Annual Impact Report
FY 2024









TRIANGLE
TRANSPORTATION
CHOICES

Central Pines Regional Council

In September 2023, Triangle J Council of Governments adopted a new name and brand: **Central Pines Regional Council (CPRC)**. CPRC serves 48 member governments in Chatham, Durham, Johnston, Lee, Moore, Orange, and Wake counties. This new name and identity redefined our brand, capturing the essence of CPRC's unique role in providing innovative and accessible support to local governments across the region. Honoring nearly six decades of impactful service, the new name, Central Pines Regional Council, pays homage to the resilient pine tree, our state's symbol, embodying adaptability and endurance. CPRC's commitment to relevance and community needs is symbolized by the pinecone logo, reflecting the organization's dynamic evolution and unwavering dedication to its communities.

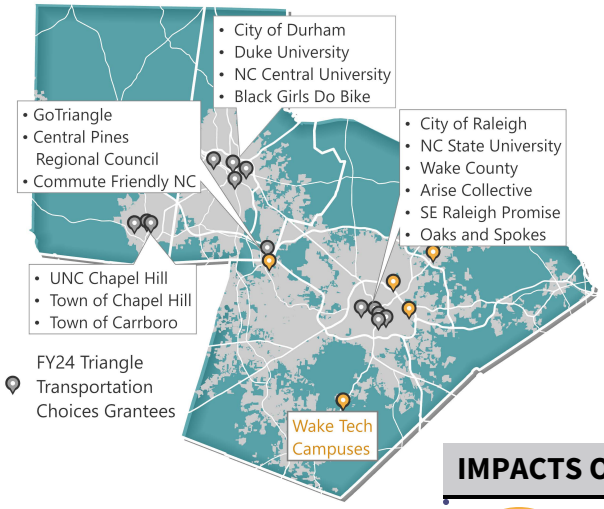
CENTRAL PINES
REGIONAL COUNCIL

www.centralpinesnc.gov/

TRIANGLE TRANSPORTATION CHOICES

TRIANGLE TRANSPORTATION CHOICES TDM PROGRAM

FY24 ANNUAL IMPACT REPORT EXECUTIVE SUMMARY



Triangle Transportation Choices is a grant program that funds and supports regional and local organizations' **Transportation Demand Management (TDM)** work. TDM aims to **reduce reliance on single-occupancy vehicles (SOV)** for travel, by encouraging alternate options such as **carpooling**, **vanpooling**, **public transit**, **biking**, **walking**, **teleworking**, and **flexible work weeks.**

This Annual Impact Report calculates the reductions in vehicle trips, vehicle miles traveled (VMT), and vehicle emissions resulting from programs funded by it during FY24 (July 1, 2023 - June 30, 2024).

AIMING FOR REDUCTION:

The Triangle Regional 7-Year Long Range Travel Demand Management Plan (2007) established **25% reduction in the annual growth of commute vehicle miles traveled (VMT)** as the primary program goal. This goal, as a combined outcome of all program-wide TDM efforts, has been met or exceeded each year since the program's first funding year of FY09. The chart below illustrates reductions achieved for the 10-year period of FY14-24.

IMPACTS OF TDM IN FY24:

4.9 million vehicle trips avoided	That's over **85,000 days** *not* spent driving a car
2.8 million gallons of gas saved	It would take **333 tanker trucks** to hold that much gas
70 million commute miles reduced	That's roughly **24,000 trips** from San Francisco to New York
24,000 alternative transportation users supported	If they all drove alone, their cars would span **68 miles** bumper-to-bumper
53 million pounds of Carbon dioxide (CO_2) release prevented	That's the same as over **5,000 homes** not using electricity for a year

FY24 FUNDING AND SUBAWARDS

Funding Allocated to the Program:
NCDOT: $740,364
CAMPO: $600,793
TRIANGLE WEST: $585,675

Sub Awards made:
18 Partners: $1,839,296

**Allocated funds are funds available for potential awards.*

Program-Wide VMT Reductions FY14-24

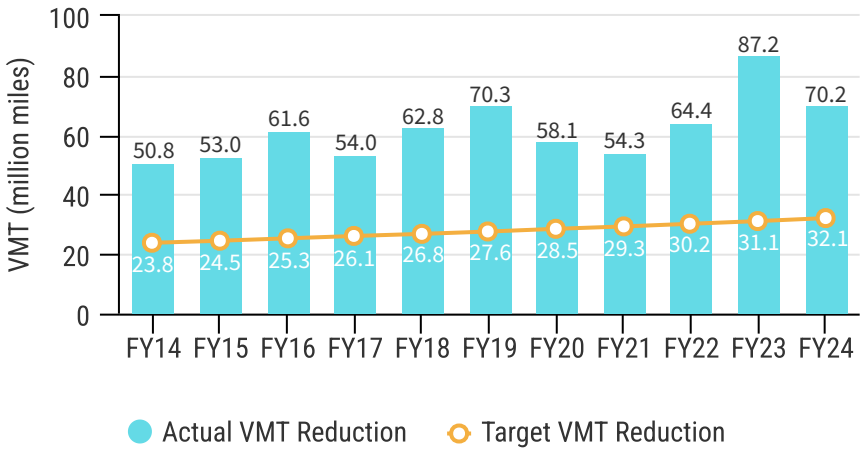


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Images**:** front cover - clockwise from top left: *Black Girls Do Bike NC coastal ride; GoTriangle mobile engagement in Wake Forest; TDM engagement at NCSU; TDM Day in Durham*

Image: back cover - *City of Durham and Bike Durham, Move-a-Bull E-Bike Tour*

TRIANGLE TRANSPORTATION CHOICES

https://www.centralpinesnc.gov/mobility-transportation/triangle-transportation-choices

PROGRAM BACKGROUND

OVERVIEW

A TDM PROGRAM

Triangle Transportation Choices Program is a Transportation Demand Management or **TDM** program covering parts or all of seven counties in central North Carolina's Triangle region: Wake, Durham, Orange, Chatham, Franklin, Johnston, and Granville.

