

FY21 PROPOSAL NARRATIVE

Please format your narrative as outlined below. Your application will be considered COMPLETE only if information requested is submitted for every item listed below.

AN OVERVIEW OF YOUR PROGRAM

1. **Background:** Provide a brief description of your organization and its current TDM program.

The Town of Apex, provider of all local government services for the third-largest municipality in Wake County, is working to implement the town's first local bus service, GoApex Route 1 (see Attachment 3). The proposed TDM program includes staff time and materials to support an education, awareness, and marketing campaign for the new bus service and for the Town of Apex to serve as the TDM coordinator for hot spots 58 and 14. In the role of TDM coordinator, Apex would: share information about the regional TDM program as part of outreach efforts for GoApex, share information about regional TDM campaigns including multimodal travel options, serve as the first point of contact for TDM questions, and participate in regional and employer outreach meetings. The marketing campaign will be led by the Planning Department with support from communications staff in the Administration Department. The Town does not currently have a local TDM program. Limited TDM services are currently offered by GoTriangle, as the regional provider. This request would help to launch the first TDM activities undertaken by the Town, and would spread awareness about TDM services currently offered by GoTriangle.

2. **People in your organization:**

Type	Approx. Total Number
Staff	19 staff in the Planning Department, 2 directly assigned to this effort 2 communications staff in the Administration Department 4 staff in the Economic Development Department
Students (if an educational institution)	0
Faculty (if an educational institution)	0

3. **Staff Members:** List all staff members who will work on the project and an estimated percentage of their time to be spent on each major task.

The percentages provided below are estimates of staff time to be spent specifically on the marketing campaign for GoApex and TDM coordination.

- Jenna Shouse – 50 percent
- Shannon Cox – 10 percent
- Stacie Galloway – 2 percent
- Kerrin Cox – 2 percent
- Joanna Helms – 1 percent

4. **Internal Stakeholders and Partnerships:** List all partners IN your organization, which may or may not be funded by the grant but support grant activities currently (Add as many rows as you may need).

Stakeholder/Partner	State the nature of partnership/support.	Funded by this grant?
Jenna Shouse	Long Range Planner leading planning for GoApex	No
Shannon Cox	Long Range Planning Manager managing GoApex	No

5. **Existing External Partnerships:** List all partners OUTSIDE your organization, which may or may not be funded by the grant but support grant activities currently (Add as many rows as you may need).

Partner Organization	State the nature of partnership/support.	Funded by this grant?
Town of Cary	Supporting planning efforts for proposed fixed route service for GoApex	No
Wake County/ GoWake Access	Supporting planning efforts for proposed complementary paratransit service for GoApex	No

6. **Potential External Partnerships:** List key potential organizations OUTSIDE your organization that you do not engage with currently, but future collaboration can support your grant work (Add as many rows as you may need).

Organization	How a future partnership will benefit your TDM work?
Wake County/GoWake Access	The Town of Apex intends to partner with Wake County/GoWake Access as the complementary paratransit service provider for GoApex Route 1.
Town of Cary	The Town of Apex intends to partner with the Town of Cary as the fixed route service provider for GoApex Route 1.
GoTriangle	The Town of Apex will coordinate with GoTriangle to determine if there is educational information about the regional TDM program that should be shared with the public during outreach and marketing efforts for GoApex Route 1. The Town of Apex will also coordinate with GoTriangle to share information about regional bus routes serving the Town of Apex, and planned improvements.
Triangle J Council of Governments (TJCOG)	The Town of Apex will coordinate with TJCOG as the TDM program administrator and for regional TDM campaigns.

7. **VMT Reduction:** Discuss why your organization is the best Service Provider to reduce single-occupant vehicle trips in the hotspot of your interest.

