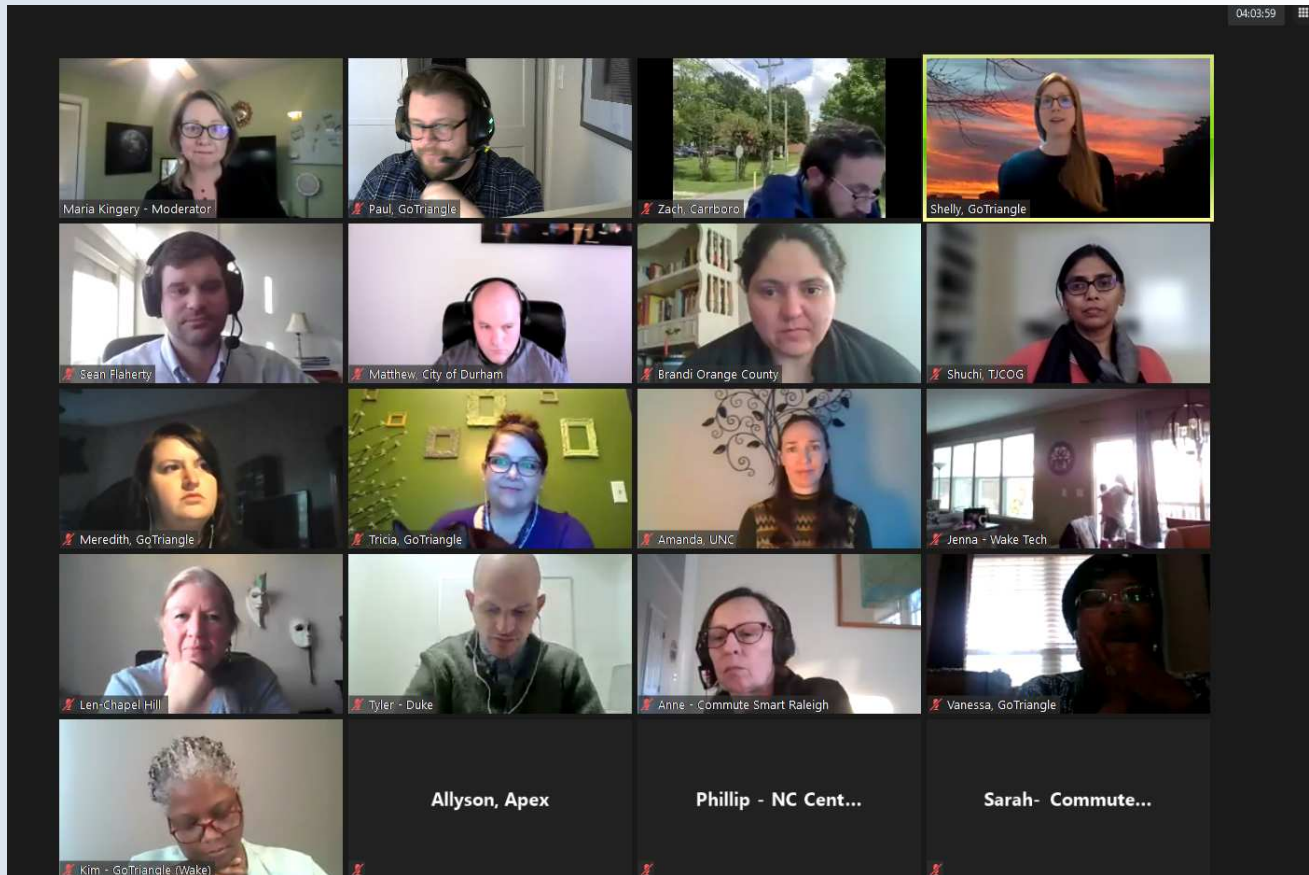


Annual Impact Report FY 2020-21



TRIANGLE TRANSPORTATION CHOICES

Triangle J Council of Governments

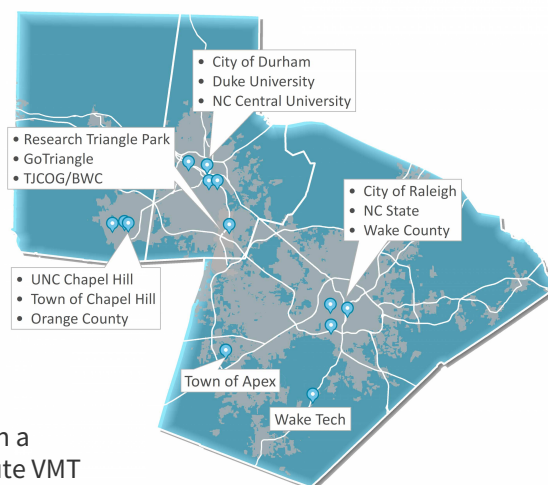


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FY21 AT A GLANCE

The Triangle Transportation Choices Program awarded sixteen grants for FY21, the period of performance being July 01, 2020 to June 30, 2021. This included two new applicants: one for innovative projects, and one as a local service provider. Town of Apex was the new local service provider, and GoTriangle (Habitat for Humanity project) was awarded the innovative pilot grant. The adjacent map shows the geographical spread of all the sixteen awardees. The total amount of funding given as awards across all FY21 projects was \$1,419,995.16.



Key Challenges of FY21

With a majority of employers continuing to operate either remotely or in a hybrid fashion throughout FY21 as a response to the pandemic, commute VMT continued to be lower than previous years. Most FY21 grantee organizations imposed restrictions on staff hosting and tabling events for safety reasons, which impacted in-person outreach activities. In response, service providers quickly pivoted to creative online events. A summary of efforts can be found in the Program Partners and Funding section of this report.

Funding uncertainties presented another unique challenge for the program in FY21 which resulted in awards being delayed by nearly seven months. These uncertainties were a result of budgetary issues within the NC Department of Transportation (NCDOT) which serves as the primary mechanism for state and federal funds that support program activities. Service providers continued work throughout the year as usual despite these challenges as TJCOG staff worked to reconcile agreements with funding partners. These efforts resolved funding delays in December 2020, allowing TJCOG to quickly execute contractual awards with service providers.

Key Accomplishments of FY21

In an effort to better communicate the mission of the Triangle Transportation Demand Management (TDM) Program, the region looked to peer programs for examples of how TDM is articulated in a way less geared towards transportation planning professionals but instead, decision-makers, major employers and the general public.



