



# Triangle Transportation Choices FY24 Annual Impact Report

Jenna Kolling, Senior Program Analyst  
Central Pines Regional Council  
April 2025



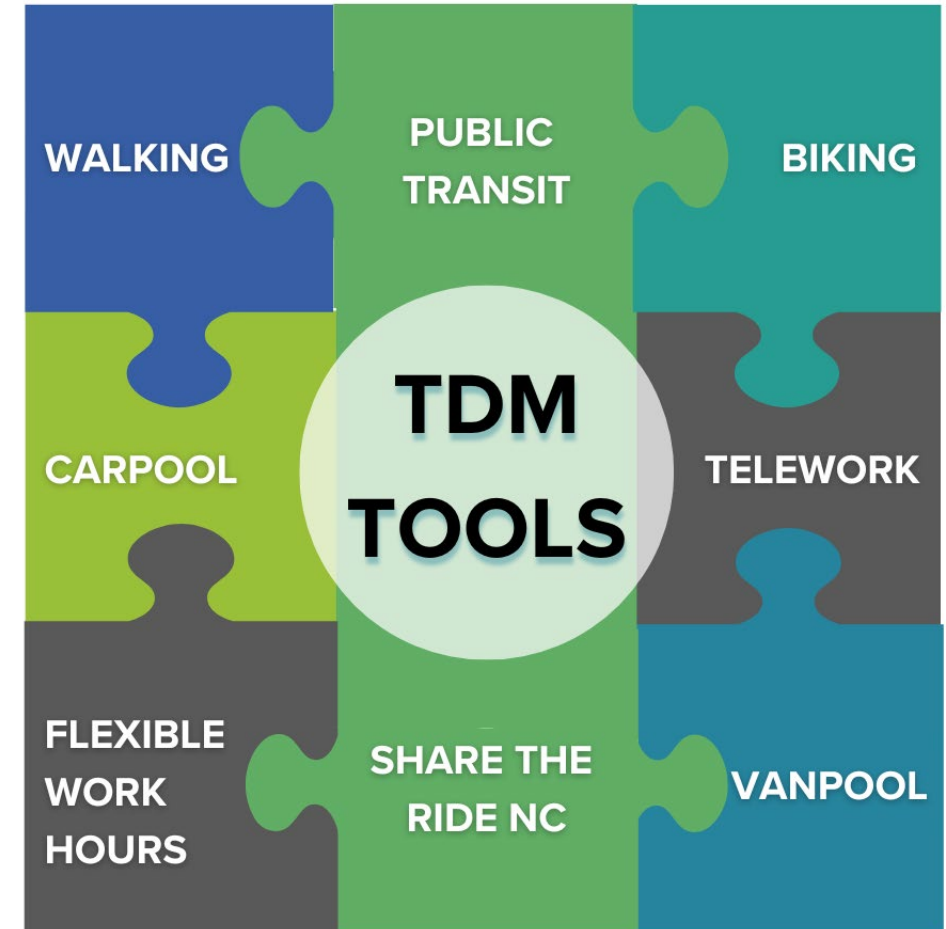
TRIANGLE  
TRANSPORTATION  
CHOICES

**CENTRAL PINES**  
REGIONAL COUNCIL

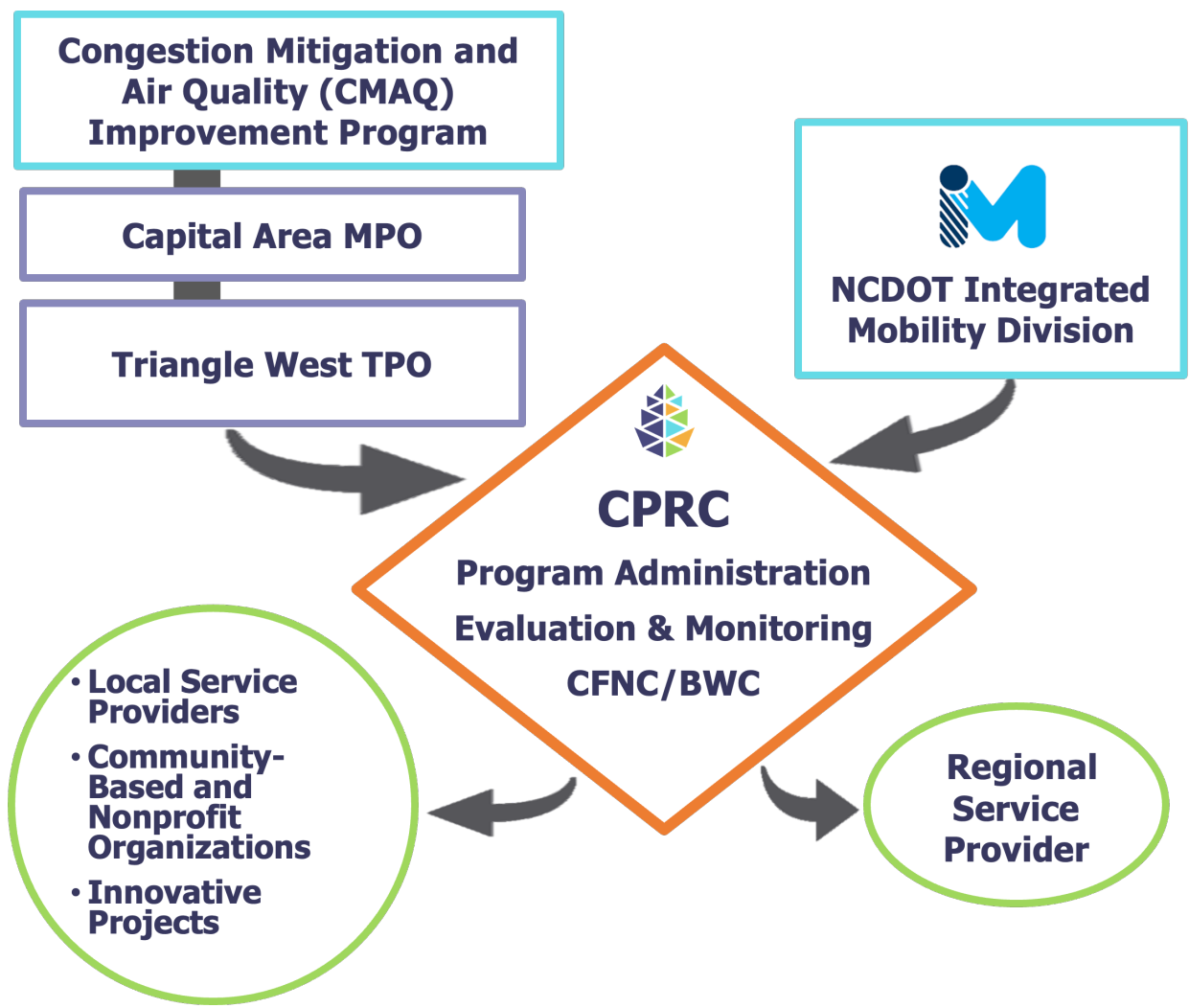


# Program Background

- The Triangle Transportation Choices program provides funding for **Transportation Demand Management (TDM)** initiatives across the Triangle region.
- The program funds **marketing campaigns, digital outreach, in-person engagement, and promotional events** to encourage residents and workers to choose alternative transportation modes such as carpooling, vanpooling, public transit, biking, walking, and telework.



