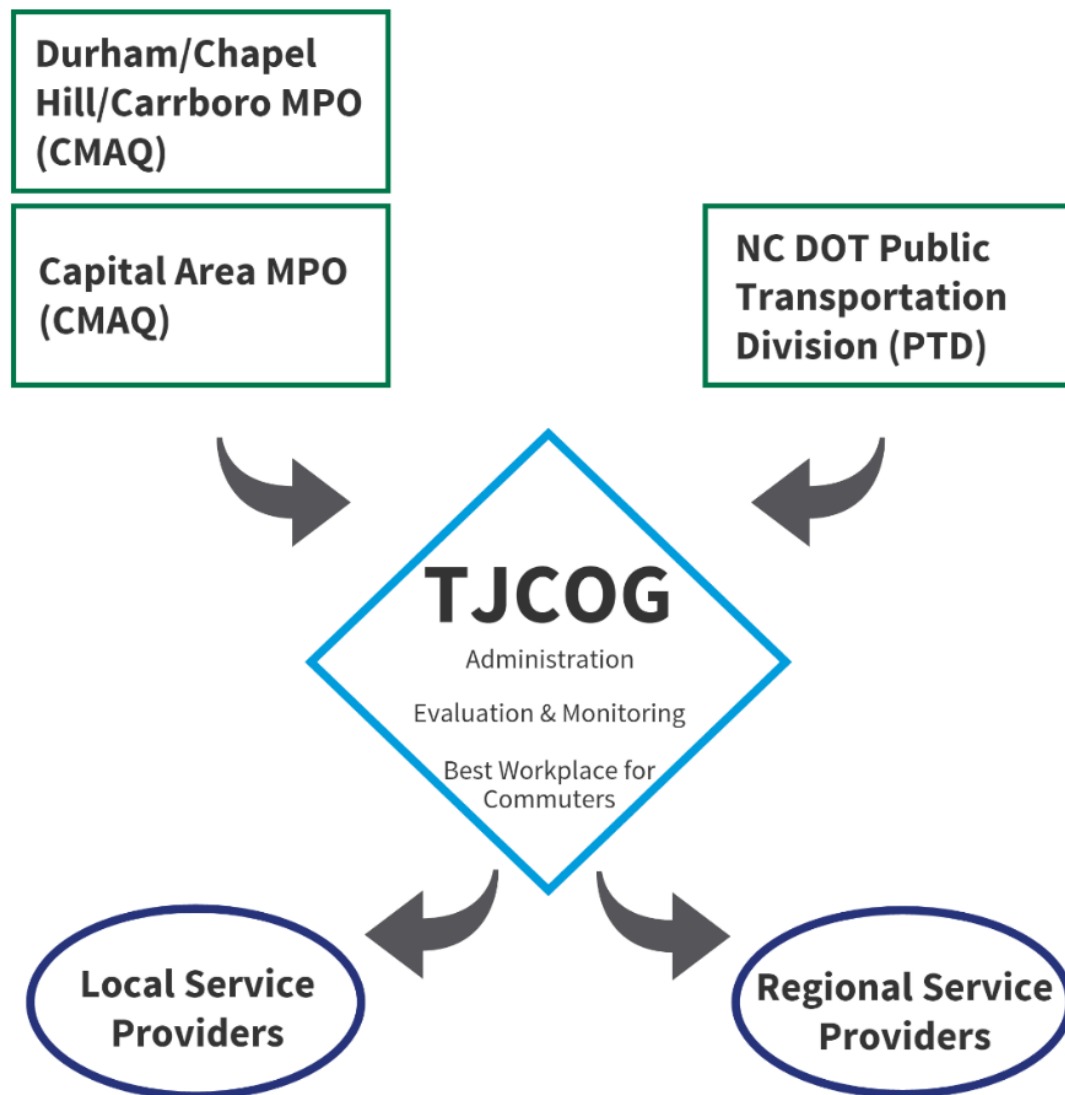


# *10 years*

## **Triangle Transportation Demand Management Program**

# Program Background