TRIANGLE
TRANSPORTATION
CHOICES

Triangle Transportation Choices was the result of a six month collaboration between TJCOG, program funders and its long standing grantees. The effort balanced and integrated the needs and expectations of all program partners to build consensus in creating the new brand that reflects the spirit of the Triangle TDM Program in a clearer way.

In addition to the rebranding initiative, two of the program funders, Durham-Chapel Hill-Carrboro MPO (DCHC MPO) and Capital Area MPO (CAMPO), adopted TDM as one of their [seven top policy priorities](#) for the Triangle Metro Region. The policy document states that the Triangle Metro Region is already a leader in deploying demand management solutions that optimize roadway and transit capital projects and that a key focus moving forward should be taking the already successful Regional TDM Partnership to the next level.

Recognizing the call for continuous improvement, the program worked to integrate equity and inclusion into service delivery in an intentional way in FY21 through collaboration with service providers. The effort served as a launch into the diversity, equity, and inclusion (DEI) conversation to ensure Triangle Transportation Choices reaches all members of the community.

Introduction

Program Background and Overview

A TDM Program

Each year, hundreds of millions of dollars are spent in the Triangle region on the supply side of mobility: building and maintaining roads, buying and operating buses, building sidewalks and bicycle facilities. However, some of the most cost-effective mobility investments are on the **demand side**: encouraging people to use existing transportation infrastructure more efficiently by carpooling or vanpooling, taking transit, telecommuting, walking or bicycling. Marketing and outreach efforts that promote the use of alternative modes are called **Transportation Demand Management or TDM**. The Triangle Transportation Choices Program is a TDM program that covers part or all of seven counties in the Triangle region of central North Carolina: Wake, Durham, Orange, Chatham, Franklin, Johnston and Granville.

The North Carolina Department of Transportation (NCDOT) outlines the Mission, Vision and Goals for Transportation Demand Management (TDM) in its Statewide Strategic Plan:

Mission: *“To provide citizens of North Carolina opportunities and strategies for improving sustainable economic growth and quality of life through reduced transportation congestion, expanded mobility options, improved air quality and more efficient use of resources.”*

Vision: *“Effectively measure and communicate the benefits of alternatives to driving-alone in communities across North Carolina.”*

Goals: *“Achieve improved accessibility, connectivity, economic growth, environment, public health and safety through enhanced performance transportation demand management service provisions.”*

The Triangle Region’s TDM Program, Triangle Transportation Choices, supports this commitment through coordination with the NCDOT Integrated Mobility Division, Capital Area MPO, Durham-Chapel Hill-Carrboro MPO and TDM Service Providers across the region.

Additionally, the Triangle Metro Region's Transportation Policy Priorities include a commitment to “Strengthen Support for Demand Management & Technology” stating that “the most cost-effective dollar spent is on efficiently managing the demand for the supply of roads we already have.”

The Triangle TDM Program is already a leader for deploying demand management solutions and has been recognized by the US Department of Energy (USDOE) and National Renewable Energy Laboratory (NREL) as a model for evaluation and monitoring. Future program efforts will work to include additional society benefits through use of the Federal Highway Administration (FHWA) funded TDM Return on Investment (ROI) Calculator. Enhancements will also include improvements to the existing service area prioritization model with additional data layers related to diversity, equity, and inclusion (DEI).

Program Goal

The Triangle Transportation Choices Program was established in 2007.

The Triangle Regional 7-Year Long Range Travel Demand Management Plan set a goal of 25% reduction in growth of Vehicle Miles Travelled (VMT) for 2015. Since FY2009 when funding for services began, the program partners have conducted marketing and outreach events/activities, provided incentives and subsidies, worked with community organizations, as well as collaborated amongst themselves to meet/exceed this goal every single year.

The 2007 Plan was first updated in 2014. The planning process for another update is now underway and will work to meet the goals of the 2050 Metropolitan Transportation Plan (MTP) and Regional Transportation Policy Priorities. This will include enhancements to current evaluation and monitoring efforts, along with improvements to the existing methodology for prioritizing locations for services.











PERFORMANCE MEASURES

IMPACTS OF FY2021

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

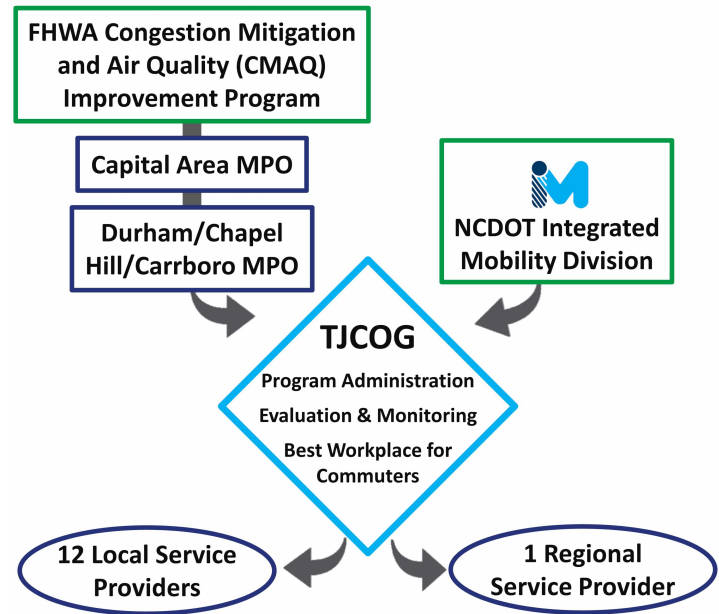
	4.2 million vehicle trips avoided	Based on average commute times, that's nearly 73,000 days (or 200 years) not spent driving a car	
	2.2 million gallons of gas saved	It would take 265 tanker trucks to hold that much gas	
	54 million commute miles reduced	That's equivalent to driving from San Francisco to New York City more than 19,000 times	
	40,600 alternative transportation users supported	If they all drove alone, their cars would span 115 miles bumper-to-bumper	
	44 million pounds of Carbon dioxide (CO2) release prevented	That's the same as 3,600 homes not using electricity for a year	

Program Partners and Funding

Roles and Responsibilities

OVERSIGHT COMMITTEE

The **Triangle Transportation Choices Program Oversight Committee** is made up of representatives¹ 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 Integrated Mobility 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 Transportation Choices 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 Transportation Choices 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 Transportation Choices program has been a part of these Transportation Improvement Programs since 2008.



