

Annual Impact Report FY 2021-22



Bike Ride Event Promoted by
Research Triangle Foundation



TRIANGLE
TRANSPORTATION
CHOICES

Triangle J Council of Governments

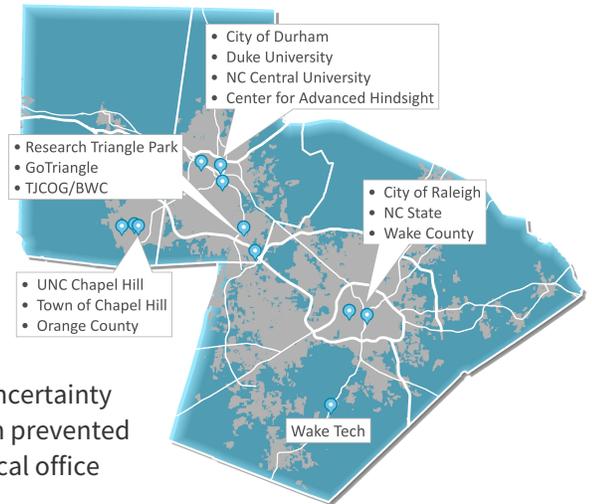


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FY22 AT A GLANCE

The Triangle Transportation Choices Program awarded sixteen grants for fiscal year 2021-22 (FY22), the period of performance being July 1, 2021, to June 30, 2022. The total amount of funding awarded was \$1,429,345. The sixteen grantees included two innovative projects by Center for Advanced Hindsight (Duke University) and City of Durham. The adjacent map shows the geographical spread of the grantees.



Key Challenges of FY22

At the beginning of FY22, many Triangle employers continued to face uncertainty owing to the pandemic and related local government restrictions which prevented or limited their non-essential staff from returning to work in their physical office spaces, thus many Triangle employees continued to work from home.

However, by the spring of 2022, most of these local restrictions had been lifted and employers gradually began to encourage or require their staff to return to the office. As a result, by the summer of 2022 commute traffic levels were nearly back to where they were in early 2020. This meant that the program’s service providers had to pivot quickly to coordinate in-person events. On the plus side, transit ridership had also nearly returned to early-2020 levels by the end of FY22, with the suspension of fares for GoDurham, GoRaleigh, and GoTriangle buses extended until June of 2023.

The most severe impact on the program in FY22 was in terms of staffing challenges for many grantees. Two of them—Orange County and Town of Apex, had to withdraw from the program early on in the year in the face of consistent challenges to hire staff for TDM positions funded by the Program. For the same reason, City of Durham’s innovative project was unable to get off the ground.

Key Accomplishments of FY22

Two of the Program funders, the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) and the Capital Area MPO (CAMPO), adopted Transportation Demand Management (TDM) as one of their [seven top policy priorities](#) in December 2020 (FY21). They expressed an explicit commitment to **“include equity concerns in TDM funding decisions and program monitoring.”** As a result, the Triangle J program staff made intentional efforts to integrate equity and inclusion in the FY22 grant funding process.

To include equity concerns in program funding decisions, a new section was added to the program's FY22 grant application (Appendix 1, sections A & B). In this new section, applicants were asked to use equity indicator reference maps (Appendix 1, section C) to identify neighborhoods with high concentrations of inequities due to residents' race/ethnicity (RE), income (IN), and vehicle ownership (VE). These maps were called RE-IN-VE-ST maps and were created by program staff in ArcGIS using socioeconomic data from the American Communities Survey five-year estimates (2015-2019). A composite RE-IN-VE-ST map is shown on the next page. It displays the total number (0-3) of equity-indicator thresholds ("triggers") met for each census block group in the region, with the 62 Program hotspots overlaid.

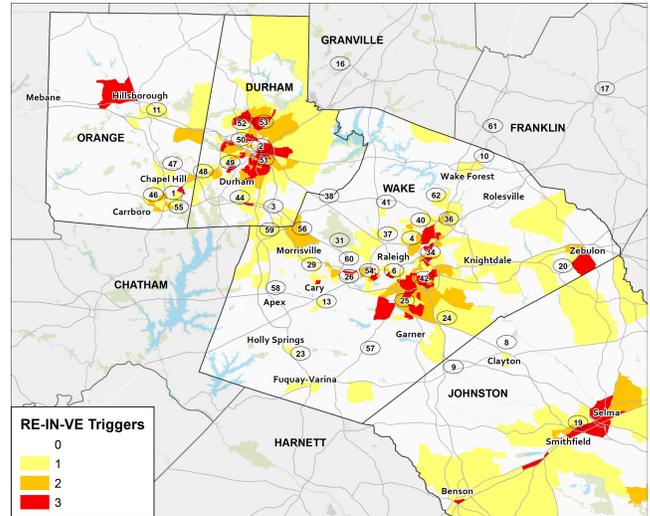
In FY22, the Triangle Transportation Choices Program committed to including equity concerns in:

- 1) Program funding decisions**
- 2) Program monitoring**

FY22 AT A GLANCE

In addition, funding applicants were required to provide specific details for how they planned to conduct outreach events and education efforts in these neighborhoods in FY22.

Next, **to include equity concerns in program monitoring**, a whole new set of equity metrics was developed for quarterly monitoring and reporting purposes for all grantees who were awarded the FY22 TDM funding (Appendix 1, section D). These metrics were both qualitative and quantitative. Triangle J staff held discussion sessions with the grantees to get feedback on the suitability of the metrics. Once finalized, staff collaborated with the grantees throughout the fiscal year to make adjustments as necessary and provide any additional support that the grantees needed.



This collaborative process was important as it was the first time that Triangle J staff, grantees, and the program as a whole were operationalizing equity into their work, and not surprisingly there was a huge learning curve associated with the effort. As an example, after the first and second quarter it emerged that most of the grantees were unable to organize outreach events in their chosen communities and understand their needs in the context of alternative commute. As a result, the primary focus for the remaining quarters was shifted toward relationship building instead of the number of outreach events being held.

49 DEI Outreach Events

4,370 Total Attendees

Despite these initial setbacks and pandemic-related limitations, a total of **49** outreach events targeted to DEI communities in the region were conducted with a total of **4,370** attendees. While it is just the beginning, this precedent-setting year provides a benchmark for the program to continue expanding TDM outreach in historically underserved and underprivileged neighborhoods.

Diversity, Equity, and Inclusion (DEI) Trainings in FY22

The Triangle Transportation Choices Program also hired the services of a local DEI consultant (The L.I.F.E. Group) for leading and facilitating a series of six interactive DEI sessions over a span eight months in FY22. The sessions allowed all the grantees, TJCOG staff and funding organizations to have tough, thoughtful conversations around systemic racism and equity with a specific focus on issues surrounding community engagement in transportation and transportation demand management in the state of North Carolina. The sessions were very well attended and helped normalize conversations around race and equity.



**TRIANGLE
TRANSPORTATION
CHOICES**

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. Throughout July 1, 2021 – June 30, 2022 (FY22), Triangle Transportation Choices Program staff and partners worked to support the [NCDOT Clean Transportation Plan](#), specifically the Vehicle Miles Traveled (VMT) Working Group. Triangle Transportation Choices served as a model program for the statewide planning effort and will continue to collaborate with recommendations that result from NCDOT's efforts.

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 (US DOE) and National Renewable Energy Laboratory (NREL) as a model for evaluation and monitoring. In working towards continuous improvement, current program efforts seek 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 2009, 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 Connect 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 FY2022

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 2.

NOTABLE ACCOMPLISHMENTS

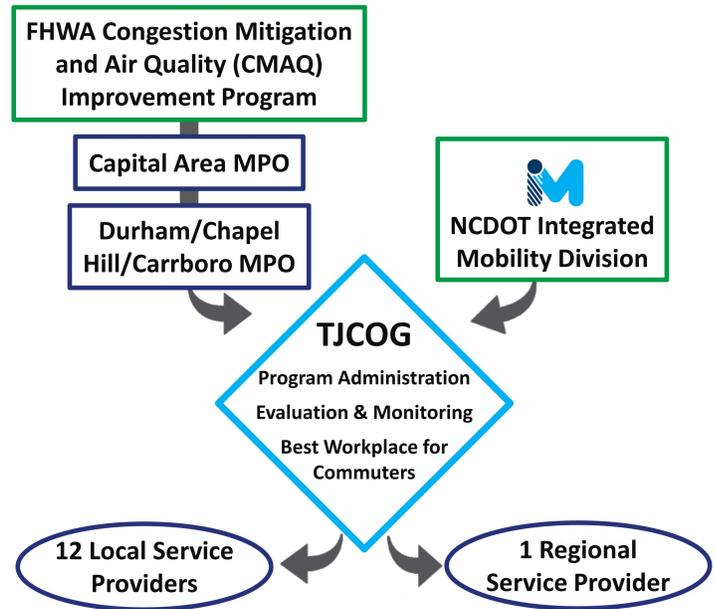
	<p>5.1 million vehicle trips avoided</p>	<p>Based on average commute times, that's nearly 88,000 days (or 241 years) not spent driving a car</p>	
	<p>2.5 million gallons of gas saved</p>	<p>It would take 299 tanker trucks to hold that much gas</p>	
	<p>64 million commute miles reduced</p>	<p>That's equivalent to driving from San Francisco to New York City more than 22,000 times</p>	
	<p>51,000 alternative transportation users supported</p>	<p>If they all drove alone, their cars would span 146 miles bumper-to-bumper</p>	
	<p>49 million pounds of Carbon dioxide (CO2) release prevented</p>	<p>That's the same as 4,600 homes not using electricity for a year</p>	

Program Partners and Funding

Roles and Responsibilities

OVERSIGHT COMMITTEE

The **Triangle Transportation Choices Program Oversight Committee** is made up of representatives from the three ongoing program funders (NCDOT, CAMPO, and DCHC MPO) and two advisory members (one each from NC DEQ's Division of Air Quality and TJCOG). The Oversight Committee annually reviews grant proposals and funding requests and makes award decisions. It also provides strategic direction for the program by establishing program priorities and ensuring these align with long term regional transportation plans of the region.