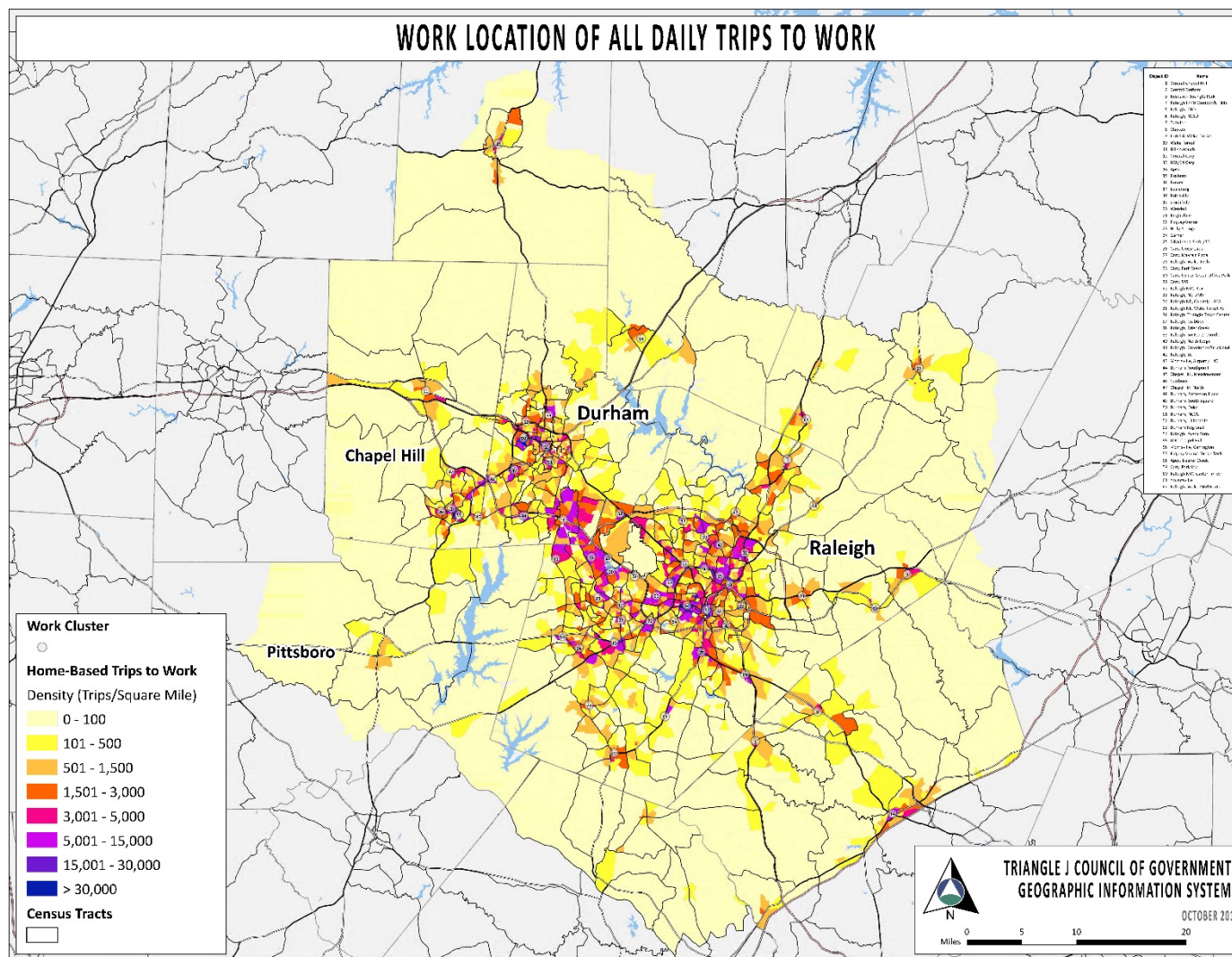








# Hotspots





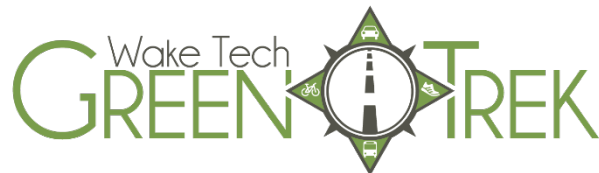
UNC  
TRANSPORTATION  
& PARKING



Unpark  
Yourself.