The Town of Apex is proposing the first local bus route in Apex – GoApex Route 1. The route will directly serve two hot spots identified in the TDM Plan – 14 and 58, as well as the NC 55 corridor, which is identified on the TDM Hot Spot map as having the highest trip density in Apex. The proposed TDM request is for staff time and materials for a marketing campaign intended to promote, educate, and spread awareness about this new service. The GoApex marketing campaign will encourage use of the new bus service, thus reducing single-occupancy vehicle trips in Apex. The campaign will also be used as an opportunity to increase awareness of regional routes and to share information about regional TDM services.

GoTriangle is the designated regional provider for TDM services addressing hot spots 14 and 58. GoTriangle has confirmed that TDM services are provided to employers in Apex as requested, and that there have been no requests over the past few years. So, essentially, little to no TDM outreach has been provided to address these two hot spots in the third-largest municipality in Wake County over the past several years.

In addition to being the proposed service provider for the new route, the Town has experience sharing information with residents and visitors. The Town has the unique ability to: leverage our existing relationships with businesses and organizations, share information via digital and print media already used by residents, promote GoApex at festivals and events, and strengthen partnerships with regional providers. Finally, as the lead agency for GoApex, the Town is investing substantial resources in the new bus service, and is uniquely motivated to ensure success of the new route, and thus the reduction of single-occupant vehicle trips.

8. **Equity in TDM efforts:** Please state if any current efforts are being done by you or your organization to integrate equity in TDM outreach. If not, how do you propose to integrate it in your FY21 efforts?

Equity has been an important consideration in every aspect of planning for the first local bus route in Apex and will continue to be a focus of TDM outreach.

A transit propensity analysis was conducted as part of the Western Wake Comprehensive Operations Analysis – a planning study resulting in the recommended alignment for GoApex Route 1. Differences in transit propensity are based on vehicle ownership, race, ethnicity, and annual income. The study found high propensity for transit along the NC 55 corridor between US 64 and US 1. A diverse population including students, seniors, individuals with low incomes, persons with disabilities, limited English proficiency (LEP) populations, and minority populations reside or visit along the route alignment, especially in the vicinity of Hughes Street, James Street, Justice Heights, Apex Middle School, Cambridge Village, Lakeridge Apartments, Linwood Apartments, Beechridge Apartments, and Rex Rehabilitation and Nursing Care Center.

The alignment of GoApex Route 1 was refined through an implementation study, the Transit Circulator Study. The study involved outreach along the proposed corridor and at existing bus stops. Outreach material was made available in both Spanish and English and Spanish-speaking interpreters were available at outreach events in areas with high percentages of LEP populations. As part of this effort, the Executive Director of the Western Wake Crisis Ministry expressed that their clients have had trouble accessing the facility due to limited transportation services in the area. GoApex Route 1 was refined to provide clients with a reliable, all-day transportation option to this facility.

The initial investment in bus stops for GoApex Route 1 will include very limited amenities. Some enhanced amenities, such as benches, bike racks, and trash receptacles, are proposed for those stops anticipated to have the highest ridership. An analysis was completed to ensure equitable distribution of enhanced amenities at bus stops. The distribution is spread across multiple Census Tracts. Most of the bus stops with proposed amenities are located in Census Tracts with a minority population of at least 30%. Proposed bus stop amenities are not disproportionately concentrated in areas with a low percentage of minority populations. A map of the GoApex Route 1 Title VI Analysis can be found in Attachment 4.

As part of the marketing campaign, the Town will continue to ensure equity is a priority consideration. An initial marketing plan was developed as part of the Transit Circulator Study (see Attachment 5). The plan specifically identifies methods to reach low-income and LEP populations, including using partnerships with service organizations, pop-up events along the transit corridor, and printing materials in both English and Spanish.

9. **Additional Impacts of TDM Programming:** Discuss why and how your organization is best equipped to enhance quality of life and area economic vitality through your TDM program.

