

Chapter 6.0

6.0 TRANSIT FUNDING

The High Point Transit System's most significant challenge both in terms of providing quality public transportation services and maintaining existing service levels is funding. There are few, if any, recommendations in the SRTP that can move forward to implementation without additional funding to at least mitigate the trend of rising costs through economic inflation. The goal of the transit funding element of the SRTP is to ensure that the recommended service enhancements and capital improvement projects are financially supported throughout the FY2016-2020 planning period.

This chapter provides a general estimate of the financial needs in order to operate the High Point Transit System in the future. The estimated costs for individual route recommendations were provided in Chapter 5, while this chapter attempts to estimate the costs associated with operating the entire High Point Transit System, including agency administrative elements.

6.1 Funding Challenges

Federal, state, and local funds play a critical role in the annual budget of the High Point Transit System. The system receives approximately 80% of its operating funds and nearly all of its capital funds from federal, state and local sources. While essential sources of funding, the amount available from these sources has been reduced or held

constant over the past several years. Additionally, the system has only a limited ability to influence changes to these funding sources. Consequently, the High Point Transit System, like transit agencies around the country, struggles to provide its services within the budget of revenues it receives.

From a cost perspective, there are numerous challenges faced by all transit agencies big and small alike. In recent years, as the national recession strained government financial resources at all levels, virtually every transit agency faced difficult choices in the provision of service. This trend is likely to continue for several critical reasons.

- » Transit costs are largely driven by operator wages, fuel, and insurance costs. The High Point Transit System has worked hard to keep driver wages reasonable, but there is continuous pressure to adjust wages to keep pace with cost of living increases. While fuel costs have stabilized recently, and even declined from what prices were in the mid to late 2000s, these costs are anticipated to gradually increase over time. Insurance costs rise steadily year-on-year, a trend that shows no sign of reversing.
- » It is increasingly anticipated that competing priorities and pressures placed on the federal budget will result in a stagnant level of funding for transit (i.e. no adjustments for annual cost increases). This may represent the best case scenario for transit funding at the federal level. This is especially challenging for small and mid-size transit agencies, which typically get a significant amount of their funds from federal sources. State and local funds

are similarly stretched and are unlikely to increase dramatically in the short-term.

- » There are mounting pressures on the City of High Point's budget for public goods and services, including the High Point Transit System. As the most important source of funding, the City is challenged by the same pressures facing the transit system and thus has not been in a position to provide additional funding over the past few years.

Developing a feasible and sustainable financial plan depends upon the identification of secure funding sources with sufficient continuous revenue that can support the financing, operation, and implementation of existing and any proposed transit service options or facilities.

As the High Point Transit System looks into the future it must become more proactive about working with partners and looking for new ways to raise revenue, recognizing that it is unlikely that there will be a single solution and instead the agency must look to broaden and diversify funding opportunities.

6.2 Forecast System Costs

The financial element of the SRTP calls for the implementation of the service and capital improvement program discussed in Chapter 5. As discussed in Chapter 5, the future service recommendations and preliminary operating plans assumed a neutral funding scenario. Under this scenario, the recommended services would operate in line with current funding levels, assuming no new sources of funding were available. As such, forecasts of future system costs reflect this concept.

Table 6-1 displays general estimates of the costs associated with implementing the recommendations of this plan, separated into several cost categories. On the operating side, there are expenses associated with continuing operation of existing levels of service, expansion of service into new markets, improvements to existing routes, and administrative support services over the five years of the SRTP.

Operating and maintenance expenses are assumed to be funded through a combination of fare revenues, local vehicle registration fees, state and federal grants. Financial partnerships with local governments or employers are discussed later.

The financial plan includes the following assumptions about revenue availability for operations and maintenance:

- » State and federal formula grant revenues (State Maintenance Assistance Program (SMAP) and Section 5307) will increase at a rate of 3% per year.
- » The fare recovery for fixed-route and demand-responsive services will continue to be roughly 20%.

The existing service column provides an overview of the current fiscal year programmed funds for High Point Transit. Forecasts for system operating expenses are based on the current fiscal year budget and anticipated annual escalations in costs for line items such as staff wages, fringe benefit costs, vehicle parts, fuel, insurance, and facilities, among other costs. A modest 3.0% annual inflation rate was assumed. It may be that costs fluctuate more or less than 3.0%, but this escalation rate reflects a common average cost escalation rate across all categories of costs.

