



# Triangle Transportation Choices FY23 Annual Impact Report

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Central Pines Regional Council  
February 2024

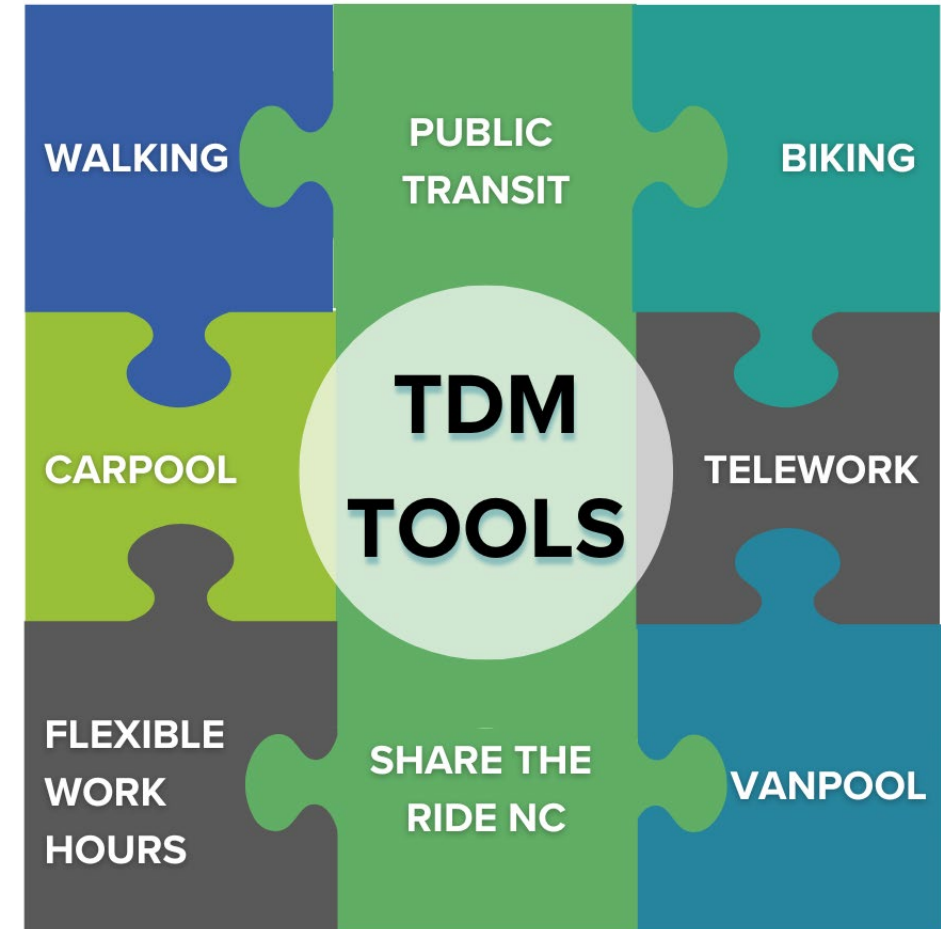


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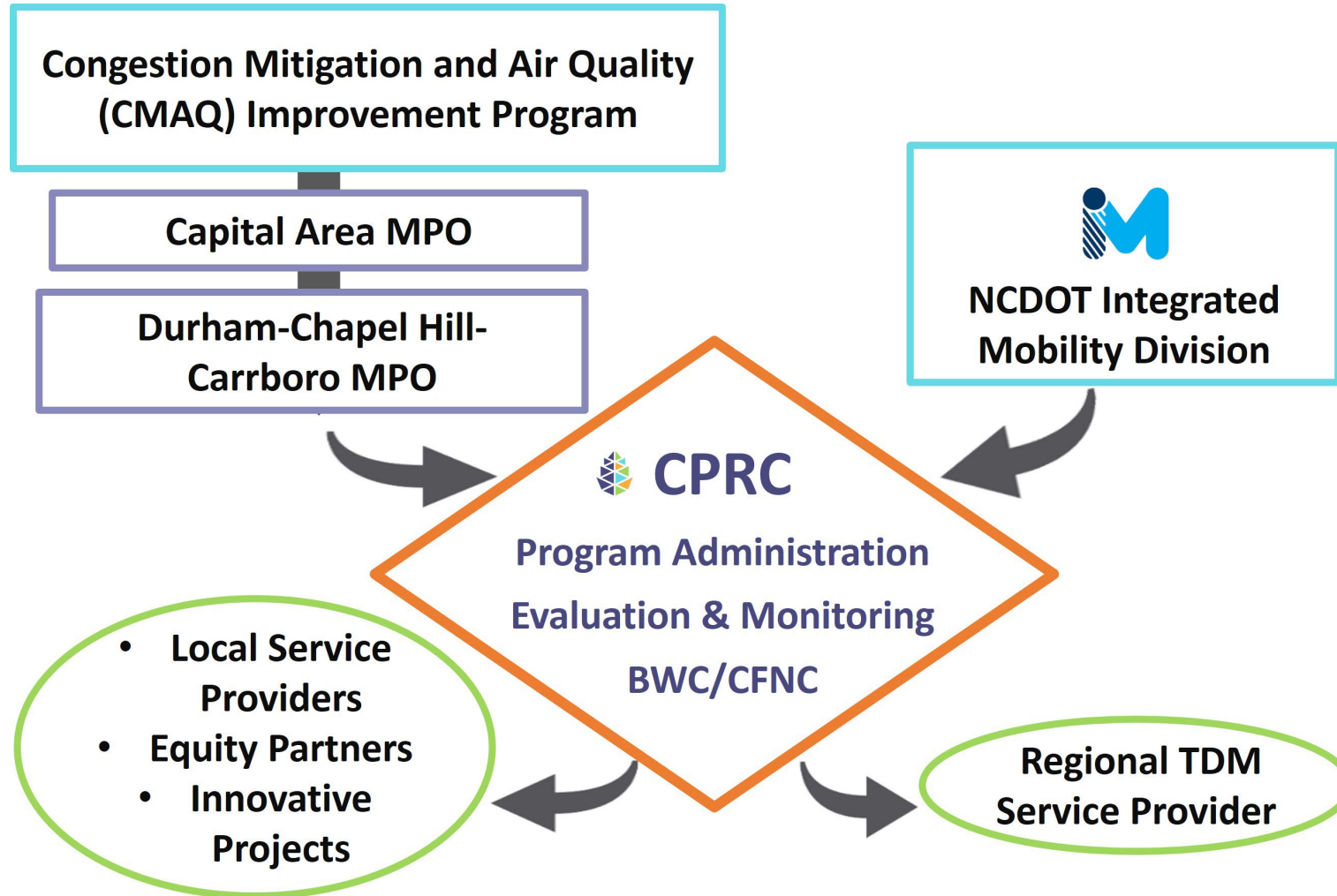


# Program Background

- The Triangle Transportation Choices program promotes **Transportation Demand Management (TDM)** initiatives across the Triangle region.
- The program funds **marketing campaigns** and **outreach events** that encourage the use of alternative transportation modes such as carpooling, vanpooling, public transit, biking, walking, and telework.