The Town of Apex is in the best possible position to enhance quality of life and area economic vitality through our TDM Program. The local governments' role is to serve the public for which we work. In that effort, we continuously engage the public to understand the community's needs and priorities. More than any other local or regional agency, we understand the fabric of the community and who will be served by the TDM program. Further, the Town has formed a local transit committee including

representatives of the business community, economic development, health care, parks and recreation, and residents to guide transit planning and implementation. This local committee will be engaged in the TDM effort to ensure that the program enhances community quality of life and economic development. While promotion of GoApex Route 1 will be the special focus of the first year of the TDM program in Apex, the Planning Department is responsible for multi-modal transportation planning and will ensure maps and information about bicycle and pedestrian travel options are also available as part of outreach.

10. **TDM Goals (only for Core Program Applicants):** State any TDM goals that your organization may have for your Program. If this is not the case for your Program, please cite any organizational or community goals that TDM strategies in your proposed workplan could help achieve. (See Core Programs section on pg. 2 and 3 of the main RFP document for more detail.)

The proposed program would support every goal from Bike Apex: The Comprehensive Bicycle Plan (adopted January 2019):

- Enhance mobility
- Create a positive economic impact
- Protect the environment
- Promote equity
- Enhance health
- Increase safety
- Increase livability

The proposed program would support the following themes from Advance Apex: The 2045 Comprehensive Transportation Plan (adopted February 2019):

- Downtown - ...enhance the downtown experience by making it easier to travel to and around the Town core
- Integrated growth – coordinate transportation investments with land use and development decisions to support travel by multiple modes
- Mobility and connectivity – create a balanced transportation system that connects people to destinations with a safe, efficient, progressive, and equitable network that accommodates drivers, pedestrians, bicyclists, and transit users
- Quality of life – Encourage healthy and active lifestyles...along with multimodal transportation choices for all residents regardless of age or ability

The proposed program would support the following goals from the Town of Apex Downtown Master Plan (adopted December 2019):

- Manage parking efficiently and effectively
- Create connections to downtown

11. **Challenges:** State any organizational challenges (physical location of your office, access to communication tools, lack of marketing tools, bureaucracy, organizational silos, outdated technology etc.) that limit the progress you can make in your work and how you propose to address/overcome those in FY21.

The main challenge the Town will confront with implementation of the TDM program is that transit is new to Apex residents and implementation of transit and serving as the TDM coordinator are new to Apex staff. Increasing staff resources is a main purpose of the TDM request. In addition, Apex staff will continue to work with our regional partners to ensure that implementation and marketing is effective. Regional Wake Transit Plan funding is used to fund a portion of staff time at both the Capital Area Metropolitan Planning Organization and GoTriangle to provide technical and public engagement support to community funding area municipalities. As a community funding area, the Town of Apex will continue to leverage these experts as resources to guide our local implementation efforts. In addition, the Town of Apex will work closely with TJCOG and GoTriangle to effectively fulfill our new role as TDM coordinator.

Returning Applicants Only:

- A. Clearly communicate quantitatively your program’s past progress and impacts. Emphasize quantitative data, multi-year progress, and percentage increases in participation in services and programs.

Not applicable – new applicant.

- B. Describe any new or major changes to top tasks, activities, or deliverables from what was proposed in your FY20 proposals. (Applicants do not need to discuss changes to print materials, advertising, events, promotional items, etc.)

Not applicable – new applicant.

NEW Applicants Only: Describe any VMT reduction efforts done in past 5 years by your organization that correlate with this project.

This is the Town’s first targeted implementation effort to reduce VMT. Related past efforts focused on planning and supporting regional transit, including: making information available about regional transit routes, supporting outreach efforts as requested by regional providers, integrating transit in the 2018 updates to both the long range transportation and land use plans, aggressively building bicycle and pedestrian facilities and considering connections to transit in setting project priorities, and serving as active participants in the Wake Transit Planning Advisory Committee.

WORKPLAN: DETAILED TASKS & ACTIVITIES

Top Tasks: Provide a detailed description of each task per instructions below. Make sure to reference to the Activities as listed in [Attachment A](#) that each task will help implement. Please use the same Activity numbering as stated in Attachment A.