The "New Service" category includes the costs associated with implementing the concept plan detailed in Chapter 5, and reflects the expenses of optimizing the existing service. Note that these services are specifically identified in FY2016, but are subsequently rolled into the service operating costs in following fiscal years, assuming the new service plan is fully operating by FY2017.

The costs for operating expenses shown reflect costs for weekday and Saturday service collectively. The financial element of the SRTP assumes that all current and future services would be operated directly by the High Point Transit System.

The total net costs shown in Table 6-1 show the difference between estimated expenditures and revenues, including passenger fares and other revenue sources available to the High Point Transit System. Fares for fixed-route service and ADA-paratransit services are included in the "Fare Revenue, Concessions, and Assistance" row. Any costs not covered by the revenue sources listed would be the responsibility of the City of High Point. It should be noted that these costs are generalized based on existing budget information, and forecast costs are intended as "order-of-magnitude" forecasts for future system costs.

Exhibit 51. Forecast System Operating Costs and Revenues by Fiscal Year

Operating Costs and Revenues	Existing Budget	Fiscal Year				
		2016	2017	2018	2019	2020
Operating Expenses						
Operating Expenses	\$1,975,300	\$1,719,100	\$2,095,600	\$2,158,500	\$2,223,200	\$2,289,900
New Service	\$0	\$315,500	\$0	\$0	\$0	\$0
Personnel Costs	\$1,531,500	\$1,577,400	\$1,624,800	\$1,673,500	\$1,723,700	\$1,775,400
Employee Benefits	\$612,600	\$631,000	\$650,000	\$669,400	\$689,500	\$710,200
Capital Improvements	\$271,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000
Total Estimated Expenses	\$4,390,400	\$4,493,000	\$4,620,400	\$4,751,400	\$4,886,400	\$5,025,500
Revenues						
Inter Governmental Revenues	\$1,044,700	\$1,076,000	\$1,108,300	\$1,141,600	\$1,175,800	\$1,211,100
Government Fees	\$413,000	\$425,400	\$438,200	\$451,300	\$464,800	\$478,800
Fare Revenues, Concessions, and Assistance	\$2,255,400	\$2,255,400	\$2,255,400	\$2,255,400	\$2,255,400	\$2,255,400
General Fund Contribution	\$521,700	\$521,700	\$521,700	\$521,700	\$521,700	\$521,700
Transit Capital Projects Fund	\$155,700	\$155,700	\$155,700	\$155,700	\$155,700	\$155,700
Total Estimated Revenues	\$4,390,500	\$4,434,200	\$4,479,300	\$4,525,700	\$4,573,400	\$4,622,700
Net Total	\$(100)	\$58,800	\$141,100	\$225,700	\$313,000	\$402,800

There are numerous factors that influence the costs of operating transit service, many of which cannot be forecast with any certainty. For example, in recent years, the cost of fuel has both risen and fallen. Improved fleet efficiencies and routine preventative maintenance can help system operating control costs. Other costs have consistently increased, such as the cost of insurance.

The totals shown in Exhibit 51 should only be considered as a general guide for assessing future system costs, but these costs will be determined with better accuracy after the service plan is implemented.

A cost that has not been specifically accounted for but will play an important role in the advancement of transit services in High Point are marketing and promotional costs. Transit is both a public service and consumer good, and advertisements of service improvements need to be communicated with the general public. It is recommended that dollars be allocated to cover the costs of advertising service adjustments at the Broad Avenue Terminal, at key bus stops in the High Point Transit System such as the GTCC High Point campus, and on-board vehicles. Advertisements of service modifications should also be posted in community facilities, senior centers, mailed notifications to demand-responsive service users (to encourage greater use of the fixed-route system), and in new service areas to help attract riders (e.g., multi-unit residential complexes near the Palladium/Deep River district). Over time, marketing costs may be scaled back as new services or brand identity is established.

Capital expenses during the upcoming fiscal years primarily reflect the purchase of new buses. With 12 of 17 fixed route fleet vehicles being below 50% of their remaining useful life, the High Point Transit System will need to procure new fleet vehicles, likely toward the end of the SRTP's timeframe. While vehicle costs differ by manufacturer, a 30-foot city bus with ADA accommodations such as bridge plates or kneeling capability are likely to cost between \$400,000 and \$500,000 each. Economies of scale can be achieved through bulk ordering for vehicles with a peer agency.

