chapel Hill’s unique topography and use it as an opportunity to connect people in a different way than the traditional road network. However, two specific priority locations included in the project address key gaps in the network – grade separation assessments across major corridors at intersections that are current crash hotspots. These projects will link existing neighborhoods to commercial opportunities, schools, and other neighbors without requiring people to walk or bike through harsh vehicle-dominated environments.

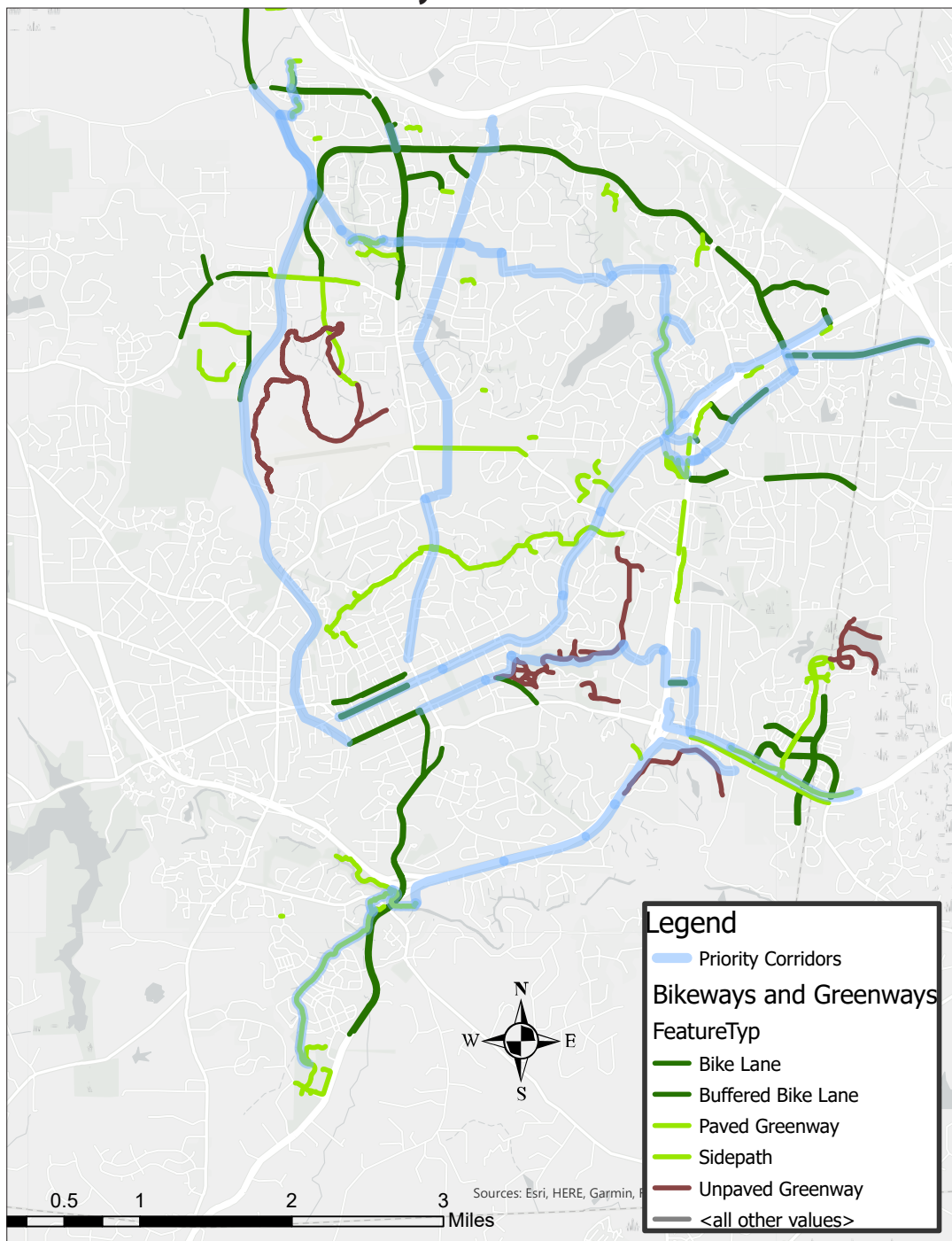
This project will allow the Town to better incorporate Universal Design into facilities and build a transportation system that works for all, regardless of physical ability. Building connected off-road facilities and filling the gaps in the system will allow everyone to move around Town predictably and safely without requiring a vehicle. By conducting early feasibility assessments, the Town can plan earlier for elements such as wider sidewalks, tactile materials, clear delineation of cyclists and pedestrians, and areas for socializing or resting along greenways.

“E2E Greenways is critically about social equity. Because it’s about creating a town where you don’t need to own a car, it’s about prioritizing health and active transportation, and it’s about directing more money into infrastructure that connects not divides.”