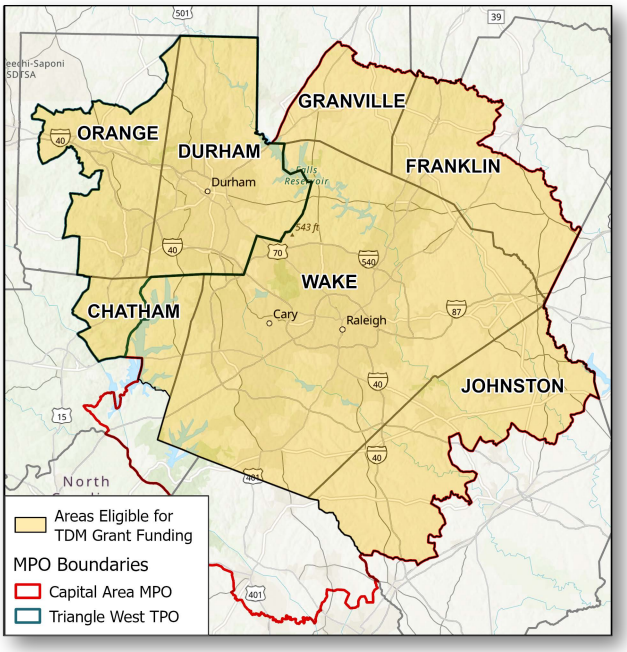
What is TDM?

TDM is a set of cost-effective strategies, programming, policies, and incentives aimed at managing a population's needs and demands for transportation. While supply-side transportation efforts focus on building and maintaining infrastructure – roads, bridges, trails, sidewalks, etc. –, TDM encourages and incentivizes people to use existing transportation infrastructure more effectively, efficiently, and enjoyably by choosing transport modes other than single occupancy vehicle driving, such as:

- **Carpooling and Vanpooling**
- **Rail**
- **Public Transit**
- **Telecommuting**
- **Micromobility**
- **Walking**
- **Bicycling**

Choosing alternate modes of transportation provides an array of benefits to individuals, communities, and regions, including improvements in: environmental sustainability, economic opportunity, personal and public health, and general quality of life.

Triangle Transportation Choices is aligned with the three key transportation planning organizations in the region: Capital Area Metropolitan Planning Organization (CAMPO), Triangle West Transportation Planning Organization (Triangle West) and North Carolina Department of Transportation (NCDOT). Program staff maintain regular communication and collaboration with these organizations to ensure that program goals and priorities are integrated in their respective regional and state transportation plans.



Program Background and Goal

The Triangle Transportation Choices Program was established in 2007. The Triangle Regional 7-Year Long Range Travel Demand Management Plan set a goal of 25% reduction in growth of Vehicle Miles Travelled (VMT) for 2015. Since FY2009, when funding for services began, program partners have conducted marketing and outreach events/activities, provided incentives and subsidies to promote alternate modes. Collaboration amongst the partners is a key aspect of the program which has enabled the program to exceed its VMT reduction goal every single year.

The 2007 Plan was first updated in 2014. Another update was started in 2019. However, this couldn't be officially adopted as the COVID-19 pandemic introduced uncertainties just when it was nearing completion in 2020.

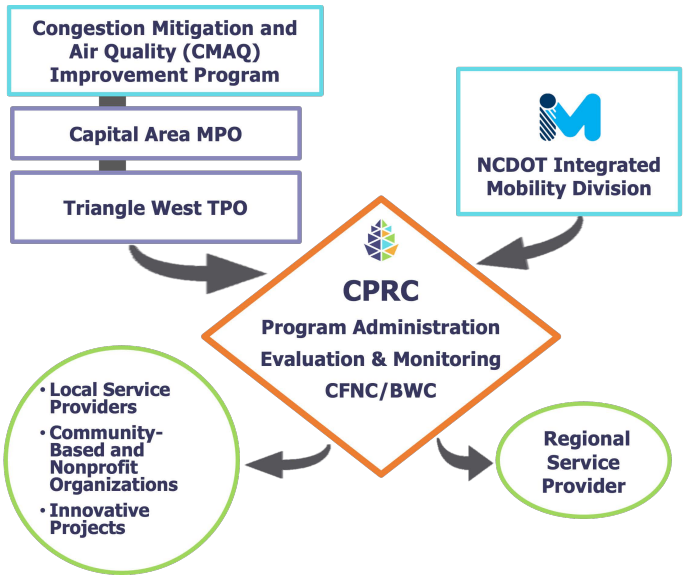
The program's next update is scheduled for FY25. It will include enhancements to current evaluation and monitoring efforts and finalization of current pilot methodologies prioritizing locations for TDM services. Additionally, the update will evaluate the Community-Based and Nonprofit Organizations Pilot, started in FY23.

PROGRAM PARTNERS AND FUNDING

ROLES AND RESPONSIBILITIES

Oversight Committee

The **Triangle Transportation Choices Program Oversight Committee** is comprised of representatives from the three ongoing program funders: NC Department of Transportation (NCDOT), Capital Area Metropolitan Planning Organization (CAMPO) and Triangle West Transportation Planning Organization (Triangle West); and two advisory members: one each from NC Department of Environmental Quality (DEQ) and Central Pines Regional Council (CPRC). The Oversight Committee annually reviews grant proposals and funding requests and makes award decisions. It also provides strategic direction for the program by establishing program priorities and ensuring they align with long term regional transportation plans of the region.



NC Department of Transportation

NCDOT provides the overall policy framework for TDM programming in North Carolina. It also provides funding dollars, and fiscal oversight for all six TDM grant recipients in the state, including Triangle Transportation Choices. NCDOT's involvement is guided by the Statewide Transportation Demand Management Plan and administered by its Integrated Mobility Division. NCDOT has contributed funding to the Triangle Transportation Choices program since its inception in 2007-2008.

Two Metropolitan Planning Organizations

Two Triangle planning organizations, **Capital Area Metropolitan Planning Organization (CAMPO)** and **Triangle West Transportation Planning Organization (Triangle West)**, have been providing federal Congestion Mitigation and Air Quality (CMAQ) funding to the Triangle Transportation Choices program since its inception in 2007-2008. The MPOs serve as the coordinating agencies between local governments, NCDOT, and Federal Highway Administration (FHWA). The MPOs lead the work on regularly updating Metropolitan Transportation Improvement Programs and the Joint-MPO Metropolitan Transportation Plan (a minimum twenty-year forecast of projects and programs). The Triangle Transportation Choices program has been a part of both of these Transportation Improvement Programs since 2008.

