

# **Annual Impact Report FY 2018-19**



## **Triangle Transportation Demand Management Program**

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**Triangle J Council of Governments**

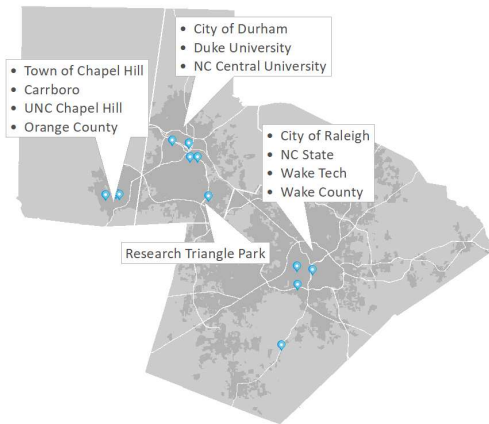
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# Introduction

## Program Background and Overview



### What is TDM?

Transportation Demand Management (TDM) aims to reduce reliance on single-occupancy vehicles (SOV) for travel by encouraging options such as carpooling, vanpooling, public transit, biking, walking, teleworking, and flexible work weeks. The Triangle TDM Program Impact Report calculates the reductions in vehicle trips, vehicle miles traveled, and vehicle emissions resulting from programs funded by the Triangle TDM Grant Program.

### STEPS OF TRAVEL BEHAVIOR CHANGE:

- 1) People become aware of non-SOV modes through TDM marketing efforts, employer outreach, or word of mouth.
- 2) People experience a shift in attitudes toward non-SOV modes and begin to consider using them.
- 3) People become increasingly willing to try a new mode.
- 4) People try a new travel mode.
- 5) People are satisfied with the new travel mode and repeat it.
- 6) People adopt the new travel mode, establishing lasting changes in their travel patterns.
- 7) People maintain the behavior over time, even as their personal or professional circumstances change.

### HOW IT WORKS:

The **Triangle Regional 7-Year Long Range Travel Demand Management Plan** was adopted in 2007, with the goal of **reducing growth** in regional commuter vehicle miles traveled (VMT) by 25%.

**"Hotspots"** are areas containing several Traffic Analysis Zones with high work-commute trip density, and areas with the best opportunities for TDM services. The TDM program targets these hotspots.



**Three (3) organizations** provide TDM funding in the region: the North Carolina Department of Transportation (NCDOT) and the two Triangle Metropolitan Planning Organizations (MPOs), Capital Area MPO and Durham–Chapel Hill–Carrboro MPO.

**Triangle J Council of Governments (TJCOG)** has the primary responsibility for TDM program administration in the Triangle region.



**An annual, competitive solicitation** for TDM projects to receive grant funding is coordinated by TJCOG. The solicitation focuses on supporting regional and local multi-year, sustainable efforts to reduce commuter-related VMT in the Triangle Region.

**Local Service Providers (LSPs)** are the managers of each hotspot, typically being a local government or a university. LSPs document the progress and performance of their programs and help administer a biennial survey to students and employers, all of which informs the data in this report.

# Introduction

## Program Background and Overview

### WHY IS TDM IMPORTANT?

**Rapid growth** in the region has led to both increased urbanization and sprawl. The historically automobile-centric infrastructure of the region is not equipped to handle the increased traffic and parking demand this has caused.



**Continued growth** in the region will only cause additional congestion and delays. By 2040, much of the region is predicted to become extremely difficult to traverse by car. If the right steps are taken, however, these effects can be mitigated.

**Unseen costs** of driving alone far exceed the costs that most drivers consider. Along with the cost of a car, repair, and fuel, the following also need to be considered when making the choice to drive alone:



- Traffic service costs
- Road construction costs
- Road repair costs
- Vehicle accident costs
- Parking costs
- Environmental damage costs
- Health costs

Note: Town of Cary was one of the LSPs funded under the FY19. However, because of staffing issues they declined the funding early in the program and have not been included in the report or impact calculations.

**Driving alone** is the most commonly used mode choice for commuters in the U.S. Most users assume it is the easiest or only option, without realizing that there are many other possibilities available that could save them time, money, and frustration.

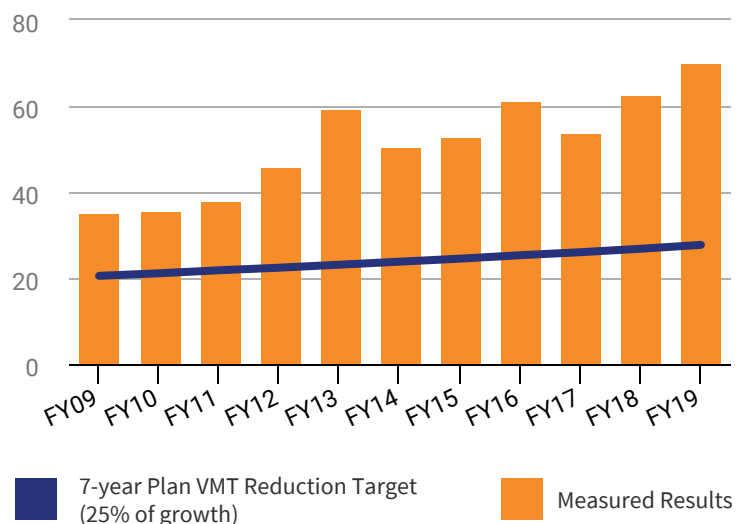


**Air quality** and climate change impacts are directly related to the number of vehicles on the road and how long the vehicles are active. Reducing the number of vehicles and delay times can improve the health of a community both in the short and long term.