- Chapel Hill Complete Community Strategy



Current Network and Priority Corridors



DATA POINTS

- Chapel Hill's goal is to achieve a 35% bike/walk/transit modeshare by 2025
- E2E Greenways run within 200 feet of 4 public housing neighborhoods
- The Town has 17.6 miles of existing greenways
- Proposed E2E Greenways are over 25 miles

Economic Competitiveness and Opportunity

The Town of Chapel Hill is laser-focused on economic competitiveness and at the same time is actively engaged in equity strategies and lifting up all voices and all residents. The E2E Greenways project will support our economic goals by (1) increasing density, (2) building residents' wealth, (3) enhancing tourism opportunities, (4) promoting long-term economic growth, and (5) promoting greater public and private investment opportunities in productive and sustainable land use developments. All combined, the E2E Greenways will transform Chapel Hill by building key transportation alternatives to diminish productivity-sucking excessive traffic congestion and costly road investments.

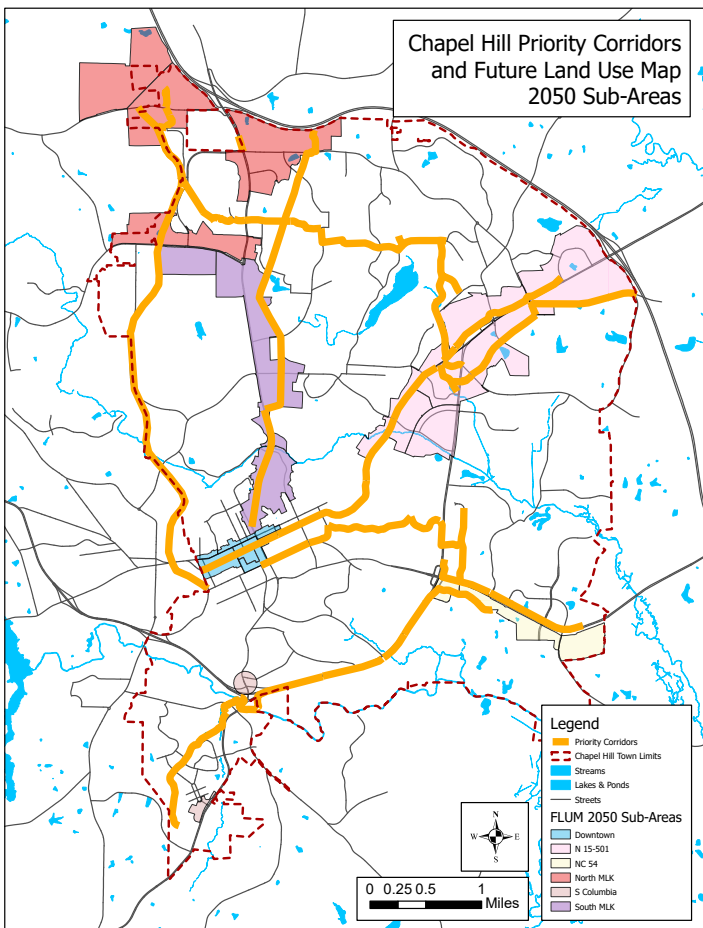
By the numbers – Chapel Hill has the highest ratio of jobs to housing in the region, however over 43,000 people commute into Chapel Hill and almost 15,000 commute out every day, creating a cross-commute migration problem. The Town is also confronting a housing affordability problem head-on. There is a transportation cost burden in Chapel Hill that, when combined with the housing burden, results in unattainable housing for a large percentage of the workforce. Ongoing strategies to combat these problems include (a) affordable



housing density bonuses for developers, (b) extensive neighborhood meetings contributing to a Townwide policy allowing missing middle housing (duplexes, triplexes, fourplexes) in all zoning districts across Town, and (c) a Complete Community Framework to create denser development that reduces the amount of land given over to cars and roads.

Chapel Hill has a long history of active engagement in land development policies and projects. In 1988 Chapel Hill, Orange County and our neighbor to the west, Carrboro established an Urban Growth Boundary in an attempt to curb sprawl. Since 1988, a housing affordability crisis has ensued. In 1989 our region embarked on a pursuit to build a regional rail system, and in 2011 a Light Rail System. Twice designed to full construction plans, this major investment never materialized, despite all three counties independently passing sales tax referenda to dedicate local funds. Political doubt and a nationwide movement toward bus-rapid transit convinced the Town of Chapel Hill and Orange County to launch a series of BRT investments. The first corridor is scheduled to open in 2028; along Martin Luther King Jr. Boulevard – the spine in our E2E Greenway vision. This is also the corridor that serves much of Chapel Hill's vulnerable, low-wealth, and student populations.

