



TRIANGLE J COUNCIL OF GOVERNMENTS

# Triangle Transportation Demand Management



# Triangle TDM

## Promoting Alternative Commuter Transportation

WALK

TRANSIT

BIKE

VANPOOL

CARPOL



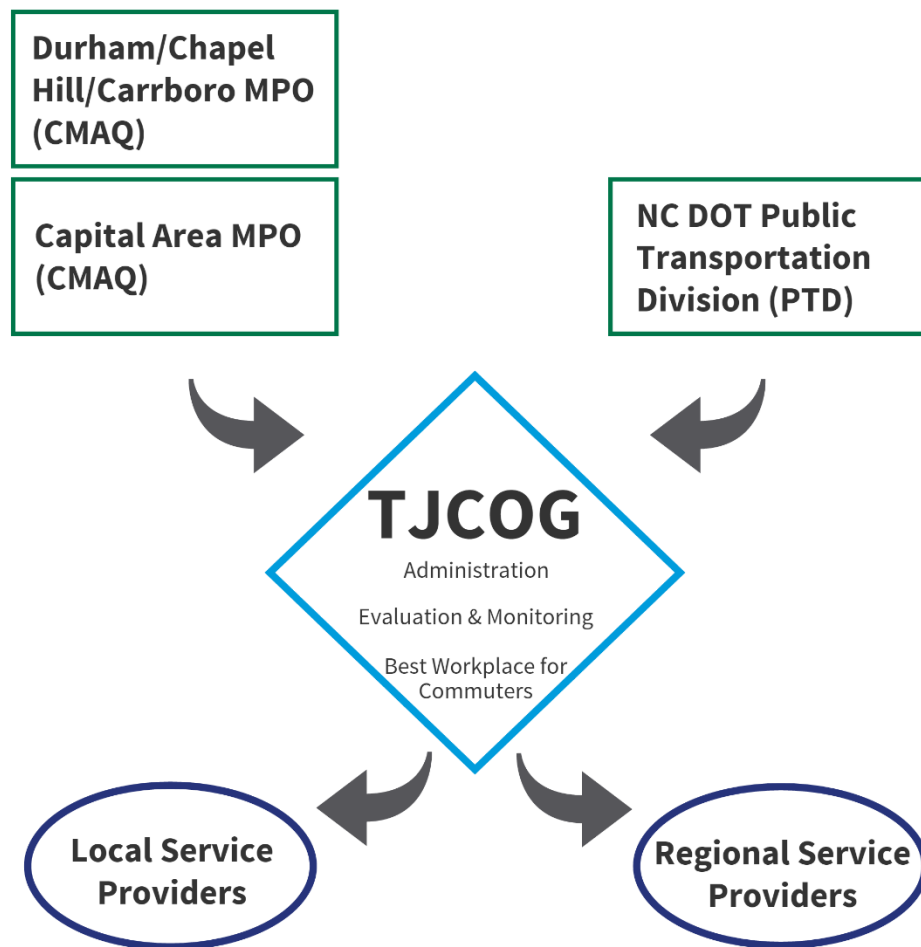
TELEWORK

FLEXIBLE HOURS

# What we want to avoid

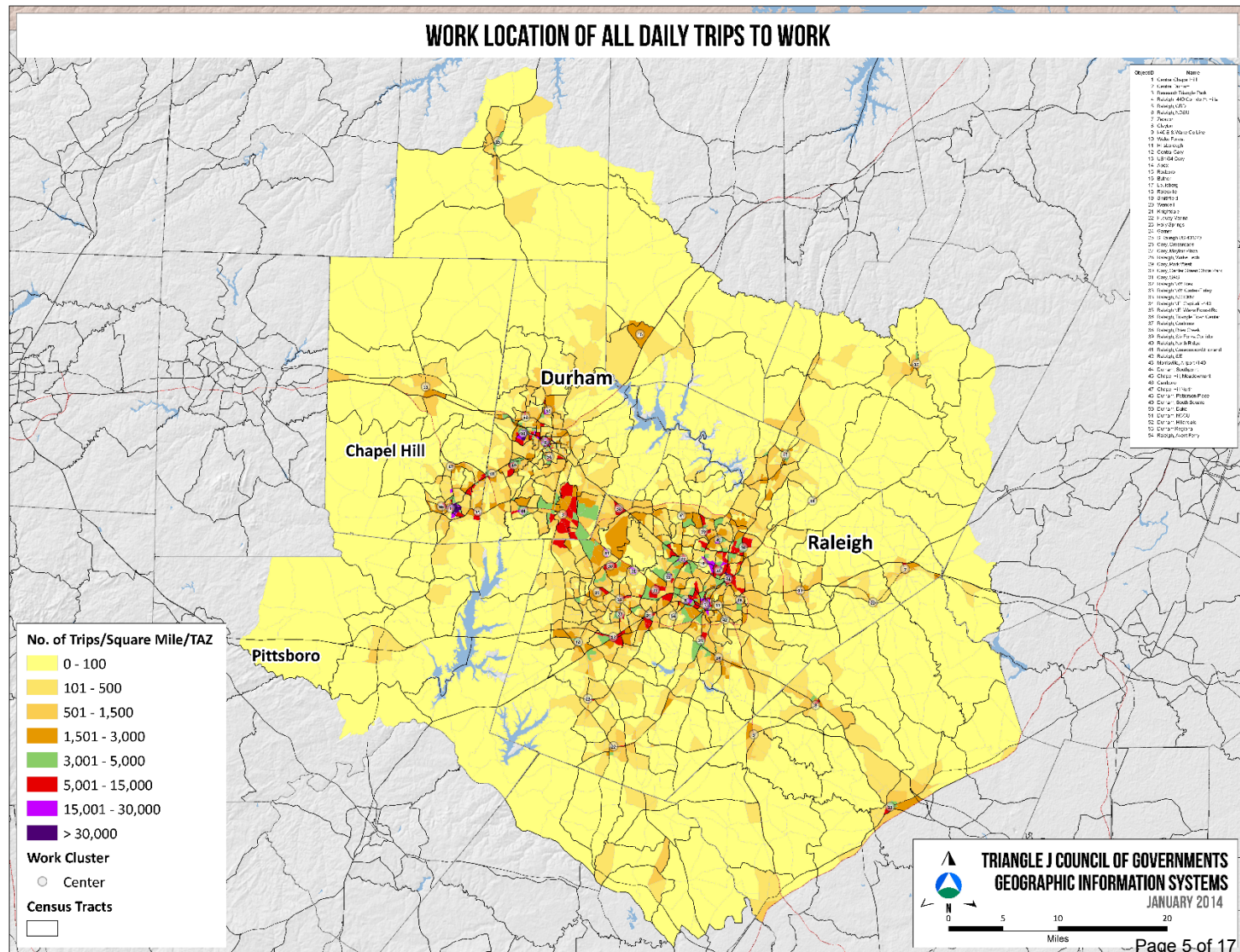


# Triangle Transportation Demand Management





# Hotspots



# Triangle 2016 TDM Program Grantees



UNC  
TRANSPORTATION  
& PARKING

Unpark  
Yourself.



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



# Rideshare and Incentives



You're on the bus to work.  
Tracked your trip yet?

 Register at [STRNC.org](http://STRNC.org).  
Track eligible trips for points.  
Use points to enter prize drawings.

 GoTriangle

GoPerks gives away over \$500 in rewards each month!

Find out more at [gotriangle.org/newyear](http://gotriangle.org/newyear)

# Best Workplace for Commuters

A national employer recognition program that recognizes their efforts to:

- Mitigate traffic congestion
- Decrease emissions and air pollutants
- Increase quality of life for residents