PROGRAM PARTNERS AND FUNDING

ROLES AND RESPONSIBILITIES

PROGRAM ADMINISTRATOR

Central Pines Regional Council (CPRC) administers the Triangle Transportation Choices Program and links statewide TDM policies and funding with program providers (aka grantees). Program administration includes ensuring TDM programs are consistent with the 7-Year TDM Plan of 2007, providing overall management and dispersal of grant funds as approved by the Oversight Committee, and coordinating evaluation and monitoring activities for the Program (quarterly reports, biennial commute surveys, annual impact reports, etc.). In this role, CPRC coordinates contracts, provides administrative support for the Oversight Committee, liaises among the Oversight Committee and Service Providers, answers budget questions, and attends monthly Partner meetings to help coordinate local and regional programs.

REGIONAL SERVICE PROVIDER

GoTriangle is the regional transit authority for the Triangle region. It has been the regional service provider for the Triangle Transportation Choices Program since its inception. In that role it serves as the lead agency for all regional TDM marketing and outreach initiatives and coordinates and leads monthly meetings with local service providers. GoTriangle also functions as a Local Service Provider for RDU Airport and Wake County.

LOCAL SERVICE PROVIDERS

Local Service Providers (LSPs) for the program have typically been local municipalities/counties and higher educational institutions. They develop, coordinate, and organize outreach events and educational activities on TDM-related services within their own jurisdictions. LSPs tend to be local experts who well understand the transportation needs of their residents and hence develop educational materials to conduct suitable outreach to promote alternative commute modes. They meet regularly to share resources, collaborate, brainstorm, exchange ideas, and maintain strong partnerships to continually improve the marketing and promotion of TDM services. All LSPs, as well as the regional service provider, track and report their activities on a quarterly basis to CPRC.

COMMUNITY-BASED AND NONPROFIT PILOT PARTNERS

Community-Based and Nonprofit Partners (CBNP) are organizations that do grassroots-level work to educate their communities about available alternate transportation modes. These partners differ from LSP's as they typically have direct contact with specific constituencies often in under resourced areas in the region. They develop, coordinate, and organize outreach events and educational activities on TDM-related services particular to the needs of their population group. CBNP partners also support LSP's outreach efforts in their respective jurisdictions. They track and report their activities on a quarterly basis to CPRC.

INNOVATIVE PROJECT PARTNERS

Innovative Project Partners propose projects that expands understanding of TDM practice through research. Projects might focus on new technologies, data analysis, technology/non-technology-based education, or outreach strategies to name a few areas. Innovative Partners are expected to collaborate with at least a few other Partners to test the replicability of their work. Like all Partners, Innovative Partners are required to track and report their activities on a quarterly basis.

PROGRAM PARTNERS AND FUNDING

The Triangle Transportation Choices Program awarded eighteen grants for fiscal year 2024 (FY24). The period of performance was July 1, 2023 to June 30, 2024.

The total amount of funding awarded was $1.84 million.

The four community-based and nonprofit organization pilot grantees were awarded $121,874 and the fourteen traditional grantees were awarded $1,717,422. Each partner grantee contributes matching funds to their award, ranging from 20 - 50% of the total depending on several factors.

The Triangle Transportation Choices Program's structure is unique, bringing together agencies and funding from across the Triangle region. From GoTriangle, the area's Regional Service Provider, to Local Service Providers representing cities, towns, and universities, to even more specifically focused Community-Based and Nonprofit organizations, the program provides formalized mechanisms for partnership, information-sharing and collaboration.

The program's three funders, **NCDOT**, **CAMPO**, and **Triangle West**, work together to oversee and guide TDM planning and implementation throughout the region and financially support organizations that serve their constituents and geographic focus.

CAMPO

Partner Grantee	Funding
Go Triangle - Regional	$165,530
GoTriangle - GoPerks	$18,443
GoTriangle - Wake County	$67,280
Commute Friendly NC	$19,857
Arise Collective	$25,785
Black Girls Do Bike	$12,990
City of Raleigh	$103,059
North Carolina State University	$73,284
Oaks and Spokes	$4,984
Southeast Raleigh Promise	$65,125
Wake Tech	$32,267
Central Pines Regional Council	$57,304
Total	**$645,908***

*Total awarded includes roll-over funds from FY23.

TRIANGLE WEST

Partner Grantee	Funding
Go Triangle - Regional	$165,530
GoTriangle - GoPerks	$18,443
Commute Friendly NC	$19,857
Black Girls Do Bike	$12,990
City of Durham	$29,471
Duke University	$60,708
North Carolina Central University	$41,584
Town of Carrboro	$10,000
Town of Chapel Hill	$56,743
UNC - Chapel Hill	$59,787
Central Pines Regional Council	$57,304
Total	**$532,417**

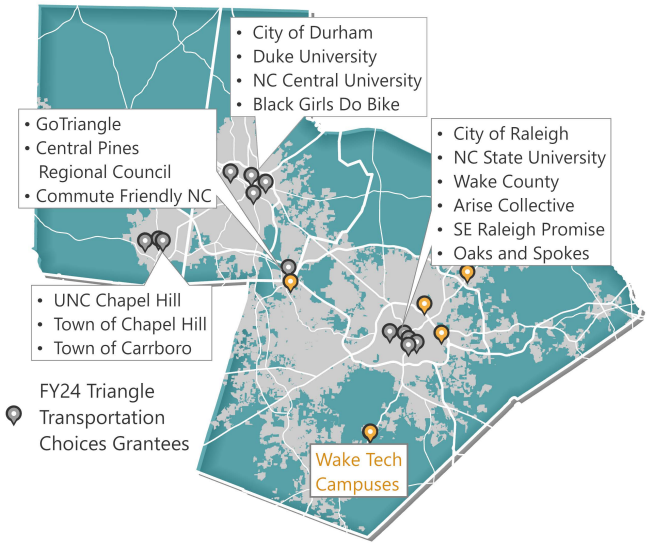
NCDOT

Partner Grantee	Funding
Go Triangle - Regional	$331,060
GoTriangle - GoPerks	$36,886
Commute Friendly NC	$39,715
Central Pines Regional Council	$114,608
Central Pines Regional Council (Administration)	$138,702
Total	**$660,971**

The tables on this page illustrate distribution of grant support by funder.

The figures listed exclude grantee matching funds. Amounts are rounded to the nearest dollar.

PERFORMANCE MEASURES



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 here are conveyed as **vehicle trips**, **commute miles traveled**, **emissions reduced**, **and fuel savings**. These estimates are an average of the overall travel behavior changes across the region and the travel behavior changes that users reported were directly related to TDM services provided by the Triangle Transportation Choices program. More calculation details can be found in **Appendix 1**.