¹ Brandon Watson (Capital Area MPO), Dale McKeel (Durham-Chapel Hill-Carrboro MPO), Jill Vistas (NC Department of Environmental Quality), John Hodges-Copple (Triangle J COG), John Vine-Hodge (NCDOT).

Program Partners and Funding

Roles and Responsibilities

TDM PROGRAM ADMINISTRATOR

Triangle J Council of Governments serves as the administrator of the Triangle Transportation Choices 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 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	LOCAL SERVICE PROVIDERS
<p>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.</p>	<p>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.</p>

REGIONAL TDM SERVICE PROVIDER

Why TDM is Important for GoTriangle

GoTriangle improves our region's quality of life by connecting people and places through safe, reliable and easy-to-use travel choices. We work to expand and provide travel options to serve as the foundation of the region's community in order to grow prosperity and mobility since there is no single option that serves the entire community. Through GoTriangle Regional TDM Programming and collaboration with our local service providers, the commute to work and class can be easier through a suite of services, including: Share the Ride NC ([STRNC.org](https://www.sharetheride.org)), Free Emergency Ride Home, GoPerks incentive program, vanpool options provided through a partnership with Enterprise Rideshare, and Individualized Assistance.

Adapting to COVID-19 Impacts

Challenges Faced and How GoTriangle Pivoted

Covid-19 continued to require flexibility in timelines and approach to programming. GoTriangle adapted services and content to match the needs of universities, employers, and individual commuters. With many universities and K-12 schools continuing online learning and many businesses continuing to delay returning to the office, GoTriangle led the way in increasing awareness of our existing telework resources while simultaneously developing virtual training for best practices in working from home.

Lessons Learned

It is essential to continuously view commuter services from various perspectives to align programming with employers' and commuters' needs. It is necessary to provide valuable resources through unconventional avenues to maintain engagement, regardless of whether it was developing telework support or assisting organizations that necessitated in-person attendance.

Potential Challenges for FY22

Covid-19 continues to dominate factors influencing commute habits and organizations' decisions. GoTriangle and other Triangle TDM services providers are collaborating with counterparts across the nation to respond to the needs of commuters in real-time. Research and programming will continue to focus on the hybrid workspace to support companies that face new work arrangements, healthy employees, and real estate and parking demand management.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
STRNC had more than 1,300 new registrants , and even during the Pandemic, commuters tracked more than 67,200 smart trips in the commute calendar.	Local Service Providers at Universities
GoTriangle launched the MISSION IMPOSSIBLE web discussion series, hosting five webinars varying from home office ergonomics to Triangle bike trails. The original Cybersecurity session was popular and has more than 400 views of the recording.	Local Service Providers at Municipalities & Transit Agencies
The GoPerks program supported the local economy, purchasing gift cards from more than 50 small businesses to reward smart commuters.	Business Advocacy & Membership Organizations
	Organizations that provide Business and Employment Development Services



WAKE COUNTY - LOCAL SERVICE PROVIDER

Why TDM is Important for Wake County

As a service provider and regional transit planning agency, the primary reason GoTriangle values the region's TDM program is the need to educate the residents, organizations and businesses in GoTriangle's service area about available travel options and encourage non-single occupancy vehicle travel. The Wake County TDM program is a great extension of the over-arching goals within the GoTriangle Strategic Plan to improve mobility, access and the quality of transportation options available to citizens in the Triangle.

Adapting to COVID-19 Impacts

Challenges Faced and How Wake County Pivoted

The biggest challenge of FY21 was maintaining relationships with businesses and employers which continued to operate remotely. Wake County increased electronic communication such as email campaigns and newsletters to keep them engaged. It developed a new MISSION IMPOSSIBLE webinar series tackling topics supporting sustainable telework programming.

Suspended transit fares required an overall change of approach for the Innovative Habitat for Humanity grant. Continued discussions helped to arrive at new solutions for FY22.

Lessons Learned

- Importance of having a contingency plan and the ability to pivot quickly.
- How to leverage community relationships with various business membership organizations to promote messaging.
- Importance of selecting right subject matter experts for high digital event participation.

Potential Challenges for FY22

- Continued uncertainty about the pandemic and the long-term employer response.
- Regain commuter confidence for shared modes given the pandemic impacts and return to pre-pandemic commuter participation in alternative modes.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
Despite the impacts of COVID, vanpool riders grew from 26 riders in 5 vans to 45 riders in 9 vans during FY21.	Regional TDM staff – Develop MISSION IMPOSSIBLE webinar series.
3,798 Smart Trips tracked in Share the Ride NC during FY2021.	Habitat for Humanity of Wake County – Innovative Grant
Grew event contacts 182% over previous year from employers, community partners and past event participants in FY21.	Midtown Raleigh Alliance, Greater Raleigh Chamber of Commerce, Apex Chamber of Commerce, Regional Transportation Alliance - Sharing messaging and event information with their membership.



TRIANGLE J COUNCIL OF GOVERNMENTS

BEST WORKPLACES FOR COMMUTERS

Why TDM is Important for BWC

BWC is a National Commuter Excellence program run by Center for Urban Transportation Research (CUTR), University of South Florida. It nationally recognizes and bestows an elite designation upon all the qualified employers for offering high quality commuter benefits, such as a free or low-cost bus pass, vanpool fares and strong telework programs. These commuter benefits in other words are what TDM is all about.

Adapting to COVID-19 Impacts

Challenges Faced and How BWC Pivoted

The Triangle BWC program lost its dedicated staff person at the beginning of FY21; a new person did not get hired for the entire fiscal year primarily due to grant funding issues. Additionally, a large proportion of organizations/businesses continued to be online in FY21 due to the pandemic; initially in response to the State Governor's executive orders, and later depending upon the vaccination uptake. Hence, commute went down drastically; it started picking up slowly in the second quarter but given the over-riding pandemic-related safety concerns, commuters exhibited high reluctance to use transit and/or other shared modes.

BWC pivoted by focusing the resources available to it to resume developing and finalizing the State-wide employer recognition program that was put on hold in FY20. Two UNC graduate students were hired in early Jan 2021 as part-time interns for about sixteen weeks to assist. The State-wide program is geared towards small businesses who are unable to pay BWC's annual application fees or do not have the resources to achieve the single standard of excellence required for BWC designation. The interns, under the guidance of the Triangle Transportation Choices Program administrator, collaborated with the other four TDM programs across NC, also funded by NCDOT, to create a structure for this new program that was named [Commute Friendly NC](#).