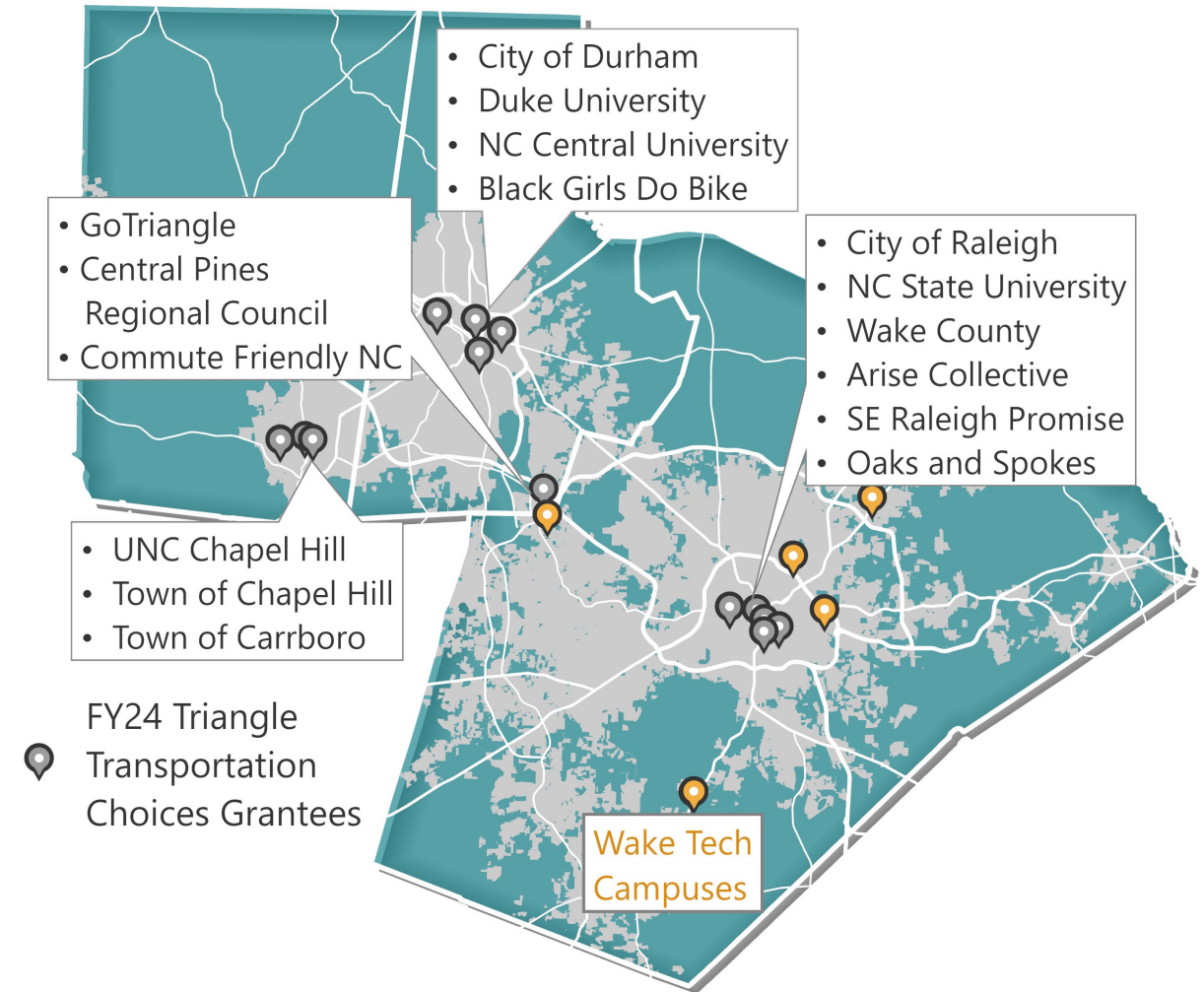
# Program Administration and Funding





# FY24 Funding and Grant Recipients

- July 1, 2023 – June 30, 2024
- Total funding awarded: \$1.84 million
- 18 grants awarded



# FY24 TDM Programs Funded in the Triangle West TPO Region





# FY24 Education and Outreach Events



TRIANGLE  
TRANSPORTATION  
CHOICES

During FY24, Triangle Transportation Choices Program grantees promoted alternative transportation modes at **198** education and outreach events across the region, directly interacting with **over 17,000 people**.

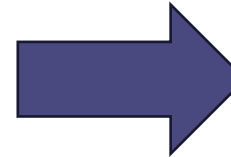




# Data Collection for Annual Impacts

At the end of each quarter, grant recipients submit **participation data** for their marketing and outreach efforts, including:

- Transit ridership
- Park & Ride usage
- Website views
- Engagements on social media
- Membership in commuter benefits programs
- STRNC carpoolers and Commute with Enterprise vanpoolers
- Participation in commute challenges, webinars, and other outreach events.

