

Focus Area 6: Mobility and Transportation

Goal 1	Encourage and facilitate coordination of regional transportation efforts
Strategies	<p>S6.1.1: Integrate scenario planning to support the need for a regional vision</p> <p>S6.1.2: Facilitate dialogue between partner transportation organizations (MPOs, RPOs, NCDOT, transit agencies, and other stakeholders)</p> <p>S6.1.3: Continue rural transportation planning activities of the Triangle Area Rural Planning Organization (TARPO)</p> <p>S6.1.4: Continue coordination of regional planning efforts such as Metropolitan Transportation Plan and Air Quality Conformity</p> <p>S6.1.6: Seek new opportunities to support programs (such as federal grants available through Bipartisan Infrastructure Law)</p> <p>S6.1.7: Successfully integrate Durham Chapel Hill Carrboro MPO into the organization</p>
Key Performance Indicators	<p>KPI 1: Number of projects that were active during the past year</p> <p>KPI 2: Number of external meetings or events in which our staff actively participated</p> <p>KPI 3: Number of new projects initiated</p> <p>KPI 4: Number of visits to transportation project/program websites</p>
Goal 2	Improve collaboration between transportation and other focus areas
Strategies	<p>S6.2.1: Regularly communicate data metrics with other CPRC staff</p> <p>S6.2.2: Identify opportunities to share partnerships and networks</p> <p>S6.2.3: Coordinate on CPRC regional/inter-local projects such as Tri-Cities, Comprehensive Economic Development Strategy, and regional resiliency planning</p> <p>S6.2.5: Better integrate air quality and energy efficiency work</p> <p>S6.2.6: Better integrate RPO practices with other rural planning and technical assistance activities</p>
Key Performance Indicators	<p>KPI 1: Number of projects pursued in cooperation with other focus areas</p>
Goal 3	Better communicate the benefits/value of transportation work
Strategies	<p>S6.3.1: Update the Triangle Travel Demand Management plan, including evaluation and monitoring metrics geared toward societal impacts</p> <p>S6.3.2: Revitalize the Triangle Clean Cities Coalition through a strategic planning steering committee process</p> <p>S6.3.3: Seek opportunities to present information about our work</p> <p>S6.3.4: Use the CPRC datahub as a tool for sharing information</p> <p>S6.3.5: Create a performance measure dashboard for MTP</p>
Key Performance Indicators	<p>KPI 1: Number of resources (data, tables, maps, links, etc.) posted to data website</p>