### AIMING FOR REDUCTION:

In the Triangle Regional 7-Year Long Range Travel Demand Management Plan, a goal of 25% reduction in growth of VMT was set for 2015. Through the use of TDM programs and collaboration with local service providers (LSPs), that goal was met or exceeded each year, and continues to outpace the 25% target in 2019. The chart below illustrates the VMT reduction from Fiscal Year 2008 through fiscal year 2019.

Annual VMT Reductions FY (09-19)  
(in millions)













# PERFORMANCE MEASURES

## IMPACTS OF FY2019

### Program Impacts

Estimating the true impacts of the many different TDM-funded services can be a challenge. To better understand these impacts in everyday terms, the results are conveyed as **vehicle trips, miles traveled, emissions reduced, and fuel savings**. These estimates are an average of the overall travel changes within the system, and the changes that users reported were directly related to services provided by the TDM program. More calculation details can be found in Appendix 1.

### NOTABLE ACCOMPLISHMENTS

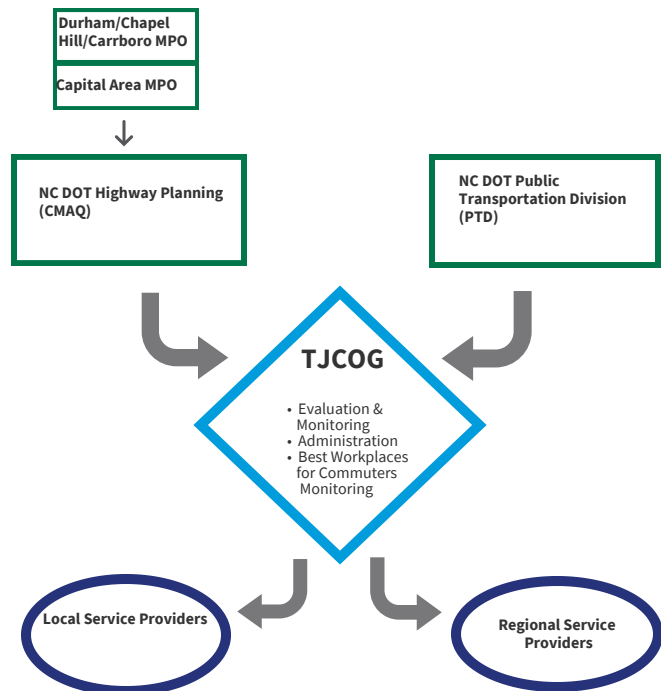
	<b>6.5 million</b> vehicle trips avoided	Based on average commute times, that's nearly <b>111,100 days (or 304 years)</b> not spent driving a car	
	<b>2.9 million</b> gallons of gas saved	It would take <b>346 tanker trucks</b> to hold that much gas	
	<b>70 million</b> commute miles reduced	That's equivalent to driving from San Francisco to New York City <b>more than 24,000 times</b>	
	<b>60,300</b> alternative transportation users supported	If they all drove alone, their cars would span <b>171 miles</b> bumper-to-bumper	
	<b>58 million</b> pounds of carbon dioxide release prevented	That's the same as <b>4,560 homes not using electricity for a year</b>	

# Program Partners and Funding

## Roles and Responsibilities

### OVERSIGHT COMMITTEE

The **Triangle TDM Program Oversight Committee** is made up of representatives from the three ongoing program funders (NCDOT, CAMPO, and DCHC MPO) and two advisory members (one each from NC Department of Environmental Quality's Division of Air Quality and TJCOG). The Oversight Committee reviews proposals and funding requests, provides comments as appropriate, and approves the budget for the program. It also provides strategic direction for the program, establishing program priorities and coordinating the program with other transportation initiatives in the region.



### NC Department of Transportation

**NCDOT** provides the overall policy framework for TDM in North Carolina and provides state funding and fiscal oversight for regional TDM programs and individual Transportation Management Associations. NCDOT's involvement is guided by the Statewide Transportation Demand Management Plan and administered by the Public Transportation Division. NCDOT also provides funding for the statewide ridematching program software (managed by GoTriangle), as well as other TDM programs, projects, and studies. NCDOT has contributed funding to the Triangle TDM program since 2007.



### Metropolitan Planning Organizations

The two Triangle MPOs, **Capital Area Metropolitan Planning Organization (CAMPO)** and **Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO)**, provide federal Congestion Mitigation and Air Quality (CMAQ) Improvement Program funding for the Triangle TDM program. The MPOs serve as the coordinating agencies between local governments, NCDOT, and FHWA. The MPOs are responsible for carrying out an annual work program, a portion of which includes updating Metropolitan Transportation Improvement Programs (a seven-year project programming schedule) and the Long-Range Transportation Plan (a minimum twenty-year forecast of projects and programs). The Triangle TDM Program has been a part of the Transportation Improvement Programs since 2008.



# Program Partners and Funding

## Roles and Responsibilities

### TDM PROGRAM ADMINISTRATOR

**Triangle J Council of Governments** serves as the administrator of the Triangle TDM Program that links state policy and funding with local and regional service providers. As such, TJCOG is primarily responsible for the Program Administration Performance Area in the 7-Year TDM Plan. Administration includes ensuring TDM programs are consistent with the 7 Year TDM Plan, providing overall management and dispersal of TDM funds as approved by the Triangle TDM Oversight Committee, and coordinating evaluation and monitoring activities for the Program (surveys, annual reports, etc.). In this role, TJCOG coordinates contracts, provides administrative support for the Oversight Committee, liaises among the Oversight Committee and Service Providers, answers budget questions, and attends monthly GoPartner meetings to help coordinate local and regional programs.