Potential Challenges for FY22

- Hiring a new staff person for the program.
- Roll out and promoting Commute Friendly NC program, given the continued challenges with alternative commute in the face of COVID.

NOTABLE ACCOMPLISHMENTS

Collaborated with the four other TDM programs across NC to develop a new State-wide employer recognition tiered program called Commute Friendly NC. A dedicated website too was developed for this program.



KEY PARTNERSHIPS

Major Regional Employers: BWC reaches out to existing BWC as well as potential new employers to promote alternate commute.

All grantees funded by the Triangle Transportation Choices program; BWC collaborates with them for marketing and outreach activities.

TDM Partners across NC: Land of Sky Regional Council (LOSRC), Charlotte Area Transit System (CATS), GoCoast (Wilmington), and Piedmont Authority for Regional Transit (PART).

CITY OF RALEIGH

COMMUTE SMART RALEIGH

Why TDM is Important for City of Raleigh

Commute Smart Raleigh has been in place for over 10 years and fully supports several key focus areas of the City of Raleigh's Strategic Plan with its efforts to reduce vehicle miles traveled (VMT) by creating an equitable transportation network through behavior change strategies, thereby assisting in fostering economic development and innovation and creating safer, more vibrant and healthier communities for the residents of Raleigh.

Adapting to COVID-19 Impacts

Challenges Faced and How City of Raleigh Pivoted

The ability to provide personal outreach within the limitations of a pandemic to ensure safety, in addition to State-ordered gathering and business-operating limitations were challenging, yet were overcome by continuing critical engagement on virtual platforms, and by leveraging existing partnerships with employers and organizations to spread information and education about TDM strategies. The pandemic has allowed the program to also strengthen inter-departmental partnerships and foster collaboration. The Commute Smart Raleigh staff has also increased its social media presence under the @GoRaleighNC social media accounts to increase awareness of the program.

Lessons Learned

- Staying in touch is even more important during a pandemic. Check in with your network.
- It's important to see that TDM is still at work using videos, photos, websites, newsletters, and social media.

Potential Challenges for FY22

- Ensuring all programming and campaigns are equitable.
- Re-establishing a presence at offices in-person.
- Relaying safety measures of carpooling and bus-riding in a continuously cautious world.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
Commute Smart Raleigh initiated an educational web series "Commute Smarter – Not Harder"	Raleigh's Bicycle and Pedestrian Planning Division, GoRaleigh
The Raleigh Union Station Bike Month mural has successfully brought attention to first mile/last mile connectivity between rail and bike.	Downtown Raleigh Alliance
Staff is leading the Raleigh City-wide strategic initiative to promote various modes of transportation and removing barriers.	Oaks and Spokes
Monthly newsletter subscribers have increased by nearly 25%.	Raleigh's Parks, Recreation, and Cultural Resources Department



UNPARK YOURSELF

Why TDM is Important for Duke

Duke University is committed to being carbon neutral by 2024. As the University approaches its goal—and looks to the future—transportation demand management continues to be an important tool in reducing commute emissions. The UnPark Yourself program promotes all our TDM services: walking, biking, carpool, scooters, transit, and Share the Ride NC. UnPark Yourself markets our numerous transportation options through regular outreach event and partnerships with a variety of Duke departments.

Adapting to COVID-19 Impacts

Challenges Faced and How Duke Pivoted

The continued impact of COVID-19 requires constant adaptation. Duke's UnPark Yourself Program first pivoted to online / virtual outreach to reach people where they felt most comfortable. As Duke prepares to bring students back to campus in Fall 2021, we will shift again to provide in-person outreach when safe; virtual outreach when requested; and robust transportation options for all. We will apply our lessons learned to craft a suite of solutions to transportation issues on campus.

Lessons Learned

- Multiple options and back-up plans are vital.
- Even as things progress towards “normal,” be prepared for the unexpected.
- Listen!

Potential Challenges for FY22

- With more students expected on campus than ever before, allocating resources will be essential!
- Patience! So many people have not been on campus in a year, it will take time to educate new members of the community on all we have to offer.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
Over 900 registered bike commuters , despite so many students and employees working from home.	Sustainable Duke
More than 400 students and employees continued to carpool during a very disruptive year.	Duke Transit
Duke Transit exceeded 1,000,000 boardings even with the reduced number of people on campus.	International House
	Duke Housing and Residential Life



NORTH CAROLINA STATE UNIVERSITY

WOLFTRAILS

Why TDM is Important for NCSU

NC State's WolfTrails program assists students, faculty and staff in accessing transportation services such as carpooling, employee vanpooling, bicycling, walking and transit. The TDM program at NC State reduces traffic and parking congestion, promotes sustainability on campus and encourages health and fitness to campus affiliates. WolfTrails promotes transit services by the university's Wolfline system, as well as local and regional bus systems, Share The Ride NC, and Lime scooter share.

Adapting to COVID-19 Impacts

Challenges Faced and How NCSU Pivoted

The limited number of people on campus due to COVID-19 impacts as well as a halt in-person campus events has made it challenging to promote the WolfTrails program. Our campus partners in the Sustainability office have tagged NCSU Transportation in virtual events, such as a virtual Earth Day and the annual NCSU Make-A-Thon. Orientations for employees and students are now virtual, and WolfTrails has provided information to be highlighted during presentations and on handouts.

Lessons Learned

- How to participate in and promote virtual outreach opportunities
- Additional promotion on social media and robust online presence is necessary.

Potential Challenges for FY22

With more students and employees returning to campus, it may be a challenge to balance virtual/in-person presence, and with COVID-19 cases rising again, planning for this year's events.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
Over 600 carpool permits were issued.	NC Sustainability Office – Collaborate in outreach events, data sharing, etc.
WolfTrails members included 144 commuters who rode transit, bicycled, or walked to campus.	Communications Office - Posts TDM related information on organizational social media.
	Human Resources Office - Collaborates in conducting monthly new employee orientation programs to promote local/regional buses, carpooling, and vanpooling.

NC STATE UNIVERSITY



WOLFTRAILS

RESEARCH TRIANGLE FOUNDATION

GoRTP

Why TDM is Important for RTF

The Research Triangle Foundation (RTF) is committed to improving commuting patterns to, from, and within Research Triangle Park (RTP). Commuter improvement efforts include seeking to reduce single-occupancy vehicle trips through the RTP Connect program, which provides a \$10 Uber or Lyft subsidy to users starting or ending trips at Boxyard RTP or the Regional Transit Center. RTF is also undertaking a micromobility planning effort to provide expanded trip options to users on the Frontier campus to further reduce single-occupancy vehicle trips.