NC Department of Transportation	Two Metropolitan Planning Organizations
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NCDOT provides the overall policy framework for TDM in North Carolina and provides state funding and fiscal oversight for all five regional TDM programs in the state, including Triangle Transportation Choices. NCDOT's involvement is guided by the Statewide Transportation Demand Management Plan and administered by its Integrated Mobility Division. NCDOT has contributed funding to the Triangle Transportation Choices program since its inception in 2007-2008.



The two Triangle MPOs, **Capital Area Metropolitan Planning Organization (CAMPO)** and **Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO)**, have been providing federal Congestion Mitigation and Air Quality (CMAQ) funding to the Triangle Transportation Choices program since its inception in 2007-2008. The MPOs serve as the coordinating agencies between local governments, NCDOT, and FHWA. The MPOs lead the work on regularly updating Metropolitan Transportation Improvement Programs (a seven-year project programming schedule) and the Joint-MPO Metropolitan Transportation Plan (a minimum twenty-year forecast of projects and programs). The Triangle Transportation Choices program has been a part of both of these Transportation Improvement Programs since 2008.



Program Partners and Funding

Roles and Responsibilities

PROGRAM ADMINISTRATOR

Triangle J Council of Governments serves as the administrator of the Triangle Transportation Choices Program and links statewide TDM policies 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 (quarterly reports, biennial commute surveys, annual impact 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 is the regional transit authority for the Triangle region. It has been the regional service provider for the Triangle Transportation Choices Program since its inception, and in that role serves as the lead agency for all regional TDM marketing and outreach initiatives, and coordinates and leads monthly meetings with all other service providers. GoTriangle also functions as a Local Service Provider for RDU Airport and parts of Wake County.</p>	<p>Local Service Providers (LSPs) are employed by local organizations or institutions to develop, coordinate, and organize outreach events and educational activities on TDM-related services within their own jurisdictions. LSPs tend to be local experts who understand the transportation needs of their constituents and develop educational materials to conduct suitable outreach to promote alternative commute modes. They meet regularly to share resources, collaborate, brainstorm, exchange ideas, and maintain strong partnerships to continually improve the marketing and promotion of TDM services. All LSPs, as well as the regional service provider, track and report their activities on a quarterly basis to TJCOG.</p>



GOTRIANGLE

REGIONAL SUSTAINABLE TRANSPORTATION SERVICES

Key Features of GoTriangle’s TDM Programming in FY22

GoTriangle’s Sustainable Travel Services develops programming to support local service providers across the Triangle. GoTriangle manages regional marketing and resources promoting carpooling, vanpooling, walking, biking, taking transit, teleworking, and developing hybrid work policies through:

- GoTriangle.org as a single information source for TDM programming and support
- Share the Ride NC (www.STRNC.org) as the statewide carpool matching service
- GoPerks commuter incentive program and Achievement Awards
- Leading program collaboration through annual plan development and event-based committees
- Regional event outreach planning and partnership development
- The 485-RIDE transit information center and developing customized Individualized Assistance travel plans
- Operating vanpool programming with Commute with Enterprise

Efforts and Challenges to Integrate Diversity, Equity and Inclusion (DEI) in TDM Programming

- Bilingual print materials and Spanish-speaking staff will benefit the agency in expanding our reach and serving as a resource to the community
- Demonstrating the only cost to resident or community partner is the time necessary to coordinate programming or travel builds trust
- Providing staff, information, and resources to one organization or event can result in multiple future opportunities

GoTriangle is...

- Hiring a bilingual Travel Services Associate who will provide individualized assistance, onsite event outreach, and identify opportunities to engage with the Spanish-speaking communities in the Triangle
- Continuing to translate print materials, as well as adding Spanish translations to video captions and campaigns
- Collaborating with other Triangle Transportation Choices partners for onsite events, mailings and social media support

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
Share the Ride NC has exceeded pre-pandemic levels with a 12% increase over FY2021	Empower All (Raleigh) invited to Bike-a-thon, leading to ongoing relationships
Vanpool grew by more than 20% with 16 vehicles and 99 riders heading into FY2022	Christo Rey High School to share carpool options to parents during orientation
GoPerks participants tracked more than 66,000 smart commutes , 55% were telework days	The NC Governor’s Office in developing Transportation Choices Awareness Week proclamation
Six webinars and the Golden Modes, including the Governor’s Proclamation of Transportation Choices Awareness Week	Transit riders to share information on additional resources to current users



GOTRIANGLE

WAKE COUNTY

Key Features of GoTriangle’s TDM Programming in FY22

- Wake County TDM aims to educate residents, organizations and businesses within the service area about available travel options and encourage non-single occupancy vehicle travel.
- Wake County TDM served as the MISSION IMPOSSIBLE committee Chair, producing four virtual events: Sustainability, Hybrid Workplace Policy Development, Employment Law and Covid and Biking in Any Weather.
- The Habitat for Humanity of Wake County partnership expanded travel option awareness within their communities.

Efforts and Challenges to Integrate Diversity, Equity and Inclusion (DEI) in TDM Programming

- Explored and introduced transcription services during MISSION IMPOSSIBLE webinars
- Partnership with Habitat for Humanity of Wake County focused outreach in communities and populations with various native languages, cultures, socio-economic situations, transit access and car-ownership.
- Wake TDM supported Black Girls Do Bike (BGDB) with their Young Black Girls Do Bike event in May to encourage more diversity in biking. Wake TDM also encouraged applying for the grassroots initiative grant offered through TJCOG for FY23.

Continued Adapting to the Covid-19 Pandemic

Lessons Learned and How Wake County TDM Continues to Adapt Programming

- Wake TDM remained nimble while planning in-person meetings and events with a contingency plan that included a virtual option.
- Wake County has continued with increased newsletter and email campaigns to maintain contact engagement.
- In-person events have been outside or in open spaces to limit exposure.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
Restarted Transit tours with RDU and held three during FY22	Habitat for Humanity of Wake County – community partnership to spread travel option awareness
Produced four MISSION IMPOSSIBLE webinars totaling 327 participants	Midtown Raleigh Alliance – economic development organization and community partner with good networking opportunities
68% of the region’s vanpools and 58% of their riders are Wake County	Town of Apex and Morrisville – municipalities with new transit service to promote
Wake County represents 6% of all new STRNC registrants and 21% of all trips tracked. More than 1 in 5 STRNC trips tracked in the Triangle are from Wake County.	



TRIANGLE J COUNCIL OF GOVERNMENTS

COMMUTE FRIENDLY NC (CFNC) AND BEST WORKPLACES FOR COMMUTERS (BWC)

Key Features of GoTriangle’s TDM Programming in FY22

- The new program coordinator joined at the end of Q1 which helped to put the both the programs in high gear.
- The key CFNC focus was on building consensus with the Statewide TDM Partners and making the necessary tweaks to the program based on feedback received from the fall 2021 pilot launch. TJCOG continued to lead the coordination and facilitation efforts with the Statewide Partners during Q2 and early Q3. As a result, CFNC successfully transitioned from being a pilot program to a full-fledged one in Q3.
- CFNC Twitter and Instagram Accounts went live in Q3 with a post recognizing NC's BWC members.
- BWC website was updated as a BWC webpage on TJCOG’s TDM website in Q3.

Efforts and Challenges to Integrate Diversity, Equity and Inclusion (DEI) in TDM Programming

- Establishing relationships and being able to engage with any employer is a long-term effort; it requires intentional and concerted efforts to especially engage employers who employ or work with DEI communities given their mistrust of government due to historical discrimination. Staff however continued to make progress in its efforts to develop relationships with such employers to promote both the programs.