#### REGIONAL SERVICE PROVIDER

**GoTriangle** implements and coordinates regional TDM services and is the lead agency on all regional marketing and outreach initiatives. GoTriangle also functions as a Local Service Provider for RDU Airport and parts of Wake County.



#### LOCAL SERVICE PROVIDERS

**Local Service Providers (LSPs)** are primarily responsible for developing and implementing campaigns and outreach to market TDM services in their specific hotspots. LSPs are expected to be local experts who can address needs and craft campaigns to increase TDM participation in their hotspot areas. LSPs are encouraged to collaborate with one another and create appropriate partnerships to continually improve the marketing and use of TDM services. In addition to promoting TDM services locally, LSPs also attend GoPartner regional meetings, and support regional initiatives and outreach efforts. They also have the responsibility to track and report on their activities.



## REGIONAL SERVICE PROVIDER

GoTriangle acts as the Regional Service Provider for the Triangle TDM Program. GoTriangle's regional transportation services include buses with services between the major cities and employment hubs in the Triangle, as well as connecting the rural areas to downtowns. GoTriangle also administers ShareTheRide NC, the statewide rideshare matching software that includes the GoPerks tracking and incentive program. Additionally, with the support of local transit agencies, GoTriangle provides the 485-RIDE transit information call center for customer questions. Regional programming promotes other alternative commute modes such as biking, walking, teleworking and carpooling.

The TDM grant-funded services GoTriangle coordinates that are available or promoted locally include:

**Vanpool service** enables employees to pay one monthly fare and share an Enterprise vehicle with 6 – 14 other passengers. GoTriangle provides each vehicle a \$400 monthly subsidy.

**Regional GoPass** allows employees or students to ride on all transit systems across the Triangle for free when employers, universities or property managers pay a discounted fare.

**Share The Ride NC(STRNC.org)** is a statewide website that helps form carpools and vanpools. It is provided free of charge in support of the effort to improve air quality. STRNC.org houses the free Emergency Ride Home program, the Single Trip Matching tool, and the GoPerks incentive program.

**GoPerks** incentive program provides incentives to start a smart commute or for loyal smart commuters to track trips to earn points, which can be redeemed as entries in monthly prize drawings. Incentives are gift cards to local small businesses and events and are purchased by donations from GoPerks sponsors.

**Emergency Ride Home (ERH)** provides commuters who carpool, vanpool, bike, walk or use transit, with a reliable ride home for emergencies. ERH is available when the commuter or a family member gets sick, a carpool/vanpool has to leave early or stay late, or the commuter must work unscheduled overtime.

**Bicycle use and safety trainings** are provided by Licensed Certified Instructors of the League of American Bicyclists.

**GoLive** allows users to access real-time bus route information through the live.gotriangle.org mobile website, the GoLive TransLoc App, or the GoLive text messaging system.

**Individualized Assistance** staff develops customized commute plans specific to a commuter's route and schedule to find carpools, vanpools, or transit rather than driving alone.

### NOTABLE ACCOMPLISHMENTS

STRNC had **1,171 new registrants**, a 23% increase in participation from FY2018.

Four new employers began Regional GoPass programs. GoPass use rose by **2.6% to 848,653 boardings** on GoTriangle buses in FY2019.

Regional TDM Programming included an emphasis on telework programming, the fastest growing commute option in the Triangle, with a **panel discussion** and an Introduction to Telework webinar.

GoTriangle.org was visited by more than **450,000 users with 1.9 million page views**.

GoTriangle began coordination with RDU Authority to explore alternative commute options for the 4,000+ employees who work at the airport.





# GO TRIANGLE

## WAKE COUNTY - LOCAL SERVICE PROVIDER

With the population in Wake County topping a million in 2014 and continuing to attract 56 new people a day, congestion and the demand on current resources continues to be a big focus of the TDM program. The Wake County TDM program services all municipalities within Wake County, concentrating on reducing vehicle miles traveled (VMT) through employer commuter benefits programming and outreach. Strengthening relationships with developers and employers within the business clusters located in Midtown Raleigh, Perimeter Park in Morrisville, and Weston Parkway in Cary, and the Blue Ridge Corridor in Raleigh - as well as others - have helped to grow the impact of the Wake County TDM program.

During FY 2019, new opportunities to discuss, start and improve commuter benefits programs arose with All Scripts, UNC Rex Healthcare, Charter Communications and Kane Realty, just to name a few.

Working relationships with the employers in North Hills and Perimeter Park, SAS, Rex Healthcare and other business centers have grown to work toward achievement of reduced SOV rates in Wake County. More specifically, we have had three ETC trainings on the North Hills property through our partnership with Kane Realty.

These growing employer relationships enable more communication to the employees in Wake County through email blasts, presentations and on-site opportunities thus helping the Wake County hotspot commuters account for 16% of all Share The Ride NC registrants, the highest of any non-university hotspot, in FY2019. The Wake County Share The Ride NC registrations were third highest after Duke University and UNC.