Adapting to COVID-19 Impacts

Challenges Faced and How RTF Pivoted

With RTP companies continually adapting to rapidly changing COVID-19 conditions, it remains unclear when a larger-scale return-to-office for employees will occur. As a result, RTF has shifted its TDM efforts and programming to align with appropriate COVID safety measures. These efforts have included outdoor outreach efforts, when appropriate, and virtual engagement techniques.

Lessons Learned

Reduced transit service to RTP due to COVID impacts is a significant limitation to current TDM efforts. RTF continues to analyze and explore first-/last-mile connectivity options in preparation for return-to-office.

Potential Challenges for FY22

Due to the impact of the COVID-19 Delta variant on RTP employers' return-to-office plans, planning for FY22 remains a challenge; however, RTF continues to monitor changing conditions and planning for TDM outreach efforts where feasible.

NOTABLE ACCOMPLISHMENTS

RTP Connect continues to provide first-/last-mile connections within RTP, even with reduced commuting due to COVID.

Despite the ongoing pandemic, the Foundation promoted and engaged in multiple TDM-related events, such as the Golden Modes.

KEY PARTNERSHIPS

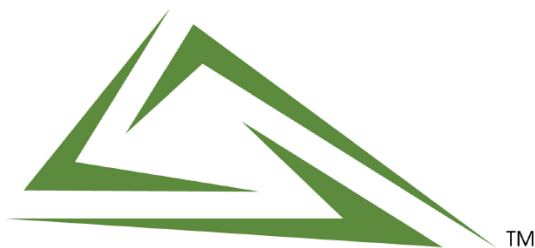
RTP Owners and Tenants Association

RTP Greenway Trails Committee

North Carolina Department of Transportation

GoTriangle

Capital Area Metropolitan Planning Organization
and Durham-Chapel Hill-Carrboro Metropolitan
Planning Organization



GoRTP | The Research Triangle Park

TOWN OF CHAPEL HILL

Go Chapel Hill

Why TDM is Important for Town of Chapel Hill

Go Chapel Hill's Commute Alternative program offers resources and encouragement through promotional campaigns, events, and partnerships regarding alternative transportation use. The mission of the program is to increase air and water quality while reducing traffic congestion and carbon emissions, working towards Chapel Hill's Climate Action Plan goals. Go Chapel Hill also manages Chapel Hill's Special Use Permit Transportation Management Plan (TMP) program in reducing the daily number of single-occupancy-vehicle trips generated by new development. These efforts support the Town of Chapel Hill's goals for reducing carbon emissions and promoting wellness through the use of transit, bicycle and pedestrian movement.

Adapting to COVID-19 Impacts

Challenges Faced and How Town of Chapel Hill Pivoted

Telework and internet security trainings were offered for those working full-time at home. Businesses ran frontline services or offered teleworking. Chapel Hill extended sidewalks for additional outdoor services. Go Chapel Hill, UNC-CH, Town of Carrboro, Orange County, Bike Stores and Advocacy Groups (BACH & CBC) continued 17 videos bicycle series while adding more to fill the gaps, during Bike Month. For pedestrians and cyclists, a temporary bike/pedestrian lane was added to multiple streets in Chapel Hill. Social distancing, hand sanitizers and masks were required for the few live events at the end of spring, as well as on Chapel Hill Transit.

Lessons Learned

- Collaboration with local TDM Partners for live virtual "Transportation Talks" with citizens.
- More outreach will be provided regarding telework trainings and Chapel Hill Transit.

Potential Challenges for FY22

The pandemic drew more attention to TDM programs with an increase in webinar & conference attendance.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
1,410,000 lbs of Carbon Emission savings	University of North Carolina at Chapel Hill
<ul style="list-style-type: none">• 2021 Chapel Hill piloted Commute Friendly NC with 40 Gold, Silver & Bronze recipients• 2020 & 21 Commute Friendly NC Gold Level• 2020 & 21 Bike Friendly Comm. Silver Level• 2021 National Best WorkPlaces for Commuters Designation	Town of Carrboro
	Orange County
	Chapel Hill Carrboro Schools
	Chapel Hill Chamber of Commerce
	Town of Chapel Hill Departments
	Chapel Hill Bicycle Stores
	Chapel Hill-Carrboro Bicycle Advocacy Groups
2019 Two International Planning Awards: i) National ACT Excellence in TDM Planning ii) National ACT Outstanding Building and Development Award - Carolina Place	The first East Coast Veteran's TDM program in the United States: Vet's On The Move!
	Launched a year-round TDM program, partnering with local Veteran groups, to transition back to the workplace using alternative options.



UNC CHAPEL HILL

COMMUTER ALTERNATIVE PROGRAM (CAP)

Why TDM is Important for UNC - Chapel Hill

TDM is vital for UNC as a large employer in a small town, with the main campus nestled beside the bustling downtown of Chapel Hill. The University and UNC Hospitals bring over 31,000 employees and over 30,000 students to the campus. With only 14,100 parking spaces for employees and students, it is imperative that the community reduce drive-alone trips. UNC encourages this goal by subsidizing transit (all buses are free to ride), providing bicycle parking, offering rideshare-matching, and sustaining a walkable community.

Adapting to COVID-19 Impacts

Challenges Faced and How UNC Chapel Hill Pivoted

The University adapted quickly to COVID-19 by transitioning in-person classes to remote instruction and allowing many employees to work from home. UNC purchased a business license for Zoom, which allowed in-person events, such as student orientation, to adapt to a virtual platform more easily.

Lessons Learned

While virtual events are advantageous in many ways, including the ability to showcase TDM online tools, it's more difficult to engage with the audience and provide effective one-on-one assistance.