Continued Adapting to the Covid-19 Pandemic

Lessons Learned and How TJCOG TDM Continues to Adapt Programming

- In-person outreach events were a challenge throughout the fiscal year due to COVID-19. Q4 did offer opportunities to do a few.
- Positive feedback was received at the Habitat for Humanity neighborhood tabling event that staff participated in with another grantee. The residents appreciated staff presence at the event which was encouraging and reinforced the fact that in-person outreach programs have higher success in establishing relationships and promoting program messaging.
- Also, collaboration has lot of power. Partnering with another organization which already has relationships in a community can help speed up the access and engagement with that community to a very helpful level.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
<p>The program was piloted in fall of 2021; it was finalized and rolled out NC State-wide in Q3 for all the five State TDM Partners.</p> <hr/> <p>32 businesses/organizations were designated as Commute Friendly NC employers in the triangle region during the fall 2021 pilot.</p> <hr/> <p>3 new employers attained the CFNC recognition once the full program was launched in Triangle region.</p>	<p>State-wide TDM Partners across NC: Land of Sky Regional Council (LOSRC), Charlotte Area Transit System (CATS), GoCoast (Wilmington), and Piedmont Authority for Regional Transit (PART).</p> <hr/> <p>All grantees funded by the Triangle Transportation Choices program; CFNC/BWC collaborates with them for marketing and outreach activities.</p>



CITY OF RALEIGH

COMMUTE SMART RALEIGH

Key Features of the City of Raleigh's TDM Programming in FY22

- The City of Raleigh's TDM program has been established for nearly 15 years within the City of Raleigh.
- Provided and promoted micro-mobility options such as Cardinal Bikeshare and E-Scooter, in addition to traditional transportation options.
- May programming expanded to include the first annual Bike Bonanza event to kick-off all things Bike Month.
- Staff lead City-wide Strategic Initiative to promote TDM programming across all City departments.
- Expanded residential outreach to all geographical City limits of Raleigh.

Efforts and Challenges to Integrate Diversity, Equity and Inclusion (DEI) in TDM Programming

- Commute Smart Raleigh is partnering with various established organizations that can help with DEI efforts and community relationship-building.
- Every campaign is being evaluated with a DEI lens, whether employer outreach or residential.
- Working with Cardinal Bikeshare to establish an ACCESS annual pass has been a successful endeavor to provide mobility options to those that do not have the means to purchase memberships or even bicycles.
- In partnership with GoTriangle we were able to leverage the relationship with Habitat for Humanity to reach specific neighborhood communities.

Continued Adapting to the Covid-19 Pandemic

Lessons Learned and How City of Raleigh TDM Continues to Adapt Programming

- Commute Smart Raleigh continues to create virtual programming in form of webinars and discussion panels.
- Heavily promoting telework and hybrid scheduled as a continued benefit beyond pandemic thinking.
- Relaying messaging about continued fare free regional transit that was instated due to pandemic concerns.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
<p>Increased web engagement by over 200% from previous year during Bike Month.</p>	<p>Downtown Raleigh Alliance</p>
<p>Received the Silver Sir Walter Raleigh Public Relations Society award in the Short Films category for the episode “A Talk about the Walk” video from the “Commute Smarter – Not Harder” web series.</p>	<p>Oaks and Spokes</p>
<p>Staff Member received City of Raleigh Environmental Award for Transportation Climate Action.</p>	<p>GoRaleigh</p>
	<p>Raleigh's Bicycle and Pedestrian and Planning Division</p>
	<p>Raleigh Arts</p>
	<p>Raleigh's Housing and Neighborhood Department</p>
	<p>Oak City Cycling</p>
	<p>Habitat for Humanity</p>

COMMUTE SMART RALEIGH

DUKE UNIVERSITY

UNPARK YOURSELF

Key Features of Duke’s TDM Programming in FY22

- In FY 22, we maintained our robust carpool program. While we did modify the size of eligible groups in response to various COVID variants, we nonetheless saw 200 registered carpools. Additionally, our UnPark Yourself program recorded an increased interest in active transportation. We received multiple bike rack requests, registered over 700 full-time bike commuters, and created a popular bike rack map. We similarly made big strides with Duke Transit. We introduced 100% electric buses to our fleet. We heavily promoted free local and regional transit, with GoDurham and GoTriangle suspending fares again in FY 22.

Efforts and Challenges to Integrate Diversity, Equity and Inclusion (DEI) in TDM Programming

- Continued to partner with Duke International House in providing transportation choices options to international students, both graduate and undergraduate.
- Listened to international graduate students about the need for improved bus option to the most popular neighborhoods—responded by increasing bus service by an hour.
- Challenges: moving beyond the listening stage to providing transportation options for students, faculty, and staff in the short time scales needed for many.

Continued Adapting to the Covid-19 Pandemic

Lessons Learned and How Wake County TDM Continues to Adapt Programming

- Continued to create and provide a strong portfolio of online resources, including new maps and FAQs.
- Improved our data collection and monitoring to help build strong data-dashboards to monitor and evaluate our programming.
- Recorded video presentations, with subtitles, to share with partners. This allowed students and staff to absorb the information at their own pace.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
<p>911 Registered bicycle commuters traveling to campus year-round</p>	<p>Duke International House: partnered to create and disseminate a transportation choices video to International Students</p>
<p>Over 200 registered carpools among faculty, students, and staff</p>	<p>Sustainable Duke: collaborated to ensure our efforts match the University’s climate commitments</p>
<p>Duke Transit ridership increased to over 1,700,000 boardings during the FY 22 year.</p>	<p>Graduate & Professional Student Committee: listened to learn about the needs of our graduate students</p>



NORTH CAROLINA STATE UNIVERSITY

WOLFTRAILS

Key Features of NC State’s TDM Programming in FY22

- NC State’s WolfTrails program assists students, faculty, and staff in accessing transportation services such as carpooling, employee vanpooling, bicycling, walking, and transit. WolfTrails supports alternative commuters with education and outreach through events, marketing, promotion, and customer service as well as providing free occasional use parking for flexibility. WolfTrails promotes transit services by NC State’s Wofline as well as local and regional bus systems, Share the Ride NC, GoPerks, Emergency Ride Home, and scooter share.

Efforts and Challenges to Integrate Diversity, Equity and Inclusion (DEI) in TDM Programming

- In FY22, TDM staff attended trainings to support DEI efforts in all facets of work. Staff worked with the Office of International Students (OIS) to present at Lunch and Learn sessions where international students without car access could learn about all their transportation options for commuting and local transportation. Relationship building with underserved communities is key. In FY23, NC State’s TDM staff plan to increase outreach to surrounding local communities to better understand commuters’ needs and build relationships to strengthen access to transportation options.

Continued Adapting to the Covid-19 Pandemic

Lessons Learned and How NCSU TDM Continues to Adapt Programming

- Most presentations to students and employees are done virtually or with a virtual component.
- Digital communications were bolstered with a monthly newsletter to engage WolfTrails members and connect the alternative transportation community. Instagram and Twitter were also utilized.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
<p>115+ employee carpoolers and 350+ student carpoolers registered for carpool permits.</p>	<p>NC State Sustainability Office – collaborate in outreach events, data sharing, etc.</p>
<p>WolfTrails members included 164 commuters who rode transit, bicycled, or walked to campus.</p>	<p>Communications Office – signal boosting TDM messaging, collaborating on branding</p>
<p>TDM staff attended over 25 events throughout the year promoting alternative transportation.</p>	<p>Human Resources Office – collaborates in conducting monthly new employee orientation programming to promote transportation options</p>



WOLFTRAILS

RESEARCH TRIANGLE FOUNDATION

GORTP

Key Features of Research Triangle Foundation’s TDM Programming in FY22

- In FY22, GoRTP programming focused on incorporating TDM efforts into other meetings, groups, or events to be more responsive to RTP companies as they continue to evaluate the future of work, including the expansion of hybrid or remote work options.
- GoRTP also returned to in-person programming with RTP Bike-to-Work Day, held May 20, 2022, with a group bike commute from downtown Durham to Boxyard RTP.

Efforts and Challenges to Integrate Diversity, Equity and Inclusion (DEI) in TDM Programming

- In FY22, we began to identify possible opportunities to incorporate DEI into our TDM efforts.
- The Research Triangle Foundation supports the RTP DEI Collective, which works to connect with regional DEI efforts, scale existing DEI efforts, and to champion DEI efforts at RTP companies.