# Campaigns



# Commuter Surveys

## Employer & Student



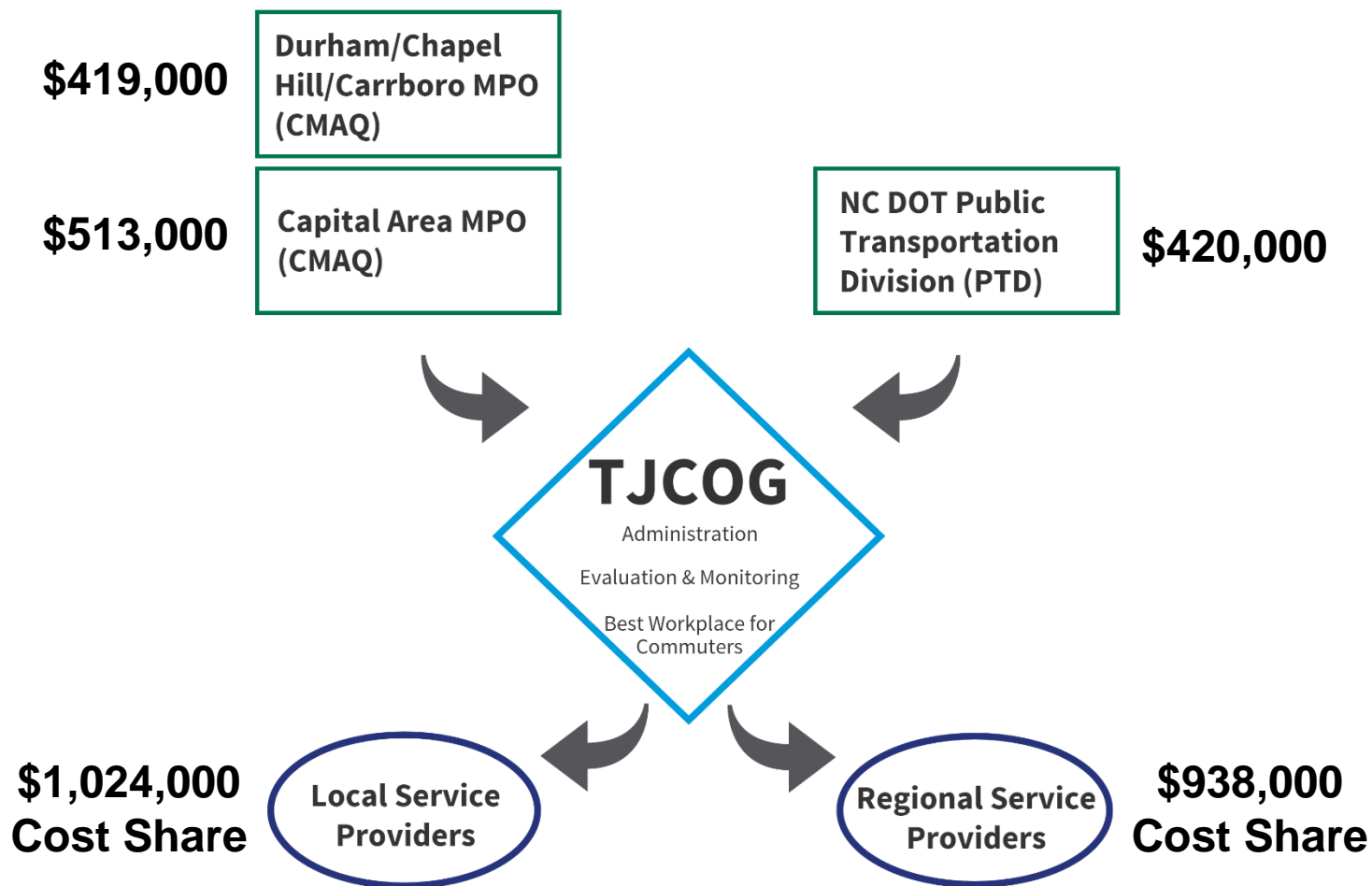
TJCOG conducts biennial surveys



Surveys reveal:

- ▶ Current commuter profile of individual
- ▶ If commuters recently changed commute pattern and why
- ▶ What TDM services commuters use
- ▶ Barriers to not using TDM services

# Triangle Transportation Demand Management



# Triangle 2016 TDM Program Grantees



Regional: **\$928,015**  
 Durham County: **\$96,111**  
 Wake County: **\$52,090**



**\$45,339**



**\$148,745**



**\$68,512**



**\$85,930**



**\$110,534**



**\$99,175**



**\$106,490**



**\$98,160**  
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# 2016 Program Impacts

## NOTABLE ACCOMPLISHMENTS



**4.6 million** vehicle trips avoided

That's equivalent to **over 5,500 people** not driving a car for the entire year in 2016