# Program Administration and Funding

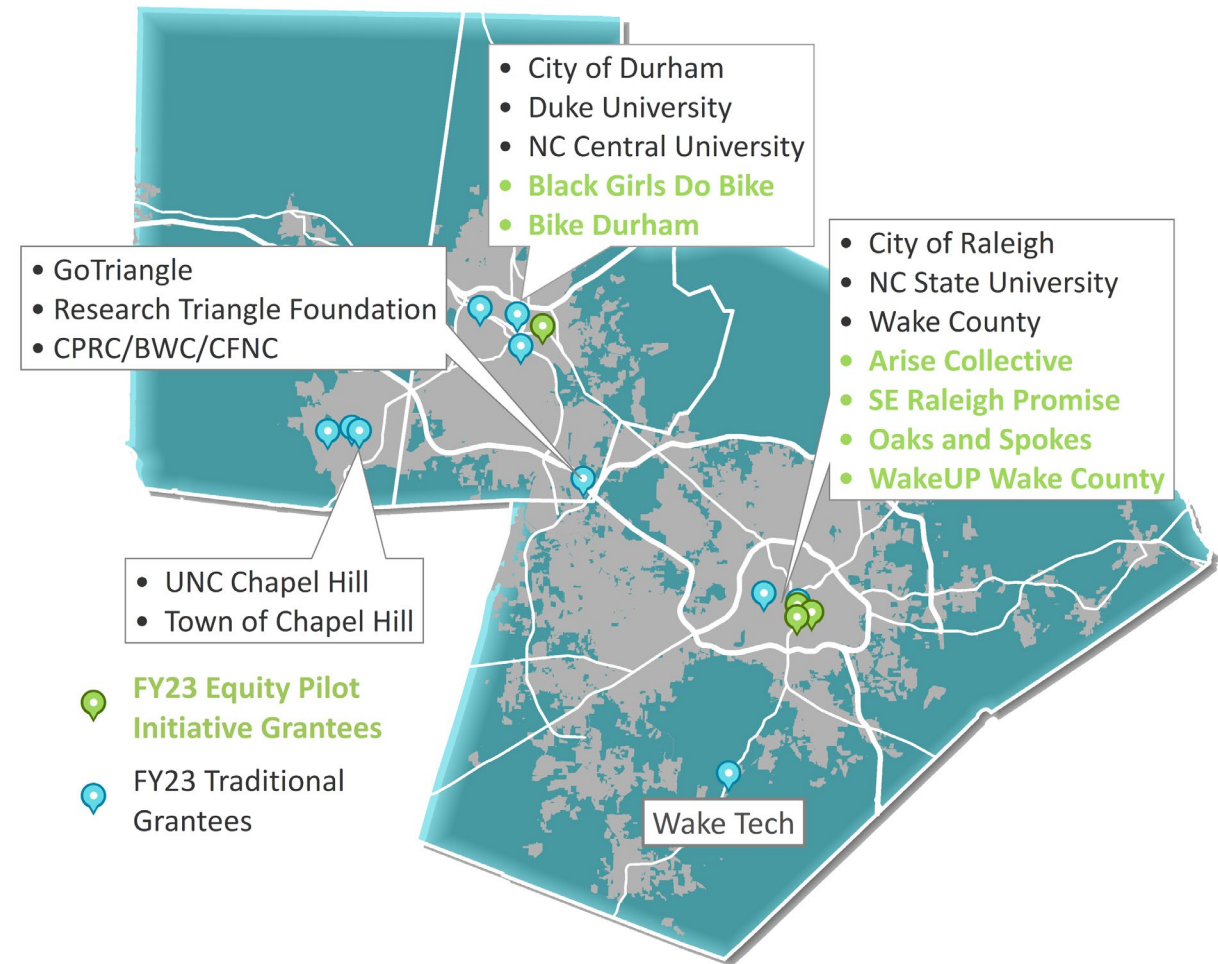


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# FY23 Funding and Grant Recipients

- July 1, 2022 – June 30, 2023
- Total funding awarded: \$1.66 million
- 19 grants awarded: 13 for traditional grantees, and **six Equity Pilot Initiative** grantees (\$186k in total)



# FY23 TDM Programs Funded in the DCHC MPO Region

**Unpark Yourself.**



[parking.duke.edu/alternative](http://parking.duke.edu/alternative)