Additional capital items include costs for sheltered stop installations (typically costing approximately \$10,000 per stop), funds for bus stop signs or public furniture at bus stops, and the construction of sidewalk space at shelters or around bus stops. Expenditures for sidewalks are assumed to be in addition to the city's regular expenditures for sidewalks already programmed. No costs are included for transit centers or park-and-ride facilities. However, the cost to construct a transit terminal in the Palladium/Deep River region to facilitate transfers between Hi Tran and regional services could cost as much as \$500,000 or more depending on design, right-of-way acquisition, and construction. If the facility is shared with PART or other regional transit services, there may be an opportunity to offset costs with these other service providers.

6.2.1 Service Frequency and Span Enhancements

As discussed, the recommended service operating scenario outlined in Chapter 5 for the future Hi Tran service network assumed a neutral funding scenario, wherein the addition of service in the Palladium/Deep River region, as well as the revised service along Lexington Avenue and other system changes, resulted in operating changes to all routes in the Hi Tran system.

These changes resulted in frequency adjustments or reduced service spans for most routes in the system, a necessary tradeoff to cover the operating cost of the new services and stay within existing budget parameters. However, the SRTP aims to be a forward looking, and throughout the planning process project stakeholders have emphasized a need for enhanced service spans and increased service frequencies.

Exhibit 52 provides an illustration of how enhanced service frequency or a lengthened span of service would change the service operating costs associated with the suggested improvements in Chapter 5. Specifically, these improvements include the following:

- » **Enhanced Frequency:** The frequency of Routes 10 and 11 during the peak travel periods would increase from 30 minutes to 20 minutes.
- » **Enhanced Span of Service:** All routes would be extended to a minimum of 14 hours of daily service (approximately 6:00AM to 8:00PM). There would be no frequency adjustments to any route under this option, in effort to keep costs down.

Costs were escalated by 3% annually to reflect inflation rates over fiscal years. The costs shown are for weekday service only, as the plan suggests that modifications to service frequency or span should only occur on weekday. Saturday service would operate on the same schedule as is currently in service.

Exhibit 52 Forecast Service Operating Costs – Enhanced Frequency or Span of Service

Fiscal Year	S RTP Service Plan	Enhanced Frequency	Enhanced Span
2016	\$2,351,400	\$2,528,900	\$2,713,900
2017	\$2,384,900	\$2,604,800	\$2,795,300
2018	\$2,456,400	\$2,682,900	\$2,879,200
2019	\$2,530,100	\$2,763,400	\$2,965,600
2020	\$2,606,000	\$2,846,300	\$3,054,500

Note: The costs shown in Table 6-2 for operating expenses are different than the costs shown in Table 6-1. This is because the costs for operating expenses in Table 6-1 were based exclusively on expenses for FY 2015, where the costs in Table 6-2 are based on the generalized cost per revenue mile with an overhead factor to broadly account for operator wages, employee benefits, fuel, insurance, and other costs, spread across the entire system.

As noted, the costs shown are generalized, and subject to significant price fluctuation, and therefore are intended for illustrative purposes only. However, it is noted that frequency or span of service enhancements escalate costs, and an analysis of fleet needs would also be necessary to determine whether frequency changes specifically would necessitate additional fleet during the peak travel periods. However, as an expressed desire for improved frequency and span of service by the Steering Committee and Sounding Board, it is important to understand the general parameters associated with these options from a cost perspective, and how these costs impact the overall agency budget to achieve what the community has outlined as a goal for future transit services.

6.2.2 Transit Mode Share

A key ingredient in the forecast of future system costs is ridership. According to High Point Transit System data, fixed-route ridership has declined slightly over the past three fiscal years while ridership for demand-responsive services has slightly increased. Several factors have likely contributed to these observed trends. As the City of High Point's populace has aged, more persons are now eligible under the current

rules for demand responsive service. At the same time, job losses among skilled trades or service sector employment have likely led to reductions in ridership. Still, High Point experienced a population growth rate of 21.6% between 2000 and 2010, and U.S. Census Bureau projections assume the City has added an additional 3,000 - 4,000 residents since 2010. The growth in population will place additional need on public services, including public transportation, as a means of basic mobility. Coupled with the demographic characteristics of High Point, public transportation will continue to be a vital service to many residents.