**2.6 million** gallons of gas saved

It would take almost **4 Olympic swimming pools** to hold that much gas



**61 million** commute miles reduced

That's roughly **129 trips to the moon** and back



**31,921** alternative transportation users supported

If all those users drove single-file, the traffic jam would stretch **89 miles**



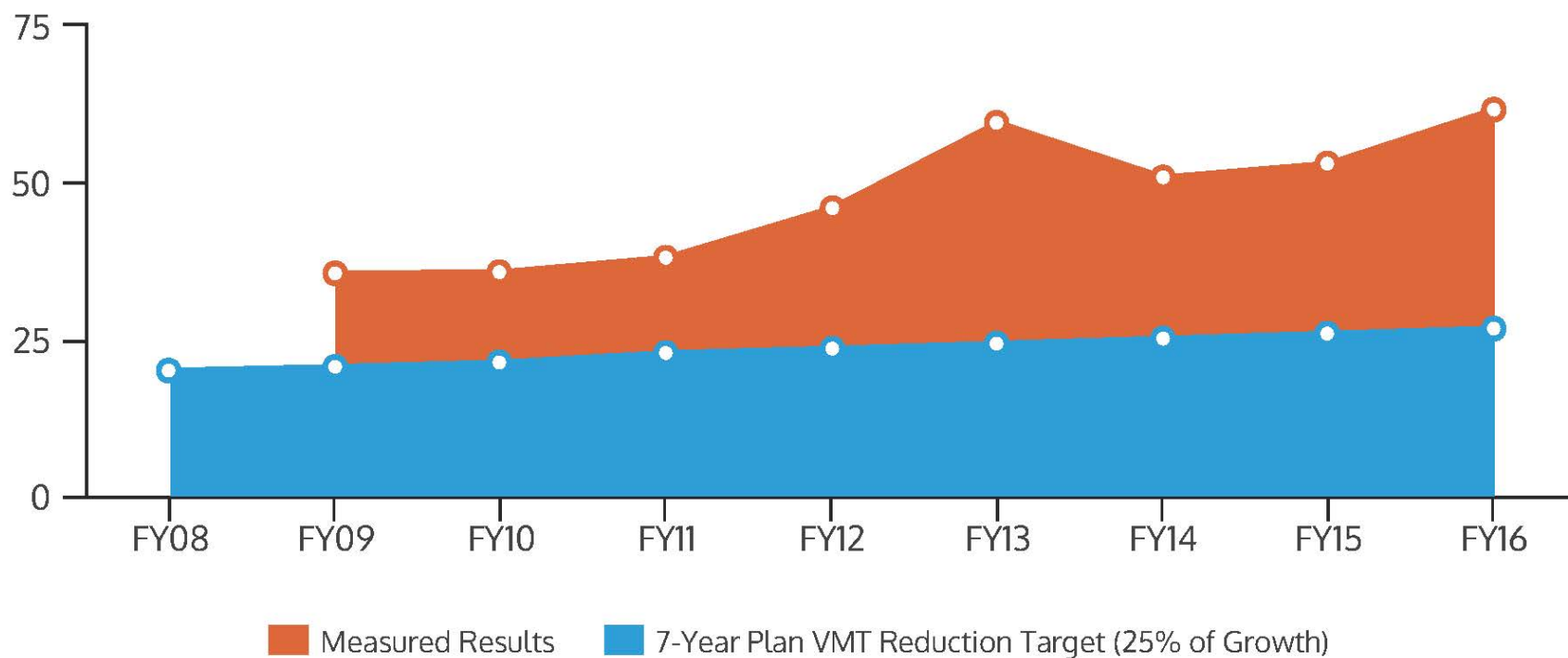
**28 million** kilograms of Carbon dioxide (CO<sub>2</sub>) release prevented

To sequester that much carbon naturally would require nearly **1.3 million trees**

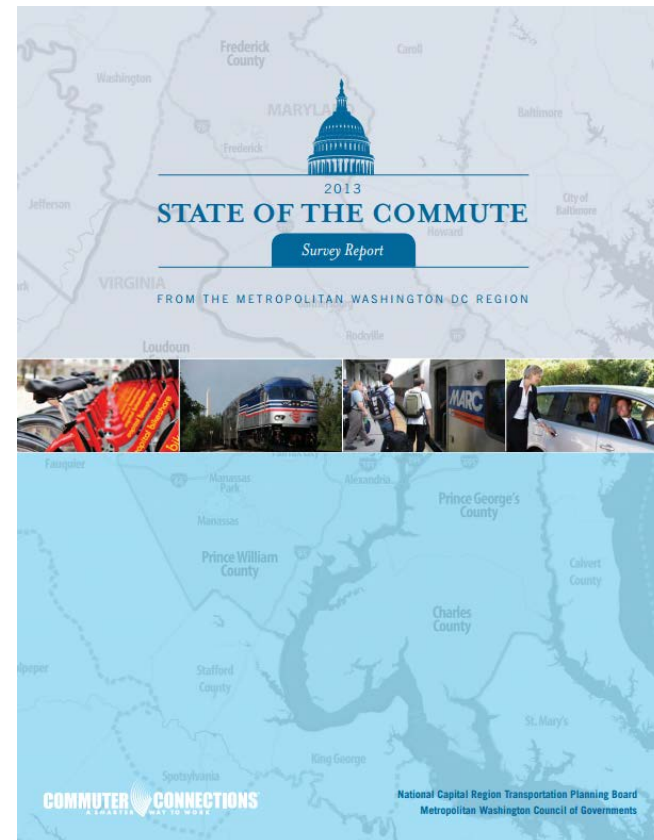




# Annual Commute VMT Reduction



# National Level



# What's Coming

- ▶ Statewide TDM Plan Update (NCDOT)
- ▶ 7-Year Plan Update (TJCOG)
- ▶ Updated GoTriangle.org for regional TDM
- ▶ Work with Developer & Property Managers
- ▶ BWC: Economic Development & State Recognition Program
- ▶ Bikeshare



# Triangle Transportation Demand Management Program



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