TRAVEL BEHAVIOR AND EMISSIONS IMPACTS

4.9 million vehicle trips avoided	Based on average commute times, that's over **85,000 days (or 234 years)** not spent driving a car	
2.8 million gallons of gas saved	It would take **333 tanker trucks** to hold that much gas	
70 million commute miles reduced	That's equivalent to driving from San Francisco to New York City **more than 24,000 times**	
24,000 alternative transportation users supported	If they all drove alone, their cars would span **68 miles** bumper-to-bumper	
53 million pounds of Carbon dioxide (CO_2) release prevented	That's the same as over **5,000 homes** not using electricity for a year	

SOCIETAL BENEFITS

$28.8 Million = **Total estimated savings in FY24 due to the societal benefits of TDM services provided by the Triangle Transportation Choices Program.**

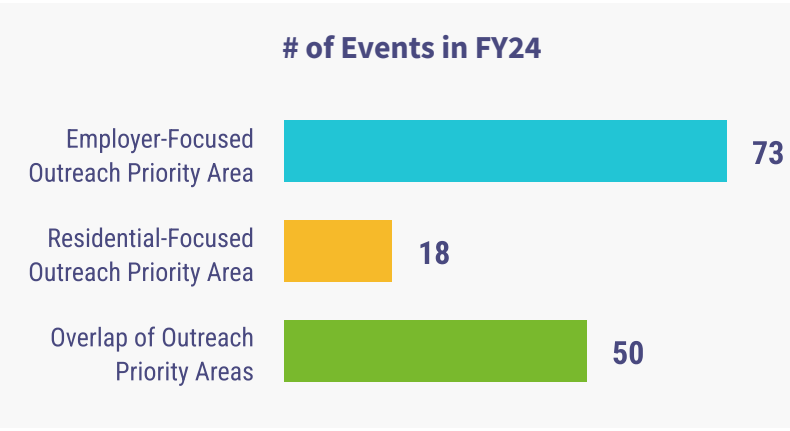
Calculation details can be found in **Appendix 1.**

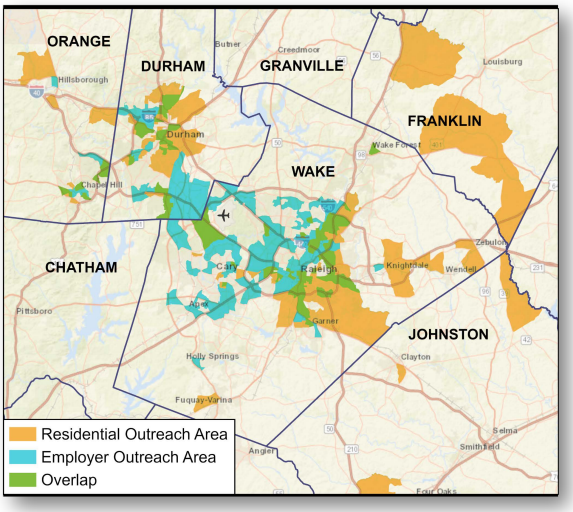
Air pollution emissions reductions (NOx and VOCs)	=	$23,000 saved
Global climate change mitigation (CO2)	=	$936,000 saved
Noise pollution reduction	=	$1,566,000 saved
Reduction in fuel consumption	=	$9,494,000 saved
Reduction in traffic congestion	=	$1,415,000 saved
Deferral of new road construction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

PERFORMANCE MEASURES

EDUCATION & OUTREACH EVENTS

- In FY24, Program grantees organized **198** education and outreach events, directly engaging over 17,000 employees and residents across the region to promote alternative transportation modes.
- Of these, **141** events took place in designated **outreach priority areas** - locations with the highest employment density or a high concentration of residents likely to use and benefit from alternative transportation modes (see map below).





STUDENT AND EMPLOYEE COMMUTE SURVEYS

The Triangle Transportation Choices program conducted its Biennial Student and Employee Commute Surveys in FY23 and FY24 after a pandemic-related delay. These surveys, developed by CPRC staff in collaboration with the TDM service providers, gathered insights on travel behaviors to assess the program's impact and improve services.

- The updated surveys, developed using the online survey software Alchemer, featured enhanced mobile functionality, new follow-up questions tailored to specific commute modes, demographic questions, and a Spanish translation.
- For the first time, the student survey included "online classes" as a commute option, reflecting the rise in virtual learning.
- Approximately 10,900 employees and 2,700 students responded.



Key findings highlight significant shifts in commuting patterns since the last commute surveys were conducted in 2019:

- Among employees, telework trips rose from **7%** to **20%**, while drive-alone trips dropped from **83%** to **72%**.
- For students, drive-alone trips fell from **65%** to **37%** when including online classes, or to **52%** when excluding them, with notable increases in bus (**+11%**) and walking (**+5%**) mode shares.

These surveys are essential for measuring progress toward reducing single-occupancy vehicle trips, identifying barriers to alternative transportation, and deriving the "impact factors" used to calculate annual reductions in vehicle trips, vehicle miles traveled, and emissions for each TDM service, as detailed in **Appendix 1**. Infographics summarizing the overall survey results and results by TDM service provider can be found in **Appendix 2**.

GOTRIANGLE - REGIONAL PROVIDER

FY24 TDM Programming Highlights

GoTriangle Sustainable Travel Services supports local service providers across the Triangle region and manages regional marketing and resources promoting sustainable travel modes through:

- GoTriangle.org, a single information source for TDM programming and support.
- Share the Ride NC (STRNC.org), the statewide, web-based ridematching service.
- GoPerks commuter incentive program and challenge coin achievement award programming.
- Leading program collaboration, annual plan development and event-based committees.
- Regional outreach planning and partnership development.
- The 485-RIDE transit information center and developing customized individualized assistance travel plans.
- Managing the regional vanpool program in partnership with Commute with Enterprise.

Outreach and Engagement Efforts

- GoTriangle Regional TDM reached 2,875 individuals during 41 events and presentations in the community and with our partners.
- GoTriangle coordinated two webinars in FY24; Mission Impossible: Bike and Pedestrian Safety in October, and, Employer Transportation Benefits and Commute Friendly NC in February.
- GoTriangle's regional smart commuter campaign, Around the World, resulted in 58 participants traveling 16,700 miles using smart commute modes during the month of April 2024.
- GoTriangle events in FY24 including train the trainer, travel training, Transit 101 and program presentations with organizations such as Arise Collective, Latino Credit Union, Local Reentry Council, El Centro Hispano, El Pueblo, Voyager Academy, Durham Senior Center and Durham Parks and Recreation and more.
- GoTriangle participated in El Pueblo's annual community event, La Fiesta del Pueblo, with approximately 3,000 attendees.



