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TITLE
COST-SHARE AND MEMORANDUM OF AGREEMENT WITH PIEDMONT AUTHORITY FOR REGIONAL TRANSPORTATION (PART): COMMUNITYVIZ MODEL FOR LONG-RANGE TRANSPORTATION PLANNING

SPONSOR
J. Leslie Bell, Planning & Development Director

BACKGROUND
The Piedmont Authority for Regional Transportation (PART) has met with Planning directors and transportation staff across the Piedmont Region (Guilford, Forsyth, Alamance, along with the cities of Greensboro, Winston-Salem, Kernersville, and High Point) to study the merits, needs, capabilities and next steps for developing a Piedmont Triad CommunityViz Model using CommunityViz software, which will replace current socioeconomic data allocation processes for the region (including both a base year data management tool and a future year allocation tool).

The foundation for the PART (Travel Demand) Model is socioeconomic data - including population, housing, students and employment estimates - organized into distinct geographic subareas referred to as traffic analysis zones (TAZs). Collectively, this information represents the assumed growth and development potential for the Piedmont Triad Region. Demand on the transportation system (trip generation) is calculated directly from the model's socioeconomic data.

The new model will incorporate data, logic, partnerships and staff experience developed for the Piedmont Together CommunityViz Model in 2013 - making the transition to a new tool more efficient and cost-effective. A project guidebook will summarize key steps for moving forward with the model build program (implemented independent of this initial Statement of Work).

As a method of providing a cost-effective land use planning tool that can also be used locally, participating agencies have agreed to explore advancing the Piedmont Triad's modeling effort to include scenario planning related to land use, utility and transportation infrastructure, and natural resources. As part of this partnership, Guilford County's financial contribution to this effort is calculated at $1,100 of the total estimated project cost of $17,800. (see attached).

No additional county funds will be required as the Planning & Development department has

identified funds in its approved FY 2018 budget that can be used to cover this expense.

BUDGET IMPACT
NO ADDITIONAL COUNTY FUNDS REQUIRED

REQUESTED ACTION
Approve $1,100 cost-share and memorandum of agreement, in substantial form, between Piedmont Authority for Regional Transportation (PART) and Guilford County to study the merits of a CommunityViz model as a method to link adopted land use plans and other potential future land use scenarios across the Piedmont region for long-range transportation planning.