Potential Challenges for FY22

Transit systems across the nation are having difficulty with hiring drivers, which is causing a reduction in services. When transit is unreliable, it is difficult to promote the service as a viable alternative to driving.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
The UNC's bikeshare program, Tar Heel Bikes, had over 1,600 users with at least one trip, totaling over 9,300 trips during the year.	New Student and Family Programs
Over 2,700 employees and students enrolled in CAP in June 2021.	Human Resources- Total Well Being
750 bus passes were distributed at no cost to employees and students to ride the regional transit systems serving UNC's campus.	Department Parking Coordinators



*UNC Commuter
Alternative Program*

WAKE TECH COMMUNITY COLLEGE

WAKE TECH GREEN TREK

Why TDM is Important for Wake Tech

Wake Tech is the largest commuter-based community college in NC, and sustainability has been the focus of the College since 2007. Green Trek is a sustainability initiative started by Wake Tech to encourage students and employees to use environmentally sensible forms of transportation. Promoting, educating, and encouraging students and employees to move away from single occupancy commutes and shift toward carpools, buses, bicycles, and walking. The goal of the program is to reduce the number of Vehicle Miles Traveled (VMT) by decreasing cars on the road, lowering greenhouse gas emissions in the Triangle region, and improving the college's carbon footprint.

Adapting to COVID-19 Impacts

Challenges Faced and How Wake Tech Pivoted

All students and employees had to pivot to a virtual learning/work environment. Wake Tech had established online course offerings prior to COVID-19, so in a matter of weeks faculty were able to transition from in-person to virtual, but many students and staff were not equipped or accustomed to virtual learning/work arrangement. Technology needed to be distributed to some employees and students who were not equipped for remote learning/work; TDM efforts shifted from commuting to virtual learning and telework (promoted tracking these virtual commuter trips in STRNC.org).

Lessons Learned

Wake Tech ITS has migrated away from issuing employees PC workstations and is replacing them with PC laptops and tablets, which will allow for flexible work arrangements to be made in the future. Wake Tech has formalized and adopted a Pilot Telework Policy, and is now allowing some employees to work remote for part of the work week as a permanent Telework Policy is considered for adoption.

Potential Challenges for FY22

As the College returns to in-person learning, the challenge will be to promote, educate, and encourage students and employees to move away from the isolation of single occupancy commutes and to make the shift toward more public carpools and buses where they will be in close contact with others during these alternative modes of transportation. With the suspension of GoPasses on public buses, tracking Wake Tech ridership is now nearly impossible.

NOTABLE ACCOMPLISHMENTS

Developed Pilot Telework Policy affecting 2,369 FT & PT employees.

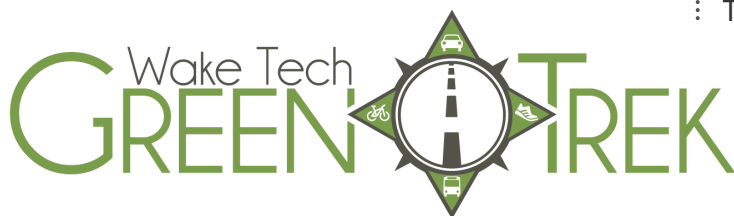
Active STRNC users increased from 18 to 40 students/employees in 2021.

KEY PARTNERSHIPS

Enrollment & Student Services – Collaborate in outreach events, bus routes info, data sharing, etc.

Communications & Marketing - Posts TDM related information on organizational social media and Green Trek website.

Human Resources - Collaborate in development of Telework Policy.



ORANGE COUNTY COMMUTER OPTIONS (OCCO)

Why TDM is Important for Orange County

Transportation choices help people connect to their jobs, families, and resources that can improve their lives and our community. Transportation Demand Management (TDM) helps people know about and access their transportation options. When more people know their travel options and choose to travel without their cars, TDM also helps reduce traffic congestion on our roadways and improves air quality. The OCCO program's goal is to help people that live, work, and play in Hillsborough, NC access the social, financial, and resilience benefits of a full range of travel choices.

Adapting to COVID-19 Impacts

Challenges Faced and How OCCO Pivoted

OCCO increased collaboration with internal, local, and regional partners to showcase our teleworking resources, the benefits active transportation, and the way our public transit providers were responding thoughtfully to the pandemic.

Lessons Learned

- Skeptical supervisors and staff have now seen the benefits of working from home. As we shift from emergency work-from-home to an acceptance of more flexible and long-term telework arrangements, the takeaway from the pandemic is that telework works.
- Virtual meetings/webinars take a lot of coordination behind the scenes, but they allow for more people to participate without disrupting their day. When in-person activities resume fully, hybrid and virtual opportunities will continue to help target our programming and increase participation and resilience.

Potential Challenges for FY22

- With telework being more broadly accepted and utilized, OCCO will need to amplify its support for employees who wish to improve their telework experience to help them thrive moving forward in this virtual mode.
- OCCO will be reaching out to more marginalized groups to ensure that everyone in the Hillsborough area is able to access their full range of travel options.

NOTABLE ACCOMPLISHMENTS

Three Orange County office locations received 2020 Best Workplaces for Commuters designations.

Commuter Information Stations installed to provide non-digital at-a-glance travel information to staff and visitors.

Social media accounts on Twitter, Instagram, and Facebook were viewed 25,000 times.

KEY PARTNERSHIPS

Communications Department – Amplifying TDM messaging through existing County channels.

Wellness Committee – Tying in the benefits of active transportation into local wellness programs.

Human Resources Office – Joining new employee orientation programs to promote alternate commute information.

UNC and Town of Chapel Hill - collaborating for greater impact.



CITY OF DURHAM

WAY TO GO DURHAM

Why TDM is Important for City of Durham

The City of Durham is committed to making our city more hospitable and vibrant by creating and offering solutions to for our residents, commuters, and visitors, to efficiently and cost-effectively travel in the Bull City.

Adapting to COVID-19 Impacts

Challenges Faced and How Way To Go Durham Pivoted

To encourage walking, exercising, and social distancing, the City implemented a Shared Streets program to eliminate through traffic on many residential streets. After winning a \$25,000 grant from the National Association of Transportation Officials (NACTO), the City partnered with SpiritHouse to add traffic calming treatments to the Shared Streets in East Durham. Additionally, the City allowed downtown restaurants to take over on-street parking spaces to offer outdoor dining and closed downtown streets. It also partnered with Duke's Center for Advanced Hindsight to conduct a Bus Safety campaign to increase proper mask wearing on GoDurham buses with on-the-ground Wellness Ambassadors.

Lessons Learned

TDM measures that target the residents of Durham are just as important as the commuter market. The City has been and will continue to be a leader in promoting alternative transportation options including telework in the future. And anything can happen.

Potential Challenges for FY22

With less in-person events, marketing and outreach will rely on additional mediums not used as much in the past (social media, advertisements in the weekly paper, emails, etc.)