GoTriangle staff in attendance at the 2023 El Pueblo annual community festival, La Fiesta del Pueblo.

Notable Accomplishments

- In FY24 we had 25,478 active Share the Ride NC users in the Triangle – 18,776 of which were University students and employees.
- GoPerks participants tracked 43,245 smart commutes saving 26,829 gallons of fuel and 528,402lbs. of greenhouse gas emissions.

WAKE COUNTY - LOCAL SERVICE PROVIDER

FY24 TDM Programming Highlights

- The Wake County TDM program collaborates with employers and community organizations to promote sustainable, non-single occupancy travel through outreach and education. It supports the broader goals of the GoTriangle Strategic Plan by enhancing mobility, access, and quality of transportation options throughout the Triangle. The program also focuses on strengthening community partnerships and providing information that builds confidence in using GoTriangle's services and programs.

Outreach and Engagement Efforts

- Successfully completed 16 outreach events, reaching over 1,000 community members, engaging various communities to raise awareness about GoTriangle's programs and services.
- Partnered with the towns of Apex, Cary, Knightdale, Morrisville, and Wake Forest to promote sustainable transit services.
- Established partnerships with Dorcas Ministries, Project Phoenix, and Habitat for Humanity.
- Hosted the Mission Impossible Webinar, designed for cyclists looking to improve their road safety skills and navigate bike infrastructure effectively. This initiative benefits the program by allowing participants with essential knowledge and skills to promote safer cycling practices within the community.
- Provided educational materials and programming in formats accessible to all residents, regardless of their level of transit knowledge or access to technology.

Notable Accomplishments

- Administered the Employee Commuter Survey for employers to gather data on employee commuting habits and preferences.
- The Wake County Local Service Provider spearheaded the Transportation Fair in Apex. Coordinated the event with Habitat for Humanity to promote sustainable transportation options, featuring vendors like GoApex and Black Girls Do Bike.



GoTriangle staff members ready to promote alternate modes of transportation in Wake County.

CENTRAL PINES REGIONAL COUNCIL

COMMUTE FRIENDLY NORTH CAROLINA

FY24 TDM Programming Highlights

- Commute Friendly North Carolina (CFNC) is a statewide recognition program celebrating employers committed to providing benefits, policies and programs that encourage employees to choose more sustainable commuting options.
- CPRC leads the initiative with collaborative support among seven statewide agencies: Land of Sky Regional Council, Charlotte Area Transit System. GoCoast, Piedmont Authority for Regional Transit, Sustain Charlotte, Triangle Transportation Choices.
- CPRC focused its CFNC FY24 employer outreach efforts in the Triangle Region and on small and medium sized businesses in downtown cores, attending and leading events in Durham, Raleigh, and Chapel Hill primarily.
- Central to the FY24 strategy was growing partnerships among the various Chambers of Commerce in the region in order to reach a wider audience of businesses.
- Growing relationships with established and new partners led to a wider variety and scope of events in the Triangle Region and beyond at the state level.
- Outreach with our partners is mutually beneficial, we help get the word out for their commuter services, and their audiences receive extra recognition for their efforts to improve employee commutes!
- These efforts have led to over 35 new Commute Friendly NC designated organizations and growing!

Outreach and Engagement Efforts

Commute Friendly North Carolina experimented with a variety of different event types to drive engagement among current and would be CFNC awardees:

- Collaborated with program partners to support events in their regions, like Chapel Hill's TDM Day which featured a CFNC workshop for participants already immersed in TDM work.
- Online events such as a CFNC webinar in which we promoted GoTriangle's commuter services and CFNC jointly to newer audiences less familiar with TDM.
- Larger events were supplemented with ongoing individualized in person outreach to smaller businesses in our communities.

Notable Accomplishments

- 36 CFNC Designated Organizations:
  16 Gold, 8 Silver, 12 Bonze.



Commute Friendly NC Designees

ARISE COLLECTIVE

COMMUNITY-BASED AND NONPROFIT ORGANIZATIONS PILOT

Why TDM for Arise Collective?

- Promoting alternate commute options aligns with Arise Collective's mission to support justice-involved women, a group frequently marginalized and underserved. By addressing the transportation challenges faced, particularly in Wake County, NC, Arise Collective helps tackle a key barrier to successful reintegration: lack of access to safe, affordable, and reliable transportation.
- Alternate commuting solutions ease access to employment, healthcare, and other essential services, reducing the stress of reintegration, promoting long-term stability, and contributing to improved health outcomes.
- Grant program partnerships and support highlight the value of transportation assistance for women transitioning from incarceration, demonstrating how seemingly small practical measures can significantly impact reentry efforts.
- TDM directly benefits Arise Collective's constituents by providing practical support to rebuilding lives post-incarceration.

Key FY24 TDM Program Highlights

- Increased congregant ride miles to 3,615, reflecting a 57% rise compared to the previous year.
- Surpassed walking travel goal for health outcomes with an average of 13 participants walking approximately 500,000 steps per month.
- Provided transportation and bicycling learning opportunities to program participants with GoRaleigh and in partnership with Oaks and Spokes.
- Received TDM award in the Rideshare category from the Association of Commuter Transportation (ACT).
- Presented at 39th annual ACT International Conference.

Outreach and Engagement Efforts

- Engaged 20 participants in person during an “Alternative Transportation Day” focusing on learning about GoRaleigh and bike safety.
- Involved an average of 13 participants per month in monthly walk challenges designed to promote health and wellness.
- Hosted 3 participants at an onsite event with GoRaleigh for hands on learning about bus routes.



Arise Collective receiving ACT's Commuter Options - Ridesharing award .

Key Partnerships

- GoRaleigh
- Oaks and Spokes
- The Bike Library

BLACK GIRLS DO BIKE: RALEIGH - DURHAM

COMMUNITY-BASED AND NONPROFIT ORGANIZATIONS PILOT

Why TDM for Black Girls Do Bike: Raleigh Durham?

