

# Triangle Transportation Demand Management Program Annual Impact Report

# 10 *years*

Fiscal Year 2017-2018



Triangle J Council of Governments





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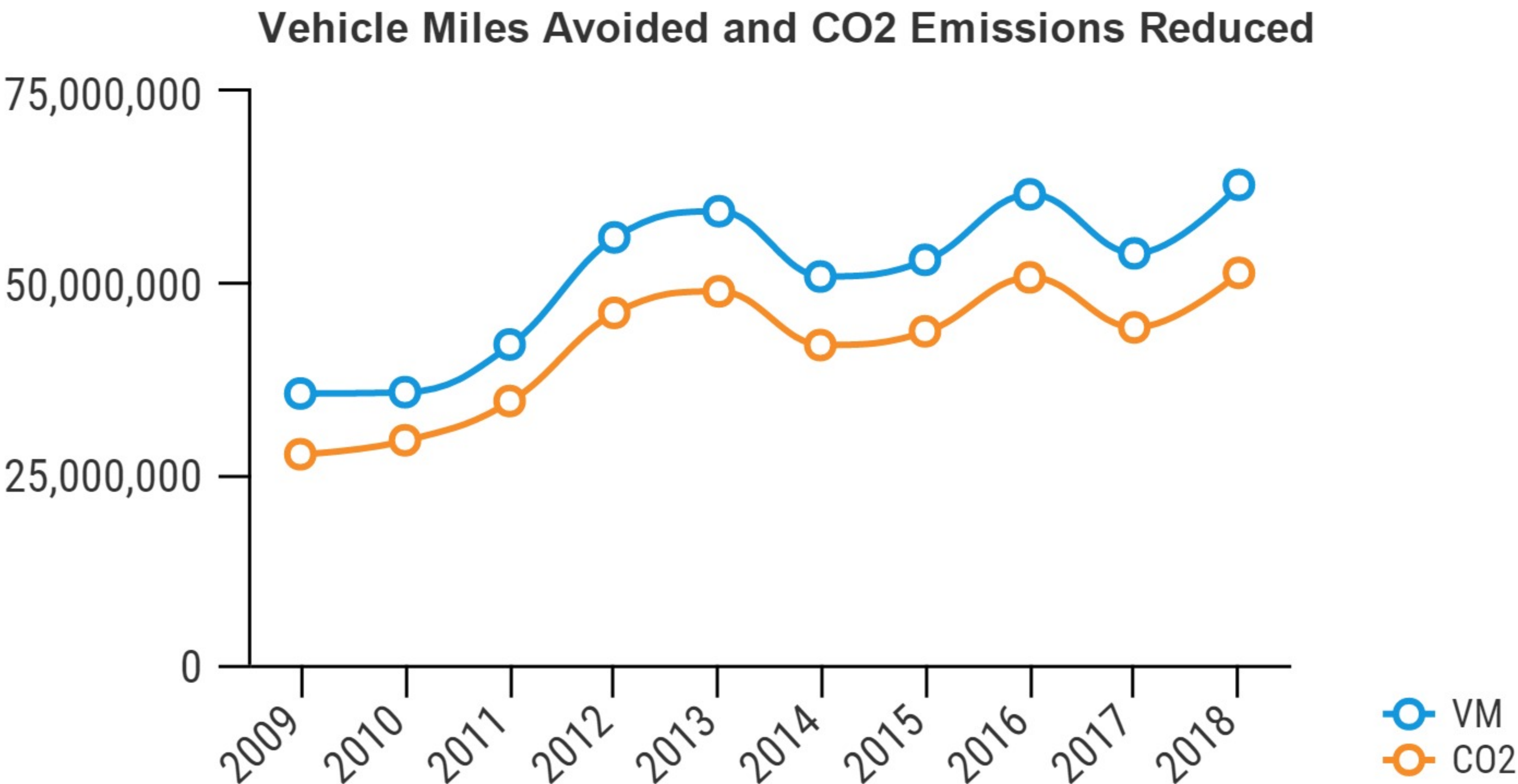
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## 10 Year TDM Impact Summary

Since the first TDM Impact Report was released in 2009, the program has reached significant milestones in reducing SOV travel in the Triangle. Over **280,000 commuters** have been assisted, together reducing over **44 million trips** and **510 million vehicle miles**. The program has reduced greenhouse gas emissions and prevented millions of gallons of gasoline from being used.