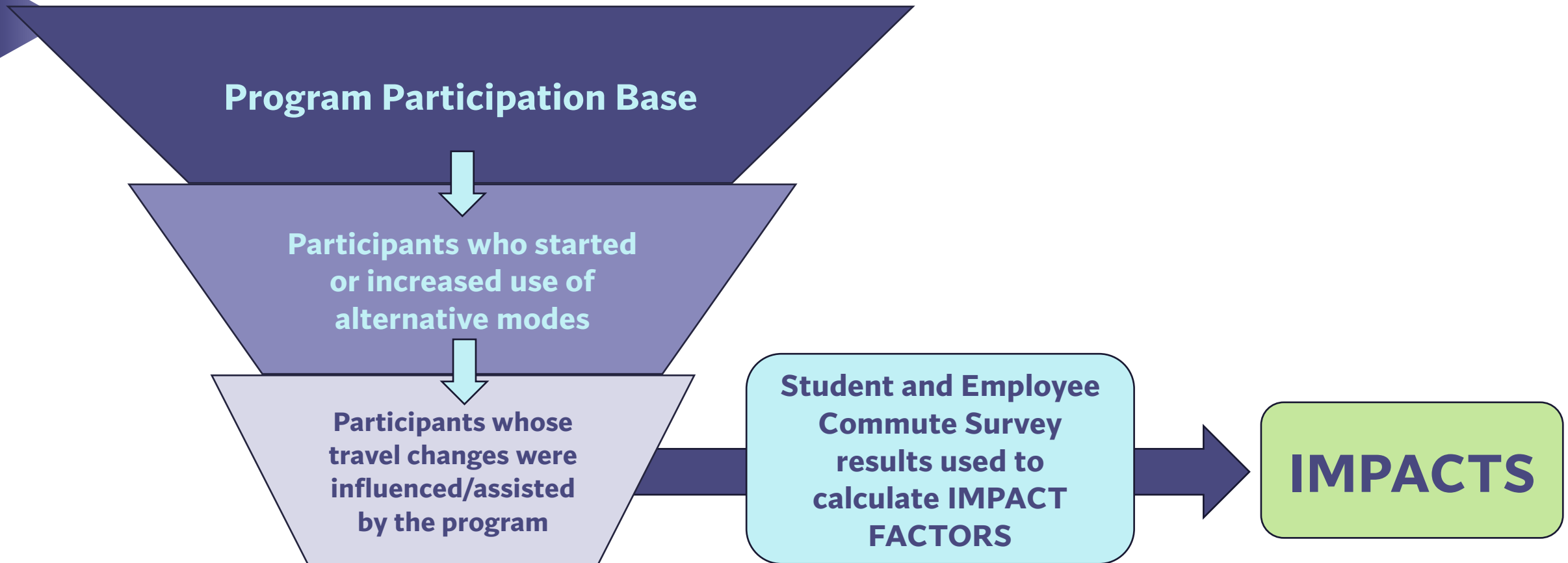


**FY24 Program  
Participation Base =**

**The total number of  
people who may have  
started using or increased  
their use of alternative  
transportation modes.**