- GoDurham continues to be fare free in FY22; educating employers to offer additional commute incentives for employees will be a priority (vanpool subsidies, GoPerks participation, etc.)
- Increasing non-transit dependent ridership on transit and vanpools post-COVID
- A nation-wide driver shortage has resulted in GoDurham reducing service by 20% in early FY22.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
The City received a \$25,000 NACTO grant to - Center for Advanced Hindsight expand the Shared Streets Program.	- Center for Advanced Hindsight expand the Shared Streets Program
In Q4 of 2021, there was the highest e-scooter recorded trips of 38,000.	- North Carolina Central University
The City now has over 1,400 Twitter followers	- Downtown Durham, Inc.
Implemented a Bus Safety pilot program that saw proper mask wearing on GoDurham buses increase by 5%.	- Durham Chamber of Commerce
	- Durham Parks and Recreation
	- Durham Neighborhood Improvement Services
	- Safe Streets
	- Shared Mobility, Inc.

**WAY TO GO
DURHAM**



NORTH CAROLINA CENTRAL UNIVERSITY

EAGLE COMMUTER ASSISTANCE PROGRAM (E-CAP)

Why TDM is Important for NCCU

NCCU is located in the heart of a booming area between RTP and downtown Durham. TDM has always been vitally important for the University to ensure a wide and increasing range of mobility options for faculty, staff, students and visitors to the campus. NCCU's physical campus continues to grow. In fall 2021, the new Student Center and New Lawson Street Dorm opened. NCCU also broke ground on a new School of Business. This along with two new dorms that have opened in the last year have created some challenges for mobility on campus, and TDM has a critical role in addressing the same.

Adapting to COVID-19 Impacts

Challenges Faced and How NCCU Pivoted

Like our sister universities, instead of in-person student events or in-person employee orientations, NCCU moved them virtually to adapt to the pandemic. We also have to acclimate to an increase student enrollment this year on top of more residential students. We have the phenomenon of sophomores who were virtual last year now living on campus for the first time with current freshman students. Many of whom do not have a driver's license but depend on the NCCU Transit Shuttle, Go Durham or utilize Uber or Lyft.

Potential New Opportunities

- NCCU Purchasing-Managing campus deliveries.
- Partnerships with Duke and Go Durham with regards to transit services.
- Go Triangle with Transit Connection to NCCU's Campus.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
Continue collaborating with the City of Durham DOT to increase lighting and making safety improvements around all campus streets.	NCCU Purchasing
	NCCU campus police
NCCU has entered into a partnership with Lyft, which is first of its kind for a HBCU in the country. The partnership will provide NCCU students more transportation options.	Durham Bike and Pedestrian Advisory Committee
	GoDurham Better Bus Project Study
Participated in a panel discussion of the Durham Better Bus Project for Fayetteville Street at the 2021 Bike Walk NC Summit held in Durham.	Duke, UNC Chapel Hill and NC State University

E-CAP

Eagle Commuter Assistance Program



North Carolina Central University

TOWN OF APEX

GoApex Marketing Campaign

Why TDM is Important for the Town of Apex

The Town's Transportation Demand Management (TDM) Program is intended to support the continued marketing campaign for GoApex and regional TDM coordination. The Town has prioritized implementation of the first local bus route, GoApex Route 1, as it will provide connections to local destinations, leverage regional transit service, serve those with a high propensity to use transit, and, ultimately, reduce vehicle miles traveled. The Town is also committing to work with regional service providers to share information about the regional TDM opportunities as part of outreach activities. This effort will address two hot spots identified in the region's TDM plan.

Adapting to COVID-19 Impacts

Challenges Faced and How Town of Apex Pivoted

Given the status of the Town's efforts to launch GoApex, COVID-19 did not create a substantial issue. Efforts in FY 21 were mainly focused on establishing new staff and developing a marketing and branding plan in preparation for the launch of GoApex.

Lessons Learned

The Town integrated new approaches in the marketing and branding plan to account for lessons learned through outreach over the course of the last year. The campaign will include both in-person and virtual outreach events. Most in-person activities will be focused on going to people where they are rather than expecting attendance at large events and workshops.

Potential Challenges for FY22

The Town will not be continuing with the TDM program in FY22 due to staffing challenges.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
The Town of Apex hired and on-boarded its first employee focused on transit.	Police Department – Coordinated distribution of bike month promotional items.
Completed a marketing and branding plan for GoApex Route 1.	Communications Office - Posts TDM related information on organizational social media.
Developed a streamlined application and guide for GoApex Route 1 paratransit service.	



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. For a more detailed explanation of the full methodology, please contact the Triangle J TDM Program Manager.

Services included in the FY21 Calculations

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

Service	FY21 Metric Base
GoTriangle	
ShareTheRideNC ridematching	Active users for GoTriangle subsites
GoPass Program	GoTriangle and GoDurham boardings with a GoPass*
GoTriangle Vanpools	Total active vanpool riders
GoTriangle Website	Unique website users/visitors
North Carolina State University (NCSU)	
WolfLine Transit	Total off-campus boardings
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
Wolfline Website	Unique website users/visitors
Research Triangle Foundation	
GoRTP Transportation Options Website	Unique website users/visitors
Telework Program	Total employees eligible for telework option
University of North Carolina - Chapel Hill	
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
CHT Pittsboro/PART Express Pass	Total passes issued to students and employees
CAP Bike and Walk Program	Registered students and employees in program
UNC CAP Website	Unique website users/visitors
Town of Chapel Hill	
GoChapelHill Website	Unique website users/visitors
Birthday Club	Number of registrants for short-term program
Transporation Management Plan	Total employees working in buildings with a plan
Wake Technical Community College	
GreenTrek Website	Unique website users/visitors
GoRaleigh 40x Boardings	Total weekday boardings
Compressed Schedule Program	Total employees eligible for compressed schedule option in summer
Duke University	
Carpool Program	Total employees and students registered for carpool
Bike Benefit Program	Registered students and employees in program
Duke Parking & Transportation Website	Unique website users/visitors
City of Raleigh	
CommuteSmart Website	Unique website users/visitors
GoPass Program	GoRaleigh boardings with a GoPass* excluding NCSU boardings
Orange County Commuter Options	
Telework Program	Total employees eligible for telework option
OCCO Website	Unique website users/visitors
North Carolina Central University (NCCU)	
NCCU Parking & Transportation Website	Unique website users/visitors

*Estimated for FY21. GoPass usage data could not be collected because all transit systems were fare free.