While future ridership is an important consideration in forecasting financial needs, the statistic most relevant to measuring whether the High Point Transit System is achieving its mission is the percentage of trips in the region that are made on public transportation, also known as the transit mode share. Despite recent trends suggesting declining ridership on fixed-route services, with the City of High Point continuing to grow, transit's mode share should be anticipated to increase. Transit mode share is also closely tied to economic conditions, as transit represents one of the most economical forms of transportation for a city. In a growing economy, transit ridership may increase, but the transit mode share may actually drop if overall travel is increasing at a faster pace. Conversely, if transit mode share is increasing, then it is clear that the region is moving toward a more sustainable transportation system with less reliance on the private automobile.

It is difficult to measure with any level of precision the transit mode share at a single point in time, but estimates may be made using various data sources and basic assumptions. A common way to examine the potential future transit mode share is to consider the past experience of transit relative to population growth. Based on the growth of High Point over the past decade, growth in transit mode share may be estimated for year 2020. This extrapolation assumes that the rate of growth that occurred between 2000 and 2010 will continue at roughly the same pace between 2010 and 2020. With the rate of growth between 1990 and 2000 being nearly

equal to the rate of growth between 2000 and 2010, and current Census Bureau figures projecting growth in the first few years of the current decade, the assumption that the rate of growth will be consistent is valid.

The U.S. Census Bureau estimates the proportion of public transportation trips made for work purposes in High Point is approximately 1.1%¹ of all work trips. By 2020, it is estimated that the transit mode share could increase to XX% based on the assumed growth of Hi Tran ridership relative to the City's population growth.

Several factors affect future transit mode share. As the High Point Transit System increases its levels of service (e.g., frequency and span of service) and expands the system's geographic reach, more riders will be attracted. Rising automobile-related costs will promote the use of non-motorized travel modes including transit. The two most obvious components of the direct cost of car use are the price of gasoline and the price of parking. To the extent these costs increase relative to the cost of transit (e.g., fares), transit will become a more attractive option. The mode share of bicycle and pedestrian trips (while not estimated here) is likely to continue to rise, which compliments transit utilization.

6.3 Future Funding Opportunities

The following discussion presents a brief description of potential federal, state, local, and public/private sources of funding commonly used by transit agencies to help offset the public subsidy costs of providing service. Transit agencies are looking for creative means to raise revenues to offset increasing operating costs while competing for increasingly limited public general fund dollars with other public services. These funds could be used for both capital and operating cost needs for the existing and future transit system. In some cases, the High Point Transit System may have already explored potential partnerships; in other cases, opportunities may exist that should be capitalized on.

Fares

Across the country, nearly every transit agency has had to increase fares to help cover operating cost increases in the past five and ten years. Fare increases are one of the most common methods of raising transit agency revenues, and should be considered by the High Point Transit System periodically. The last time High Point Transit System fares were increased

was 2004, and current data suggests a fare recovery percentage of between 21 and 23 percent. Establishing fare recovery thresholds is an important step for when fare increases are warranted and justifying future fare increases with the public. A common fare recovery threshold used by transit agencies is 25 percent, by example.

However, raising fares is a delicate balance between equity, ridership, and agency revenue needs, particularly for transit agencies like the High Point Transit System that predominantly serve transit-dependent populations. Fare increases directly impact system users, some of whom may not be able to afford the increase, thus also affecting ridership. Yet in order for the High Point Transit System to continue to provide service and achieve the goals outlined in this and future short range transit plans, users should expect periodic fare increases. Underlying both of these points is that transit continues to be an affordable transportation solution as compared to driving.

Dedicated Taxes

One of the most common ways transit service agencies are able to achieve financial sustainability is by working with local, regional, and state governments to develop taxing mechanisms that dedicate tax revenues to the transit agency. Also, federal funding support often requires a form of dedicated local revenue. In 2009, the NC General Assembly passed the Congestion Relief and Intermodal Transportation 21st Century Fund, authorizing counties to enact (with voter approval) up to a one-half cent sales tax and increases in regional vehicle registration fees to fund public transportation service. This fund also provides grants to transit agencies, provided a transit plan is in place.