**Bleed Blue. Live Green.**



*UNC Commuter  
Alternative Program*



**CITY OF  
DURHAM**

**WAY TO GO  
DURHAM**



**Go Chapel Hill .org**



**GO PERKS**

**Incentives at**



**E-CAP**

Eagle Commuter Assistance Program



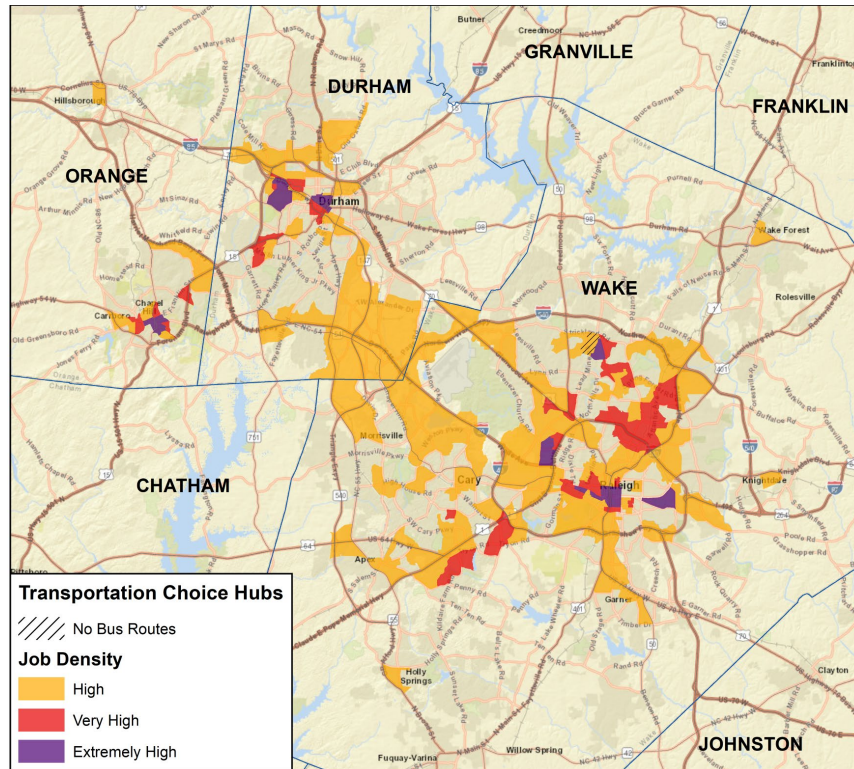
**North Carolina Central University**



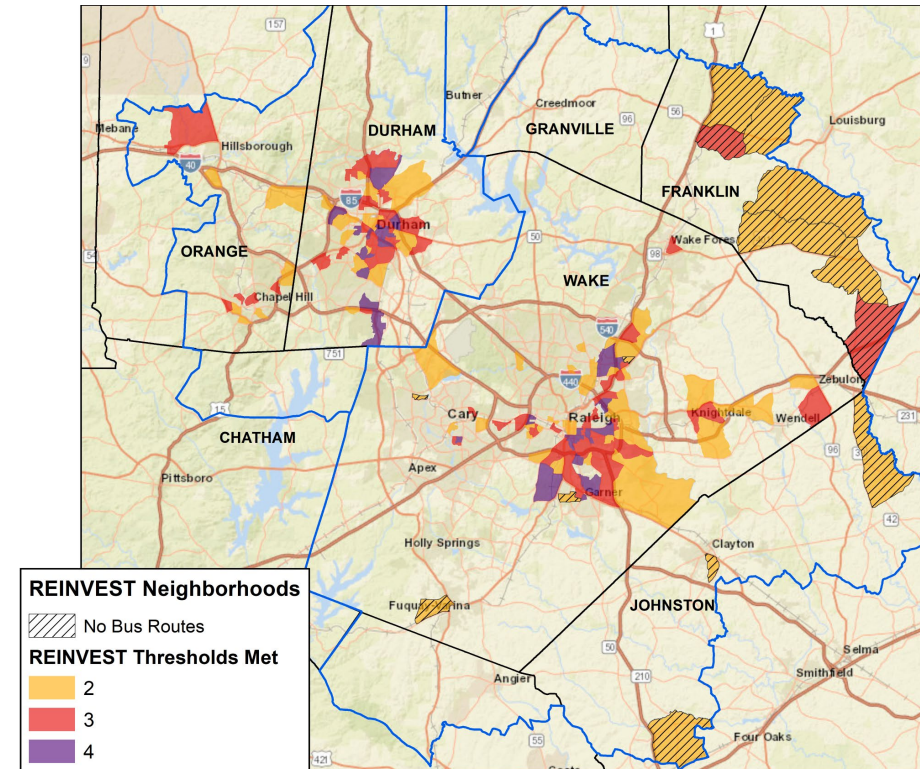
# FY23 TDM Outreach Priority Areas



## Transportation Choice Hubs Employer-Based Outreach



## REINVEST Neighborhoods Residential-Based Outreach



# FY23 Education and Outreach Events



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During FY23, Triangle Transportation Choices Program grantees promoted alternative transportation modes at **185** education and outreach events across the region, directly interacting with **over 15,000 people**.

A majority of the events – **111 in total** – were targeted to equity priority communities or groups.

