



Triangle Transportation Choices FY23 Annual Impact Report

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Central Pines Regional Council
February 2024

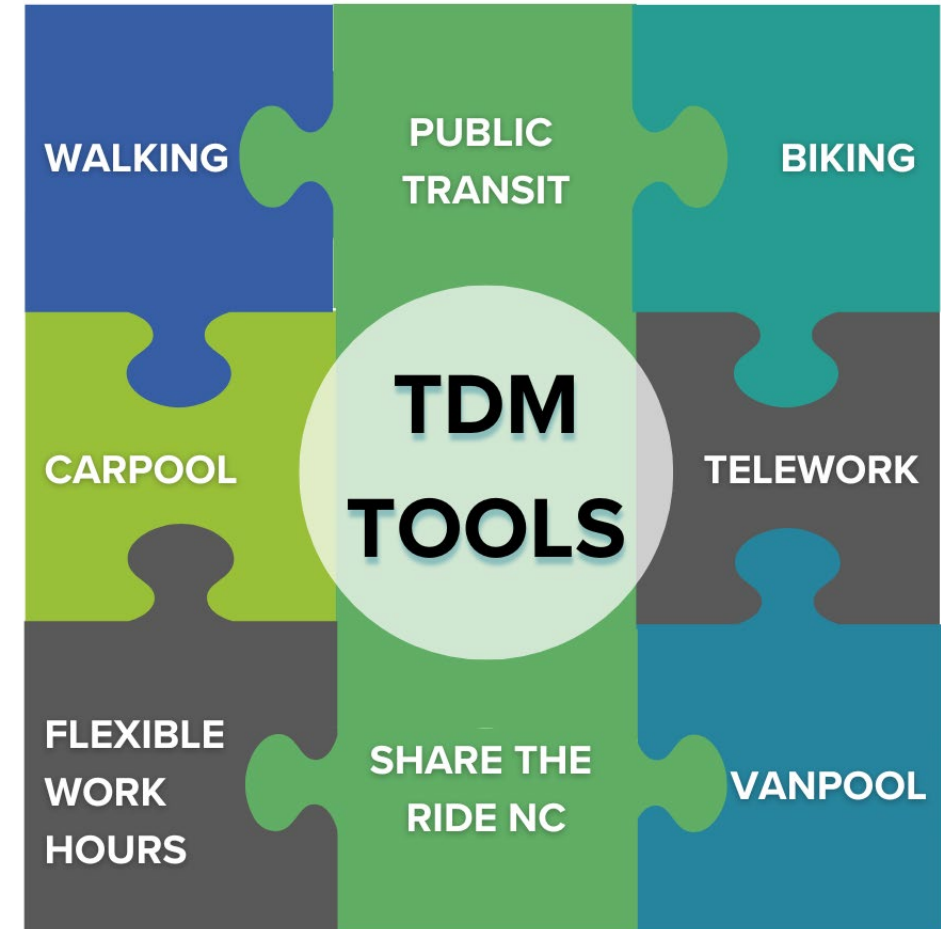


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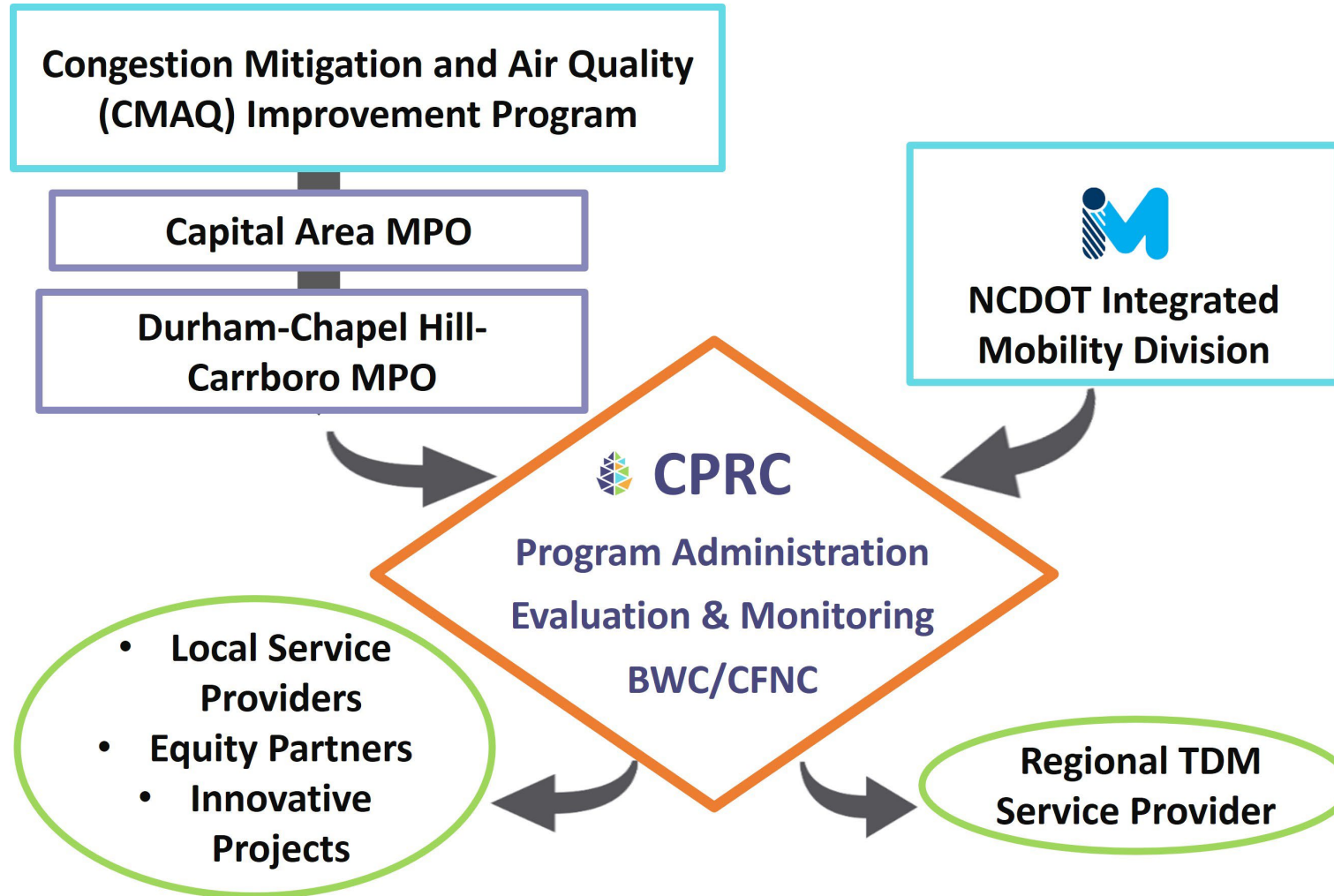