- A. For each applicable task under an Activity, applicants must describe in detail how they will collaborate with other Service Providers in neighboring or overlapping hotspots as well as with Regional Programming. Local Service Provider applicants for Core Program funding should budget time to participate in and help coordinate regional activities such as GoPartner meetings and student commuter challenge. They also must describe how they will participate in regional activities and promote regional services. On its end, the Regional Service Provider has the responsibility to assist all Local Service Providers in promoting TDM. Please see [Attachment L](#) for details regarding Roles and Responsibilities of different stakeholders of the Triangle TDM Program.
- B. Specify outputs for each task under an Activity and provide an estimate of the quantity of outputs by Activity wherever possible. Outputs are events that a Service Provider can influence more directly such as number of events coordinated, number of presentations given, GoPartner meetings attended, etc. An example of an output could be “We will make a presentation to 16 different employers, at least once during the FY21 grant period, about alternative transportation options.” For services that involve recruiting employers or signing up registrants, state how those outcomes (employers recruited, users registered) will be tracked and reported.

Response to parts A and B:

The Town of Apex is requesting TDM program funding under the Core Program category as a Local Service Provider. This funding will be used for staff time and materials for the marketing, education, and outreach campaign for GoApex and for the Town of Apex to serve as the TDM coordinator for hot spots 58 and 14. Specific tasks and anticipated outputs that will be undertaken as part of this request are

described below, organized according to the TDM Program Activities outline. It is anticipated that the new bus service would launch in April 2021. Based on this assumption, material development and marketing plan refinement would occur between July 2020 – February 2021 and active outreach for GoApex would begin in March 2021 and continue through the end of the fiscal year. The Town’s role as TDM coordinator would begin in July 2020. Launching a new transit program requires substantial effort. While active marketing would begin in March 2021, the staff position leading the campaign would use the time between July 2020 and March 2021 to: create materials; plan details for the campaign including specific presentations, partners, and events; begin building momentum for the new service; prepare social media campaigns; plan special events; and prepare articles and arrange for publication. In addition, the staff position would use the first months to become familiar with the regional TDM program, services, partners, and materials and determine how to integrate the TDM coordinator role into the overall workload and outreach. This will include revamping the Town’s transit webpage to provide information about TDM programs.

- **Performance Area 1: Planning**
 - **1.1 Expand Funding Opportunities**
 - **1.1.a. Pursue new funding opportunities.**
 - **Activity:** The Town of Apex will identify and pursue funding opportunities to support GoApex and TDM outreach activities. The Town is aggressive in pursuing funding to help address goals. The Town is currently awaiting a final award decision regarding
 - **Output:** Additional funding sources to further enhance the Town’s outreach and coordination efforts.
 - **1.2 TDM-Supportive Policies**
 - **1.2.a. Continue to support implementation of local government adopted TDM policies...**
 - **Activity:** The Town will ensure that TDM activities are consistent with goals identified in adopted plans (see section 10 of application).
 - **Output:** The Town will connect TDM reporting to identified goals.
 - **1.3 Regional TDM Coordination**
 - **1.3.b. Serve on technical advisory committees for major transportation projects and studies.**
 - **Activity:** The Town will work with GoTriangle and GoCary to market route changes and improvements in conjunction with the marketing campaign for GoApex.
 - **Output:** Increased awareness about the new GoCary HSX route and improvements to GoTriangle route 305. A minimum of two calls or meetings with GoTriangle and GoCary to coordinate outreach.
- **Performance Area 2: Program Administration**
 - **2.1 Triangle TDM Program Administration**
 - **2.1.d. Submit Quarterly Reports to TJCOG with detailed data on the metrics relevant to the Activities in Service Provider Work Plans.**
 - **Activity:** The Town will submit Quarterly Reports to TJCOG based on the work plan and guidance provided by TJCOG regarding applicable metrics.
 - **Output:** Completed quarterly reports to inform annual reporting and performance measurement for the TDM program.
 - **2.2. Triangle TDM Program Monitoring and Evaluation**
 - **2.2.b. Survey Triangle commuters regularly.**
 - **Activity:** The Town will participate in development of regional surveys and will work to distribute surveys to commuters in Apex.
 - **Output:** Increased participation in regional surveys by commuters in Apex and better representation of Apex commuters in survey results.
 - **2.2.c. Track program participation**