The High Point Transit System does not directly receive funds as part of a tax used to support public transportation. However, many transit agencies across the country are working with local, regional, and state legislative bodies to enact dedications of tax revenues from different funds to pay for service. Popular tax mechanisms used by transit agencies include the following:

- » **Sales Taxes** – Dedicated sales taxes are increasingly used by transit agencies as a means of generating revenues for capital improvements and operating revenues. Typically, communities propose sales tax increases as one-quarter or one-half of one cent. These taxes are most often part

of ballot initiatives and ratified by voters. However, there is risk associated with this approach. The inherent instability of this revenue source makes predicating investments in transit service difficult, especially if these funds are used for service operations. Still, sales taxes are often a mechanism used to help fund agency services and capital improvements.

- » **Automobile/Truck Rental Fees** – The City of High Point already collects vehicle use fees for licenses, permits, and inspections, and a portion of these funds are provided to transit. It is recommended that this source of revenue continue to be available to the High Point Transit System, and increased if possible. Maximizing the available dollars authorized by the NC General Assembly as part of the Congestion Relief and Intermodal Transportation 21st Century Fund should be implemented if not already in practice.
- » **Automobile Sales Taxes** – Some states and municipalities have taken steps to dedicate a portion or all of automobile sales taxes to fund transit services. Personal transportation will continue to be the dominant form of transportation in cities and states across the country, and sales of automobiles are gaining strength. However, as with other sales-based taxes, automobile sales taxes are subject to economic conditions of the region, state, and nation.

The feasibility of identifying local taxing mechanisms to support transit was not included as part of the SRTP process, but may be a topic for additional research.

Student Transportation Fees

Another revenue-generating mechanism that is increasingly popular with transit agencies are student transportation fees. Universities and colleges typically have a strong interest and high demand for transit service because students do not always have access to private vehicles, but need or want to travel; university and college campuses often have limited and/or restricted parking facilities, and offering transit

programs is often equally or less expensive than developing parking structures; and many colleges are interested in being more “green” and look to transit programs as one of the ways they can reduce the environmental impact of their institution. Partnerships between transit agencies and universities and colleges are typically referred to as “UPass” programs; the moniker reflects both that such arrangements are with a university and often offers universal access to transit service. These fees, typically paid individually by students, offer students a flat rate per semester or for the entire academic year for unlimited transit trips. While student transportation fee programs will not fully resolve Hi Tran’s revenue needs, it may help reduce the budget challenges slightly. Developing partnerships with High Point University and GTCC could provide a source of revenue.

It is also worth noting that student travel programs may be structured so the revenue collected is used as fare revenue or as local matching funds.

In addition to universities and colleges, transit agencies have also successfully earned revenue through partnerships with public school districts. Common arrangements include contracting directly with the school district to provide specific trips to schools (such trips must still be open for general public use) or selling school districts bulk transit passes for students.

Employer Partnerships

Many transit agencies have also developed partnerships with large local and regional employers to offer employees bus passes and incentives to use transit. These pass programs are paid for by either the employer or a combination of the employer and employee, selling passes in bulk to major employers, or working with an employer to provide targeted transit service to a specific employment site. The High Point Transit System might consider working with regional employers such as Ralph Lauren or Bank of America to identify times of day employees are traveling and their travel needs. In the case of the recommended crosstown service on

Lexington Avenue that would directly serve the Ralph Lauren facility on Pendleton Street, or the Palladium/Deep River region circulator service, it may be possible to work with employers to provide some funds to offset operating costs if there is direct benefit. As noted above, effective marketing of the service improvements and new routes will be critical to their success. A suggested approach is to combine individualized marketing strategies at the residential end of new routes with employer-based transportation demand management (TDM) strategies.

Advertising Revenues

Advertising on and within transit vehicles and at facilities is not a new concept. Transit centers, vehicles, and bus stops are places where people congregate and wait for service. Recognizing the potential to reach temporarily captive audiences, advertisers are looking for cost effective and easily implemented advertising mechanisms to deliver messages. Similarly, transit agencies are continuing to recognize the revenue generated and operational cost savings available through advertising dollars.

According to the 2009 Transit Cooperative Research Program (TCRP) Report 133, Practical Measures to Increase Transit Advertising Revenues, which surveyed national and regional advertisers and media experts, the “Sale of advertising in public transit facilities and vehicles is a nearly \$1 billion industry generating approximately \$500 million annually to transit agencies.”