510,413,000  
vehicle miles avoided

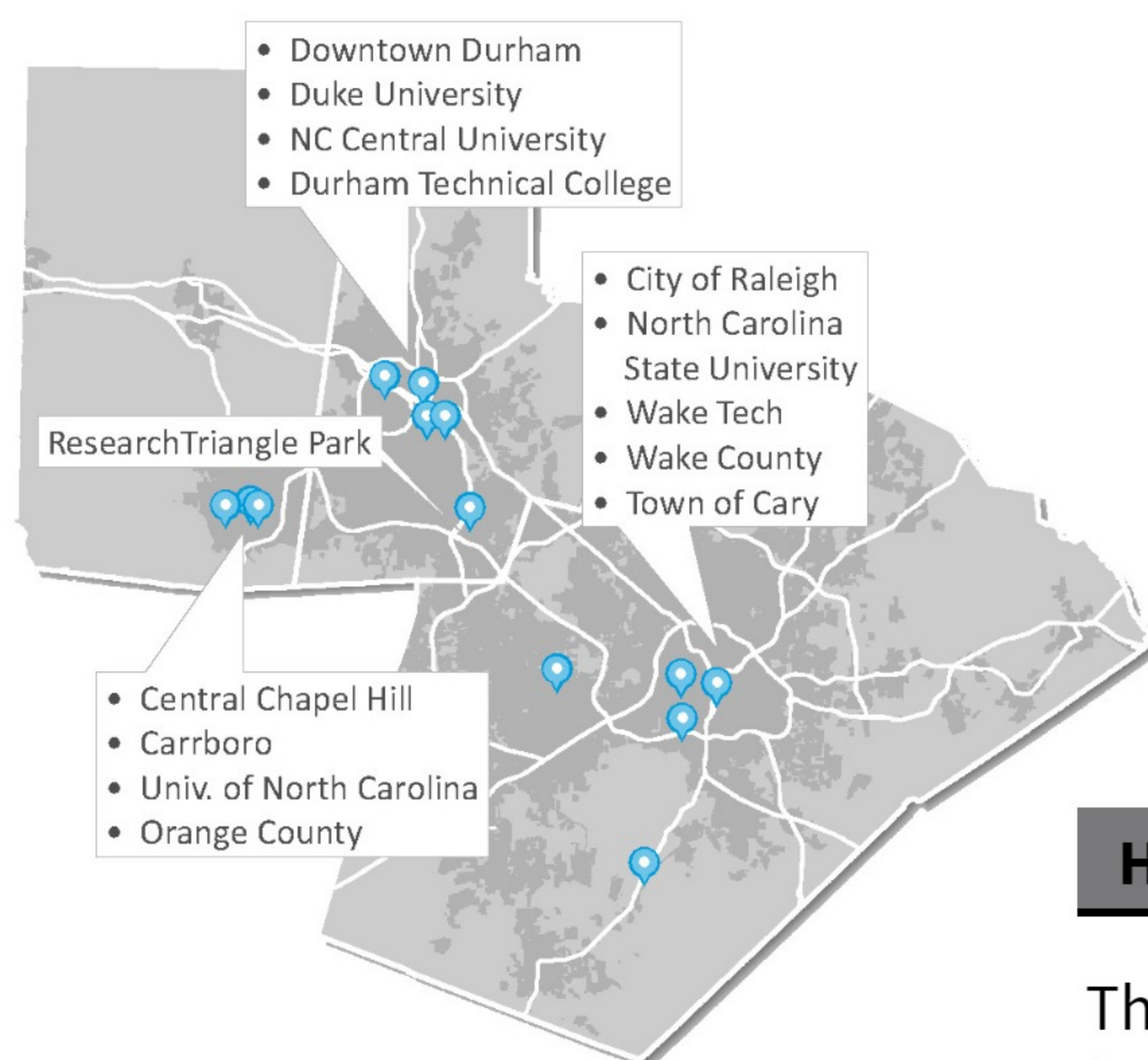
418,046,000  
pounds of CO2 emissions prevented





# Introduction

## Program Background and Overview



### What is TDM?

Transportation Demand Management (TDM) aims to reduce reliance on single-occupancy vehicles (SOV) for travel by encouraging options such as carpooling, vanpooling, public transit, biking, walking, teleworking, and flexible work weeks. The Triangle TDM Program Impact Report calculates the reductions in vehicle trips, vehicle miles traveled, and vehicle emissions resulting from programs funded by the Triangle TDM Grant Program.

### HOW IT WORKS:

#### STEPS OF TRAVEL BEHAVIOR CHANGE:

- 1) People become aware of non-SOV modes through TDM marketing efforts, employer outreach, or word of mouth.
- 2) People experience a shift in attitudes toward non-SOV modes and begin to consider using them.
- 3) People become increasingly willing to try a new mode.
- 4) People try a new travel mode.
- 5) People are satisfied with the new travel mode and repeat it.
- 6) People adopt the new travel mode, establishing lasting changes in their travel patterns.
- 7) People maintain the behavior over time, even as their personal or professional circumstances change.

The **Triangle Regional 7-Year Long Range Travel Demand Management Plan** was adopted in 2007, with the goal of **reducing growth** in regional commuter vehicle miles traveled (VMT) by 25%.

**"Hotspots"** are areas containing several work clusters (Traffic Analysis Zones with high work-commute trip density), and areas with the best opportunities for TDM services. The TDM program targets these hotspots.



**Three (3) organizations** provide TDM funding in the region: the North Carolina Department of Transportation (NCDOT) and the two Triangle Metropolitan Planning Organizations (MPOs), Capital Area MPO and Durham–Chapel Hill–Carrboro MPO.

#### Triangle J Council of Governments (TJCOG)

was assigned primary responsibility for TDM program administration in the Triangle region.



**An annual, competitive solicitation** for TDM projects to receive grant funding is coordinated by TJCOG. The solicitation focuses on supporting regional and local multi-year, sustainable efforts to reduce commuter-related VMT in the Triangle Region.

**Local Service Providers (LSPs)** are the managers of each hotspot, typically being a local government or university. LSPs document the progress and performance of their programs and help administer a biennial survey to students and employers, all of which informs the data in this report.



# Introduction

## Program Background and Overview

### WHY IS TDM IMPORTANT?

**Rapid growth** in the region has led to both increased urbanization and sprawl. The historically automobile-centric infrastructure of the region is not equipped to handle the increased traffic and parking demand this has caused.



**Continued growth** in the region will only cause additional congestion and delays. By 2040, much of the region is predicted to become extremely difficult to traverse by car. If the right steps are taken, however, these effects can be mitigated.

**Unseen costs** of driving alone far exceed the costs that most drivers consider. Along with the cost of a car, repair, and fuel, the following also need to be considered when making the choice to drive alone:



- Traffic service costs
- Road construction costs
- Road repair costs
- Vehicle accident costs
- Parking costs
- Environmental damage costs
- Health costs

**Driving alone** is the most commonly used mode choice for commuters in the U.S. Most users assume it is the easiest or only option, without realizing that there are many other possibilities available that could save them time, money, and frustration.