Program Background

- 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

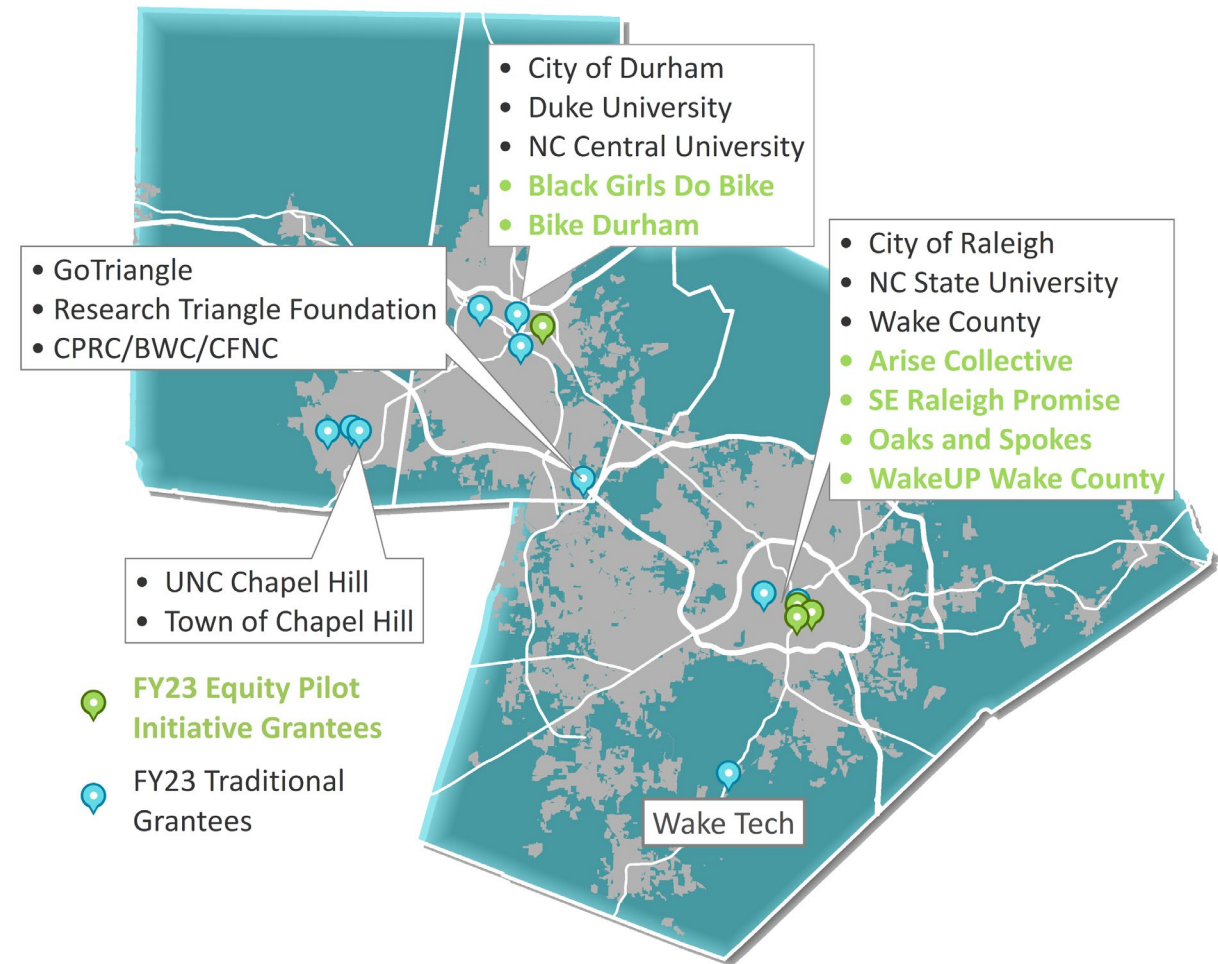


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FY23 Funding and Grant Recipients

