TRIANGLE TDM FY15 PROGRAM IMPACTS: EXECUTIVE SUMMARY

The Program Impacts Report documents reductions in vehicle trips, vehicle miles traveled, and vehicle emissions resulting from the Triangle Transportation Demand Management (TDM) Program[1] between July 1, 2014 and June 30, 2015.
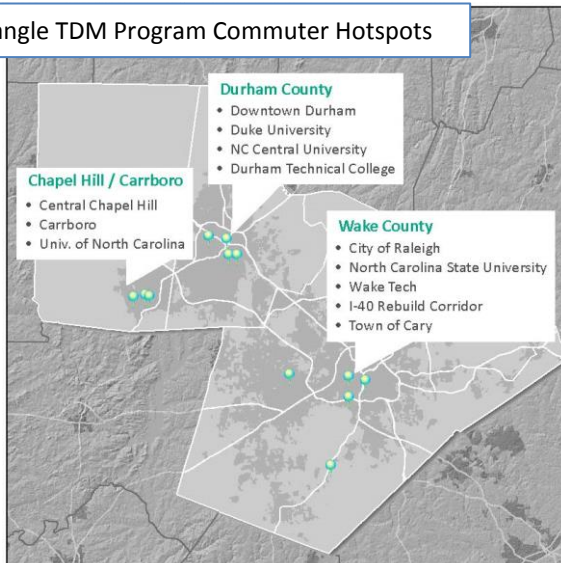
Background

The Triangle TDM Program began in 2007 with the adoption of the *Triangle Region 7-Year Long Range Travel Demand Management Plan* (Plan). [2] The goal of the Plan is to reduce regional growth in commuter vehicle miles traveled (VMT) by 25% between 2007 and 2015. The reduction is to be achieved through a moderate package of TDM strategies designed to encourage the use of alternative modes.

Plan Activities include both regional and local services for the Triangle. Services are targeted to "hotspots", which are 1) areas of high work-commute trip density and 2) areas with the best opportunities for TDM services. Local and Regional Service Providers conduct TDM Activities in local commute "hotspots."[3] The list of activities eligible for funding was updated in FY14.[4]

> The goal of the TDM Plan is to reduce *regional growth* in commuter vehicle miles traveled (VMT) by 25%.

Triangle TDM Program Commuter Hotspots

Durham County
- Downtown Durham
- Duke University
- NC Central University
- Durham Technical College

Chapel Hill / Carrboro
- Central Chapel Hill
- Carrboro
- Univ. of North Carolina

Wake County
- City of Raleigh
- North Carolina State University
- Wake Tech
- I-40 Rebuild Corridor
- Town of Cary

In FY15, GoTriangle provided regional services, and eight organizations provided local services:

- City of Raleigh
- Duke University
- North Carolina State University
- SmartCommute@rtp
- Town of Chapel Hill (with Town of Carrboro)
- GoTriangle (serving businesses in Central Durham and portions of Wake County)
- University of North Carolina at Chapel Hill
- Wake Technical Community College

GoTriangle (formerly known as Triangle Transit) and Triangle J Council of Governments (TJCOG) provide TDM services regionally.

Funding for the Triangle TDM Program is provided by three organizations: The North Carolina Department of Transportation Public Transportation Division (NCDOT-PTD), the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC-MPO), and the Capital Area Metropolitan Planning Organization (CAMPO). TJCOG and the North Carolina Department of Environment and Natural Resources Division of Air Quality (NCDENR-DAQ) also provide expert guidance for the program. Members from these organizations comprise the TDM Oversight Committee which meets at least quarterly to manage the program and set funding priorities for the year.

TJCOG administers the TDM Grant Program, which includes evaluating the impacts of funded TDM activities in the Triangle Region, summarized below. The full report[5] contains details on programs, services, data collection, and calculation methodology.

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[1] TJCOG's TDM website, http://www.tjcog.org/triangle-transportation-demand-management-program.aspx

[2] *Triangle Region 7-Year Long Range Travel Demand Management Plan*: http://www.tjcog.org/Data/Sites/1/media/regional-planning/transdemand/tdm7final.pdf

[3] Note: Not all hotspots receive funding for services.

[4] http://www.tjcog.org/Data/Sites/1/media/regional-planning/transdemand/fy14-revised-table-of-activities.pdf

[5] http://www.tjcog.org/Data/Sites/1/media/regional-planning/transdemand/fy15-impact-report/fy14_tdm_impact_report.pdf

Impacts from Fiscal Year 2015 Programming

TJCOG staff, with support from LDA Consulting, Inc., calculated the following travel, air quality, and energy saving impacts due to the collective efforts of Triangle TDM service providers in FY15:

- **4.3 million vehicle trips** were avoided.
- **53 million miles of commute miles** traveled on our region's roadways were reduced.
- More than **2 million gallons of gasoline** were saved and more than **24 million kilograms of carbon dioxide** (greenhouse gas) emissions were eliminated, equivalent to **removing 4,168 passenger cars**.[6]
- **29,428 alternative transportation users** were supported.

The figure below illustrates the annual progress of the Triangle TDM Program from FY2008–FY2015 compared with the VMT reduction goals set in the 2007 Plan and previous years. The Program has far exceeded the Plan's goal of reducing growth in the region's commute VMT by 25%.

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[6] http://www.epa.gov/cleanenergy/energy-resources/calculator.html