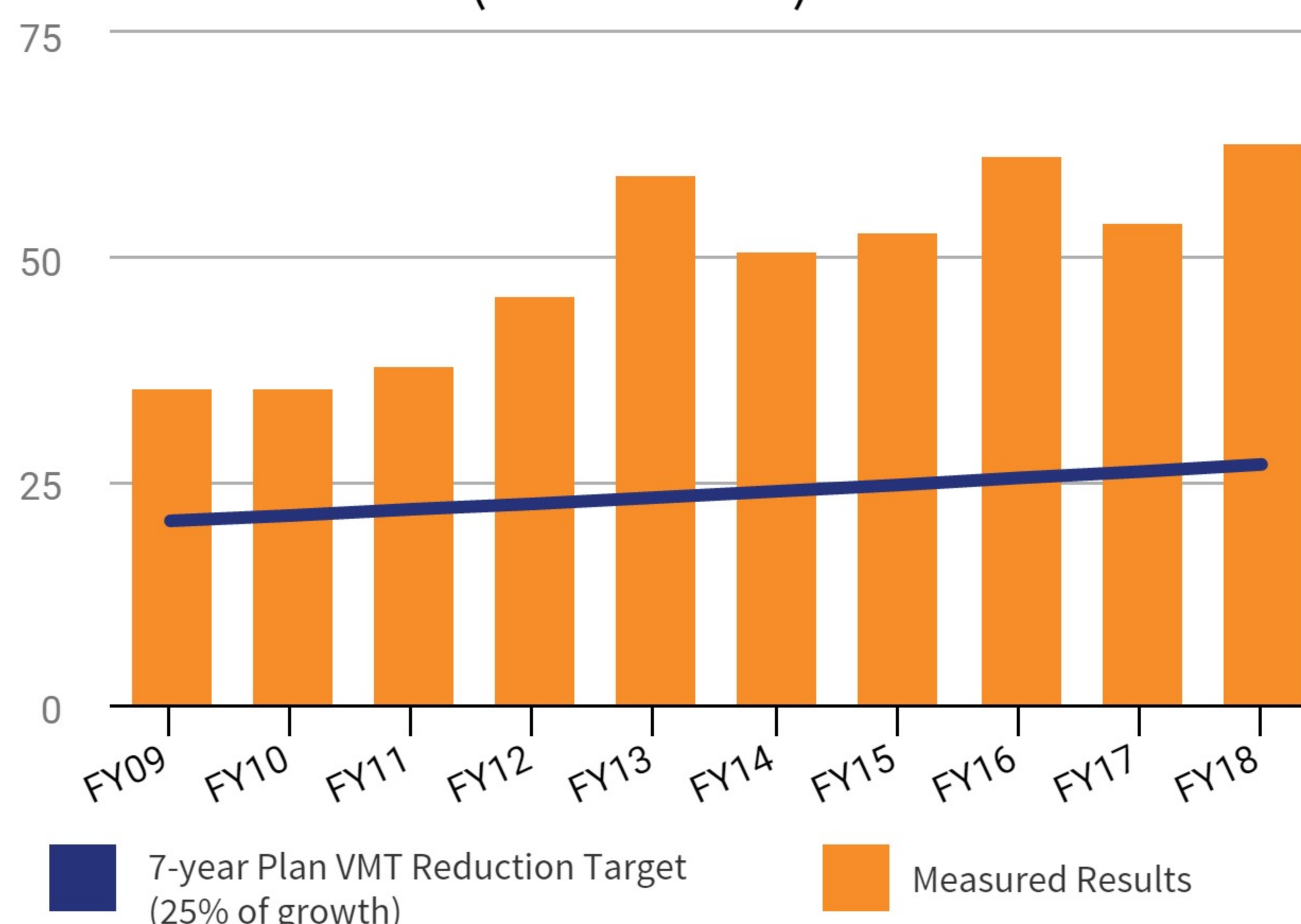


**Air quality** and climate change impacts are directly related to the number of vehicles on the road, and how long they are active. Reducing the number of vehicles and delay times can improve the health of a community both in the short and long term.

### AIMING FOR REDUCTION:

In the Triangle Regional 7-Year Long Range Travel Demand Management Plan, a goal of 25% reduction in growth of VMT was set for 2015. Through the use of TDM programs and collaboration with local service providers (LSPs), that goal was met or exceeded each year, and continues to outpace the 25% target in 2018. The chart below illustrates the VMT reduction from Fiscal Year 2008 through fiscal year 2018.

Annual VMT Reductions FY09-FY18  
(in millions)








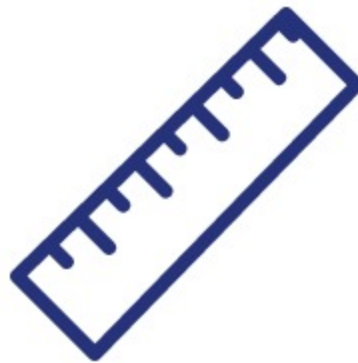






# PERFORMANCE MEASURES

## IMPACTS OF 2018

**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 1.

NOTABLE ACCOMPLISHMENTS		
 <b>5.7 million</b> vehicle trips avoided	Based on average commute times, that's nearly <b>98,100 days (or 269 years)</b> not spent driving a car	
 <b>2.6 million</b> gallons of gas saved	It would take <b>308 tanker trucks</b> to hold that much gas	
 <b>63 million</b> commute miles reduced	That's equivalent to driving from San Francisco to New York City <b>more than 20,000 times</b>	
 <b>52,850</b> alternative transportation users supported	If they all drove alone, their cars would span <b>150 miles</b> (nearly the distance from Raleigh to Charlotte) bumper-to-bumper	
 <b>51.3 million</b> pounds of Carbon dioxide (CO2) release prevented	That's the same as <b>3,490 homes not using electricity for a year</b>	