- 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

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



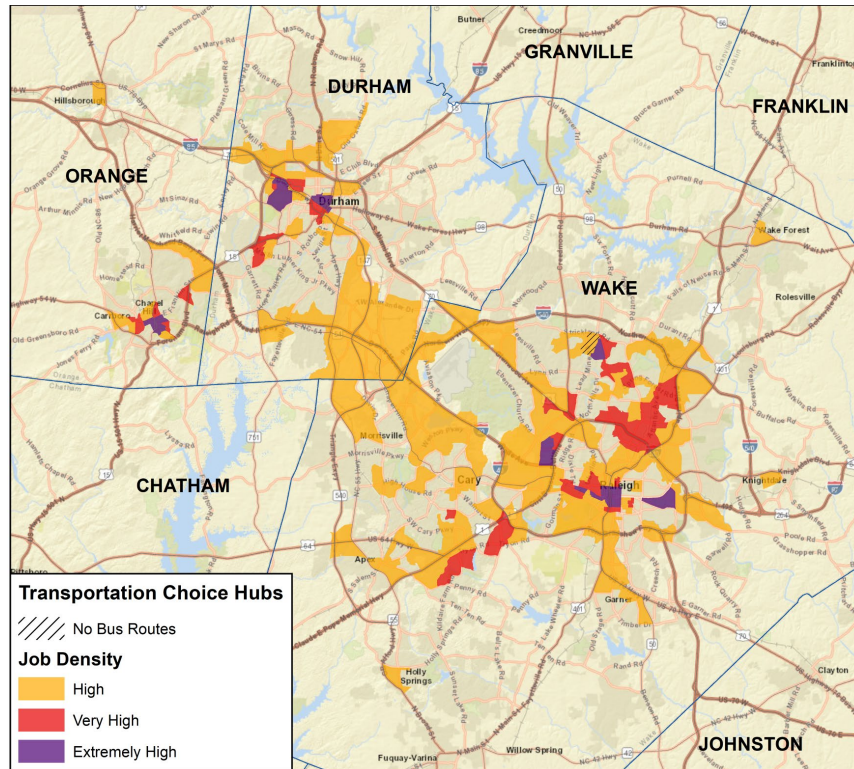
North Carolina Central University



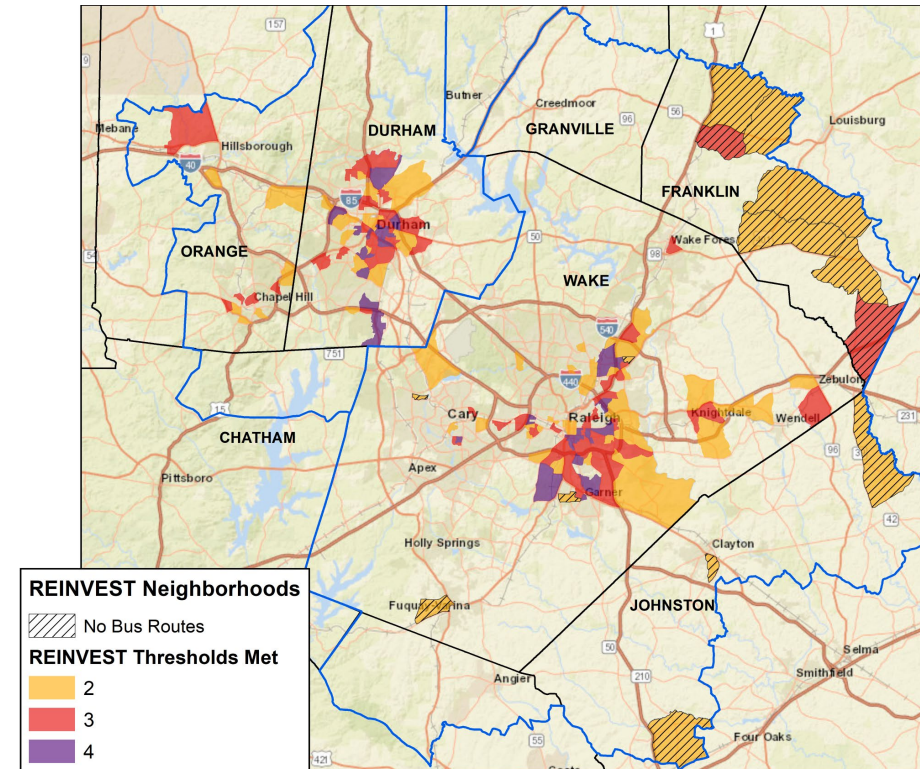
FY23 TDM Outreach Priority Areas



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.

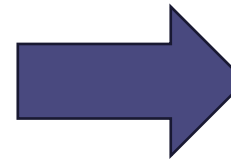




Data Collection for Annual Impacts

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.