The Chapel Hill Town Council has taken locally-driven steps to increase residential and commercial density, provide sufficient housing to meet demand, and attract life science research and business to our downtown core. The recently adopted Complete Community framework committed the Town to accelerate new home construction to 500 units each year, up from the current pace of 300 new homes a year, focusing on denser, mixed-use building patterns. The growth focus areas are intended for mixed-income and equitable commercial developments. The E2E Greenways network



is an inseparable part of the Complete Community framework, and is a main component to ensure that new development will enhance the Town's values and character. By treating greenways as transportation facilities and joyful places, the project will support increased density with non-motorized options.

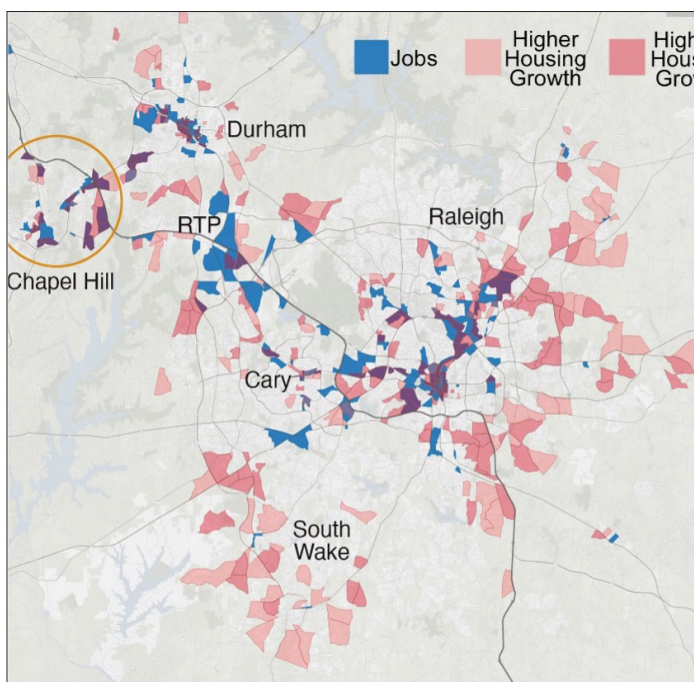
At an average annual cost of \$10,000, car ownership amounts to an \$833 average monthly drain on a household budget; money that could be used toward adequate housing that is within walking, bicycling or transit distance from one's place of employment. The E2E Greenways network is designed to shift the economic equation for many households in Chapel Hill, most especially for low-wealth residents where an \$833 monthly boost is most impactful.

In addition to housing growth, Chapel Hill is a strong regional jobs center, and active transportation combined with increased growth will bring greater access to employment opportunities. Existing employers like UNC at Chapel Hill, UNC Health, and the growing downtown life sciences innovation hub make the Town an attractive destination for new employers, start-ups, and support services to locate in the area. One of the factors cited in the Complete Community framework is the Town's walkable downtown district, and extending this walkability throughout Chapel Hill will enhance the existing environment and open new opportunities for businesses to consider investing in other parts of town.

DATA POINTS

- Over 43,000 people commute into Chapel Hill every day
- Chapel Hill aims to build 500 housing units a year
- Median value of owner-occupied housing unit in Chapel Hill - \$454,300
- A NC study shows a \$1.72 return on investment on every \$1 spent on greenway construction

The E2E Greenways would also build on the strong demand for greenways and trails within the region. This demand is reflected in the economic impact of similar nearby projects. The Institute for Transportation Research and Education (ITRE) found that in North Carolina, each dollar spent on trail construction brings an annual return of \$1.72 in business revenues, sales tax revenues, health benefits, and transportation benefits. For a very relevant local example on the impact of network effects, ITRE found that in neighboring Durham, connecting the American Tobacco Trail with a bridge over an interstate highway increased trail usage by 133%, and had a \$3.7 million dollar impact in the first year after construction. The study also found an increase in the percentage of out-of-town users after the connection was made, demonstrating the desire for longer, connected greenway experiences in the Triangle region. An exciting new initiative is the Triangle Bikeway project, a separated facility that is mostly adjacent to high-volume, high-speed roads, including Interstate 40. The plan is to ultimately connect Chapel Hill with Durham, Research Triangle Park, Cary and Raleigh, providing access to jobs along the entire corridor.



State of Good Repair

A state of good repair refers to a system of multimodal networks that mutually reinforce one another. This proposal is to prepare a detailed feasibility study of a network of over 25 miles of greenways and off-road bicycle and pedestrian facilities. In a college town like Chapel Hill, these greenways will be heavily used, and in turn will allow the Town to maintain an existing roadway network in an improved state of good repair.

A core network of greenways and off-road facilities will provide safe, healthy, modern connections to parts of our community where current system vulnerabilities expose people who live in underserved areas to danger simply by walking, bicycling, and riding transit.