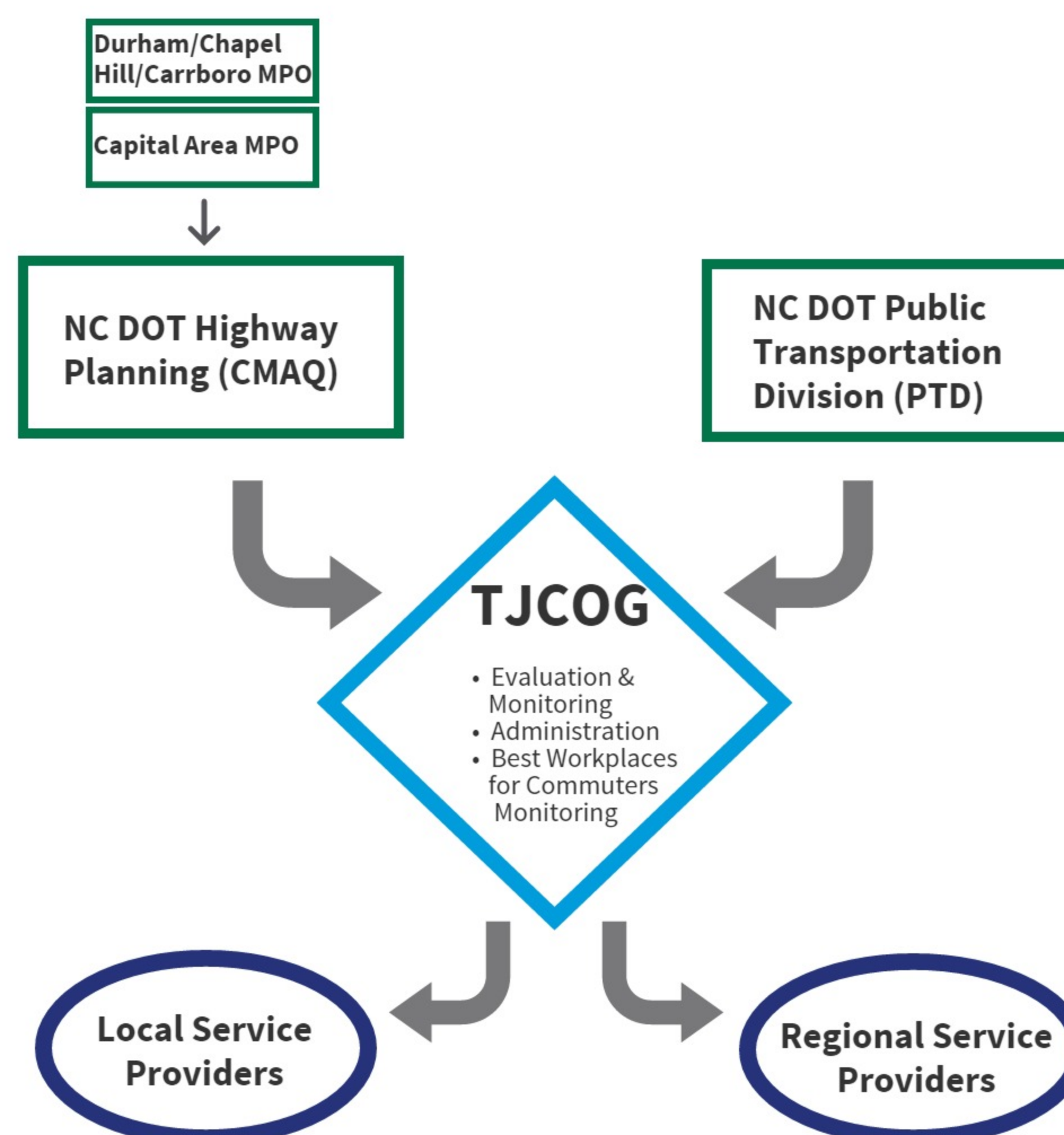


# Program Partners and Funding

## Roles and Responsibilities

### OVERSIGHT COMMITTEE

The **Triangle TDM Program Oversight Committee** is made up of representatives from the three ongoing program funders (NCDOT, CAMPO, and DCHC MPO) as well as the NC Department of Environmental Quality's Division of Air Quality and TJCOG in an advisory capacity. The Oversight Committee reviews proposals and funding requests, provides comments as appropriate, and approves the budget for the program. The Oversight Committee also provides strategic direction for the program, establishing program priorities and coordinating the program with other transportation initiatives in the region.



### North Carolina Department of Transportation

**NCDOT** provides the overall policy framework for TDM in North Carolina and provides state funding and fiscal oversight for regional TDM programs and individual Transportation Management Associations. NCDOT's involvement is guided by the Statewide Transportation Demand Management Plan and administered by the Public Transportation Division. NCDOT also provides funding for the statewide ridematching program software (managed by GoTriangle) as well as other TDM programs, projects, and studies. NCDOT has contributed funding to the Triangle TDM program since 2007.



### Metropolitan Planning Organizations

The two Triangle MPOs, **Capital Area Metropolitan Planning Organization (CAMPO)** and **Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO)**, provide federal Congestion Mitigation and Air Quality (CMAQ) Improvement Program funding for the Triangle TDM program. The MPOs serve as the coordinating agencies between local governments, NCDOT, and FHWA. The MPOs are responsible for carrying out an annual work program, a portion of which includes updating Metropolitan Transportation Improvement Programs (a seven-year project programming schedule) and the Long-Range Transportation Plan (a minimum twenty-year forecast of projects and programs). The Triangle TDM Program has been a part of the Transportation Improvement Programs since 2008.







# Program Partners and Funding

## Roles and Responsibilities

### TDM PROGRAM ADMINISTRATOR

**Triangle J Council of Governments** serves as the administrator of the Triangle TDM Program that links state policy 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 Triangle TDM Oversight Committee, and coordinating evaluation and monitoring activities for the Program (surveys, annual 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><b>GoTriangle</b> implements and coordinates regional TDM services and is the lead agency on all regional marketing and outreach initiatives. GoTriangle also functions as a Local Service Provider in Durham County and parts of Wake County.</p>  	<p><b>Local Service Providers (LSPs)</b> are primarily responsible for developing and implementing campaigns that market TDM services and provide outreach in their specific hotspots. LSPs are expected to be local experts who can address needs and craft campaigns to increase TDM participation. LSPs are encouraged to collaborate with one another and create appropriate partnerships to continually improve the marketing and use of TDM services within their hotspots. In addition to promoting TDM services locally, LSPs also attend GoPartner regional meetings, support regional outreach efforts, and actively support regional initiatives. LSPs also have responsibilities for monitoring and reporting on their activities.</p>



# GOTRIANGLE

## REGIONAL SERVICE PROVIDER

GoTriangle acts as both the Regional Service Provider and an LSP to two hotspots - Durham and Wake Counties. GoTriangle's regional transportation services include buses, shuttles, and vanpools. GoTriangle also administers Share the Ride NC, the statewide rideshare matching software that includes tracking and incentive options in the Triangle. Additionally, with the support of local transit agencies, GoTriangle provides the 485-RIDE transit information call center for customer questions. Regional programming promotes other alternative commute modes such as biking, walking, teleworking and carpooling.