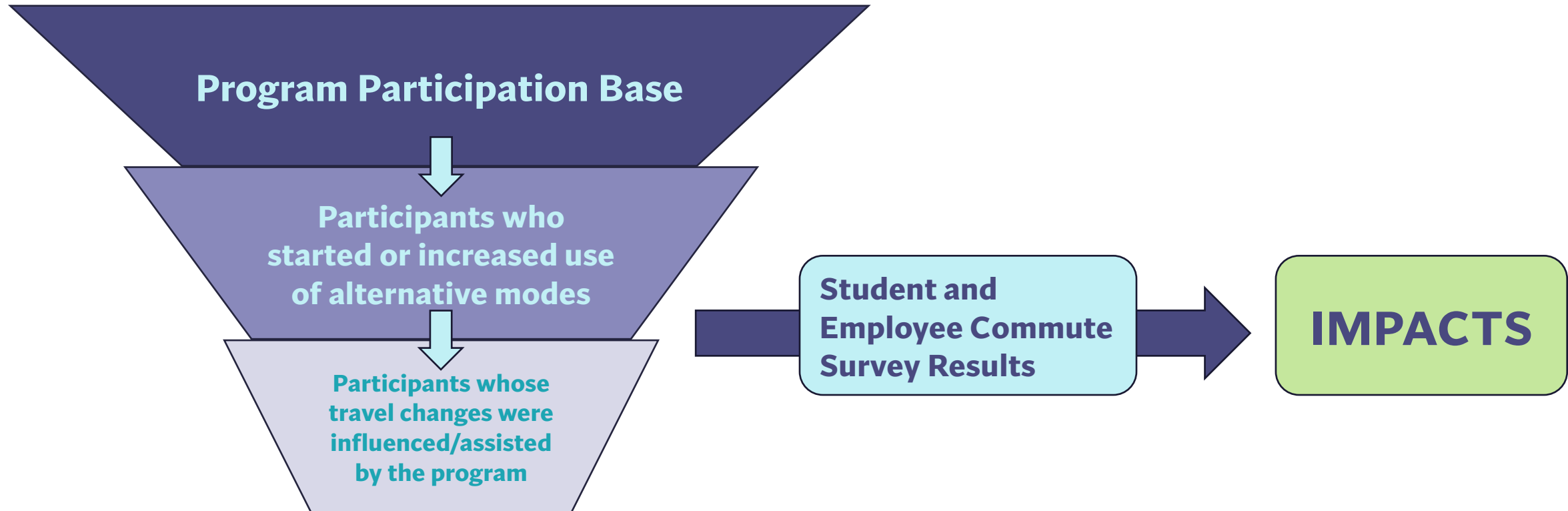


**FY23 Program
Participation Base =**

**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:

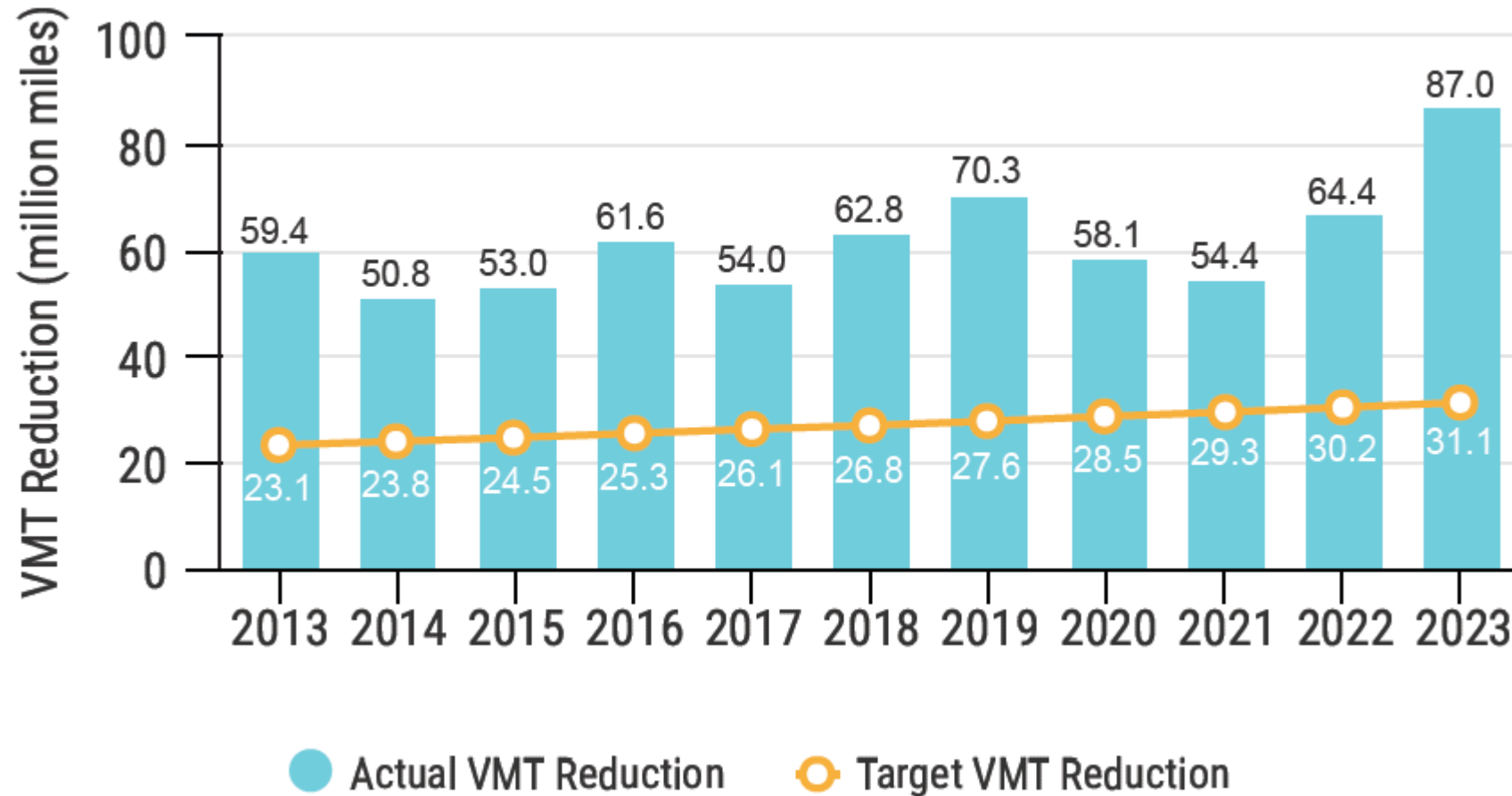
	6 million vehicle trips avoided	That's over 104,000 days not spent driving a car	
	3.5 million gallons of gas saved	It would take 411 tanker trucks to hold that much gas	
