

## REQUEST FOR BOARD ACTION

### HENDERSON COUNTY BOARD OF COMMISSIONERS

**MEETING DATE:** March 20, 2013

**SUBJECT:** Travel Survey Funding Request

**PRESENTER:** Justin Hembree, French Broad River Metropolitan Planning Organization

**ATTACHMENTS:**

1. PowerPoint Presentation
2. Henderson County Transportation Advisory Committee Letter
3. Memo from Henderson County Planning Staff

#### SUMMARY OF REQUEST:

The French Broad River Metropolitan Planning Organization (FBRMPO) is requesting funding for the purposes of conducting a travel survey which will inform a new NCDOT funded travel demand model. The NCDOT is providing full funding (\$300,000) for the purposes of preparing a new travel demand model. The MPO has identified \$288,000 in federal funding for the purposes of paying for 80% of the travel survey costs. A 20% match from local jurisdictions is necessary to fully fund this travel survey and to receive a new travel demand model from NCDOT. The MPO is requesting Henderson County fund \$16,675 of the required \$72,000 in local match (based on the assessment of dues to its participating jurisdictions). The remaining \$55,325 has been committed by the other dues paying members (Buncombe County, City of Asheville, Haywood County, City of Hendersonville, and Town of Waynesville). The principal benefits of a new travel study and travel demand model are:

1. More accurate data on local travel patterns,
2. Capturing missing travel data about tourist, retirement, recreational, and seasonal populations,
3. Production of additional data useful to various organizations (Travel and Tourism, Chamber of Commerce, etc), and
4. Improved investments in road projects, possibly freeing up transportation funding for other currently unfunded road projects.

The total project costs (travel survey and travel demand model) equal \$660,000. The requested \$16,675 from Henderson County represents 2.5% of the total project costs. .

#### BOARD ACTION REQUESTED:

The French Broad River Metropolitan Planning Organization (FBRMPO) is requesting the Board identify and allocate \$16,675 in funding for purposes of completing a travel survey which will inform a travel demand model.

#### Suggested Motion:

*I move the Board allocate \$16,675 in funding for purposes of completing a travel survey which will inform a travel demand model.*

# Travel Survey Funding Request

Henderson County Board of Commissioners

Wednesday, February 20, 2013

Presentation by: Justin Hembree, French Broad River Metropolitan  
Planning Organization

*French Broad River Metropolitan Planning Organization*

## What is a Travel Survey?

1. A sample survey of the population in order to determine travel patterns of residents and visitors
2. Uses varied methods to track travel patterns
3. Answers the following questions
  1. Why people travel...
  2. When people travel...
  3. How people travel...

*French Broad River Metropolitan Planning Organization*

## Benefits of New Travel Survey

1. More accurate data on local travel patterns
2. Captures missing travel data about:
  - Tourists/Retirement Population/Seasonal
  - Recreational/Camp/RV Parks
3. Better input into a new Travel Demand Model (\$300,000 committed funding by NCDOT)

*French Broad River Metropolitan Planning Organization*

## Travel Survey Funding Plan

Proposed Funding Source	Cost
FBRMPO Federal Funds (80%)	\$288,000*
Local Jurisdictions (20%)	\$72,000**

\* Existing funding set aside by FBRMPO

\*\* A portion of the of funding has already been committed by local jurisdictions

*French Broad River Metropolitan Planning Organization*

## Travel Survey Funding Plan

Proposed Funding Source	Cost	Percent of Total Cost to Local Jurisdictions*	Committed
Buncombe County	\$27,605	38.3%	Yes
Henderson County	\$16,675	23.2%	?
City of Asheville	\$14,861	20.6%	Yes
Haywood County	\$8,762	12.2%	Yes
City of Hendersonville	\$2,340	3.3%	Yes
Town of Waynesville	\$1,757	2.4%	Yes

\* Proposed funding based on current MPO participation costs to local jurisdictions. Counties' costs cover areas beyond the principal municipalities' jurisdictions.

*French Broad River Metropolitan Planning Organization*

## Benefits of New Travel Demand Model

1. Replaces existing model which utilize data from Charlotte, NC and Columbus, OH
2. Resulting data useful to:
  - Travel and Tourism
  - Chamber of Commerce
  - County Partnership for Economic Development
  - Local Government
3. Improved Transportation Investments in Road Projects
  - Existing planned project size/scope/time/cost reduction
  - New road projects may be added as a result of the savings
  - Improved transportation investments

*French Broad River Metropolitan Planning Organization*

# Questions?

*French Broad River Metropolitan Planning Organization*



**Planning Department**  
**Transportation Division**  
100 North King Street  
Hendersonville, NC 28792

March 7, 2013

Charlie Messer, Chairman  
Henderson County Board of Commissioners  
1 Historic Courthouse Square  
Hendersonville, NC 28792

Dear Chairman Messer:

At its meeting on March 6, 2013 the Henderson County Transportation Advisory Committee (TAC), composed of elected officials and at-large representatives, authorized that I issue a letter providing advisory recommendations to the Board of Commissioners regarding the request for funding for a Travel Behavior Survey.

**The TAC recommends the Board of Commissioners approve and authorize the funding of the Travel Behavior Survey, which will inform a new Travel Demand Model resulting in data which will be more accurate and useful for NCDOT and Henderson County's Travel and Tourism, Chamber of Commerce, Partnership for Economic Development, and local government.**

Should you or the Board of Commissioners have any questions about the TAC recommendation, I would be glad to provide further insight and commentary.

Sincerely,

A handwritten signature in black ink that reads 'Jim Crafton'.

Jim Crafton, Chairman  
Henderson County Transportation Advisory Committee



**Planning Department  
Transportation Division**

100 North King Street  
Hendersonville, NC 28792

**MEMORANDUM**

TO: Henderson County Board of Commissioners  
Steve Wyatt, County Manager  
FROM: Autumn Radcliff, Interim Planning Director  
Matthew Cable, AICP, Transportation Planner  
DATE: February 20, 2013  
SUBJECT: Travel Study Funding Request  
ATTACHMENTS: None

The French Broad River Metropolitan Planning Organization (FBRMPO) is requesting a total of \$16,675 in funding for the purposes of conducting a travel study and completing an updated and improved NCDOT funded travel demand model. The FY 2013 budget includes \$5,068 in funding for transportation projects and studies (line item #115402-547200) should the Board wish to utilize these funds for this purpose. Should the Board wish to provide the FBRMPO requested amount (\$16,675), an additional \$11,607 would need to be identified in the FY 2013 or FY 2014 budget.