# Annual Impact Calculation Steps















# FY24 Program-Wide Impacts



TRIANGLE  
TRANSPORTATION  
CHOICES

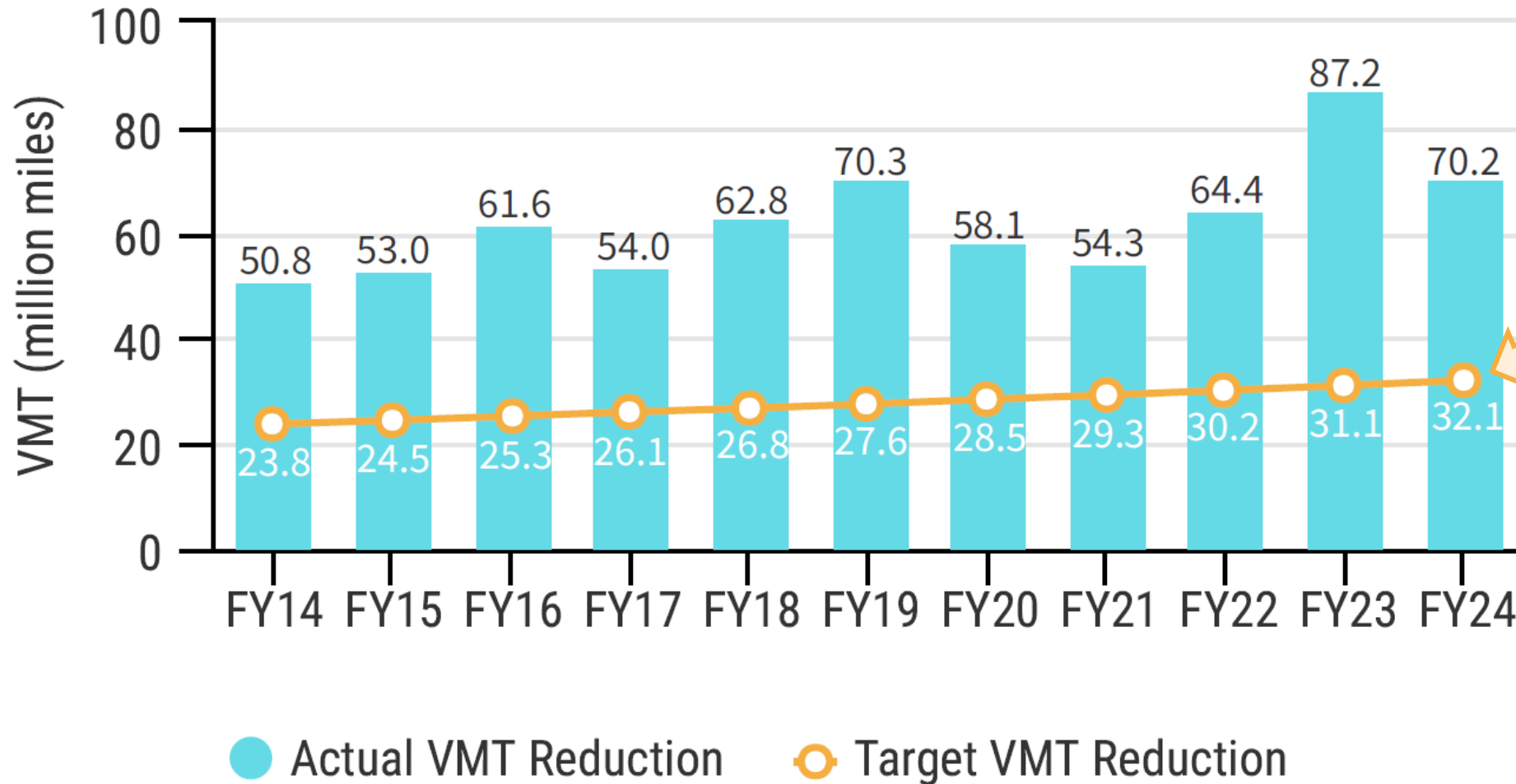
TRAVEL BEHAVIOR AND EMISSIONS IMPACTS		
 <b>4.9 million</b> vehicle trips avoided	Based on average commute times, that's over <b>85,000 days (or 234 years)</b> not spent driving a car	
 <b>2.8 million</b> gallons of gas saved	It would take <b>333 tanker trucks</b> to hold that much gas	
 <b>70 million</b> commute miles reduced	That's equivalent to driving from San Francisco to New York City <b>more than 24,000 times</b>	
 <b>24,000</b> alternative transportation users supported	If they all drove alone, their cars would span <b>68 miles</b> bumper-to-bumper	
 <b>53 million</b> pounds of Carbon dioxide (CO2) release prevented	That's the same as over <b>5,000 homes</b> not using electricity for a year	



# Program-Wide VMT Reductions FY14-24



TRIANGLE  
TRANSPORTATION  
CHOICES








**Annual VMT Reduction Target**  
= 25% of  
estimated annual  
growth in regional  
commute VMT

# Societal Benefits of TDM in FY24



TRIANGLE  
TRANSPORTATION  
CHOICES

	Air pollution emissions reductions (NOx and VOCs)	=	\$23,000 saved
	Global climate change mitigation (CO2)	=	\$936,000 saved
	Noise pollution reduction	=	\$1,566,000 saved
	Reduction in fuel consumption	=	\$9,494,000 saved
	Reduction in traffic congestion	=	\$1,415,000 saved
	Deferral of new road construction	=	\$267,000 saved
	Reduced vehicle crashes	=	\$1,133,000 saved
	Active transportation health	=	\$13,963,000 saved

**Total estimated savings  
in FY24 due to the  
societal benefits of TDM  
services provided by the  
Triangle Transportation  
Choices Program**



  
**\$28.8 Million**



# Questions?



TRIANGLE  
TRANSPORTATION  
CHOICES

Central Pines Regional Council