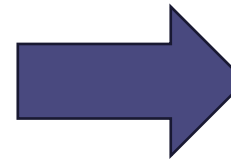




# Data Collection for Annual Impacts

At the end of each quarter, grant recipients submit **participation data** for their marketing and outreach efforts, including:

- Transit ridership
- Park & Ride usage
- Website views
- Engagements on social media
- Membership in commuter benefits programs
- STRNC carpoolers and Commute with Enterprise vanpoolers
- Participation in commute challenges, webinars, and other outreach events.



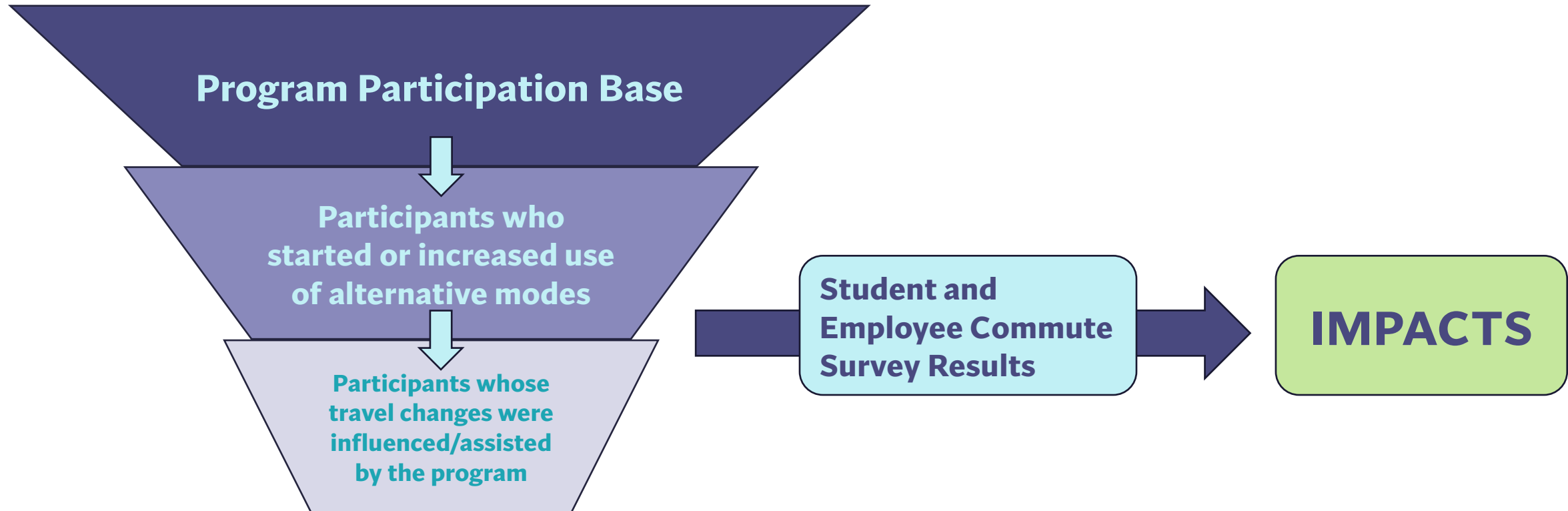
**FY23 Program  
Participation Base =**

**The total number of  
people who may have  
started using or increased  
their use of alternative  
transportation modes.**





# Annual Impact Calculation Steps













# Annual Impacts



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## IMPACTS OF TDM IN FY23:

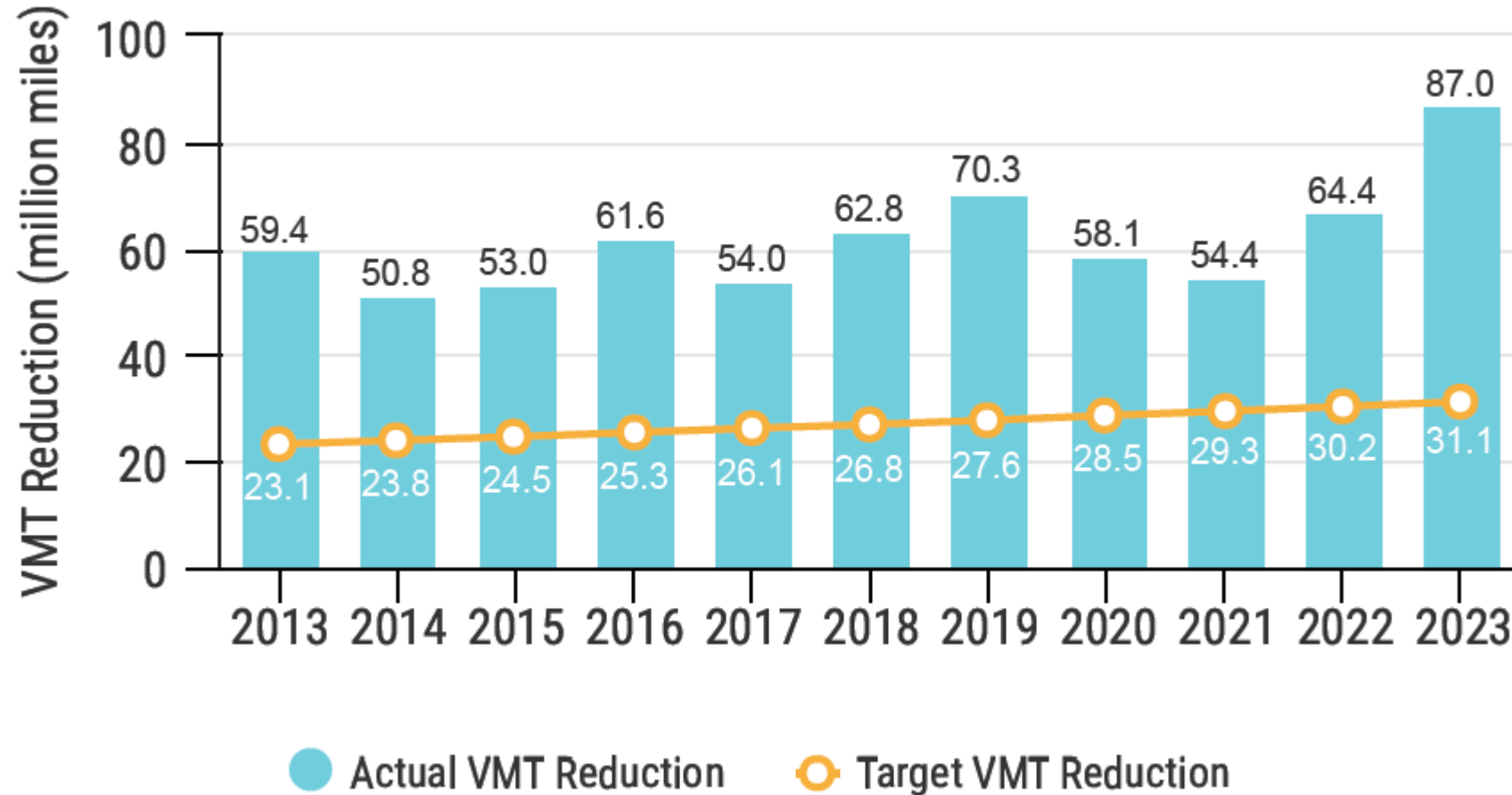
	<b>6 million</b> vehicle trips avoided	That's over <b>104,000 days</b> not spent driving a car	
	<b>3.5 million</b> gallons of gas saved	It would take <b>411 tanker trucks</b> to hold that much gas	
	<b>87 million</b> commute miles reduced	That's roughly <b>30,000 trips</b> from San Francisco to New York	
	<b>33,000</b> alternative transportation users supported	If they all drove alone, their cars would span <b>94 miles</b> bumper-to-bumper	
	<b>68 million</b> pounds of Carbon dioxide (CO2) release prevented	That's the same as <b>6,000 homes</b> not using electricity for a year	



# Annual VMT Reductions 2013-2023












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# Societal Benefits




	Air pollution emissions reductions (NOx and VOCs)	=	\$59,500 saved
	Global climate change mitigation (CO2)	=	\$1,216,375 saved
	Noise pollution reduction	=	\$1,946,250 saved
	Reduction in fuel consumption	=	\$13,935,000 saved
	Reduction in traffic congestion	=	\$1,491,000 saved
	Deferral of new road construction	=	\$301,875 saved
	Reduced vehicle crashes	=	\$1,407,750 saved
	Active transportation health	=	\$13,962,500 saved



**\$34 Million**

=

**Total estimated savings in FY23 due to the societal benefits of TDM services provided by the Triangle Transportation Choices Program.**





# Questions?



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