### NOTABLE ACCOMPLISHMENTS

In November, December and June of FY2019, the Wake County TDM Coordinator worked with Kane Realty to educate their contacts in three towers on their North Hills property. The Wake TDM Coordinator also brought in the City of Raleigh to discuss the Midtown-St. Albans Area Plan and the Six Forks Road Corridor and Enterprise to discuss improvements to our new vanpool program and GoTriangle partnership. The result was **17 new employer contacts** on the North Hills property in Midtown Raleigh.

Wake County recruited **919 new** Share the Ride NC registrants in FY19.

Continued employer relationships resulted in **thirteen** Wake County employers in 2018/19 who participated in the Wake County Employee Commuting Survey.

North Ridge County Club joined as a GoTriangle GoPass employer in January.



# TRIANGLE J COUNCIL OF GOVERNMENTS

## BEST WORKPLACE FOR COMMUTERS

TJCOG manages the Triangle Best Workplaces for Commuters (BWC) program developed by the U.S. Environmental Protection Agency (EPA), and currently run by the Center for Urban Transportation Research (CUTR) at the University of South Florida. BWC is an innovative membership program which provides qualified employers with national recognition and an elite designation for offering high quality commuter benefits, such as a free or low cost bus pass, vanpool fares and strong telework programs. BWC improves the way people get to and from work by recognizing forward thinking employers and celebrating their commitment to providing mobility options for their employees while improving our region and environment. The program provides public recognition and promotion of exemplary workplaces, as well as technical assistance, training, web-based tools, and forums for information exchange.

### NOTABLE ACCOMPLISHMENTS

BWC has **32 participating organizations** in the Triangle region. **Six new organizations joined in 2019:** Back Alley Bikes, Carolina Square, Holy Trinity Lutheran Church, Performance Bicycle, Stewart and The Bicycle Chain.

Continuing its successes, the program now serves approximately **100,000 employees** at designated BWC locations in the Triangle region.

The program coordinator, Mary Sell, was a **panelist at the Strive Beyond Summit** in Asheville and helped convene a Complete your Streets workshop for attendees.

The following activities and events are just a few of many that BWC participated in during 2018-19:

- Attended events or conducted outreach onsite at over **33 businesses**. Received approval to move the state-wide recognition program forward.
- Participated in regional working groups including **CAMPO TPAC Communications Sub-Committee** and the **ULI Transportation Sub-Committee working group**.
- Attended the **ACT International Conference** in New York, **Bike/Walk Summit** in New Orleans, **Strive Beyond Summit** in Asheville to discuss transportation trends and regionally applicable solutions.
- Coordinated outreach events, including the **Bike Lanes Mean Business Event** to engage urban markets on the importance of people oriented transportation design.



# CITY OF RALEIGH

## COMMUTE SMART RALEIGH

The Commute Smart Raleigh program is housed in the City's Transportation Department under the Transit Division, which operates GoRaleigh. The program works closely with the Bicycle and Pedestrian Division, also housed within the City of Raleigh's Department of Transportation.

The Commute Smart Raleigh program enables three Transportation Demand Management (TDM) Coordinators, working as a team, to oversee the program and serve as the points of contact for two City sectors: Downtown Raleigh and Inside the Beltline, and to the regional partners. The third part-time coordinator is in charge of the residential transportation alternatives campaigns (Individualized Marketing).

### NOTABLE ACCOMPLISHMENTS

The City of Raleigh has been designated as a **Best Workplace for Commuters** for over **10 years**.

**Twelve new employers** joined the City of Raleigh's Transportation Demand Management network in 2018/19 for a total of **93 employers**.

Commute Smart Raleigh has received numerous awards since 2013, including the **Hermes Creative Award, SEACT Outstanding Marketing Campaign Award** and **2018 Exemplary TDM Coordinator Award**.

As of fiscal year 2019, the City of Raleigh had **over 62 active vanpoolers** participating in their program, riding in **6 vanpools** that are operated in association with GoTriangle and Enterprise.



# Duke University

## UNPARK YOURSELF

Duke University's Unpark Yourself program offers TDM services to almost 40,000 employees and over 15,000 students on the main campus as well as worksite locations between Duke and downtown Durham. TDM services such as vanpool, carpool, Enterprise CarShare, escooters, bicycle fix-it stations and transit options are offered through the Parking & Transportation Services department. Two and three-person carpools are discontinued, while four or more people receive free, convenient parking. All registered alternative commuters receive occasional parking as needed; the registered bicycle commuters are automatically enrolled in a national bicycle benefits program.

Duke offers the GoPass free-of-charge to students and at a low cost of \$25 per year to employees for access to unlimited rides on regional and local transit systems. In addition, Duke Transit operates 13 fixed daytime transit routes as well as after-hours transport services within the Duke Vans coverage boundary when transit is not in service. The Duke Downtown Shuttle was added for students, staff and faculty living and working on Duke's campus. It connects Duke with downtown Durham. Duke has partnered with Lyft in 2018 to offer services to numerous offsite locations in order to get students and visitors safely back and forth from our main campus.

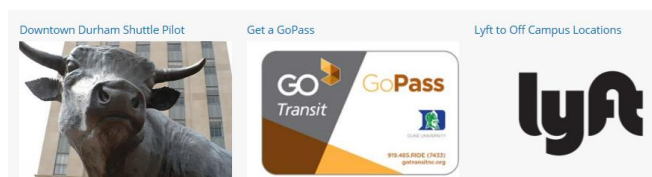
The Unpark Yourself program promotes all these campus benefits, Share The Ride NC, and more through regular outreach at new employee orientations, partnerships with a variety of Duke departments, and participation in numerous campus events each year. This program has been a main focus of all new staff/student orientations.