While transit advertising expenditures have fluctuated in recent years, “out-of-home” advertising (billboards, newspapers, and place-based advertising) has continued to grow. While the report notes that transit advertising expenditures comprise approximately 0.3% of all advertising expenditures in the country (according to 2007 data), the revenue generated to transit agencies can help secure additional operating revenues and offset operating and maintenance costs.

The findings of TCRP Report 133 state that “Market conditions suggest that transit advertising is well positioned to grow. The outlook from organizations that track media trends is that the shifting of dollars out of traditional media and into non-traditional formats will continue, despite an overall decline in advertising spending due to the current recession. In particular, out-of-home media, as a category, will remain one of the fastest growing sectors of advertising spending. This forecast is compatible with

the belief that the benefits offered by transit advertising can be made to align well with the needs of advertisers.”

Exterior bus advertising reaches all sectors of the population – as moving billboards, transit bus or rail fleets can carry a message from one side of town to another, through neighborhoods, commercial districts, medical or institutional campuses, and industrial centers. These advertisements allow for large displays of products or messages using minimal written copy, given the short duration viewers are typically exposed to the advertisement. Where exterior bus advertising is capable of reaching a mass audience quickly through large but simple displays, interior advertising capitalizes on the captive nature of the transit user audience and the duration of their trip.

Transit riders typically remain in a transit vehicle for more than one stop and the time in transit (including the dwell time at stops) allows them to view interior advertisements for long periods. Interior bus advertisements, sometimes referred to as “Car Cards,” are smaller-sized posters mounted in plastic frames between the top of the window and roof of the bus, or sometimes along vertical panels within the bus (a popular location is the vertical panel behind the driver’s seat, or seatback panels by the rear door). Finally, transit shelters and street furniture offer fixed facilities that may be used to display outdoor advertisements, thereby generating additional revenue to the transit agency.

A strong advertising program generates a reliable revenue stream, positioning the High Point Transit System as a fiscally responsible agency. Ultimately, this allows the High Point Transit System to provide better products and services. The High Point Transit System may consider an open solicitation of potential outdoor advertising partners via an RFP for implementation and ongoing management of an advertising program. Once awarded, the advertising vendor, in partnership with the High Point Transit System, could:

- » Perform a market analysis in order to create a flexible and robust menu of advertising options, establish advertising value (e.g., number of impressions, frequency, etc.), and establish advertising unit price points.
- » Seek out local and national advertising partnerships, with an emphasis on strong local brands as potential advertisers.
- » Increase awareness about the benefits of advertising with Hi Tran,

especially among local businesses and communities.

- » Utilize advertising profits to reduce capital costs of advertising program infrastructure improvements, which will in turn result in higher levels of advertising revenue,
- » Coordinate with client and fleet maintenance services to assure quality control and manage content to ensure the branding of Hi Tran presents a strong community based image.

Congestion Mitigation Air Quality Funds

New services in the High Point Transit System service area could be funded through a Congestion Mitigation/Air Quality (CMAQ) grant. These grants are three-year demonstration grants that provide 80% federal funding and require a 20% local match. During the three-year demonstration period, the City of High Point would be responsible for the 20% local match and the High Point Metropolitan Planning Organization (HPMPO) would provide the 80% federal funds from the FTA as pass-through money. A risk with using this approach to funding new services is whether a route funded with CMAQ money is successful, but limited funds for transit do not permit it to continue operation.

At the conclusion of the three-year demonstration period, if the route has proven to be successful, the City of High Point would presumably be responsible for the full cost of the service. This places a burden on the City of High Point to identify a source of the 80% funding that would not be covered by the federal government. If a regional funding source (e.g., HPMPO, Guilford County, or the State of North Carolina) was available to the High Point Transit System, the burden on the City after the three-year demonstration period ends could be significantly reduced.

Another important consideration with regard to CMAQ funding is the regions continued ability to meet air quality standards as defined in the Clean Air Act. Transportation contributes substantially to greenhouse gas emissions. As

long as the region remains “in attainment” as it currently is, the State of North Carolina has full discretion on how to allocate its CMAQ grant from the federal government.

Rather than risk falling into non-attainment, investments in public transportation now, using CMAQ and other funding as a hedge against non-attainment, will both enhance the sustainability of the transportation system in High Point and preserve the freedom to use CMAQ funds for the best available and most needed projects.

¹ U.S. Census Bureau, American FactFinder, 2011-2013 American Community Survey 3-Year Estimates Journey to Work

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