	87 million commute miles reduced	That's roughly 30,000 trips from San Francisco to New York	
	33,000 alternative transportation users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

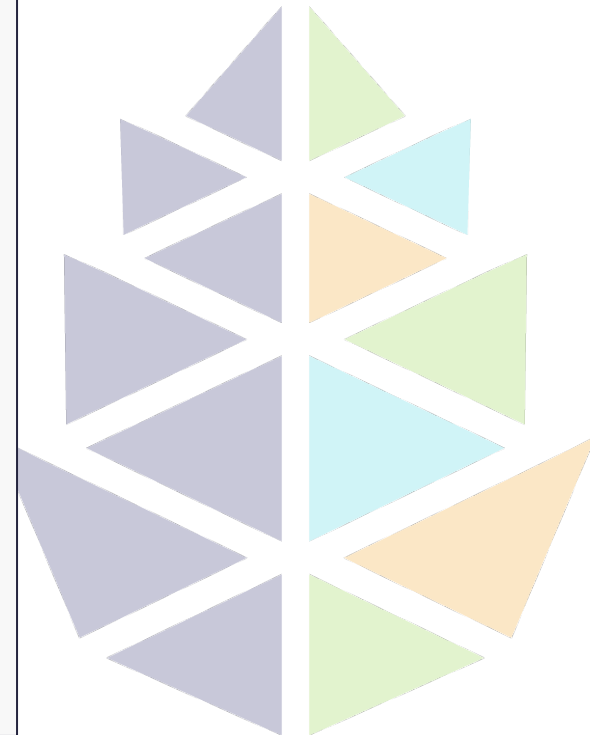


\$34 Million

=

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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