Continued Adapting to the Covid-19 Pandemic

Lessons Learned and How the Research Triangle Foundation TDM Continues to Adapt Programming

- Built transportation programming into pre-existing and other meetings to broaden audience outreach
- Provided more one-on-one and invited assistance and programming as requested
- Shifted approach for FY23 to focus specifically on first-/last-mile connectivity and marketing in RTP

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
<p>Over 15 participants in RTP Bike-to-Work Day, GoRTP’s first in-person event since March 2020</p>	<p>RTP Owners & Tenants Association</p>
<p>Re-established connections and relationships with RTP companies as return-to-office efforts got underway</p>	<p>RTP Sustainability Committee</p>
<p>Continued to develop efforts to promote RTP Connect, RTP’s first-/last-mile connection program</p>	<p>GoTriangle</p> <p>Research Triangle High School</p>



GoRTP | The Research Triangle Park

TOWN OF CHAPEL HILL

GO CHAPEL HILL

Key Features of the Town of Chapel Hill's TDM Programming in FY22

- **Policy:** Town of Chapel Hill adopted a Telework Policy to benefit all employees with practical application.
- **Safety & Enforcement:** Town of Chapel Hill offered 2 area-wide Bike Safety Workshops led by BikeWalk NC. The Town also had an all Departments Town Staff Bike Ride Inspection of streets and safe-feel of riding certain areas of Town.
- **Innovative & Creative Outreach:** The Town integrated Art at Community Centers and Bus Stops including a Young Artist Bike Design Workshop. The Town offered programming such as Jingle Bell Express to get families to try buses. In concert with World Olympics, Go CH offered a promotional Commute Torch Series campaign showing use of commute options with staff carrying a torch. The Town offered coordination with International Walk and Bike to School Days.
- **Physical Improvements:** The Town added 2 Bicycle Fix-It Stations, 14 Bicycle Racks, a COVID Walk Lane and Temporary ADA Ramps
- **Collaborations:** The Town worked with UNC & Carrboro on programming including Transportation Talks and the Lighten Up Campaign. The Town worked w/Public Housing offering materials for community National Night Out and served on the Go Triangle- MI & Bike Webinar Teams.

Efforts and Challenges to Integrate Diversity, Equity and Inclusion (DEI) in TDM Programming

- **First East Coast Veteran’s Commute Program:** The Town began the ongoing Vets On The Move program to provide commute option transitions for Veterans. This included trainings, buddy matching and Commuting Toolkits.
- **Communication Stations:** The Town contracted with translation services as four major languages were identified in Chapel Hill. Go Chapel Hill Communication Stations were set offering commute options information and special events.
- **Bike Day in May:** The May Bike Day event was in an area identified as an underserved area and provided bike safety information, bicycle rodeo, helmet give-aways, bike lights, bike art workshop and more.
- **Go CH Conference Training:** DEI Spokes n’ Revolutions Director led DEI training regarding hands-on approaches such as cycling service for youth that planned and implemented a summer bicycle trip following the path of the Underground Railroad including learning the history along the way.

Continued Adapting to the Covid-19 Pandemic

Lessons Learned and How Chapel Hill TDM Continues to Adapt Programming

- For certain types of events, hosting on-line things such as conferences, workshops and trainings can increase attendance for events. This was the case with the Go Chapel Hill Annual Conference.
- For outdoor in-person events, those in attendance still preferred a lot of space between them and others. And it seems that attendance was still lower than before COVID for all the Town’s events, including TDM events.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
<p>30 Years of Transportation Demand Management programming as part of the Town’s Special Use Permitting process moving into voluntary participation now</p>	<p>University of NC at Chapel Hill</p>
<p>The Town had over 350 businesses with 4500-6000 employees participating in the Go CH TDM program</p>	<p>Town of Carrboro & Orange County & Go Triangle</p>
<p>National Best Workplaces for Commuters Designation</p>	<p>Chapel Hill Carrboro Schools</p>
<p>National Silver Level Bike Friendly Community</p>	<p>Chapel Hill’s Business Community</p>
<p>National ACT Employee Transportation Finalist</p>	<p>Public Housing & Other Town of Chapel Hill Departments</p>
<p>State Gold Level Designation - Commute Friendly NC</p>	<p>Chapel Hill Bicycle Stores & CH-C Bicycle Advocacy Groups</p>



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL (UNC)

COMMUTER ALTERNATIVE PROGRAM

Key Features of UNC’s TDM Programming in FY22

- UNC encourages the use of sustainable transportation by subsidizing transit (all buses are free to ride), providing bicycle parking, offering rideshare-matching, and developing a walkable community.
- TDM is essential as the main campus is 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.

Efforts and Challenges to Integrate Diversity, Equity and Inclusion (DEI) in TDM Programming

- TDM staff contacted the following organizations to offer transportation assistance:
 - Asian American Center
 - Carolina Black Caucus
 - Carolina Latinx Center
 - International Student and Scholar Services
 - Office of Scholarships and Student Aid (Carolina Covenant)
 - University Office for Diversity and Inclusion
- Challenges including developing the messaging and finding the transportation advocate within the organization

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
2,800 employees and students enrolled in CAP	Sustainable Carolina
150 XPasses provided to ride PART buses from Guilford and Alamance counties	New Student and Family Programs
Bike lane installed on campus on Country Club Road	Human Resources - Total WellBeing
Bike share vendor selection in conjunction with the Towns of Chapel Hill and Carrboro	Department Parking Coordinators
	UNC Police
	Towns of Chapel Hill and Carrboro



WAKE TECH COMMUNITY COLLEGE

WAKE TECH GREEN TREK

Key Features of Wake Tech’s TDM Programming in FY22

- Wake Tech is North Carolina’s largest community college and Wake Tech’s Green Trek program encourages both students and employees to use more sustainable modes of transportation and move away from single occupancy commutes. Wake Tech’s Green Trek program highlights the many buses that service our 7 main campuses spread throughout Wake County. Wake Tech’s Green Trek program also includes benefits for carpoolers, cyclists, low emission drivers, and electric vehicle drivers. 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 lowering the college’s carbon footprint

Efforts and Challenges to Integrate Diversity, Equity and Inclusion (DEI) in TDM Programming

- As a community college, equity is at the heart of the work being done at Wake Tech. Through Wake Tech’s TDM programming, the college looks to eliminate transportation as a barrier for students attending Wake Tech. Throughout this year Wake Tech’s Green Trek program has worked to foster relationships with a diverse set of departments and programs within the Wake Tech community. Wake Tech has fostered partnerships with the International Students Office, Veterans Support Services, the Care Center, and Disability Support Services. Through these partnerships Wake Tech’s Green Trek program has worked to better understand accessibility issues that affect these communities and work to improve transportation options for all.

Continued Adapting to the Covid-19 Pandemic

Lessons Learned and How Wake Tech TDM Continues to Adapt Programming

- Even before the pandemic, Wake Tech had a robust online learning program. Wake Tech currently has nearly half of its students, around 35,000, participating in the online courses offered. The 100+ fully online programs help increase Wake Tech’s equity and accessibility.
- Wake Tech continues to struggle with the tracking of ridership on public buses with the suspension of GoPasses and with the difficulty that transit providers are having with the hiring of drivers, buses servicing some Wake Tech campuses have had to reduce bus frequency.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
<p>Created Instagram page for Green Trek and increased estimated reach of social media by 7,764 from previous year</p>	<p>Communication Office- Posted TDM related information on organizational social media and helped with creation of TDM related events.</p>
<p>Gained membership to Best Workplace for Commuters, Commute Friendly NC, and PlugIn NC</p>	<p>International Student Office- disseminated Green Trek information during International Students orientation.</p>
<p>Created maps of all major campuses highlighting Green Trek options available on campus</p>	<p>Enrollment and Student Services- Collaborated in outreach events and data sharing.</p>



CITY OF DURHAM DEPARTMENT OF TRANSPORTATION

WAY TO GO DURHAM

Key Features of City of Durham's TDM Programming in FY22

- Way to Go Durham hosted the Sustainable Transportation Expo at the 2022 Earth Day Festival in Downtown Durham. The event had over 3,000 attendees and the team passed out transportation resources and swag items including: bike bells, lights, water bottles and reflective bands. The team also organized a traffic garden in the adjacent parking lot to teach children about road safety and rules.
- The Bull E-Bike Pilot has launched with more than 60 participants using the e-bike fleet and passively tracking travel behavior on the NREL OpenPath phone app. The pilot is assessing if e-bike infrastructure can reduce SOV commutes and improve access to transportation for shift workers.

Efforts and Challenges to Integrate Diversity, Equity and Inclusion (DEI) in TDM Programming

- The on-going effects of covid-19 have significantly reduced the number of in-person events within the DEI community. As a result, the team has developed innovative strategies to continue spreading the message of TDM resources including a mail campaign for lower-income communities in East Durham. Due to time constraints and significant changes to GoDurham Connect, this project will be completed in FY-23.
- To break down language barriers, we have developed a significant amount of our materials in Spanish.