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

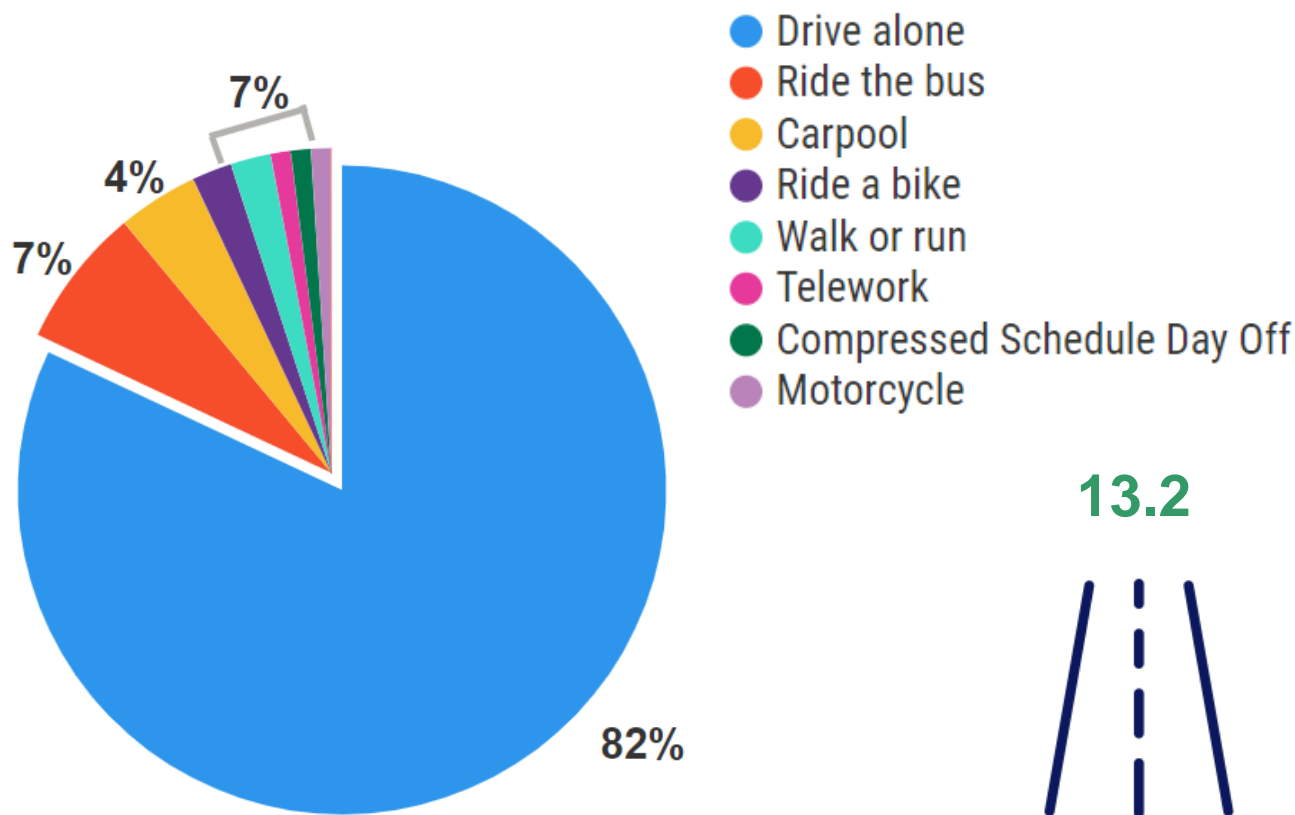


# DCHC Funding

Program Type	Reimbursement	Cost Share
Regional Core	80%	20%
Local Core	50%	50%
Special Project	50%	50%

Program	FY18 (actual)	FY19 (budgeted)
Orange Co	\$ 20,748.48	\$ 31,009.50
Chapel Hill	\$ 48,524.63	\$ 53,123.50
UNC	\$ 57,550.52	\$ 59,753.50
Durham	\$ 56,710.08	\$ 25,000.00
Duke	\$ 52,533.68	\$ 67,300.50
NC Central		\$ 40,984.00
RTP (50%)	\$ 16,287.60	\$ 19,108.25
BWC (50%)	\$ 20,770.47	\$ 25,085.27
GoTriangle	\$ 133,330.34	\$ 170,408.54
<b>TOTAL</b>	<b>\$385, 707.32</b>	<b>\$460,763.56</b>