The regional TDM grant-funded services GoTriangle coordinates that are available or promoted locally include:

- **Vanpool service** divides your commuting cost between 7 to 12 other commuters who live and work near you. The vehicle, insurance, and maintenance are provided by GoTriangle and riders simply pay a low monthly fare.
- **Individual assistance** provides customized commute plans showing all options available to riders.
- **GoPass** is a regional discounted transit pass that allows employees or students to ride for free when employers, universities or property managers cover the cost of ridership.
- **Regional marketing campaigns** are promoted by both GoTriangle and LSPs, such as New Year/New Commute, Bike Month, and more.
- **Bicycle use and safety trainings** are provided by Licensed Certified Instructors of the League of American Bicyclists.
- **Share the Ride NC (STRNC)** is a rideshare database that matches commuters interested in carpooling or vanpooling together. Users can request matches for single trips and track their commutes using the Commute Calendar (which also estimates savings in commuting costs and emissions).
  - **GoPerks incentive program**, hosted by STRNC, provides incentives to start a smart commute or for loyal smart commuters to track trips with the opportunity to earn points. Points can be redeemed as entries in monthly prize drawings.
- **Emergency Ride Home (ERH)** provides a voucher for a taxi cab or rental car in the event of an emergency to STRNC registrants who use smart commute modes.
- **GoLive Transit Real-Time Predictions System** allows users to access real-time bus route information through the <https://triangle.transloc.com> mobile website, the GoLive TransLoc App, or the GoLive text messaging system.

## NOTABLE ACCOMPLISHMENTS

STRNC saw registrations increase by **13% in 2018**, with a total of **9,547 registrants** in the Triangle region.

GoTriangle's GoPass program continues to facilitate transit use in the region, with **735,000 GoPass boardings** on GoTriangle buses in 2018 and **598,000 boardings** on GoDurham buses.

GoTriangle's staff answered **over 270,000** calls to the Regional Call Center in FY18.





# GOTRIANGLE

## LOCAL SERVICE PROVIDER

As an LSP, GoTriangle conducts TDM outreach in Durham County and portions of Wake County; specifically, the North Raleigh/I-440 Corridor and some major employment areas not covered by another LSP.

**Durham County Hot Spot:** In FY18, Durham County continued their Development Community workshops, and focused on collaborative efforts and education between the staff of GoTriangle, City of Durham, and local developers and property managers in an effort to better understand the effects of substantial growth relative to continued parking constraints and a thriving community. In partnership with the City, GoTriangle hosted two workshops. The first workshop focused on relationships and roles of transit, transportation, planning and parking; the other, an interactive, solutions and team oriented effort to identify what developers see as major mobility obstacles as teams brainstormed possible short, medium and long-term solutions.

Durham continued their TDM efforts with excellent participation in mode-specific campaigns including Lighten-up Durham, a bike-ped safety campaign, New Year-New Commute and an unprecedented participation in Bike to Work Day Pit-Stops. Durham continues to work collaboratively throughout the County to bring solution-oriented transportation options to the table to heighten awareness and secure buy-in from employers and community partners alike.

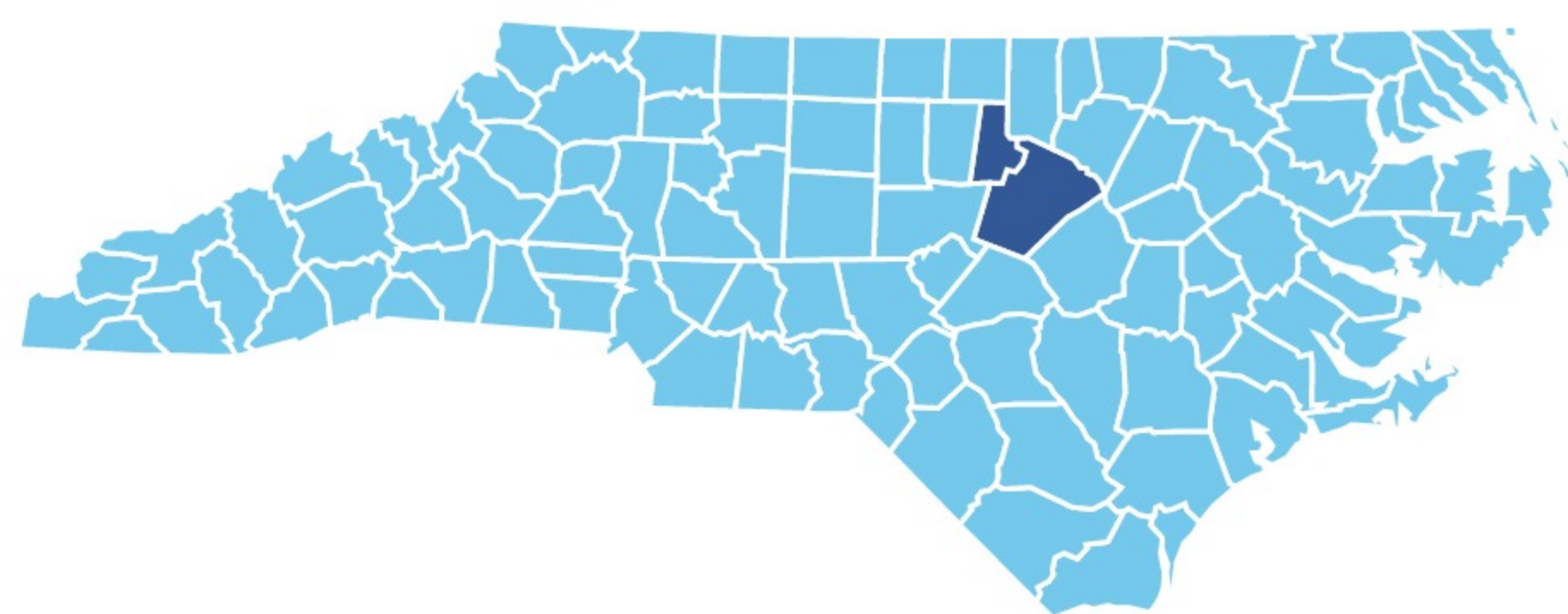
**Wake County Hot Spot:** The population of Wake County topped 1 million in 2014 and has seen continued growth through 2017. With such robust growth in the area, congestion and the demand on current resources has been a big focus. The Wake County TDM program services all municipalities within Wake County; the program focuses on VMT reduction through employer commuter benefits programming and outreach. Working relationships with the employers in North Hills and Perimeter Park, SAS, Rex Healthcare and other business centers have grown to work toward achievement of reduced SOV rates in Wake County.