Appendix 1

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 24.1 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 2019, 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 NOx, 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](#).

A link to our [full methodology](#) can be found on the Triangle Transportation Choices Program [website](#).

Appendix 2: Program Contacts

Triangle J Council of Governments

Sean Flaherty, Principal Planner: sflaherty@tjcog.org

Shuchi Gupta, Energy & Environment Program Coordinator: sgupta@tjcog.org

Jenna Kolling, Energy & Environment Program Analyst: jkolling@tjcog.org

GoTriangle

Michelle Parker, Sustainable Travel Services Manager: mparker@gotriangle.org

Paul Straw, Sustainable Travel Services Supervisor: pstraw@gotriangle.org

Kim Johnson, Wake County Mobility Program Management: kjohnson@gotriangle.org

Duke University

Tyler Dewey, Alternative Transportation Lead: tyler.dewey@duke.edu

NC State University

Carolyn Caggia, TDM Program Manager: cmcaggia@ncsu.edu

NC Central University

Philip Vereen, Transportation Director: pvereen3@ncsu.edu

Michael Bailey, TDM Coordinator: mabailey@ncsu.edu

RTP Foundation

Travis Crayton, Planner and Project Coordinator: crayton@rtp.org

City of Durham

Hannah Reynolds, TDM Planner: hannah.reynolds@durhamnc.gov

Town of Chapel Hill

Len Cone, TDM Community Manager: mcone@townofchapelhill.org

City of Raleigh

Jayna Victor, CommuteSmart Consultant: jayna.victor@raleighnc.gov

UNC Chapel Hill

Amanda Simmons, TDM Manager: amanda@unc.edu

Wake Tech Community College

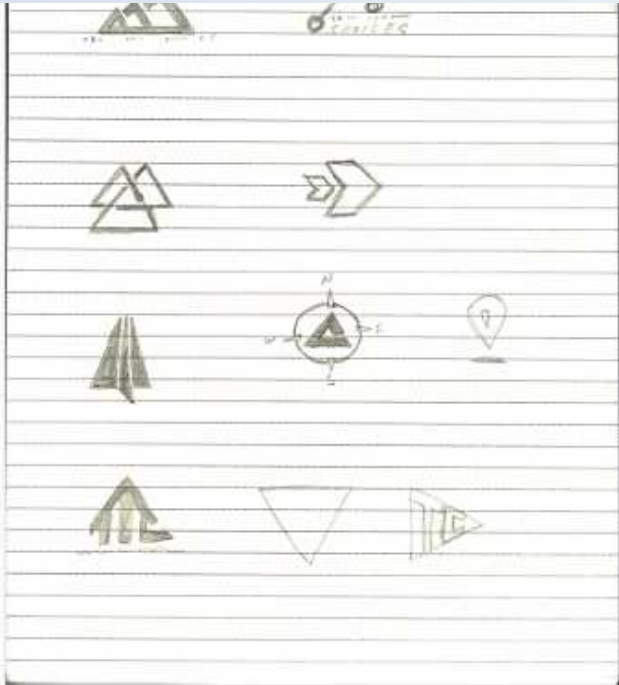
John Majernik, Director, Energy, Sustainability and Transportation: jlmajernik@waketech.edu

Orange County

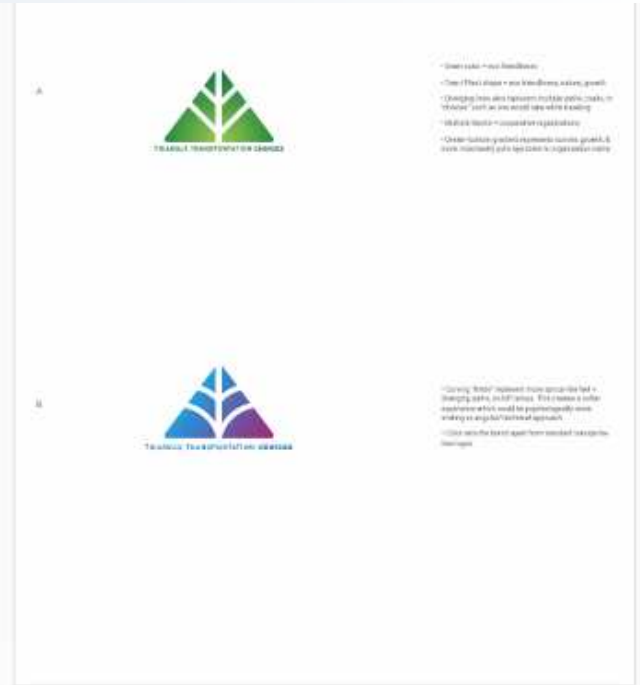
Position currently vacant - no contact available

Town of Apex

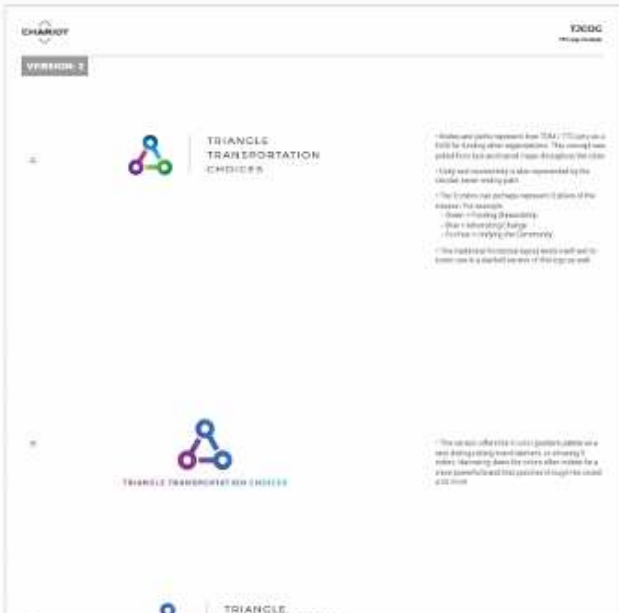
Shannon Cox, Long Range Planning Manager: shannon.cox@apexnc.org



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The Triangle Transportation Choices Program is funded by NC Department of Transportation, Durham Chapel Hill Carrboro Metropolitan Planning Organization (DCHC MPO) and Capital Area Metropolitan Planning Organization (CAMPO)