

Triangle Transportation Demand Management (TDM) Program

The Business Case for Moving Forward on Allocated Funding for FY21 to Prevent Loss of the Program

The Ask: NCDOT determine that the Triangle TDM program is an on-going project, not a new project, and modify existing contracts to continue current work into Fiscal Year 2021, which starts July 1, 2020.

Program Overview and Structure: The Triangle Regional TDM program is an ongoing effort that has grown over the past 15 years to support a network of regional and local service provider partners who work directly with employers and universities to reduce congestion and VMT by making it easier, less costly and more convenient for commuters and students to cut travel or use transit and active transportation modes.

The Triangle program was developed as a cost-effective regional response to NCDOT's statewide TDM goal to reduce the growth in commute VMT. The program was revamped to align with NCDOT's *2018 Statewide TDM Strategic Plan* and support the Governor's 2018 Executive Order to reduce greenhouse gas emissions by 2025.

The program is jointly funded by the Triangle's two MPOs and NCDOT – MPOs use part of their CMAQ allocations and NCDOT uses funds through the Integrated Mobility Division. State and MPO funds are highly leveraged – a minimum cost share of 50% from local service providers and 20% from the regional service provider: GoTriangle.

Service provider funding for each year's activities is decided through an annual competitive application process managed by the program's administrator: The Triangle J Council of Governments. Decisions on awards are made by an Oversight Committee which includes staff from NCDOT, NCDEQ and the two MPOs.

Contracts for the program flow through NCDOT to TJCOG; TJCOG then contracts annually with each service provider chosen through the competitive process. Historically, the contracts for NCDOT funding have been annual – due to the annual nature of NCDOT's budget, while MPO funds have been combined into a single multi-year contract, which is amended from time to time as the MPOs allocate additional CMAQ funds. This approach was changed for FY20 to provide individual contracts for each MPO's CMAQ funding share, to enable better tracking of expenditures over time. As a result, there are currently four contracts between NCDOT and TJCOG to fund the program: i) the contract for TJCOG administration of the program (NCDOT \$), the contract for NCDOT's share of service provider partners (NCDOT \$), the contract for CAMPO's share of service provider partners (CAMPO CMAQ \$) and the contract for DCHC MPO's share of service provider partners (DCHCMPO CMAQ \$).

The Issue: NCDOT's fiscal status enables it to continue existing projects, but not start new ones. If TDM is interpreted as a "new" project, it would end June 30th. If recognized as a continuing project, funding can proceed.

- Triangle TDM is an **ongoing program**, not a new project.
- The program is **relationship-based**. If these relationships are severed, it will be difficult and time-consuming to re-establish them; it is very different from delaying the start of a road project phase.
- The program is especially **critical during the COVID response**: TDM website visits increased over 300% since COVID, with **access to the Telework Toolkit for employers and workers increasing almost 2,000%**.
- The program is **highly effective at leveraging NCDOT investment**; for every \$1 of NCDOT investment, the MPOs and service providers directly provide another \$4. If the program isn't funded, many municipal and anchor institution service provider funds could be reprogrammed to non-transportation uses. A funding hold could affect both NCDOT funds and MPO-allocated CMAQ funds.
- The TDM program consistently **scores at the top for CMAQ effectiveness** in MPO and FHWA scoring, based on metrics that are measured and documented annually for the program.
- The program funds the equivalent of **25 FTE positions** across more than a dozen private, public and non-profit organizations. If NCDOT and MPO funding is withheld, current jobs are at substantial risk.
- The program addresses **travel across 2 MPOs and 6 counties**, focusing on the biggest bang for the buck.

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IMPACTS OF TDM IN FY2019:



6.5 million vehicle trips avoided

That's nearly **111,000 days** not spent driving a car



2.9 million gallons of gas saved

It would take almost **346 tanker trucks** to hold that much gas



70 million commute miles reduced

That's roughly **24,000 trips** from San Francisco to New York



60,300 alternative transportation users supported

If all those users drove single-file, the traffic jam would stretch **171 miles**



58 million pounds of Carbon dioxide (CO₂) release prevented

That reduction would require **4,560 homes** not using electricity for a year



Annual VMT Reductions



2009
-to-
2019

Triangle TDM Service Providers Designated for FY21 Awards

- Wake County (staffed by GoTriangle)
- Research Triangle Foundation
- Town of Apex
- Duke University
- UNC-Chapel Hill
- City of Durham
- Wake Tech
- NC State University
- Orange County
- Best Workplaces for Commuters (staffed by Triangle J COG)
- City of Raleigh
- Towns of Chapel Hill & Carrboro
- NC Central University
- GoTriangle Regional TDM Program