AGENDA ITEM SUMMARY

MEETING DATE: September 7, 2021

ITEM TITLE: Consideration of Dare County Tourism Impact Grant

ITEM SUMMARY: Staff is requesting authorization to apply to the Dare County Tourism Board for a Tourism Impact Grant. The grant request would be for funding to secure traffic data that will be instrumental in helping the Town better evaluate and understand the impacts that tourism related traffic generates. Further funding may be requested to purchase equipment used to mitigate the impacts of tourism generated traffic. The town has contracted in previous summers to place signage and barricades along US 158 at South Dogwood to prohibit left hand turns on to South Dogwood. The grant request would be in an amount not to exceed $50,000 and requires no match. The information collected is likely useful on a county wide level.

Companies such as Streelight Data, collect location records from smart phones and navigation devices in connected cars and trucks. Data is derived from navigation-GPS data and Location-Based Services (LBS) data.   Adding context from numerous other sources like parcel data and digital road network data, they can develop a view into traffic patterns in Southern Shores as well as all of Dare County.

This data can help us to better understand where the traffic that cuts through the residential streets of Southern Shores originates from including from within the county or out. We can determine the volume of traffic that uses Southern Shores as a cut through by either turning off US 158 or NC 12, and where it exits the residential streets including the turning movements in general. This information would be on a platform that we can access and analyze data to see the routes taken to and through the Town.

STAFF RECOMMENDATION: Staff recommends approval of a grant application for the described purposes.

REQUESTED ACTION: A motion to authorize the Town Manager to apply for a DCTB Tourism Impact Grant.

ATTACHMENTS: Blank copy of Dare County Tourism Impact Grant Application

     White paper explaining Streelight Data's Methodology and Data Sources