Continued Adapting to the Covid-19 Pandemic

Lessons Learned and How City of Durham TDM Continues to Adapt Programming

- As mentioned above, our team has continued to use innovation as a driving force to spread the message of our TDM programs and resources. The team has amplified its digital and print marketing and has distributed hundreds of print flyers to new employees, universities, employers and residents across Durham.
- To combat the spread of covid-19, our team has attended multiple outreach events that took place outside and provided safe social distancing protocols. The team also filled SWAG bags before the events to limit person to person contact.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
Completed the Transportation Choices Tool Pilot	Durham Parks and Rec
Launched first vanpool at Treyburn Industrial Campus	Bike Durham
Received a certificate of completion for social marketing training	Durham Performing Arts Center
Received media coverage from WRAL and Hola News for the Bull E-Bike Pilot	Commute with Enterprise
	GoDurham



NORTH CAROLINA CENTRAL UNIVERSITY

EAGLE COMMUTER ASSISTANCE PROGRAM (E-CAP)

Key Features of NCCU's TDM Programming in FY22

- The Eagle Commuter Assistance Program (E-CAP) is NC Central’s Transportation Demand Management (TDM) program aimed at reducing solo-passenger car trips in the Triangle. E-CAP provides commuter benefits to all employees and to undergraduate, graduate, and professional students. As a cornerstone to the region, NC Central has the opportunity to model successful TDM planning and to incorporate more modes of transit for commuters. This will add to regional growth while managing congestion in a sustainable way. At the same time, this will help NC Central plan for continued growth by preserving the commodity that is often overlooked—space.

Efforts and Challenges to Integrate Diversity, Equity and Inclusion (DEI) in TDM Programming

- The City of Durham kicked off it's Better Bus Project which involves the Fayetteville Street corridor and includes the campus. The City worked with the consultant to increase participation in community meetings while soliciting feedback on proposed improvements from communities, students, faculty and staff.
- Worked with consultant to target neighborhoods surrounding the NCCU campus regarding public meetings and the transit improvements along Fayetteville Street corridor. This corridor contains the highest percentage of African American and Latino populations in the City of Durham.
- Transportation participated in the discussion about the redevelopment of Fayette Place Housing Community to rebuild a neighborhood that restores both the community and transportation network ties; long ago severed by the construction of the Durham Freeway.

Continued Adapting to the Covid-19 Pandemic

Lessons Learned and How NCCU TDM Continues to Adapt Programming

- In partnership with the Student Affairs Division at NCCU, we attended 42 plus campus events. Twenty of those events were in person at the beginning of the fall semester such as Eaglemania, or in the Spring Semester such as Spring Fling (April 2022). At these events, we were able to meet with students regarding NCCU Transportation Services, distribute Go Durham/Go Triangle information, and/or more information about cycling around the campus and Durham.
- Compared to FY 20-21, we only attended 15 virtual events.

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
<p>Organized a holiday shuttle to Atlanta and the Washington DC/Baltimore Areas for the first time. We transported 37 people to Washington DC Area and 42 students to the Atlanta Area for the Thanksgiving Holiday. This took approximately 68 cars off the road during the holiday. Students were picked up or dropped off to family members at Mall of Georgia in Atlanta and the Potomac Mills and Arundel Mills in the DC Area.</p>	<p>City of Durham Department of Transportation</p> <hr/> <p>City of Durham Public Works Department</p> <hr/> <p>Durham Public Schools</p> <hr/> <p>Duke University - Transportation and Parking Office</p> <hr/> <p>GoDurham</p>

E-CAP

Eagle Commuter Assistance Program



North Carolina Central University

CENTER FOR ADVANCED HINDSIGHT

INNOVATIVE PROJECT

Key Highlights of Center for Advanced Hindsight’s Innovative Project in FY22

- Finalized welcome box content, including:
 - A welcome letter from the Mayor of Carrboro, Raleigh’s Commute Smart Consultant, and County Manager of Orange County
 - Coupons from local transportation-related businesses (e.g., bike shops)
 - Constructed user flip cards on carpooling, biking, walking, bus riding and remote working tips for reach geographic region
 - Free local bus rides
 - Information about the local library
 - A personalized route to get to the local library using sustainable modes of transportation (a reward was waiting for participants at the library)
 - Information on local bike shops and social commuting
 - Set of bike lights
- Partnered with three local libraries to coordinate incentive structures
- Successfully distributed 1,310 welcome boxes and welcome postcards to new residents in the town of Carrboro, Orange County, and the City of Raleigh
 - 19.62% of recipients completed the first survey; Data collection is still in progress for the remaining 5 surveys

Successes, Challenges, and Lessons Learned

- Successfully created an interactive, robust new mover’s transportation box that included over 14 handheld items to incentivize more sustainable travel within the Triangle Region
- Struggled to increase project participation despite digital and physical mailing reminders and increases in survey rewards
- Learned the importance of incentivizing voluntary survey participation, and supplementing self-report data with objectively measured data

NOTABLE ACCOMPLISHMENTS	KEY PARTNERSHIPS
Formed successful partnerships with local businesses, libraries, transportation experts, and community advocates	Wake County, Chapel Hill, and Orange County Library staff Local businesses such as ReCYCLERy, Fleet Feet of Raleigh, Oaks and Spokes, and Clean Machine
Successful project launch and distribution of welcome boxes (& postcards) in July 2022	Transportation experts at GoTriangle
Presentation of this project to academic scholars at the Society for Judgment and Decision Making Annual Conference in San Diego; November 2022	Community advocates at UNC, Refugee Community Partnership, and Wake County Habitat for Humanity



**CENTER FOR
ADVANCED
HINDSIGHT**

Appendix 1: Integrating Diversity, Equity, and Inclusion in Funding and Evaluation

Sections A-C: New FY22 RFP sections added to include equity concerns in TDM funding decisions

Section D: New FY22 Quarterly Reporting section to include equity concerns in Program monitoring

Section A. Text from FY22 RFP Guidance Document

New section

Two of the Program funders i.e., DCHC MPO and CAMPO adopted TDM as one of their seven top policy priorities in Dec 2020 and expressed the intention to “include equity concerns in TDM funding decisions and program monitoring.” Given this clear guidance, the Triangle TDM Program took several steps to integrate equity and inclusion in the grant program. [Attachment C2](#) has several maps overlaying Triangle TDM hotspots on 200 census block groups in the Triangle region depicting three key indicators of inequities. The indicators are:

- **Race/Ethnicity:** the degree to which a neighborhood is home to people who are Black, Indigenous or People of Color (BIPOC)
- **Income:** the degree to which a neighborhood is home to people who have annual incomes 150% of the poverty level
- **Vehicle:** the degree to which households in the neighborhood report having no vehicles available

These indicators have been developed by TJCOG as a part of another ongoing study (Greater-Triangle Commuter Rail Study) in collaboration with both the MPOs and GoTriangle. The maps clearly show which hotspots have neighborhoods with one or more of these three indicators having been triggered. Based on this information, applicants should answer question 2.1 in [Attachment D](#).

Section B. Text from FY22 Proposal Narrative (Attachment D)

INTEGRATING EQUITY IN TDM (NEW SECTION)

The two Metropolitan Planning Organizations (Capital Area Metropolitan Planning Organization and Durham Chapel-Hill Carrboro Metropolitan Planning Organization) who fund this grant program have recognized integrating equity in Triangle TDM work as a policy priority. Page 3 in the main RFP document as well as [Attachment C2](#) provide necessary background information in this regard. Question 2.1 below has been added to the narrative this year and is a **required** question. Applicants must answer both questions in this section to the best of their ability. Staff at TJCOG are available for additional guidance if needed.

2.1 Answer the following regarding your plans to integrate equity in your FY22 TDM outreach efforts:

- 2.1.1** List any low income/minority/marginalized communities identified for FY22 TDM efforts.
- 2.1.2** Community leaders and/or organizations (of the low income/minority/ marginalized community that you intend to target for FY22 outreach) identified to develop trusting relationships with.
- 2.1.3** Outreach events targeted for a community identified in question 2.1.1. above.
- 2.1.4** Outreach events targeted towards low income/minority/ marginalized communities in general.
- 2.1.5** Incentives reserved to promote alternate commute in low income/minority/ marginalized communities.

2.2 Equity in TDM efforts: Provide a brief description of any past or ongoing efforts by you or your organization to integrate equity in TDM outreach.

Section C. FY22 RFP Attachment C2: FY22 Equity Indicators Overlay on Triangle TDM Hotspots

Equity Indicators

Race/Ethnicity - the degree to which a neighborhood is home to people who are Black, Indigenous or People of Color (BIPOC)

- **Source:** ACS 2019 5-Year Hispanic or Latino Origin by Race (Table ID: B03002)
- **Trigger:** Block groups* in 75th percentile for non-White alone, not Hispanic or Latino population.

Income - the degree to which a neighborhood is home to people who have annual incomes below 150% of the poverty level

- **Source:** ACS 2019 5-Year Ratio of Income to Poverty Level in the Past 12 Months (Table ID: C17002)
- **Trigger:** Block groups in 75th percentile for population with income < 150% poverty level.