- Promoting alternative commute choices aligns seamlessly with the mission of Black Girls Do Bike: Raleigh-Durham (BGDB), which aims to empower women of color through cycling. By encouraging biking as a sustainable and healthy transportation option, BGDB fosters independence, boosts confidence, and enhances overall wellness in our community. This initiative also supports environmental sustainability and accessibility, making transportation more affordable. Additionally, it creates opportunities for connection and community building among participants. Overall, promoting alternate commute choices enriches our mission by providing valuable resources and support for women of color, helping them thrive both personally and collectively.

Key FY24 TDM Program Highlights

- BGDB focuses on empowering women of color, youth, low-income communities, and health-conscious individuals. By promoting cycling as an affordable alternative to traditional transportation, the chapter aims to inspire confidence, build lifelong cycling habits, and address mobility challenges. These initiatives foster an inclusive cycling community while highlighting the benefits of active transportation for improved health and well-being.
- We continue our Monday Matters virtual webinars and discussions, focusing on cycling as an alternative mode of transportation and its health benefits. These sessions enhance the knowledge of transportation mobility and keep our members engaged during the off-season.
- Our grant enables us to continue outreach campaigns in our communities to promote the use of alternative modes of transportation.

Outreach and Engagement Efforts

- Group Rides: Hosted monthly group rides that engaged over 250 participants annually, fostering community and promoting cycling as a fun, accessible activity for women of color.
- Workshops and Clinics: Conducted bike maintenance and safety workshops, reaching approximately 20 women each session, empowering them with essential skills and knowledge to ride confidently.



Black Girls Do Bike: Raleigh-Durham Chapter receiving national award from ACT.

Key Partnerships

- North Carolina State University Transportation
- Safe Routes to School
- City of Durham/Way to Go Durham

CITY OF DURHAM DEPARTMENT OF TRANSPORTATION

WAY TO GO DURHAM

FY24 TDM Programming Highlights

- GoDurham Transit will remain fare-free through June 30, 2025.
- Updated Durham's Shared Micromobility Ordinance and revamped the micromobility program to include more accessible e-bikes and seated scooters.
- Held multiple meetings with Google to strategize a partnership and allocate transportation resources.
- Participated in numerous events for Bike Month, including the Kick-Off, Bike to Work Day, and Ride of Silence.
- Hosted multiple public engagement meetings to solicit input from the community on upcoming roadway resurfacing projects, which will provide new bike lanes, walking paths, and reduced speeds along state and city-owned roads.

Outreach and Engagement Effort

- Participated in Duke University's Environmental Fair and provided 85 students with transportation resources.
- Tabled at National Night Out at McDougald Terrace, Durham's oldest housing project, and provided 150 residents with transportation resources and swag bags.
- Hosted the Earth Day Sustainable Transportation Expo and provided residents with information on more sustainable transportation options.
- Produced two successful innovative marketing campaigns: Earth Day's "suSTAIN Your Commute" and Bike Month's "Do the RIDE thing."
- Attended Durham Refugee Day for the first time and provided 250 attendees with transportation resources and information in five languages – English, Spanish, Swahili, Dari, and Pashto.



Bike to Work Day: Downtown Durham to RTP – May 2024.

Notable Accomplishments

- Won a $12M USDOT RAISE Grant for improvements along Durham's busiest transit corridor.
- Engagement for the Better Bus Project and the Reimagining Durham Freeway Study began this fiscal year and will continue into the next. Both projects provide crucial connections and give community members the opportunity to share their thoughts on transit policy and improvements.

CITY OF RALEIGH

COMMUTE SMART RALEIGH

FY24 TDM Programming Highlights

- Annual campaigns, such as Walktober, Lighten Up Raleigh, New Year New Commute, and Bike Month.
- In-person participation at various partner events, such as City of Raleigh (various departments), NC State, Downtown Raleigh Alliance, Oaks and Spokes, GoRaleigh, GoTriangle, Southeast Raleigh Promise.
- Beginning January 2024, efforts focused on GoRaleigh's pending return to fares. Commute Smart Raleigh (CSR) was heavily involved in the creation of various fare programs, public education on return to fares, and implementation of fare programs. Since July 2024, CSR assisted in signing up over 10,000 riders for a fare program, including over 9,200 for the Transit Assistance Program (TAP) program as of September, 2024.
- On-site visits to various Continuum of Care facilities providing staff training on TAP program administration.
- In-person tabling at GoRaleigh Station at Moore Square.
- Digital campaigns on social media to educate the public on return to fares.

Outreach and Engagement Effort

- Expansion of "Ride Along" programming to include Fare Payment education.
- Staff attended approximately 60 community events during FY24.
- Revitalization of the GoPass program in the wake of the return to fares and working with GoTriangle on advertisement of the program.

CSR increased the number of professional presentations it gives and was invited to speak speak at a variety of organizations, employment centers, and other City departments, including: *United States Committee for Refugees and Immigrants; Osher Lifelong Learning Institute; City of Raleigh Parks, Recreation, and Cultural Resources (various divisions); Southeast Raleigh Promise's "Connecting to Preserve and Build Strong Neighborhoods" event; Arise Collective; Kane Realty;* and *McAdams Consulting.*

Notable Accomplishments

- Mason Chamblee, Local TDM Advocate of the Year – Presented by the Southeast Association for Commuter Transportation chapter.
- North Carolina City and County Communications First Place in Public Service Announcement Video Category – Commute Smarter, Not Harder: Be A Bus Expert.



Mason Chamblee accepting the award from SEACT President Tanisha Hall.

COMMUTE
SMART
RALEIGH

DUKE UNIVERSITY

UNPARK YOURSELF

FY24 TDM Programming Highlights

- Implemented a shuttle service for students living in Duke off-campus apartments.
- More than 260 carpool participants.
- Over 820 registered bicyclists.
- Our transit fleet has 6 existing all-electric buses, with 4 more on order.

Outreach and Engagement Effort

- Presented slide program or attended orientations, vendor fairs and on-line webinars for over 2,900 new and returning students, including international, graduate school, nursing school and business school students.
- Attended multiple planning meetings with Duke Sustainability and Facilities staff on topics such as mobility, bicycle racks and other amenities, EV stations, and Duke electric vehicle plans.

Notable Accomplishments

- Duke transit routes are provided at no charge for faculty, staff and students. Stops are located at prime hub areas for employees and students. We welcome all passengers.
- Through creative planning, we added a new route while operating our transit system with a moderate deficit of drivers.
- Filled two important positions: the transit operations manager and transit planner.
- Duke's new shuttle service operates 7 days per week from Duke-leased apartments, where the majority of residents are 1st-year international students without vehicles.