### NOTABLE ACCOMPLISHMENTS

Duke Parking & Transportation was named **Organization of the Year** by International Parking and Mobility Institute.



Launched in June 2018 Duke Downtown Shuttle has been a huge success with steady ridership. It provides **free transportation** for members of the Duke Community to get from Duke to Downtown Durham.



Since 2011, Duke University has maintained a **Best Workplaces for Commuters (BWC)** Membership.



# Unpark Yourself.



**Bleed Blue. Live Green.**  
[parking.duke.edu/alternative](http://parking.duke.edu/alternative)

# NORTH CAROLINA STATE UNIVERSITY

## WOLFTRAILS

NC State's WolfTrails program assists students, faculty and staff in accessing transportation services such as carpooling, employee vanpooling, bicycling, walking and transit. Full-time students and employees participating in the carpool program receive access to premium decks and lots, a discounted parking permit, and free occasional parking passes. Students and employees enrolled in the transit/bike/walk commuter incentive program receive two free parking passes per month. Employees who reside more than 20 miles from campus are eligible to join the vanpool program. Vanpool participants receive a \$20 monthly subsidy, free van parking and free occasional parking passes. Employees enrolled in WolfTrails receive access to ERH services.

NC State offers the GoPass program to all students, faculty, staff and Centennial Campus affiliates. GoPasses are \$5 for students and \$60 for employees and can be used on all GoRaleigh and GoTriangle buses. In addition, the WolfLine is the university's transit system that operates 12 daytime routes and 4 evening routes. Other services available include STRNC, Zipcar (a carsharing service) and LimeBike (a bike sharing program).

### NOTABLE ACCOMPLISHMENTS

The GoPass program at NC State saw passes distributed to **4,309 students** and **685 employees** in 2019.

Over **300 students and employees** participated in the carpooling program in 2019.

Biking and walking **increased by 68%** for students and employees in 2019.

In 2019, the NC State University achieved the following **awards and recognitions**:

- Best Workplace for Commuters (BWC)
- Bicycle Friendly University, Silver level

# NC STATE UNIVERSITY



# WOLFTRAILS

# Research Triangle Foundation- RTP

## GoRTP

Established in 1999, GoRTP is the transportation management association (TMA) for the Research Triangle Park. Previously known as SmartCommute@rtp, the Research Triangle Foundation rebranded this year to align more closely with regional partners. There are currently 300 member companies in the GoRTP program and membership is automatic for companies within RTP's boundaries.

GoRTP seeks to improve transportation connectivity in the Park by finding sustainable solutions that link into existing and planned transportation networks across the Triangle. In this capacity, it promotes employee vanpools, telework, transit, Emergency Ride Home (ERH), carpools, and bicycle facilities. New transit and vanpool commuters within the Park are eligible to apply for one free \$25-value bus pass or a 90-day vanpool subsidy. Many RTP companies also have strong telework and compressed workweek policies and internal benefits to employees that choose alternative transportation for their commute.

### NOTABLE ACCOMPLISHMENTS

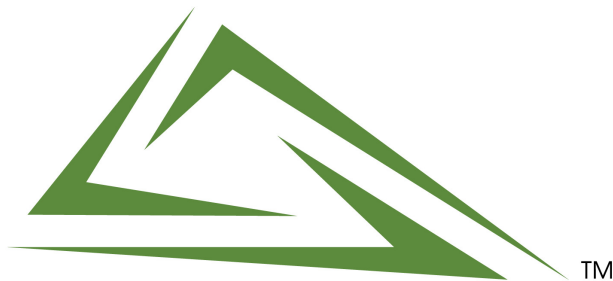
All **300** employers in the Research Triangle Park are now members of the GoRTP program as of 2019. This means that the nearly **55,000** RTP employees they represent are also engaged.

GoRTP has attained the **Best Workplaces for Commuters** designation since 2003.

GoRTP has a strong social media presence, capable of reaching over **29,000** followers on Twitter and over **2,000** followers on Facebook.

GoRTP secured the participation of over **5,000** Park employees in the 2019 Commuter Survey, providing crucial information about regional transportation patterns and needs.

In 2019, GoRTP collaborated with GoTriangle and the executive team at RTF to create a **pilot program** that will improve first-mile/last-mile connectivity in the Park. The pilot program partners with Uber and Lyft to provide a **\$10 subsidy/trip** to RTP employees for any trip in the Park that connects to the Regional Transit Center.



**GoRTP** | The Research Triangle Park



# TOWN OF CHAPEL HILL

## GO CHAPEL HILL

The Town of Chapel Hill provides commute alternatives services through the Go Chapel Hill TDM program. Chapel Hill's Special Use Permit Transportation Management Plan (TMP) program (part of the larger TDM program) conducts an annual TMP Conference designed to assist building owners in providing TDM best practices for those employed at the 117 TMP locations. This contributes to the reduction in the community's drive-alone rate.

**Incentives:** Besides promotional giveaways and incentives, Go Chapel Hill partners with Starbucks, providing Commute Wooden Nickels to those agreeing to use alternative commute modes during a 12 month period. The community has seen an increase in alternative transportation use since people have become part of the Go Chapel Hill & Starbucks Coffee Commute group.