- **Activity:** The Town will collect and report metrics as coordinated with TJCOG and specified in the work plan. It is anticipated that metrics would include measures of the success of outreach, such as number of events held, number of people reached at each event, number of presentations delivered, number of website hits, number of new partners engaged, etc..
 - **Output:** Reporting of metrics included in quarterly reports.
 - **2.2.e. Track customer satisfaction for TDM-related services and programs**
 - **Activity:** Customer satisfaction surveys for GoApex will be completed every two years. If TDM program funding is made available for a second year of service, the Town will report survey results to TJCOG. This task will not be included in the work plan for the first year.
 - **Output:** Customer satisfaction survey summary (year two, if awarded, only).
 - **2.2.f. Evaluate effectiveness of marketing & outreach activities**
 - **Activity:** As appropriate and feasible, the Town will incorporate brief satisfaction surveys into marketing activities.
 - **Output:** Satisfaction survey results and any recommended changes to marketing and outreach activities provided in Quarterly Reports.
- **2.3 Build the Triangle TDM Program**
 - **2.3.a. Conduct organizational and program review at regular intervals as appropriate.**
 - **Activity:** The Town will participate and provide information for the efforts of TJCOG and the Oversight Committee to conduct organization and program review.
 - **Output:** Additional information to inform the ongoing improvement and effectiveness of the TDM program.
 - **2.3.c and d. Develop processes for training and orienting new service providers, and provide assistance, outreach materials, and support to new service providers.**
 - **Activity:** As a new service provider, the Town will actively seek out and participate in training, orientation, and materials that may be available and will provide feedback that may inform training and orientation programs and materials.
 - **Output:** The Town will have the necessary resources to serve as a new service provider.
 - **2.3.e. Research TDM policies and connect with other successful TDM programs to inform possible future enhancements to local and regional services, marketing, and outreach in the Triangle.**
 - **Activity:** The Town will participate in learning sessions and will share effective material from outreach conducted by the Town.
 - **Output:** Overall improvement of the TDM program and incorporation of lessons learned and best practices identified regionally in the activities the Town leads.
 - **2.3.g. and 2.3.h. Participate in professional development and continuing education opportunities and Seek opportunities to share lessons learned with the TDM professional community.**
 - **Activity:** The Town's TDM coordinator position will participate in regional meetings as well as virtual learning opportunities to enhance his/her knowledge relevant to TDM and to share any lessons learned as a new service provider.
 - **Output:** Professional education and advancement for the new TDM coordinator and additional perspective and information to inform the regional TDM community.
- **Performance Area 3: Services and Operations**