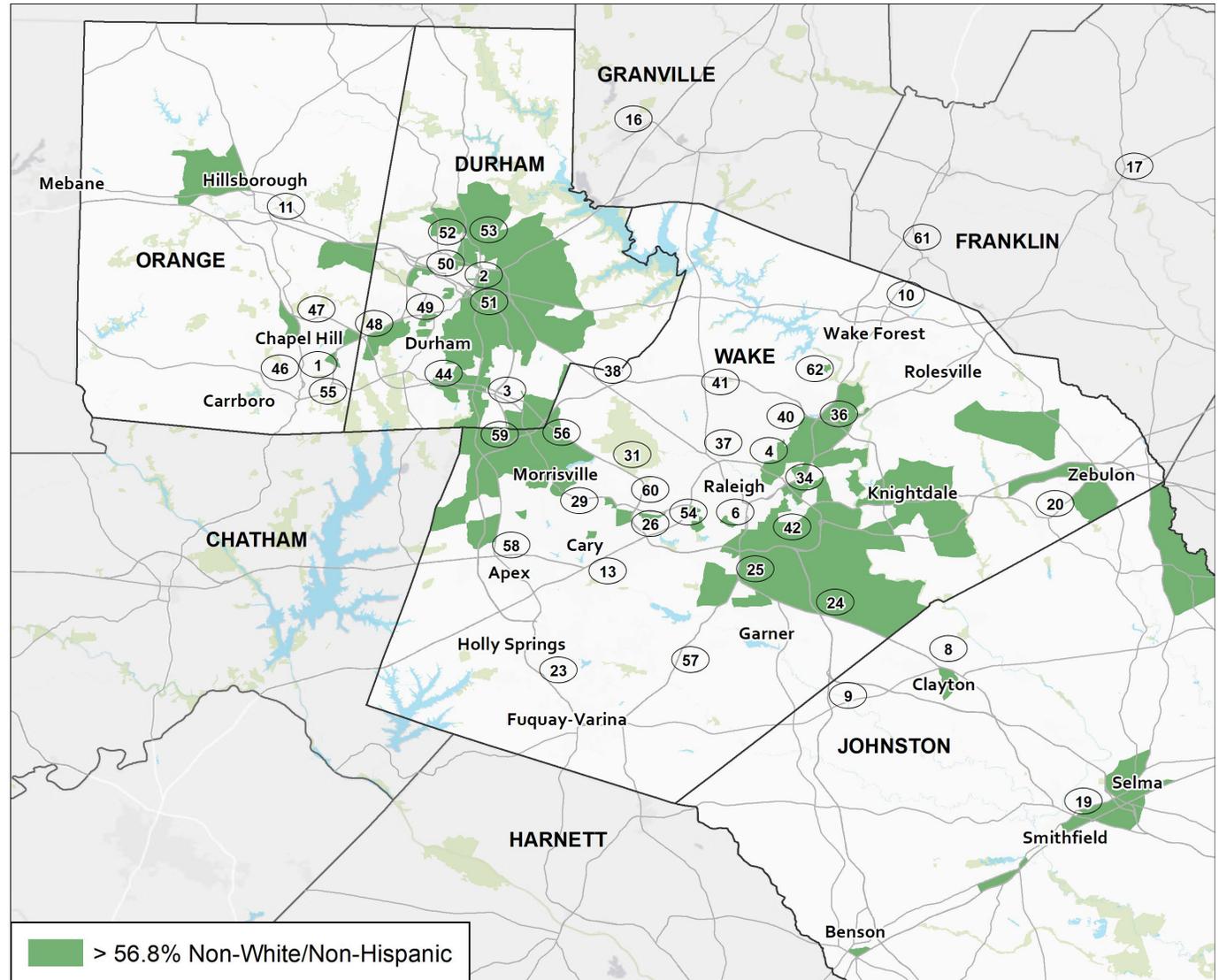
Vehicles - the degree to which households in the neighborhood report having no vehicles available

- **Source:** ACS 2019 5-Year Tenure by Vehicles Available (Table ID: B25044)
- **Trigger:** Block groups in 75th percentile for households with no vehicle available.

**Block Group: This is a Census Block Group and is a geographical unit used by the United States Census Bureau which is between the Census Tract and the Census Block. It is the smallest geographical unit for which the bureau publishes sample data, i.e. data which is only collected from a fraction of all households.*

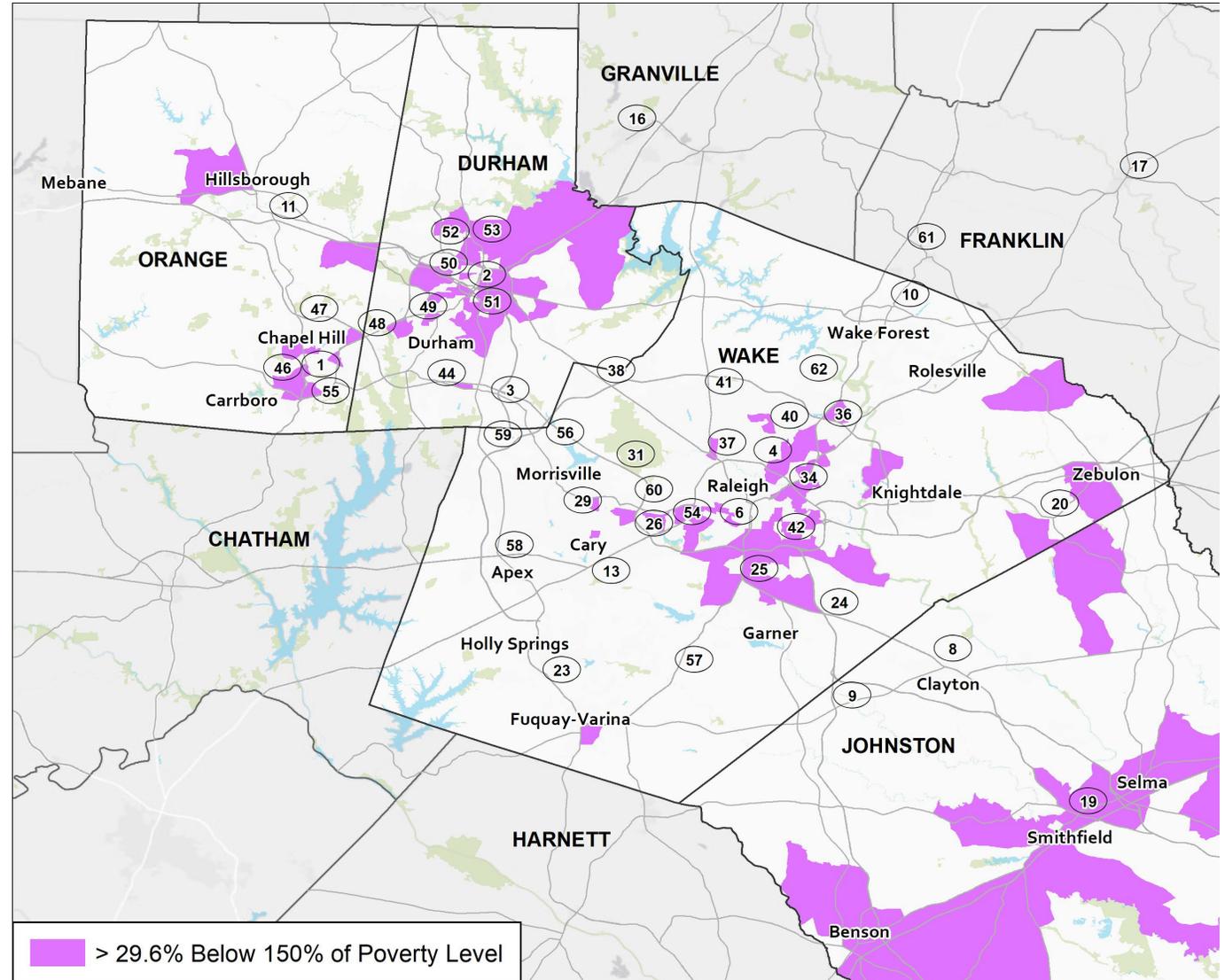
Race based inequities:
 Population with All Races/
 Ethnicities **Except**
 White Alone, Not Hispanic or Latino