Unpark Yourself at Resource Fair: new Duke graduate students.

Duke TRANSIT

Duke | Parking and Transportation Services

NORTH CAROLINA CENTRAL UNIVERSITY

E-CAP PROGRAM

FY24 TDM Programming Highlights

- Attended a total of 22 Employee orientations to discuss the University TDM/Transportation Programs and benefits.
- Attended 18 freshman and transfer student group orientations to promote the ECAP Program and available transit options.
- Connected with 3,000+ plus students and parents.
- Coordinated shuttles between host hotels and campus during the 2023 Homecoming Festivities.
- Transported 1,000 people between Friday, November 2 and Saturday, November 3, 2023.
- 49 students participated in the "Home for Thanksgiving" shuttle from Durham to Washington, DC with stops in Richmond, and Springfield, VA., reducing the number of SOV travelers on the road during Thanksgiving.

Outreach and Engagement Effort

- Partnered with the City of Durham Department of Transportation on Durham Freeway Re-Imaging Study.
- Hosted campus tour of North Carolina Central University (NCCU) in December 2023 for of all campus TDM efforts.
- Supported City of Durham's successful grant application for $12 Million in transit improvements to the Holloway Street corridor.
- Presented before 10 classes in the departments of Earth and Environmental Sciences and Political Science discussing TDM, transit, and sustainability.
- Worked with GoDurham and City of Durham to promote public hearings on regarding proposed road improvements in area neighborhoods surrounding NCCU.
- Worked with neighborhood associations on Fayetteville Street improvements as part of the Better Bus Project Initiative by the City of Durham.
- Engaged neighborhood residents and students through public hearings and open public comments on projects.

Notable Accomplishments

- Achieved 90% reduction in crashes at the Lawson/Concord Intersection from August 2023 to July 2024.
- Partnered with Central Pines Regional Council to conduct a faculty, staff, and student travel survey.
- Partnered with Institute for Transportation Research and Education (ITRE) on University Travel Survey for Fall 2024.
- Completed additional university wide survey in June 2024.
- Worked in partnership with the City of Durham and GoDurham to install new transit shelters along Lawson Street in May 2024.



Newly Installed bus shelter in partnership with GO Durham along Lawson Street next to NCCU Campus.

E-CAP Eagle Commuter Assistance Program North Carolina Central University

NCCentral UNIVERSITY Discover what's Central to you.

NORTH CAROLINA STATE UNIVERSITY

WOLFTRAILS COMMUTER PROGRAM

FY24 TDM Programming Highlights

- North Carolina State's (NC State) WolfTrails program assists students, faculty, and staff with sustainable transportation services including transit, carpooling, bicycling and walking.
- Program strategies include providing incentives such as free daily parking for those who use sustainable transportation for their primary commute. WolfTrails offers customized commute planning and attends campus events regularly to provide education about travel options.
- WolfTrails promotes local transit services (Wolfline, GoRaleigh, and GoTriangle) and TDM programs including free ride-matching, GoPerks, and Emergency Ride Home through Share the Ride NC.
- TDM staff established new partnerships with NC State Dining, Multicultural Student Affairs, Pride Center and the Office of International Services to help connect with their communities through targeted outreach.

Outreach and Engagement Effort

New Student Orientation information fairs provided interaction with over 5,000 incoming students and families.

- Wolfpack Welcome Week in August 2023 offered popular events including RecFest, Packapalooza, and Bikes on the Bricks where TDM staff visited with over 600 students and employees.
- "Lighten Up, Wolfpack!" campaign provided free bike lights to prepare cyclists for darker commutes in November 2023.
- Earth Fair event in April 2024 brought hundreds of people to learn about sustainability, including transportation.
- Bike Month Kick-Off event and the Bike to Work Day campaign, hosted by TDM staff, brought over 100 employees and students together to celebrate biking.

Notable Accomplishments

NC State Employee Commuter Survey, conducted in the fall of 2023, showed:

- 20% of respondents commute by telework.
- 47% of respondents now telework more compared to pre-pandemic.
- 2.9% of respondents carpool and 2.6% bike or walk.
- Established contacts at Multicultural Student Affairs, Pride Center, and the Office of International Services.
- Gave a presentation and attended an info fair to educate Dining employees about saving money on transportation.



Bikes on the Bricks event in Stafford Commons at Talley Student Union.

WOLFTRAILS

OAKS AND SPOKES

COMMUNITY-BASED AND NONPROFIT ORGANIZATIONS PILOT

Why TDM for Oaks and Spokes?

- Oaks and Spokes is on a mission to build a more bike-friendly Raleigh. We believe bicycling solves many problems our society faces, one of which is equitable transportation. By advocating for a more sustainable transportation model, we hope to ensure that our growing city has a safer, healthier, and happier future. TDM allows Oaks and Spokes to support programs benefitting adult riders, whether they ride by choice or necessity, by providing them with free bikes, bike repair, essential riding gear and safety accessories, and rider education.

Key FY24 TDM Program Highlights

- Twelve free bike repair events were hosted at Oak City Cares.
- Over 300 bikes were repaired and donated to individuals experiencing homelessness throughout the year.
- With every bike donation, free lights, locks, and helmets were provided.
- A total of 123 sets of lights and locks were donated.
- Over 60 walk-up repairs were performed during the year.
- We hosted our first free bike repair class to educate riders on how to keep themselves and their bikes rolling when common issues, such as flat tires, occur.

Outreach and Engagement Efforts

- Worked with Oak City Cares on 12 bike repair events.
- Worked with Arise Collective on a bike education event and ride.
- Hosted a bike repair education class for adults.

Key Partnerships

- Raleigh Community Kickstand
- Oak City Cares and The Men's Center
- Arise Collective
- Oak City Cycling



Raleigh Community Kickstand event at Oak City Cares.

OAKS & SPOKES

SOUTHEAST RALEIGH PROMISE

COMMUNITY-BASED AND NONPROFIT ORGANIZATIONS PILOT

Why TDM for Southeast Raleigh Promise?