- **3.2 Travel/Trip Planning Service**
 - **3.2.c. Explore public-private shuttles.**
 - **Activity:** As opportunities arise, the Town will coordinate with private entities interested in shuttle service to connect people to destinations or to local or regional bus routes. The Town has already begun this work with the Apex Downtown Business Association and the Apex Transit Committee, but additional resources will improve coordination.
 - **Output:** Possible new private partnerships and new opportunities to support multi-modal transportation options.
- **3.3 GoTriangle.org Website Enhancements**
 - **3.3.a. Maintain regional website content and functionality on an ongoing basis.**
 - **Activity:** Based on GoTriangle guidance, the Town will provide information as needed to inform the GoTriangle website.
 - **Output:** The GoTriangle website will be a useful and current resource for Apex residents interested in the TDM program.
- **3.4 Vanpool Program**
 - **3.4.a. Continue support for vanpool group formation.**
 - **Activity:** The Town will share information about the vanpool program as part of outreach and TDM coordination.
 - **Output:** Increased awareness about the vanpool program and possible increased participation from Town of Apex residents and workers.
- **3.5 Emergency Ride Home (ERH) Program Enhancements**
 - **3.5.b. Support and market ERH services to existing and prospective patron companies.**
 - **Activity:** The Town will share information about the ERH program as part of outreach and TDM coordination.
 - **Output:** Increased awareness about the ERH program and possible increased use of regional bus services by Town of Apex residents and workers.
- **Performance Area 4: Marketing and Branding**
 - **4.2 Focused Marketing**
 - **4.2.a. Develop and implement detailed campaign- and program-specific marketing plans.**
 - **Activity:** An initial marketing plan was developed as part of the implementation study for GoApex Route 1 (see Attachment 3). As part of this task the Town will refine the marketing plan, including specific points of contact, events, costs, and a schedule for implementation.
 - **Output:** Revised Marketing Plan for GoApex, incorporating TDM outreach and materials.
 - **4.2.d. Develop marketing campaigns that increase public awareness of TDM programs, services and their benefits.**
 - **Activity:** The Town will implement the marketing campaign described in the Marketing and Branding Plan, to be refined under Activity 4.2.a. The marketing campaign will include pop-up events along GoApex Route 1, sharing of information at festivals, presentations to local partners, and possible production of an educational video.
 - **Output:** A minimum of: ten pop-up events, presence at two festivals, and three presentations to local partners.
 - **4.2.g. Develop and disseminate outreach materials in multiple languages.**
 - **Activity:** The Town will develop information about GoApex Route 1 in both English and Spanish. Information will be disseminated through local digital and print media, utility bill mailers, at apartment complexes along the corridor, at pop-up events along the corridor, during festivals and events, and through local organizations.

- **Outputs:** English and Spanish versions of the following: utility bill mailer, bus map brochure, bus map poster, and paratransit service brochure.
 - **4.3. Media Relations**
 - **4.3.b. Seek placements in traditional media for current events and/or feature stories.**
 - **Activity:** The Town will seek placement of articles in the *Cary Magazine*, *Be Local*, as well as the Apex Parks and Recreation Program Guide and Senior Program Guide.
 - **Outputs:** A minimum of two articles in traditional media featuring GoApex.
 - **4.3.c. Promote TDM through social media.**
 - **Activity:** The Town will seek placement of information about GoApex and TDM campaigns in social media.
 - **Outputs:** At a minimum, two social media pushes for GoApex and two social media pushes for TDM campaigns will be made through the Town's Facebook, Twitter, and Instagram accounts. The Town will also request the sharing of information through the Parks and Recreation social media feed, Apex Seniors email list, Apex Downtown Business Association email list and website, and Apex Farmers Market website.
 - **4.5 Information and Outreach Materials on TDM Successes and Benefits**
 - **4.5.c. Develop and customize outreach materials for government decision makers.**
 - **Activity:** Provide informational briefing regarding the status and success of the marketing campaign to the Apex Planning Board and Apex Town Council. Offer a presentation to the regional Transit Planning Advisory Committee to share lessons learned for other community funding areas.
 - **Output:** A minimum of one briefing to the Apex Planning Board and one briefing to the Apex Town Council.
- **Performance Area 5: Outreach**
 - **5.2 Local Outreach**
 - **5.2.a. Increase marketing, promotion, and outreach to target areas.**
 - **Activity:** There has been very little TDM outreach in the hot spots in Apex over the past several years. All efforts described under Performance Area 4 will substantially increase the marketing, promotion, and outreach to these target areas. As part of these efforts, the Town will coordinate with the regional provider to determine what information about the overall TDM Program and regional TDM campaigns can be shared to leverage outreach opportunities for multiple purposes and an overall benefit to the program.
 - **Outputs:** Reporting on number of events, publications, posts, people reached, website hits and ridership included in quarterly reports.
 - **5.3 Special Events Outreach**
 - **5.3.a. Provide TDM information for special events.**
 - **Activity:** The Town will provide information about the overall TDM program and any current TDM campaigns at festivals and events attended as part of the outreach plan.
 - **Outputs:** Distribution of TDM material and information at a minimum of two special events.