191 Block Groups
 With > 56.8% All
 Other Races/
 Ethnicities



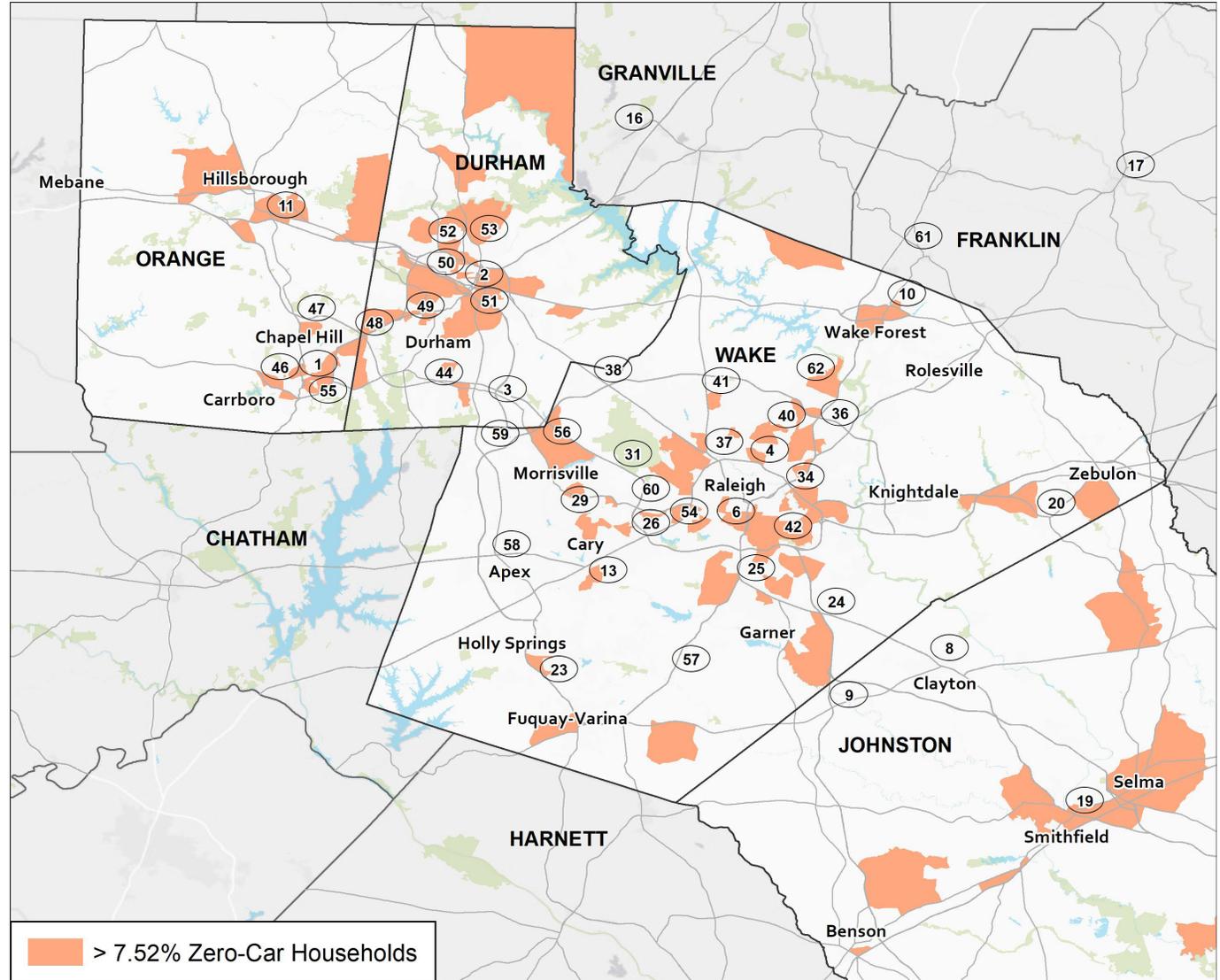
Income based inequities:
 Population with income below 150% of the poverty line.