Greenways have been a vital part of community planning in Chapel Hill since the early 1960s and the first Greenways Master Plan was prepared by residents and adopted by Town Council in 1985. Since then, more than 17.6 miles of paved and unpaved greenway and trails have been built. E2E Greenways will repurpose older roads and underutilized transportation infrastructure in Chapel Hill that have fallen into disrepair and return them to productive use as shared use paths. E2E Greenways will add new purpose by completing the network and connecting nodes of activity in the community. The greenway network fills a critical need along with the Town's fare-free bus system, the most extensive in North Carolina, and the burgeoning bike route system.

The Town of Chapel Hill has a complete streets policy and program along with a Vision Zero program. Combined, these initiatives provide a platform for leaders, residents, and staff to promote the benefits of using alternative modes of transportation. Some of our identified core bicycle and pedestrian network, that are included in Everywhere to Everywhere Greenways, will benefit from a complete streets transformation.



To maintain a state of good repair, these greenways will have an approach that will include long-term maintenance in mind. The feasibility study will evaluate greenway sites and alignments that lend themselves to efficient maintenance and access for equipment,

supporting the resiliency of the greenway system. The feasibility study will also include potential expansion opportunities, ensuring that growth focus areas in Chapel Hill are prepared for change. This long-term approach will help address the current gaps in walking and bicycling options for underserved and disadvantaged communities and ensure access well into the future.

“Everywhere to Everywhere greenways would provide all residents with more choice, mitigate traffic congestion, and improve the sustainability of the transportation system”

– Chapel Hill Complete Community Strategy

Connecting residential, retail, and office businesses will create a unique opportunity to generate revenue to assist in the state of good repair. Public-private partnerships will be evaluated for the long-term operations of each greenway, especially as the Town considers trail-oriented or trail-facing development zoning.

E2E Greenways will support redevelopment of underutilized properties adjacent to the corridor. Trail-facing redevelopment investments will open up the corridors and encourage more use while de-emphasizing driving. There will be a savings through a reduction in roadway maintenance costs as more residents and visitors trade their car trips for walking, bicycling, and transit.

DATA POINTS

- 59% of Chapel Hill residents live in census tracts identified as Areas of Persistent Poverty or Historically Disadvantaged Communities
- Chapel Hill has 280 centerline miles of road within Town limits

Partnership and Collaboration

E2E Greenways is a product of strong community buy-in and support, which sets the stage for project-specific collaboration between E2E Greenways and future bus rapid transit, utility corridors, underserved communities, and the development community. The Complete Community framework, of which E2E Greenways is a key recommendation, was developed alongside the FTA Transit-Oriented Development study for the North South Bus Rapid Transit (NSBRT) project and the first phase of the Town's Land Use Management Ordinance rewrite. The public input and partnership building that resulted from those three synchronous processes has set the Town up for success on all fronts moving forward.

One of the key goals of the E2E Greenways is to expand access to the NSBRT project that is expected to be constructed in 2028. The NSBRT is currently preparing for a Small Starts grant from the Federal Transit Administration and will bring frequent and extended bus service to the highest volume bus route in Chapel Hill, serving 9,000 daily riders. It will also improve bike and pedestrian facilities along the majority of the route, by constructing 5.5 miles of sidewalks and multiuse paths and filling key gaps in station accessibility. By connecting bicycle and pedestrian facilities to bus rapid transit, E2E Greenways will provide safe first and last mile connections to seven of the 16 station areas, with a focus on the suburban stations that currently lack suitable access.

An important element of the feasibility study is coordination with utility companies, especially with power and water utilities who maintain major infrastructure corridors throughout Chapel Hill. These infrastructure corridors offer key opportunities for active transportation, and the feasibility study will help establish how the Town can leverage the existing utility easements to build greenways, and even benefit utility



companies. In addition, the Town collaborates with utility companies when they have infrastructure projects to identify opportunities to leverage road or easement work to facilitate construction of bicycle and pedestrian facilities. The Town has already identified the significant challenge of opposition by property owners along the utility easements, and by conducting the engagement early in the process and building relationships, the projects are more likely to be successful. By exploring these relationships early in the design process through the feasibility study, the Town can ensure that all parties are on board with investments in active transportation.

The Town's current practice is to require property developers to build bicycle and pedestrian infrastructure on or adjacent to the developing property as part of the permitting process. If there is a project identified in the Mobility and Connectivity Plan, the developer will generally build the portion on or along their property. This expectation extends to residential, commercial, non-profit, and Town development projects, and is how a Town of Chapel Hill's size continues to expand the network of non-motorized facilities, despite the usual budget constraints. The E2E Greenways feasibility study can identify future opportunities and methods to work with the development community and utility companies to build the network more efficiently.

