



# Strengthen Support for Demand Management & Technology



## A Triangle Metro Region Transportation Priority

*Stabilize and grow state investment in Transportation Demand Management (TDM) to match local and regional commitments. Implement the Regional Technology (ITS) Plan for roadways and transit.*

The most cost-effective dollar spent is on efficiently managing the demand for the supply of roads we already have. Working with employers on ways to offer workers alternatives to peak-hour, drive-alone commuting and deploying technologies to maximize the roadway supply are key elements of the smart city movement.



- The Triangle TDM program has reduced vehicle miles traveled by over 300 million miles over the past 5 years -

The Triangle Metro Region is already a leader in the state in deploying emerging technologies and demand management solutions that optimize roadway and transit capital projects. Two key focus areas should be:

- Taking the already successful Regional Transportation Demand Management Partnership to the next level.
- A three-pronged approach to Smart Cities Technology Applications that optimizes how we travel and paves the way for automated, connected vehicles.

## Regional Transportation Demand Management Partnership

**What success looks like:** NCDOT, the Triangle Metro's MPOs and key partners collaborate to recruit, recognize and reward employers and communities that implement different tiers of Transportation Demand Management practices.

### Employer Success



### Key Ingredients

- A regional collaboration between NCDOT, both MPOs and Triangle J COG with 14 competitively-selected service providers.
- Employer-focused with emphasis on anchor institutions, city centers and the RTP
- Coordinated outreach, including virtual webinars on telecommuting during COVID.

### Success Metrics (FY19)

- 6.5 million vehicle trips avoided
- 70 million commute miles reduced
- 2.9 million gallons of gas saved
- 58 million pounds of carbon dioxide release prevented.
- 32 designated Best Workplaces for Commuters

**What success looks like:** Technology applications that overcome uncertainty and take evidence-based steps to better manage freeways, local streets and travel in our region's hubs.

## Active Freeway Management

- Melds communications, controls and optimization strategies
- Reduces delay and increases reliability
- Provides as much as an additional lane of freeway capacity
- More cost-effective than traditional road projects
- Can be used with managed lanes and toll facilities

## Traffic Signal Systems

- Integrated, community-wide network for maximum benefit
- Linked to a traffic management center.
- Efficient congestion management and faster incident response.
- Key element for connected & automated vehicle infrastructure.

## Mobility in Regional Hubs

- City centers and anchor institutions are key destinations
- Combination of technology, pricing and parking strategies
- People-friendly actions, rather than vehicle-oriented
- Apply lessons learned from Durham's Bloomberg Mayor's Challenge Grant to other key job hubs.

## Next Steps for the Metropolitan Planning Organizations

- Work with NCDOT to use federal Congestion Mitigation and Air Quality (CMAQ) funding on eligible TDM and technology projects.
- Work with NCDOT and other partners to transform the Best Workplaces program into a tiered "best in class" statewide recognition program for employers and communities with TDM programs.
- Lead the implementation of the new Regional Intelligent Transportation Systems (ITS) plan by forming a work group and prioritizing actions.
- Work with state officials to reinstate the ability of local communities to adopt TDM ordinances in places where criteria for travel alternatives can be met.
- Include equity concerns in TDM funding decisions and program monitoring.

## How to Support TDM and Technology in Your Community

- Engage large employers, including local government, to implement TDM practices.
- Seek opportunities to deploy emerging technologies.
- Participate in the new Regional ITS Deployment Plan Working Group.
- Work with NCDOT and MPOs on signal system and active freeway management opportunities.