**Partnerships:** Chapel Hill, in partnership with the Town of Carrboro, the University of NC-Chapel Hill, Orange County and Go Triangle, promotes regional Emergency Ride Home, Share The Ride NC, Go Perks, Go Triangle's vanpool program and other regional services. Chapel Hill Transit provides fare free transit service to Carrboro, Chapel Hill, and the University of North Carolina-Chapel Hill,

**Bike & Pedestrian Friendly:** Chapel Hill and Carrboro are both Bicycle Friendly Communities. Bicycle commuting is increasing in popularity and cycling is encouraged through commuting events such as Cycle de Mayo, Bicycle Breakfast, Open Streets Day, Bike on Bus, Lighten-Up Cruiser Ride, safety workshops and more. The Town has completed bike lanes on both sides of Rosemary Street in 2018 as well as a bike corral on Franklin Street. The Town has three completed colorful crosswalks.

**Measurables:** In 2018-19 the Chapel Hill TDM program provided resources directly to 700 Town Employees, 383 Community Employers, and indirectly to over 4500 employees through the Go Chapel Hill TMP program. There was an increase of 160 employees that began using alternative transportation during peak hours. Town of Chapel Hill employees saved approximately 198,872 pounds of carbon emissions by using alternative modes of transportation to get to work.

### NOTABLE ACCOMPLISHMENTS

Over **3,500 Chapel Hill employees** responded to its 2017 Commuter Survey. The survey results showed that walking, carpooling, telework, cycling and transit ridership has increased in Chapel Hill over the past 2 years.



This year, Chapel Hill celebrates **27 years** of Transportation Demand Management!

Go Chapel Hill has received **numerous awards and designations** in the last few years, including, but not limited to:

- 2018 **Bike Friendly Community**— Silver Level Designation
- 2018 **National Best Workplace for Commuters** Designation
- 2018 NC DOT & Chapel Hill Report: **No increase in Traffic Congestion** in Chapel Hill Downtown (TDM Hotspot) for the past 15 years.
- 2018 National Millbank's **Social Marketing, Innovation Environmental Field Recognition** - Top 3 International Programs



## COMMUTER ALTERNATIVE PROGRAM (CAP)

UNC-Chapel Hill promotes the use of alternative transportation through the Commuter Alternative Program (CAP). The Program is free to employees of the University and UNC Health Care, and to commuter students living off campus. Alternative modes and services promoted through the University include free bus service through Chapel Hill Transit, numerous regional transit systems, ShareTheRideNC ridematching system, Zipcar carsharing program, Tar Heel Bikes bike share program, carpooling, vanpooling, and walking.

Commuter subsidies include \$30 per month off the fare for vanpools or a bus pass to ride Chatham Transit's CT Express, GoTriangle, or PART (Piedmont Authority for Regional Transportation) buses fare-free, as well as GoDurham, GoRaleigh, and GoCary buses. Park-and-Ride lots are also available in the Chapel Hill/Carrboro area and allow commuters to shorten their drive-alone distance for a nominal fee.

The services listed above are promoted at various events on campus, and through the CAP e-newsletter, advertisements, campaigns and welcome packets. CAP helps UNC keep the campus walkable and bike-able by reducing traffic and the need for parking facilities. CAP also supports UNC's goal to be a sustainable campus and a Best Workplace for Commuters.

### NOTABLE ACCOMPLISHMENTS

UNC's bikeshare program, Tar Heel Bikes, has **gained over 6,500 members** to date who took 47,000 trips in FY19.

**2,206 GoPasses** were distributed to UNC employees at no cost in FY19, a **10% increase** over last year.

UNC CAP continued its transportation successes, as evident in the numbers from FY19:

- **More than 5,500** total CAP registrants (all commute modes)
- **327** students and employee carpoolers
- **208** registered CAP bicyclists
- **94** registered CAP walkers



*UNC Commuter  
Alternative Program*

# WAKE TECHNICAL COMMUNITY COLLEGE

## WAKE TECH GREEN TREK

Wake Technical Community College's TDM program, Wake Tech Green Trek, is designed to encourage the use of alternative commute modes such as transit, carpool, bicycling and walking. Green Trek supports Share the Ride NC and carpooling efforts and works closely with local and regional transit agencies to improve upon the development of alternative transportation initiatives for the college and the region.

Employees and students at Wake Tech can ride the GoRaleigh 40X bus to the Southern Wake Campus for free with their Wake Tech ID card, or they can get a GoPass to ride all other GoRaleigh bus routes for free.

Employees can take advantage of Wake Tech's summer compressed work schedule, which allows them to work longer days just four days per week. Transportation options add to the college's ultimate goals of reducing vehicle miles traveled and providing accessible education to the citizens of Wake County and beyond.

### NOTABLE ACCOMPLISHMENTS

Since 2016, Wake Tech has been designated as a **Best Workplace for Commuters** in the Triangle Region.

Wake Tech's online "campus" continues to grow year to year, allowing students to attend classes remotely and reducing the number of driving trips to physical campus locations.

GoPass **usage increased by 44%** from July 2017 to July 2019.

Began construction for **new on-campus park-and-ride lot** for FRX bus route in 2019.