A key partner for the E2E Greenways effort will be the University of North Carolina (UNC) at Chapel Hill. UNC is a major institution with over 30,000 undergraduate and graduate students, 4,000 faculty, 9,000 staff members, and thousands of visitors every year. However, UNC's main campus is space-limited, and has fewer than 19,000 parking spaces, making active transportation vital to campus operations. The E2E priority corridors recognize the importance of serving the university and connect with the university's system of paths. The Town and UNC have

DATA POINTS

- **UNC has over 30,000 students and over 13,000 faculty and staff**
- **Did you know? UNC and UNC Health are the two largest employers in Chapel Hill**
- **In a recent large-scale public engagement campaign 80% of respondents identified as white, but make up only 65% of the population**

a strong relationship and partner on numerous initiatives, meet frequently to discuss “Town-Gown” projects and relations, and collaborate on transportation projects and funding. The existing partnership will allow E2E Greenways to build on relationships and identify additional opportunities to help deliver an even more successful project.

Among the Town’s many partners are the Chapel Hill-Carrboro Chamber of Commerce and the Chapel Hill Downtown Partnership. These two organizations are the Town’s connection to business owners, including minority and woman owned businesses. The Town has worked closely with these agencies on previous transportation projects and has garnered significant input and support from business owners that would have been difficult to engage without their involvement. The Town partners with various community groups, including the school district, to offer summer internship programs for at-risk youth and Town staff strive to connect the youth with projects that interest them.

The Town is committed to deep and meaningful public engagement on this project, especially with underrepresented populations. While there is general community consensus about the benefits of and desire to have greenways in Chapel Hill, the loudest and most frequent voices present in the outreach that has given us that consensus generally come from a certain type of resident. Previous engagement efforts have collected demographic data of participants and have established that residents reached through traditional opt-in outreach in Chapel Hill are generally wealthier, older, and whiter than the population as a whole. To truly assess the feasibility of these greenways, the Town will reach marginalized communities and gauge their level of support for nearby projects.

To ensure equitable participation, the project’s Public Engagement Plan will be robust and extensive, moving beyond the typical opt-in approach to specifically reach underserved communities across Town. Outreach will be done in collaboration with community organizations that the Town has relationships with in order to build trust and ensure community involvement and buy-in. Groups

include the Interfaith Services Council, the Community Empowerment Fund, El Centro Hispano, and the Rogers-Eubanks Neighborhood Association – all organizations that represent underserved, minority, non-English,

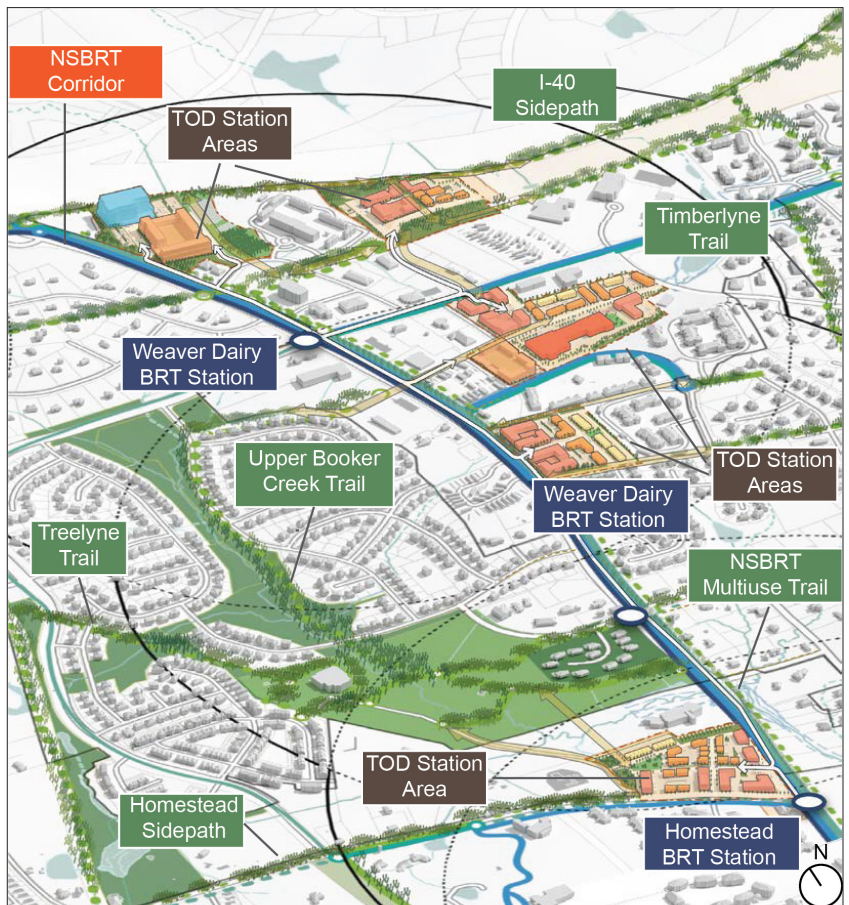
refugee, and other disadvantaged communities. Engagement will be conducted in-person, virtually, and in focus groups in order to provide avenues that all residents can access.