### NOTABLE ACCOMPLISHMENTS

As of 2018, Wake County has **over 60 active vanpoolers** participating in the program, riding in 6 vanpools.

In June 2018, Wake County coordinated with the League of American Bicyclists to facilitate training that qualified **13 students as League Certified Instructors**.

Wake County recruited **772 new registrants to Share the Ride NC** in 2018.



Durham County received **National Best Workplaces for Commuters** designation in 2017.

Central Durham hosted **9 Bike to Work Pit-Stop stations** in 2018 after starting with only one just four years ago.



# TRIANGLE J COUNCIL OF GOVERNMENTS

## BEST WORKPLACE FOR COMMUTERS

TJCOG manages the Triangle Best Workplaces for Commuters (BWC) program developed by the U.S. Environmental Protection Agency (EPA). BWC is an innovative membership program which provides qualified employers with national recognition and an elite designation for offering outstanding commuter benefits, such as a free or low cost bus pass, vanpool fares and strong telework programs. BWC improves the way people get to and from work by recognizing forward thinking employers and celebrating their commitment to providing mobility options for their employees while improving our region and environment. The program provides public recognition and promotion of exemplary workplaces, as well as technical assistance, training, web-based tools, and forums for information exchange.

### NOTABLE ACCOMPLISHMENTS

BWC has **26 participating organizations** in the Triangle region. **Two new organizations joined in 2018:** North Carolina Central University and Durham County.

Continuing its successes, the program now serves approximately **100,000 employees** at designated BWC locations in the Triangle region.

A **statewide recognition program** is planned to launch in FY19 with tiered recognition to cultivate growth and build a culture of alternative transportation across the state.



In fiscal year 2018, BWC:

- Attended events or conducted outreach onsite at over **33 businesses**. Worked to move the **statewide program** forward to attract new participation in the business community.
- Participated in two regional working groups looking at **First-Mile / Last-Mile** solutions in both **Research Triangle Park (RTP)** and **Downtown Raleigh Markets**
- Attended the **Association for Commuter Transportation (ACT) International Conference** in New Orleans and **Innovate Raleigh Summit** to discuss transportation trends and regionally applicable solutions.
- Served as panelist for and coordinated the **Telework Toolkit Workshop**, focused on providing resources for organizations considering a teleworking program in region.



## CITY OF RALEIGH

### COMMUTE SMART RALEIGH

The Commute Smart Raleigh program aims to reduce the use of SOVs through strategies and policies that promote travel behavior change. Strategies can include, but are not limited to, biking, walking, car/vanpooling, transit, flexible hours and teleworking.

This program is housed in the City's Transportation Division, which includes GoRaleigh and the Bicycle Pedestrian Program. The program works closely with the the City's Bicycle and Pedestrian Coordinator, as well as the Bicycle and Pedestrian Outreach Coordinator.

The Commute Smart Raleigh program enables two TDM Coordinators, working as a team, to oversee the program and serve as the points of contact for two City sectors: "Downtown Raleigh" and "Inside the Beltline."

#### NOTABLE ACCOMPLISHMENTS

The City of Raleigh has been designated as a **Best Workplace for Commuters** for over **10 years**.

**Nine new employers** joined the City of Raleigh's Transportation Demand Management network in 2018 for a total of **90 employers**.

Commute Smart Raleigh has **seven employers** offering either a **regional GoPass or GoRaleigh GoPass**.

As of 2018, the City of Raleigh has **over 60 active vanpoolers** participating in their program, riding in **7 vanpools** that are operated in association with GoTriangle.



## COMMUTE SMART RALEIGH





## DUKE UNIVERSITY

### UNPARK YOURSELF

Duke University's Unpark Yourself program offers TDM services to more than 38,000 employees and 15,000 students on the main campus as well as worksite locations between Duke and downtown Durham. TDM services such as vanpool, carpool, Enterprise CarShare, bikeshare, and transit options are offered through the Parking & Transportation Services department. Two and three-person carpools qualify for discounted, on-campus parking, while four or more person carpools receive free, convenient parking. Registered alternative commuters receive occasional parking, as needed. Registered bicycle commuters are automatically enrolled in the national Bicycle Benefits program and receive shower access at recreation centers and other facilities on campus.

Duke offers the GoPass free-of-charge to students and at a low cost of \$25 per year to employees for access to unlimited rides on regional and local transit systems. In addition, Duke Transit operates 12 fixed daytime transit routes as well as after-hours transport services within the Duke Vans' coverage boundary when transit is not in service. The Bull City Connector is a fare-free bus available to students, staff and faculty living near Duke's campus.

The Unpark Yourself program promotes all of these campus benefits, STRNC, and more through regular outreach at new employee orientations, partnerships with a variety of Duke departments, and participation in numerous campus events each year.

#### NOTABLE ACCOMPLISHMENTS

Duke University rolled out **dockless bike share on campus with Spin and Lime**. This dockless system allows flexible one-way and point-to-point rides, increasing the convenience of bike sharing.

In 2018, the **GoPass program was expanded** to include additional downtown worksites. Additionally, **occasional parking benefits were expanded** to include full-time GoPass users.

In 2017, Duke **created a Bike and Pedestrian Plan** to target future infrastructure projects, and improve campus safety and accessibility.

Since 2011, Duke University has maintained a **BWC Membership**.

# Unpark Yourself.



**Bleed Blue. Live Green.**  
[parking.duke.edu/alternative](http://parking.duke.edu/alternative)



# NORTH CAROLINA STATE UNIVERSITY

## WOLFTRAILS

NC State's WolfTrails program assists students, faculty and staff in accessing transportation services such as carpooling, employee vanpooling, bicycling, walking and transit. Full-time students and employees participating in the carpool program receive access to premium decks and lots, a discounted parking permit, and free occasional parking passes. Students and employees enrolled in the transit/bike/walk commuter incentive program receive two free parking passes per month. Employees who reside more than 20 miles from campus are eligible to join the vanpool program. Vanpool participants receive a \$20 monthly subsidy, free van parking and free occasional parking passes. Employees enrolled in WolfTrails receive access to ERH services.