189 Block Groups with > 29.6% Households at or near poverty line

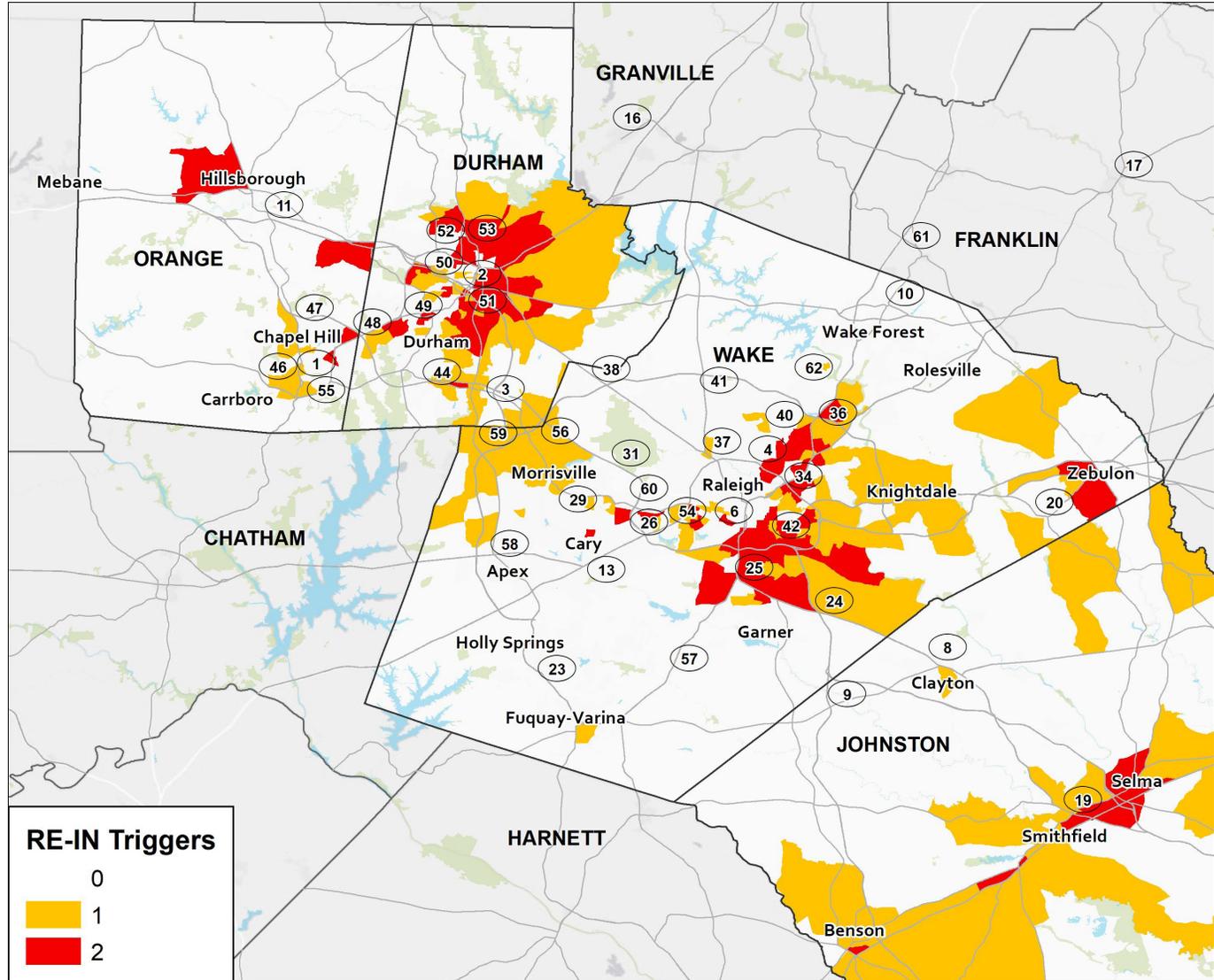


Vehicle based inequities: Households with Zero Vehicles

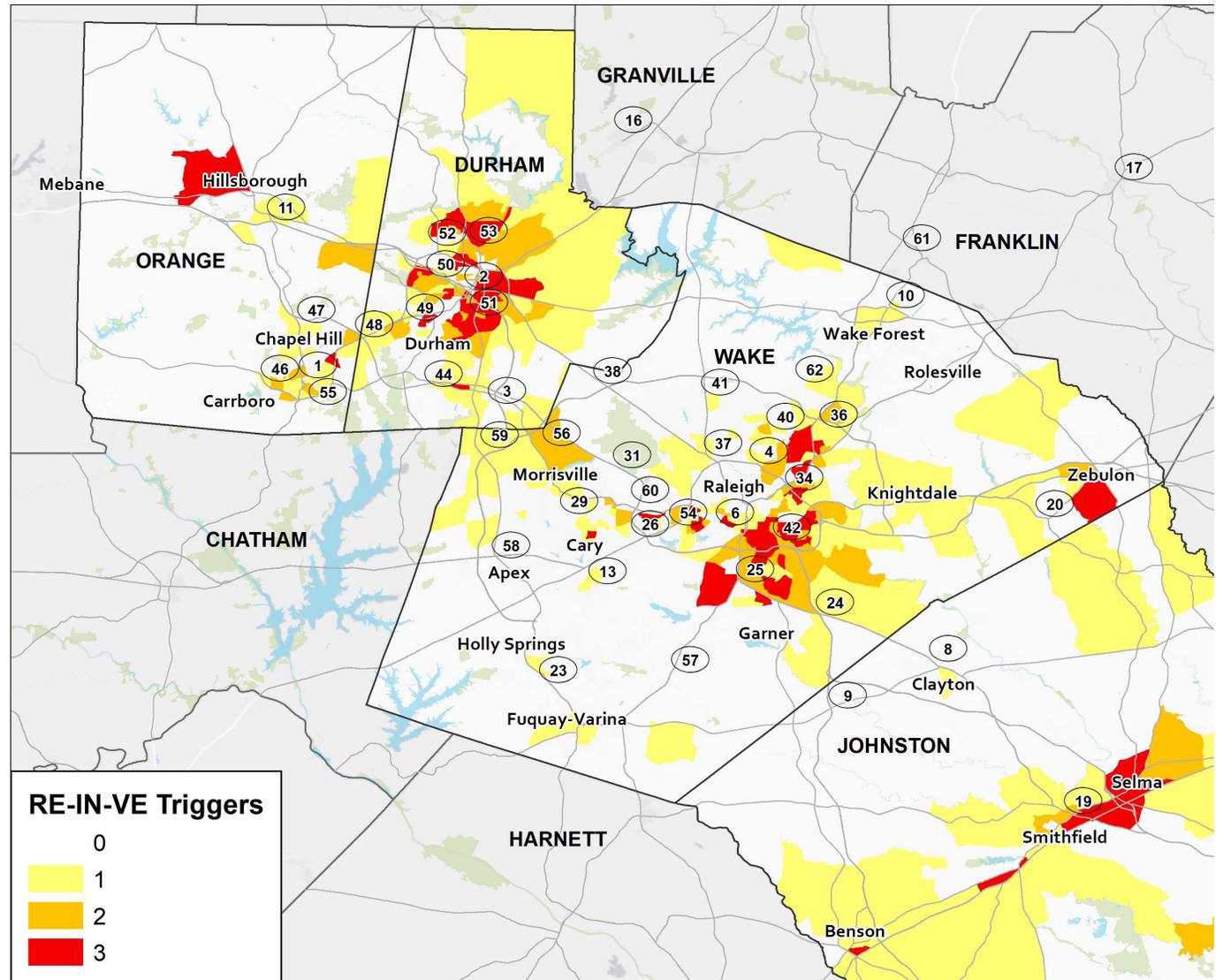
189 Block Groups with > 7.52% Zero-Car Household



Race and Income based equity indicator overlay on TDM Hotspots



Overlay of all three equity indicators on TDM Hotspots



Section D. New FY22 Quarterly Reporting Equity Section

Integrating Diversity, Equity and Inclusion (DEI) is critical to providing people from all walks of life with safe and affordable access to transportation choices. The following DEI metrics have been included starting FY22 with the goal of being intentional with, and, tracking the Partner DEI efforts. DEI communities on a broad level imply communities of minorities/ low income/marginalized/seniors/limited english proficiency/ physical disabilities. This list is not exhaustive by any means and does not intend to be exclusive of any group not listed here.

Quarter 1:	Notes/Comments
List the communities/groups that are the focus of your DEI work	
Give brief details about the geographic location of the DEI communities (if applicable)	
Key inequity issues for the DEI communities/groups of your work	
Community partners supporting your DEI work	
Engagement tools being used	
# of outreach events targeted to DEI communities/groups	
Total # of attendees at all of the above event(s)	
% of all outreach events this quarter that were targeted to DEI communities	
# of outreach events done <i>in</i> a DEI community for its residents	
Total # of attendees at all of the above event(s)	
# of Local residents from the DEI community hired for tabling events in the community	
Were these residents compensated for their time and expertise (Yes/No)? If no, why not?	
If yes, please provide details of nature of compensation	
Who chose/decided which incentives were to be given to promote alternate commute?	
List the incentives/promotional items given to promote alternate commute	
List any outreach materials that were developed/translated specifically for outreach to DEI communities	
Challenges faced	
Lessons learned	
Successes	
Any inadvertent negative impacts	
Other comments about DEI work	

Appendix 2: 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 FY22 Calculations

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

Service	FY22 Participation Base
GoTriangle	
ShareTheRideNC ridematching	Active STRNC users in the Triangle
GoPass Program	GoTriangle and GoDurham boardings with a GoPass*
GoTriangle Vanpools	Total active vanpool riders
GoTriangle Website	Unique website users
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
NCSU Wolftrails Website	Unique website users
Research Triangle Foundation	
GoRTP Transportation Options Website	Unique website users
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
PART Express Pass	Total passes issued to students and employees
CAP Bike and Walk Program	Registered students and employees in program
UNC Commuter Alternative Program Website	Unique website users
Town of Chapel Hill	
Go Chapel Hill Website	Unique website users
Birthday Club	Number of registrants for short-term program
Transportation Management Plan	Total employees working in buildings with a plan
Wake Technical Community College	
Wake Tech GreenTrek Website	Unique website users
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 Alternative Transportation Website	Unique website users
City of Raleigh	
Commute Smart Raleigh Website	Unique website users
GoPass Program	GoRaleigh boardings with a GoPass*, excluding NCSU boardings
North Carolina Central University (NCCU)	
NCCU Transportation & Parking Website	Unique website users

*Estimated for FY22. GoPass usage data could not be collected because all transit systems were fare free.

Appendix 2

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 2019 Student Travel Survey (2,000+ respondents) and the 2019 Employee Commute Survey (19,200+ 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 25.3 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 2020, 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 NO_x, 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 3: Program Contacts

Triangle J Council of Governments

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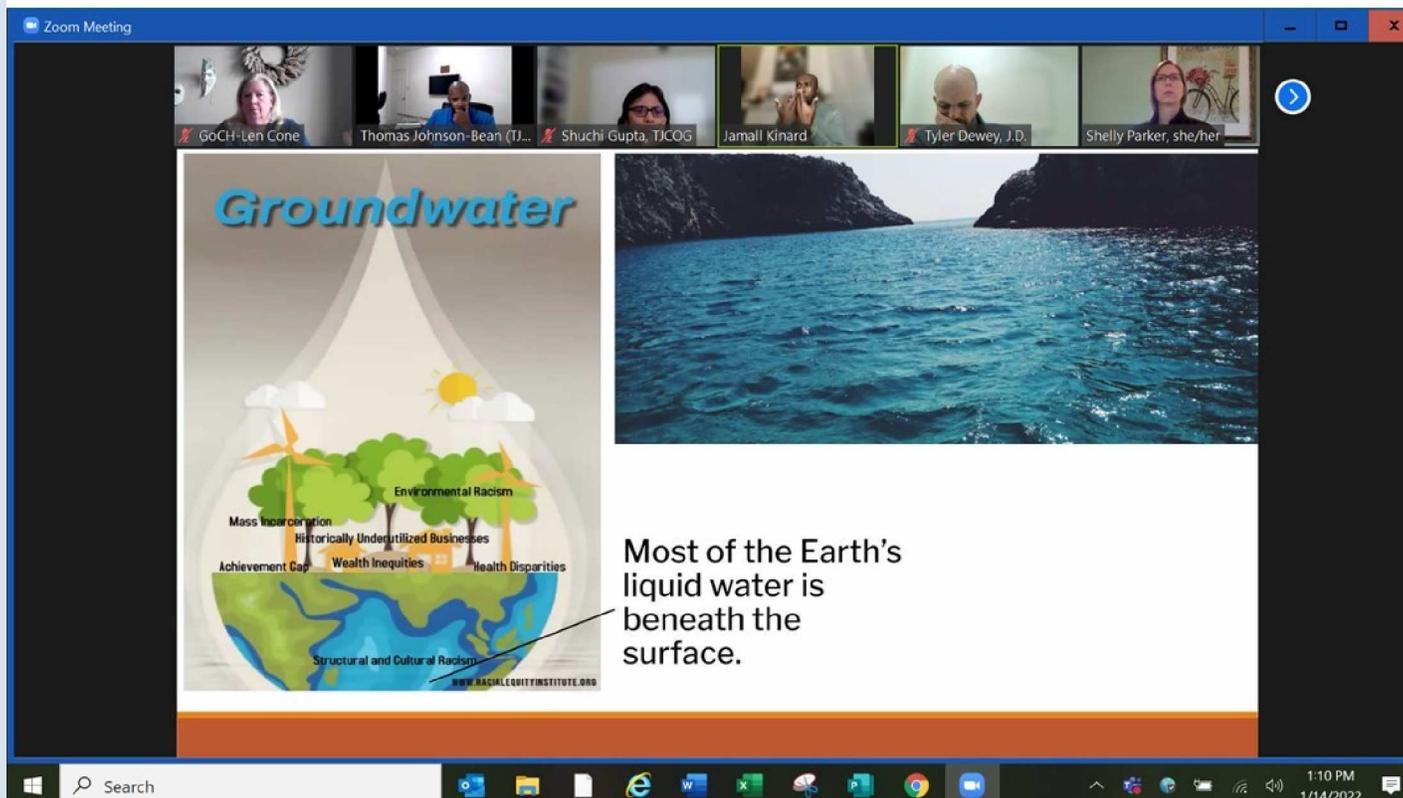
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DEI Training Series 2021—2022



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)