The Town has the capacity and experience to conduct equitable engagement and will build on the strategies outlined in USDOT’s Promising Practices for Meaningful

Public Involvement in Transportation Decision-Making Guide. The Town has an Office of Diversity, Equity, and Inclusion, as well as a Community Connections Team, both of which can assist with outreach that is tailored to and inclusive of diverse groups in Chapel Hill. The Town’s Community Relations Manager will work to enhance broader outreach strategies and be the public face and voice of the project. Working together with the project consultant, the Town is ready to meaningfully include underserved communities in the decision-making process.

“Planning for Greenways for Everyday Life is an outcome of a whole series of iterative conversations that represent a consensus point in the Town of Chapel Hill.”
— Chapel Hill Complete Community Strategy

Martin Luther King Jr. North TOD Focus Area



Innovation

Chapel Hill plans to incorporate innovative approaches into the feasibility study, planning and design of the community’s Everywhere to Everywhere Greenway network.

Leveraging Innovative Opportunities at Future Mobility Hubs

As discussed in this application’s Quality of Life narrative, the intersections of transportation greenways and transit service offer unique opportunities for expanding multimodal transportation access, concentrating activity and efficient movement of goods and people, and stimulating new housing and development. Trail and transit mobility hubs are also ripe locations for integrating, piloting, and implementing mobility services and technologies like automated/connected vehicle technology, microtransit, and ride-share. Mobility hubs also offer opportunities for bundling existing and emerging transportation modes, platforms, and technologies by applying approaches like mobility as a service (MaaS). By connecting the community to the information, schedules, vehicle tracking, and payment systems they need, MaaS solutions can fundamentally transform the way people and goods move in and through Chapel Hill, from origin to destination, making all options more accessible to more people.

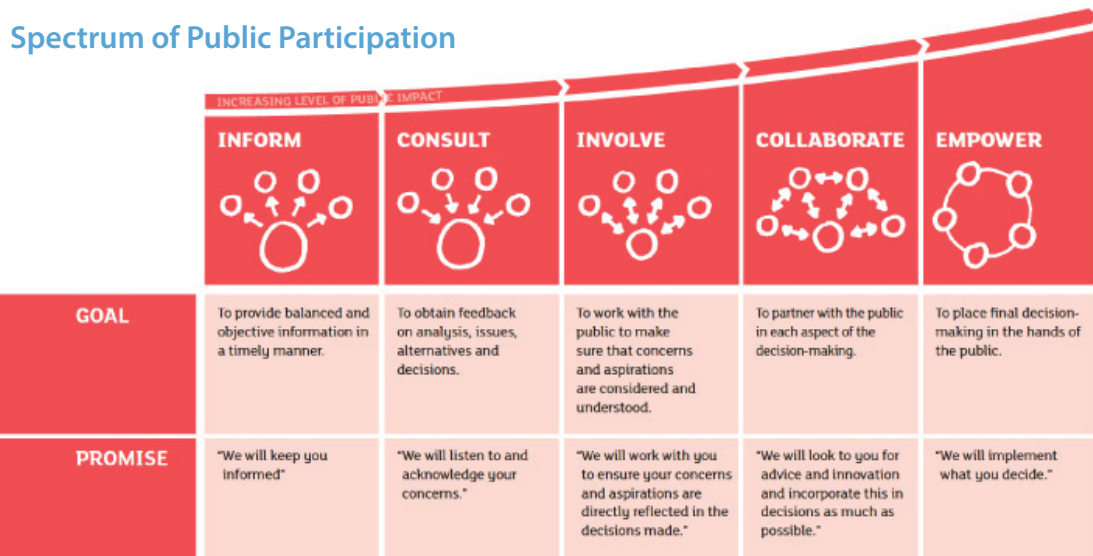
DATA POINTS

- Tar Heel bikes (October 2017-May 2022) had 13,000 members and over 140,000 rides
- Chapel Hill has funded almost 1,200 affordable housing units since FY12, 83% of which house people making 60% or less of the Area Median Income

“There is a strong belief that Everywhere to Everywhere Greenways, combined with focused growth that prioritizes Active Transportation, could transform life in Chapel Hill”
 – Chapel Hill Complete Community Strategy