NC State offers the GoPass program to all students, faculty, staff and Centennial Campus affiliates. GoPasses are \$5 for students and \$60 for employees and can be used on all GoRaleigh and GoTriangle buses. In addition, the WolfLine is the university's transit system that operates 12 daytime routes and 4 evening routes. Other services available include STRNC, Zipcar (a carsharing service) and LimeBike (a bike sharing program).

### NOTABLE ACCOMPLISHMENTS

**Nearly 40%** of NC State employees and **23% of students** participated in the 2017 commuter surveys.

The most popular alternative transportation modes used were **carpool for employees** and **bus for students**.

GoPasses for GoTriangle and GoRaleigh buses were distributed to **4,428 students** and **582 employees** in 2018.

**463 students and employees** participated in the carpooling program in 2018.

LimeBike, the University's bike share operator, reported **over 23,000 unique bike share users** in fiscal year 2018, totaling **over 76,000 rides**.

# NC STATE UNIVERSITY



# WOLFTRAILS



## RTP FOUNDATION

### SMARTCOMMUTE@RTP

Established in 1999, SmartCommute@rtp is the transportation management association (TMA) for the Research Triangle Park. There are currently 275 member companies in the SmartCommute@rtp program, over 30 of which have an internal Employee Transportation Coordinator (ETC) who promotes TDM initiatives. Membership is automatic for companies within RTP's boundaries. There are more than 39,000 full-time and 10,000 contract workers in Research Triangle Park.

SmartCommute@rtp promotes employee vanpools, telework, transit, Emergency Ride Home (ERH), carpools, and bicycle facilities. New transit and vanpool commuters are eligible to apply for one free \$25 stored-value bus pass and a 90-day vanpool subsidy. Many RTP companies also have strong telework and compressed workweek policies and internal benefits to employees that choose alternative transportation for their commute. SmartCommute@rtp also provides member employers with air quality resources and materials to keep employees informed of local air quality updates.

#### NOTABLE ACCOMPLISHMENTS

**All 280 employers** in the Research Triangle Park are now members of the SmartCommute program as of 2016. This means that the nearly **55,000 RTP employees** they represent are engaged.

SmartCommute has attained the **Best Workplaces for Commuters** designation since 2003.

With an impressively strong social media presence, SmartCommute is able to reach nearly **30,000 followers** for @TheRTP on Twitter alone. Their dedicated Facebook page also features **over 1,500 followers**.

There was a **7% increase** in the number of short-term transit passes distributed in 2018 to employees who wish to try transit.

As Research Triangle Park (RTP) and the region grow, so does the need to provide solutions to transportation issues within the Park. RTP is currently conducting a **First Mile/Last Mile Study**. The study goals include: (1) Establish transit and connectivity options within the Park, and (2) Connect RTP employees, visitors and future residents with regional transit. As part of the study, RTP is also conducting a survey of park employees to obtain feedback, including transit preferences and commuting options.



**SmartCommute@rtp**  
The Research Triangle Park



## TOWN OF CHAPEL HILL

### GO CHAPEL HILL

The Town of Chapel Hill provides coordinated TDM services through the Go Chapel Hill program. Chapel Hill's Transportation Management Plan program is designed to assist building owners in incorporating TDM best practices at their building locations while contributing to reduction in the community's drive-alone rate. Go Chapel Hill offers free membership to its Commute Club, promoting the use of alternative transportation and encourages members to pledge to use alternative commutes.

Chapel Hill, in partnership with the Town of Carrboro, promotes GoTriangle's vanpool program, ERH, Share the Ride NC, GoPerks program and other regional services. Chapel Hill Transit provides fare free transit service to the University of North Carolina-Chapel Hill, Carrboro, and Chapel Hill.

Chapel Hill and Carrboro are both Bicycle Friendly Communities. Bicycle commuting is increasing in popularity and cycling is encouraged through commuting events such as Annual Bike Night, Bicycle Breakfast, Open Streets Day, Bike on Bus, Lighten Up Cruiser Ride, safety workshops and more.

#### NOTABLE ACCOMPLISHMENTS



Go Chapel Hill has received **numerous awards and designations** in the last few years, including:

2018 National Millbank's **Social Marketing, Innovation Environmental Field Recognition** - Top 3 Programs

2018 **National Best Workplace for Commuters** Designation

2018 **Bike Friendly Community**—Bronze Level, Town of Chapel Hill and Silver Level, Town of Carrboro

This year, Chapel Hill released its **25-Year Anniversary** TDM Report.

Of note, there are **5,500 employee participants** in TDM programming (up from just 60 employees at its 1991 inception).

Over **4,000 Chapel Hill employees** responded to **2018 Commuter Survey**. The survey revealed that walking, carpooling, telework, cycling and transit ridership increased over the past two years.

Through Commute Club, **186 registrants** pledged to use alternative transportation modes including riding the bus, carpooling, biking, walking, and teleworking.



# UNIVERSITY OF NORTH CAROLINA CHAPEL HILL

## COMMUTER ALTERNATIVE PROGRAM : CAP

UNC-Chapel Hill promotes the use of alternative transportation through the Commuter Alternative Program (CAP). The Program is free to employees of the University and UNC Health Care, and to commuter students living off campus. Alternative modes and services promoted through the University include free bus service through Chapel Hill Transit, numerous regional transit systems, STRNC, Zipcar carsharing program, Tar Heel bike share program, carpooling, vanpooling, and walking.

Commuter subsidies include \$30 per month off the fare for GoTriangle and Piedmont Area Regional Transportation (PART) vanpools, a free bus pass to ride Chatham Transit's CT Express, and a free GoPass for CAP members living outside Chapel Hill Transit's service area. The GoPass can be used on GoTriangle and PART regional buses, as well as GoDurham, GoRaleigh, and GoCary buses. Park & Ride lots are also available in the Chapel Hill/Carrboro area, which allow commuters to shorten their drive-alone distance for a nominal fee.