# How do employees get to work?



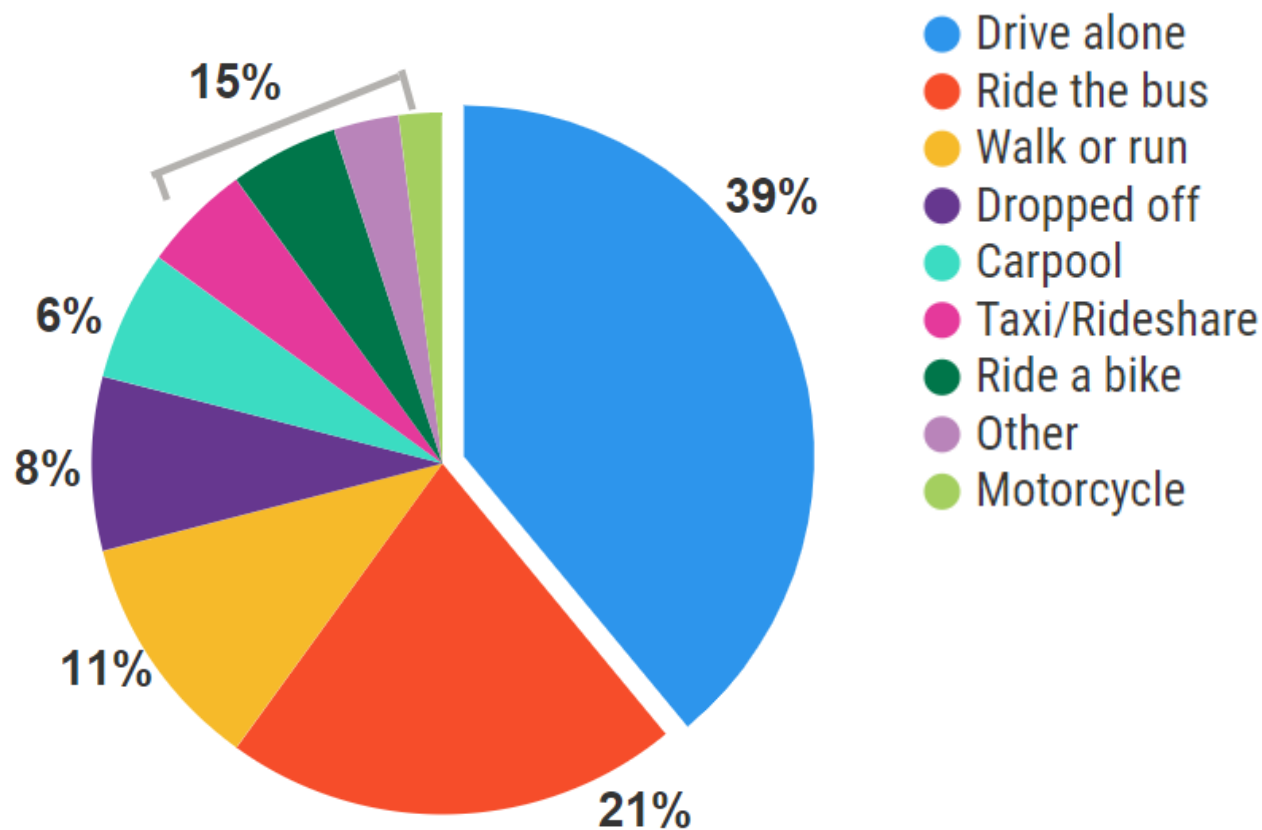
13.2



average one-way  
distance



# How do students get to class?

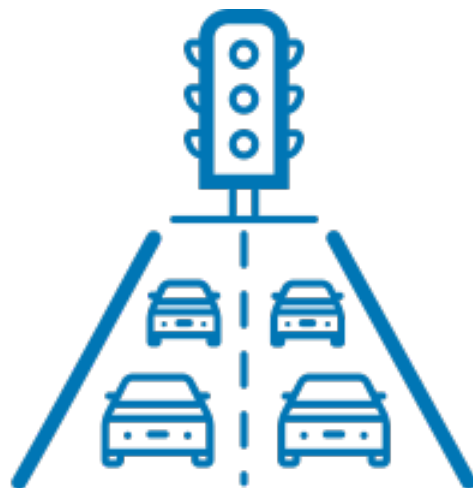


5.8



average one-way  
distance

# Why did people change their commute mode?



# What would motivate employees to try an alternative commute?



## What would motivate students to try an alternative commute?



**“I live less than 2 miles from work. I would bike if I had a place to shower everyday and change at work (in the summer).”**

**“Very supportive of all of this but tough with kids.”**

**“Fast, reliable mass transit would be a great benefit for the long commutes. I'd rather be reading a book than driving, but there are no attractive options.”**

**“I have been a happy Go Triangle commuter since moving here in 2009.”**

**"I live very close to work; half of the way has bike lanes and bus routes and the other half in the County does not."**

**"Chapel Hill is too expensive for the average person to live in, so people must commute. Walking and biking are not options."**

**“I enjoy riding the bus, and it helps the environment. However, there should be more buses. If I miss one bus, I have to wait over half an hour for the next one. Also they are frequently late during the evening run. It would be nice if there were more protected shelters at the park-and-ride and at the Durham bus station.”**



# 2017-2018 Regional Impacts



**5.7 million** vehicle trips avoided

That's nearly **98,100 days** not spent driving a car



**2.6 million** gallons of gas saved

It would take almost **308 tanker trucks** to hold that much gas



**63 million** commute miles reduced

That's roughly **20,000 trips** from San Francisco to New York



**52,850** alternative transportation users supported

If all those users drove single-file, the traffic jam would stretch **150 miles**