Applying Innovative Solutions to Systemic Challenges

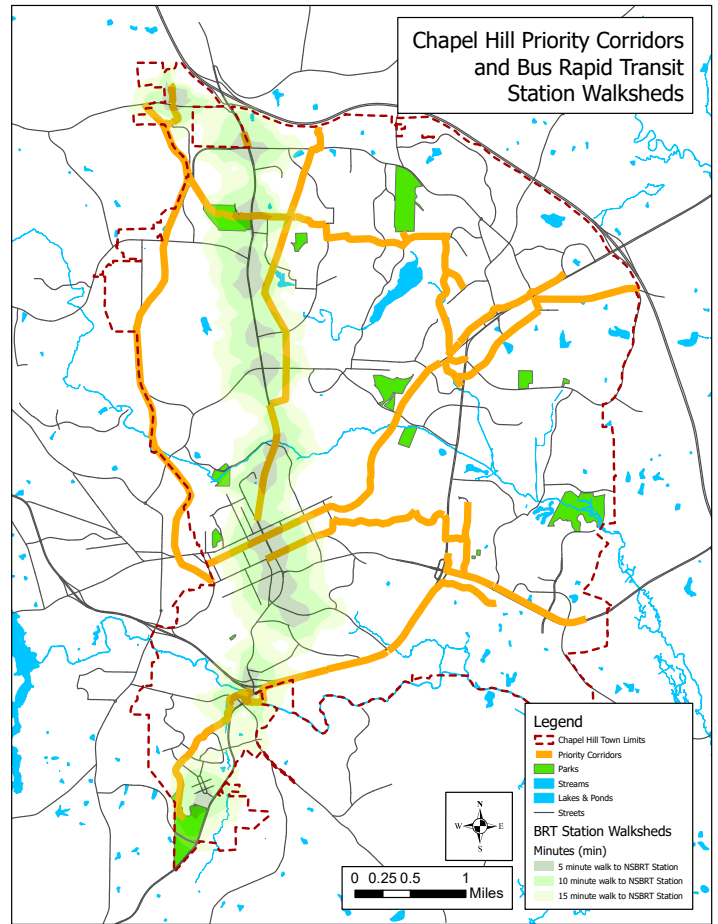
Like most communities in the United States, Chapel Hill wears the permanent scars of racial segregation and white supremacy. This legacy is not easily undone, but elected leaders and staff are working to expose and dismantle the policies, laws, and procedures that perpetuate inequitable community development. Chapel Hill is proactively implementing strategies to mitigate potential displacement or gentrification in locations benefitting from public transportation investments like greenways and BRT. This includes implementing policies that reduce barriers to affordable housing and infill development; identifying and protecting redevelopment opportunities including affordable and missing middle housing; and updating the Town’s Land Use Management Ordinance (LUMO) to support and promote affordable, higher-density transit- and trail-oriented development using policies like reduced parking requirements, lot width



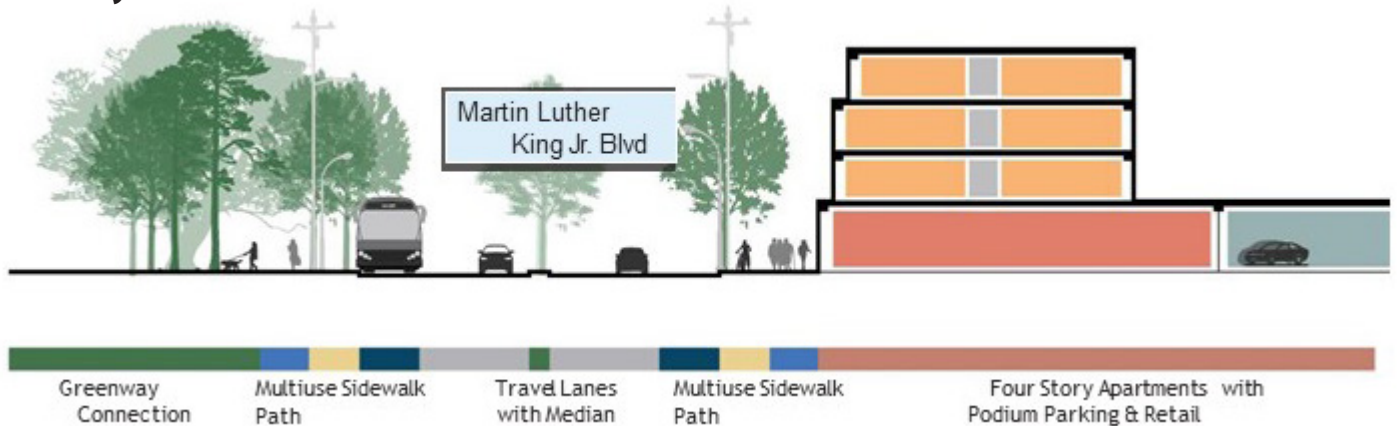
reductions, housing type flexibility, density bonuses, and expedited development review. The Town is also actively exploring programs to purchase and/or preserve affordable housing and legacy businesses in trail- and transit- served locations.