The services listed above are promoted at various events on campus, and through the CAP e-newsletter, advertisements, campaigns and welcome packets. CAP helps UNC keep the campus walkable and bike-able by reducing traffic and the need for parking facilities. CAP also supports UNC's goal to be a sustainable campus and a Best Workplace for Commuters.

### NOTABLE ACCOMPLISHMENTS

The **Tar Heel bikeshare** **launched** in 2017 with **100 bikes**.

After the October 2017 launch, the program had **over 3,300 registrants**, who took **28,000 Tar Heel Bikes trips** in FY18.

**2,000 GoPasses** were distributed to UNC employees at no cost in FY18, a **14% increase** over last year.

UNC CAP continued its transportation successes, as evident in the numbers from FY18:

- **More than 5,000** total CAP registrants (all commute modes)
- **Nearly 400** student and employee carpoolers
- **227** registered CAP bicyclists, a **60% increase** from FY17
- **111** registered CAP walkers



**UNC**  
TRANSPORTATION  
& PARKING



# WAKE TECHNICAL COMMUNITY COLLEGE

## WAKE TECH ZOOM

Wake Technical Community College's ZOOM program (Zeroing Ozone Output Measures) is designed to encourage the use of alternative commute modes such as transit, carpool, bicycling and walking. ZOOM supports Share the Ride NC and works closely with local and regional transit agencies to improve upon the development of alternative transportation initiatives for the college and the region.

Employees and students at Wake Tech can ride the GoRaleigh 40X bus to the Southern Wake Campus for free with their Wake Tech ID card, or they can get a GoPass to ride all other GoRaleigh bus routes for free. Employees can take advantage of Wake Tech's summer compressed work schedule, which allows them to work four, 10-hour days per week.

Transportation options add to the college's ultimate goal of providing accessible education to the citizens of Wake County and beyond.

### NOTABLE ACCOMPLISHMENTS

Since 2016, Wake Tech has been designated a **Best Workplace for Commuters** in the Triangle Region.



Wake Tech's transit initiatives continue to be successful, with **ridership on the GoRaleigh 40X bus remaining at over 50,000 in 2018.**

Wake Tech's GoPass usage has **increased by 31%** since 2017.

**Nearly one third of all Wake Tech employees** participated in 2017 commuter surveys. **Carpooling** and **teleworking** were the most popular alternative transportation modes.

Wake Tech's online "campus" continues to grow year to year, allowing students to attend classes remotely and **reducing the number of driving trips** to physical campus locations.

**Nearly 45%** of students attend at least some of their classes online, according to 2017 student commuter surveys.



## ORANGE COUNTY

### ORANGE COUNTY COMMUTER OPTIONS

Starting in November of 2017, The Orange County Commuter Options (OCCO) Program was launched as the point of contact for county staff and local businesses who want to use alternative commuting methods. The OCCO Program connects Hillsborough commuters and Orange County staff to resources and best practices from across the Triangle to make sure that each person has the most convenient and well-informed options possible. This includes providing information on transit routes, and new routes to come from Orange County Public Transportation (OCPT) and GoTriangle.

The OCCO Program also promotes STRNC to help establish vanpools and carpools, and works with the Human Resources department to offer flex or compressed schedules to those employees who qualify. OCCO will continue to promote the Telework program and provide training for approved applicants. Additionally, the OCCO Program works with the local Bicycle Safety Task Force to develop and promote biking and walking options.

The OCCO program is housed in the Orange County Public Transportation department and is run by the Transportation Demand Management Coordinator, with oversight and guidance by the Orange County Sustainability Coordinator.

#### NOTABLE ACCOMPLISHMENTS



In 2018, OCCO provided **on-the-bus training** to members of the **Hillsborough-Orange County Chamber of Commerce** on all commuter support programs available to them and their employees.

Orange County now has over **10% of qualified employees trained to telework.**

OCCO provided **commute options training to all new County employees** since January of 2018.

Orange County **established a commuter options program** offering a full suite of TDM services to Orange County staff across **20+ locations**, as well as all employers in Hillsborough, including another local government and a community college.



# Appendix 1

## 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. Calculations are completed using R programming, version 3.5.0. For a more detailed explanation of the full methodology, please contact the Triangle J TDM Program Manager.

### Services included in the FY18 Calculations

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

Service	2018 Metric Base
<b>GoTriangle</b>	
ShareTheRideNC ridematching	Registered users for GoTriangle subsites
GoPass Program	GoTriangle and GoDurham boardings with a GoPass
GoTriangle Vanpools	Total active vanpool riders
GoTriangle Website	Total sessions
<b>North Carolina State University (NCSU)</b>	
WolfLine Transit	Total ridership
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
<b>SmartCommute RTP</b>	
SmartCommute Website	Total pageviews
Transit Pass Incentive	Total number of short-term passes distributed
Telework Program	Total employees eligible for telework option
<b>University of North Carolina - Chapel Hill</b>	
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
Chapel Hill Transit Pittsboro Express Pass	Total passes issued to students and employees
CAP Bike and Walk Program	Registered employees and off-campus students
UNC Website	Total sessions
<b>Town of Chapel Hill</b>	
GoChapelHill Website	Total pageviews
Commute Club	Number of registrants for short-term program
Transporation Management Plan	Total employees working in buildings with a plan
<b>Wake Technical Community College</b>	
ZOOM Website	Total pageviews
GoRaleigh 40x Boardings	Total employee and student ridership
Compressed Schedule Program	Total employees eligibile for compressed schedule option in summer
<b>Duke University</b>	
Carpool Program	Total employees and students registered for carpool
Bike Benefit Program	Total employee and student registered bike commuters
Duke Website	Weighted percentage of pageviews
<b>City of Raleigh</b>	
CommuteSmart Website	Total pageviews
GoPass Program	GoRaleigh boardings with a GoPass, excluding NCSU boardings
<b>Orange County Commuter Options</b>	
Telework Program	Total employees eligible for telework option
OCCO Website	Total pageviews



# Appendix 1

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## 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 2017 Student Survey (3,300+ respondents) and the 2017 Employee Commuter Survey (14,400+ 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 24.0 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 2016, 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 NOx, 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](#).

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A link to our full methodology can be found on the [TJCOG website](#).



## Appendix 2

### Triangle TDM Program Contacts

#### Triangle J Council of Governments

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