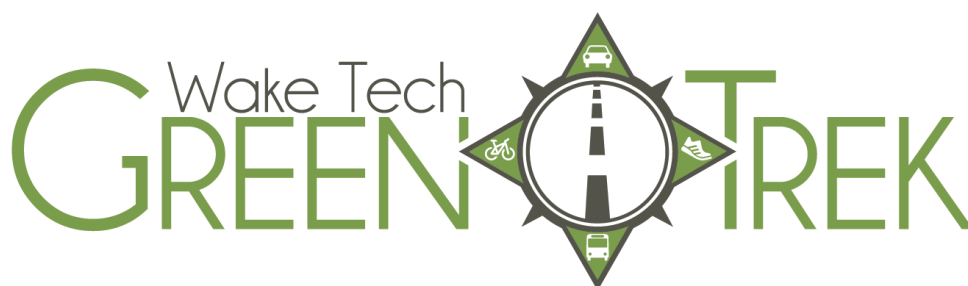
RTP campus served by **new bus route** in 2019.

Added 16 new permitted carpool parking spots in 2016.

Added Wake Tech bus stop to GoRaleigh route 25L in January 2016.

Added Wake Tech bus stop to GoRaleigh route 25L in January 2016.

Established GoRaleigh GoPass program in July 2017.



# ORANGE COUNTY

## ORANGE COUNTY COMMUTER OPTIONS

The Orange County Commuter Options (OCCO) program reduces traffic congestion and improves air quality through promoting ways to commute without driving alone. OCCO serves Orange County employees and employers in the Hillsborough area. Alternative commute options include biking, walking, car/vanpooling, transit, flexible work hours and teleworking.

The OCCO program is housed in the Orange County Transportation Services department and is run by the Transportation Demand Management Coordinator with oversight and guidance by the Orange County's Sustainability Coordinator.

### NOTABLE ACCOMPLISHMENTS

Established ongoing collaborations with the regional TDM program, including planning and support for joint outreach events with TDM service providers at the Town of Chapel Hill and UNC-Chapel Hill.

Provided on-the-bus training to members of the Hillsborough-Orange County Chamber of Commerce on all commuter support programs available to them and their employees.

Orange County now has over **15% of qualified employees trained to telework.**

OCCO Works with **6 of the top 10 employers** of Hillsborough to provide TDM Incentives.

Provides guided bike tours on Hillsborough Riverwalk.

Provides Transit App training to county residents.

Has **partnerships** with the Clean Machine of Carrboro, Weaver Street (Hillsborough), Radius Pizza, Durham Tech Orange County Campus, and Orange County Transportation Advisory Board, and Town of Hillsborough.



# City of Durham

## WAY TO GO Durham

Since transitioning the program from GoTriangle in FY19, Central Durham has focused on building relationships with Durham employers and increasing their presence in the community. The City provided in-person outreach at over 60 events reaching almost 2000 Durham residents and employees. In order to expand the reach of the program, the City also worked with a marketing firm and gathered employer feedback to develop a new brand for the program, Way to Go Durham.

Durham continued their TDM efforts with strong participation in mode-specific campaigns including Telework Week and Bike Month. Working with the bicycle advocacy community, Central Durham planned an action-packed Bike Month consisting of over 20 events. Bike to Work Day saw a fantastic turnout with eight pit stops throughout the City hosting 136 bike commuters.

Central Durham received a boost when the City of Durham was named a Mayors Challenge Champion City by Bloomberg Philanthropies in October 2018. Durham partnered with Duke's Center for Advanced Hindsight to develop a program that was centered on personalized route plans and a bus lottery to City employees. The City was one of nine US cities to win this award and received a \$1 million grant to use human centered design and behavioral science to develop innovative solutions to increase alternative transportation use that is effective in downtown and scalable beyond Durham over the next two years.

Central Durham continued to enhance its commuting alternatives by launching a scooter share program in June 2019. Scooters offer a sustainable option for shorter trips and are an excellent first and last mile solution for transit riders.

### NOTABLE ACCOMPLISHMENTS

In FY 19, the City of Durham worked **collaboratively** with GoTriangle, TJCOG, and other regional partners on ongoing projects related to the Developers Committee and to administer the biennial Commuter Survey in order to better serve the developer community, employer partners, and Durham employees.

**12,000** scooter rides within the first two weeks of launching the scooter share program in June 2019.

The City also worked with regional partners to promote regional resources such as Share The Ride NC, GoPerks, and free emergency rides home.



# North Carolina Central University

## Eagle Commuter Assistance Program (E-CAP)

North Carolina Central University's Eagle Commuter Assistance Program (E-CAP) was established in September, 2018 to help the growing campus offer variety in commuting mode to students, faculty and staff. The program covers a gamut of services including transit, shuttles, carpool, vanpool, Zipcar, walking, telework/flexwork, and the Cycling Eagles Bike Share. For the 2018-2019 school year, regional transit passes (GoPass) were free for all registered NCCU students and \$50 for employees. Within its first month of participating in the regional university "Choose Your Change" Campaign, NCCU had 233 pledges to try a new commute; total NCCU participation was greater than all of the rest of the competition combined!

In January of 2019, the NCCU Transportation Department absorbed the Parking Department and became Transportation & Parking Services (NCCU T&PS). Charged with better utilizing the existing stock of parking spaces on campus, NCCU T&PS made a concerted effort to push alternative commutes to all students and employees in this time of significant campus change. E-CAP membership began slowly in the fall semester with 19 total members, but picked up quickly in the spring by adding 51 additional members as word got out about the program. E-CAP held its first Bike to Work Day on May, 17th, 2019, and through partnerships with the NCCU Student Government Association, E-CAP co-hosted the "Money Shuttle" with student social-influencers (similar to the show "Cash Cab" but on an NCCU shuttle featuring NCCU students).