Innovative Engagement Practices

Many of the E2E Greenway network’s future greenways travel through or near our community’s Historically Disadvantaged Community and Area of Persistent Poverty census tracts. The RAISE grant would support a consistent and meaningful program of community outreach and engagement to reach historically under-represented community members. The core elements of this approach are an accessible and transparent process and decision-making, early and frequent involvement, consultation in decision-making, accessible information and opportunities to participate, building capacity through a two-way exchange of information, and building lasting relationships with the community. The Town will meet these goals by engaging DEI and Community Connections staff, neighborhood ambassadors, a cultural competency consultant, and active community partners on all issues relevant to feasibility including locations, connections, placemaking, design, construction, amenities, public art, and representation of the Town’s cultural and historical legacy.



Mobility Hub



Project Readiness

The Town of Chapel Hill is prepared to initiate the project upon award notification. Robust public engagement was conducted during Mobility and Connectivity Plan development in 2016 and throughout the Complete Community strategy in 2022. Town staff and consultant conducted pop-up outreach events to ‘meet people where they are’ and collect meaningful feedback from residents who are not typically engaged. More than 500 responses were received to the Mobility Plan survey, which was distributed in both paper and online. There were numerous public open houses and information sessions throughout Town to gather input. The Town Council has adopted both documents and is poised to adopt the Everywhere to Everywhere Greenways map, which combines the off-road bicycle and pedestrian corridors from the Mobility and Connectivity Plan with additional strategic corridors and gap fillers from the Complete Community strategy. Because significant public engagement has been done, plans have been adopted by Council, and key decisions have been made, the Town of Chapel Hill will be able to hit the ground running upon notification of funding award.

The Mobility and Connectivity Plan is part of the Town of Chapel Hill’s Comprehensive Plan, and is included in the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization’s Metropolitan Transportation Plan (MTP) and the Comprehensive Transportation Plan (CTP).

Technical Capacity Assessment

The Town’s Transportation Planning Manager is dedicated to managing this project if the funding is awarded. She is an experienced project manager who has managed complex planning processes and capital projects, both including federal funding and coordinating with federal agencies. Other Town staff have ample experience managing federal grant funds (FTA Transit-Oriented Development Grant) and are prepared to assist with project management. The Town is in the process of hiring a Grants Manager, who will also be involved in the day-to-day management of the RAISE grant.

This is a high priority projects for Chapel Hill Town Council. Their support and interest will also provide valuable momentum to the project.

The Town of Chapel Hill elevates equity and inclusion in much of its project prioritization and community engagement. There is an Office of Diversity, Equity, and Inclusion that conducts trainings and is working to integrate equity considerations into all Town policies and procedures. The Community Connections team, within the Affordable Housing Department, is multilingual and focuses exclusively on ensuring meaningful participation and inclusion of vulnerable and underserved populations. All of these staff members are prepared to assist with public engagement for the project.

The North Carolina Department of Transportation (NCDOT) has a feasibility study program, which includes staff, resources, content standards, and a pre-approved list of consulting firms who are qualified to conduct feasibility studies for local jurisdictions. These resources will enable the project to move forward using proven methods and processes.

Assessment of Project Risks and Mitigation Strategies

This feasibility effort has the potential for a high return on investment with very low risks. The local match is committed and there are no supplies to be procured. The Town is fully staffed with the appropriate positions and will likely create new positions with an expected tax increase next fiscal year.

Project Schedule

| | |
|---|--|
| 2016 Mobility and Connectivity Plan Public Engagement | 2017 Council adopts Mobility and Connectivity Plan |
| 2020 Council adopts Mobility and Connectivity Plan Update | 2022 Complete Community Strategy Public Engagement Council Adopts Complete Community Strategy |

Fall 2023

- Obligate RAISE funds
- Select and engage consultant
- Project kick-off (develop project vision, webpage, steering committee, public engagement plan)
 - Work with Town's Office of Diversity, Equity, and Inclusion and the Community Connections team to develop a strategy for meaningful community input from disadvantaged communities)
- Begin study considerations (planning, natural environment, human environment)

Winter 2023

- Initial public engagement, community survey
- Data collection / Field investigations
- Continue study considerations, develop alternatives
- Stakeholder engagement (property owners, business owners, interest focus groups)

Summer 2024

- Compare route alternatives (user experience, cost, permitting needs, utilities, property impacts, constructability, etc.)
- Public engagement

Spring 2024

- Alternatives analysis
- Conceptual cost estimates
- Field walks with community members

Fall 2024

- Recommend alternatives
- Finalize cost estimates, implementation plan, property/ easement acquisition needs, permitting requirements, identify funding sources
- Public engagement

Winter 2024

- Finalize feasibility study
- Town Council adoption