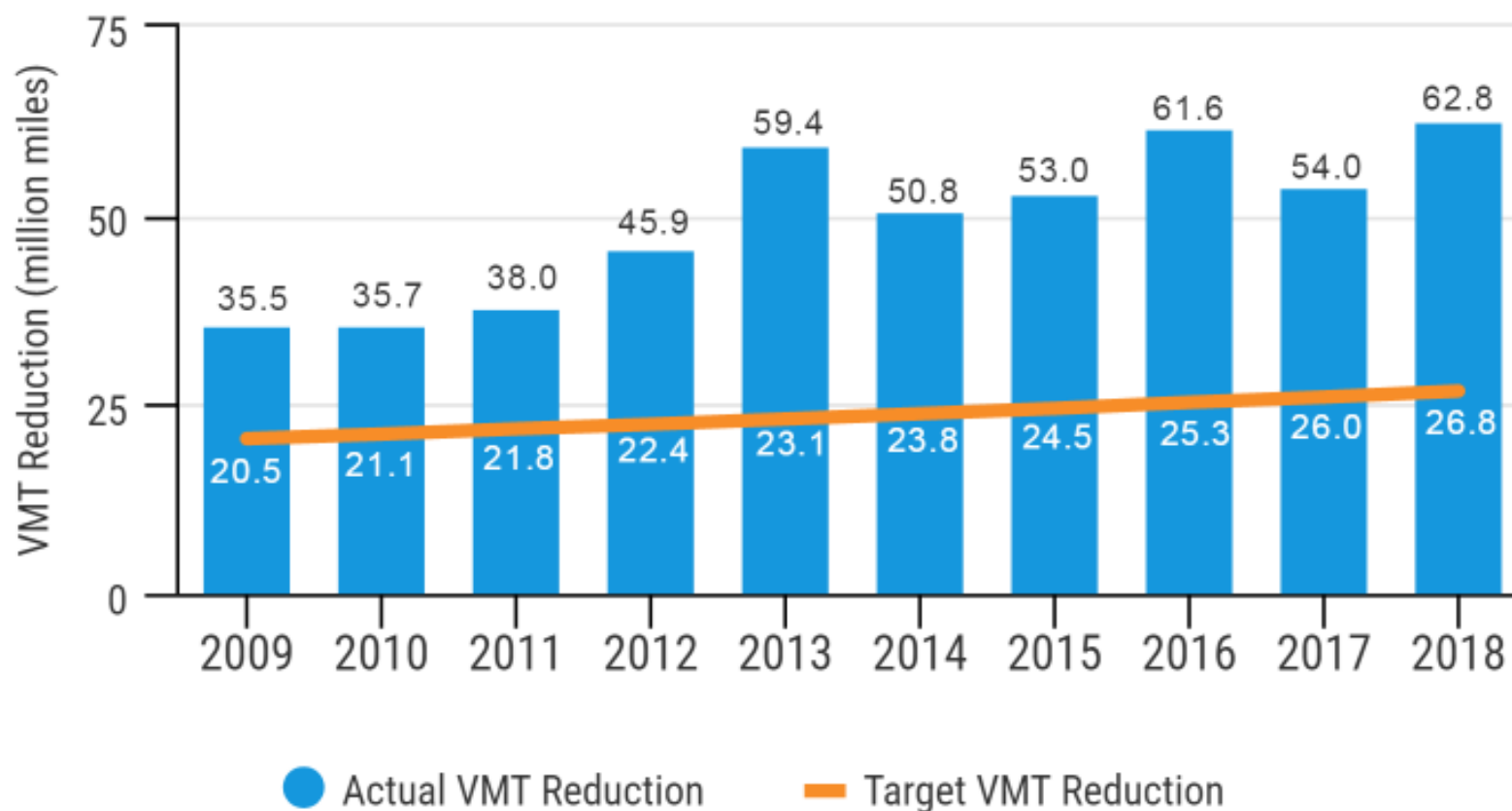


**51 million** pounds of Carbon dioxide (CO2) release prevented

That reduction would require **3,490 homes** not using electricity for a year



# Annual VMT Reductions 2009-2018



# Triangle Transportation Demand Management Program



Andrea Eilers  
Jenny Halsey  
Lyndsay Gavin

[aeilers@tjcog.org](mailto:aeilers@tjcog.org)  
[jhalsey@tjcog.org](mailto:jhalsey@tjcog.org)  
[lgavin@tjcog.org](mailto:lgavin@tjcog.org)

919.558.2705  
919.558.9343  
919.558.2704