Members of NCCU T&PS began attending all new employee orientations and new student orientations to get the news of alternative commuting options out there for the current school year and to plan for the 2019-2020 school year. In addition to tabling at 13 different orientations in the summertime (while speaking to hundreds of students), the E-CAP program successfully digitized all of its paper-based GoPass processes, created an entire sub-site within the NCCU Transportation web page and created Twitter and Instagram accounts to spread the word of alternative commuting.

### NOTABLE ACCOMPLISHMENTS

Received **Bronze status** as a Bicycle Friendly University by the League of American Bicyclists.

**950** student GoPass holders in Sept 2018, which rose to **1,336** by June 2019.

STRNC participants rose from **7** in Q1 to **17** by Q4.

E-CAP worked extensively with NCCU Parking Services to provide a **discounted carpool (\$200) and free vanpool** permit for employees in 2019-2020 school year.

NCCU Cycling Eagles Bike Share participated in the Annual "First Lady Walk" for the first time!

NCCU's Maroon and Grey shuttles provided a collective **136,179** shuttle trips throughout the school year; these shuttles circumnavigate the campus every 20 minutes and serve as the cross-campus connector for students, faculty and staff.





# Appendix 1: Methodology

## Approach to Calculating Program Impacts

The impacts summarized in this report are calculated using a complex methodology developed by LDA Consulting, a firm that specializes in quantifying the impacts of TDM programming. The calculations start with a set of concrete user metrics, and then use survey data, participation counts, and comparative research to determine the quantity of users who switched their mode from driving to an alternative mode directly due to the influence of one of the Triangle TDM program activities. Numerous factors are taken into account including service overlap, repeat use of services, and temporary versus long-term users. From this number of individuals, we calculate overall impacts such as emissions savings, vehicle miles reduced, and gallons of gas saved, based on industry standards for making these calculations. Calculations are completed using R programming, version 3.5.0. For a more detailed explanation of the full methodology, please contact the Triangle J TDM Program Manager.

## Services included in the FY19 Calculations

The impacts summarized in this report only account for TDM services funded directly by the Triangle TDM Program.

Service	2019 Metric Base
<b>GoTriangle</b>	
ShareTheRideNC ridematching	Registered users for GoTriangle subsites
GoPass Program	GoTriangle and GoDurham boardings with a GoPass
GoTriangle Vanpools	Total active vanpool riders
GoTriangle Website	Total sessions
<b>North Carolina State University (NCSU)</b>	
WolfLine Transit	Total ridership
GoPass Program	GoRaleigh boardings with an NCSU GoPass
WolfTrails Bike/Walk Program	Registered students and employees in program
WolfTrails Carpools	Registered students and employees in program
<b>SmartCommute RTP</b>	
SmartCommute Website	Total pageviews
Transit Pass Incentive	Total number of short-term passes distributed
Telework Program	Total employees eligible for telework option
<b>University of North Carolina - Chapel Hill</b>	
Park & Ride Lots	Number of annual student and employee permit recipients
Carpool Program	Total students and employees holding parking passes
(PART) Vanpools	Total active vanpool riders
Chapel Hill Transit Pittsboro Express Pass	Total passes issued to students and employees
CAP Bike and Walk Program	Registered employees and off-campus students
UNC Website	Total sessions
<b>Town of Chapel Hill</b>	
GoChapelHill Website	Total pageviews
Commute Club	Number of registrants for short-term program
Transporation Management Plan	Total employees working in buildings with a plan
<b>Wake Technical Community College</b>	
ZOOM Website	Total pageviews
GoRaleigh 40x Boardings	Total employee and student ridership
Compressed Schedule Program	Total employees eligible for compressed schedule option in summer
<b>Duke University</b>	
Carpool Program	Total employees and students registered for carpool
Bike Benefit Program	Total employee and student registered bike commuters
Duke Website	Weighted percentage of pageviews
<b>City of Raleigh</b>	
CommuteSmart Website	Total pageviews
GoPass Program	GoRaleigh boardings with a GoPass, excluding NCSU boardings
<b>Orange County Commuter Options</b>	
Telework Program	Total employees eligible for telework option
OCCO Website	Total pageviews
<b>North Carolina Central University (NCCU)</b>	
E-CAP Website	Total pageviews

# Appendix 1

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## Methodology

### Vehicle Trips Reduced and Vehicle Miles Traveled

Survey data was used to determine the average number of days per week that participants used an alternative mode of transportation, and the average travel distance from home to work or school. Data for this report came from the 2017 Student Survey (3,300+ respondents) and the 2017 Employee Commuter Survey (14,400+ respondents), both conducted by TJCOG.

### Gallons of Gas Saved

Using the VMT reduction as calculated above, gas savings was determined by multiplying this number by an average fuel economy of 24.0 miles per gallon. This information comes from the [Bureau of Transportation Statistics](#) and is the average U.S. light duty vehicle fuel efficiency for short wheel base vehicles for 2016, the most recent year with data.

### Emissions Impacts

This report uses the emissions factors as provided by the [Congestion Mitigation and Air Quality in North Carolina](#) grant program for NO<sub>x</sub>, VOC, and CO emissions. Specifically, it uses the factors for a light duty gasoline vehicle and an average of the factors for all road types in an urban county. These factors are then multiplied by the total VMT to get overall emissions reductions.

For carbon dioxide emissions, this report used the [EPA's Greenhouse Gas Equivalencies Calculator](#).

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A link to our full methodology can be found on the [TJCOG website](#).



## Appendix 2: Triangle TDM Program Contacts

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### **Triangle J Council of Governments**

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