- Southeast Raleigh Promise serves residents from low-income households, mainly focusing on underserved communities, including seniors and individuals with disabilities, many of whom rely on or might benefit from using public transportation.
- Promoting alternative commute options aligns with Southeast Raleigh Promise's mission by supporting access to resources and opportunities.
- Transportation is key in connecting residents to jobs, education, healthcare, and essential services.
- By educating the community on the benefits of public transit, cycling, and other eco-friendly options, Southeast Raleigh Promise helps reduce transportation barriers, lower carbon emissions, and create more resilient communities.
- This also benefits low-income residents by providing affordable, reliable ways to navigate the area, supporting economic vitality and overall community well-being.

Key FY24 TDM Program Highlights

- Leveraging TDM fellow partners to gain knowledge of alternative modes of transportation. These relationships allowed our teams to inform and educate the community through direct engagement.
- Connecting with residents at events like Black Farmers Market, Food Distributions, and Neighborhood gatherings.
- Moving ahead: With many families struggling with access to transportation, Southeast Raleigh Promise can register qualifying families to use public transit with no cost. Initial engagement will start early October 2024.

Outreach and Engagement Efforts

- Engaging 4 historically black neighborhoods that will be directly impacted by the Bus Rapid Transit route and changes with GoRaleigh (Long Acres, Apollo Heights, Stratford Park and Battery Heights). Neighborhood residents received vital information of route and fare changes and free ride services.
- Direct neighborhood engagement with Beacon Ridge residents helps Southeast Raleigh Promise to identify additional transportation barriers and work with partners to alleviate them.

Key Partnerships

- Fellow TDM grant recipients to stay abreast of any changes that will impact the Southeast Raleigh area.
- Commute Smart Raleigh, GoTriangle, and GoAccess to position Southeast Raleigh Promise as a merchant able to register UMO cards.



Southeast Raleigh YMCA Food Distribution.

SOUTHEAST RALEIGH PROMISE

TOWN OF CARRBORO

CARRBORO TRANSPORTATION CHOICES

FY24 TDM Programming Highlights

- Encouraged travel behavioral change through promotion of available alternative transportation resources, such as: free local transit, regional transit, and bicycle and pedestrian infrastructure.
- Helped residents trying new modes by equipping them with safety gear and addressing, cultural, social and linguistic barriers they may face when choosing alternative transportation.
- Partnered regularly with Chapel Hill & Chapel Hill Transit, GoTriangle, and local bike shops.

Outreach and Engagement Effort

- Carrboro in Motion: Four events conducted at apartment complexes around Carrboro in Transportation Choice Hubs and REINVEST areas, connecting residents to transportation and safety resources.
- Life on Wheels: A multi-vendor fair held with local bike shops, non-profits, town staff (including police, recreation and parks, and planning), and Chapel Hill Transit.
- Bike Month: Four signature events -- Bike Breakfast, Ride with the Mayor, Bike on Bus Demonstration, Bike & Roll to School Day.
- Open Streets: The Town partners with businesses, non-profit organizations, and others, providing breadth of alternative transportation and safety programming, including a traffic garden, bike smoothie station, and information about GoTriangle, Chapel Hill Transit, and Share the Ride NC.



"Bicycle Petting Zoo" at Life on Wheels event.

Notable Accomplishments

- Adoption of the Language Access Plan and incorporation into TDM program implementation.
- Increased staff capacity to scale perennial events up and reach more residents.
- Continued prioritization of outreach in historically Black neighborhoods and low-income households throughout the town.

CARRBORO TRANSPORTATION CHOICES

TOWN OF CHAPEL HILL

GO CHAPEL HILL

FY24 TDM Programming Highlights

- Go Chapel Hill offers alternate transportation resources and encouragement through promotional campaigns, events, and partnerships.
- Program's mission is to increase air and water quality through carbon emission reduction and contributing to goals of Town of Chapel Hill's Climate Action Plan.
- Manages Chapel Hill's Special Use Permit Transportation Management Plan (TMP) program to reduce the daily number of single-occupancy-vehicle trips generated by new housing development.

Outreach and Engagement Effort

- Conducted annual TDM conference: Attendance increased to 119 and included participants from outside the Triangle region.
- Conducted a Chapel Hill Transit workshop for bicyclists.
- Tabled at Senior Adult Centers reaching between 85 – 100 Senior Adults.
- Held several military veteran events highlighting Go Chapel Hill's transition program, Vets On the Move, including: Vets On the Move summer fest tabling, veteran bike rack dedication and veterans community bike ride.
- Additional events included Mayor & Staff bike ride, Lighten Up Time Change outreach, a bike safety workshop, and many others tabling events.



Vets On the Move presentation at ACT.

Notable Accomplishments

- Biennial Survey Results 2023-24:

  Chapel Hill received over 3000 responses.
  Alternative Mode Choice use INCREASED by 6% from 2019.

- Southeast Association for Commuter Transportation Funding Award Recipient.
- International ACT Public/Private Partnership Award.
- Commute Friendly NC Gold Level Recipient.
- National Best Workplaces for Commuters Recipient.

GoChapelHill.org

UNIVERSITY OF NORTH CAROLINA - CHAPEL HILL

COMMUTER ALTERNATIVE PROGRAM

FY24 TDM Programming Highlights

- University of North Carolina - Chapel Hill (UNC) encourages sustainable transportation by offering subsidized transit, bicycle parking, rideshare-matching, and developing a walkable community. UNC TDM staff promote safe, affordable transportation options to UNC students, faculty, and staff.
- The University and UNC Hospitals bring over 31,000 employees and over 30,000 students to campus. With only 14,100 parking spaces for employees and students, the community must reduce drive-alone trips.
- TDM program funding helps pay for TDM staff salaries, marketing materials, advertisements, event sponsorships, and promotional items such as bike lights and helmets.

Outreach and Engagement Effort

- Cyclicious: UNC's largest bike-focused event designed to promote safety, knowledge of bike lanes and greenways, cycling clubs, and the Tar Heel Bikes program. Approximately 200 attendees.
- Lighten Up!: Daylight savings event. The Commuter Alternative Program (CAP) distributes free bike headlights and taillights to promote safe riding in the dark. Approximately 100 attendees.
- Bike Month: Promoted multiple local bike month events towards the end of the spring semester.
- Other notable events included: a bicycle auction to support bike infrastructure projects, TARRRR Heel Preparedness festival, new student orientation events, and off-campus housing fairs. The largest attendance from these was the TARRRR Heel preparedness festival with nearly 1,500.
- CAP will launch "Transit Talks," a face-to-face tabling pop-up event on campus each month to better engage with the UNC community, listen to challenges faced, and further promote CAP.

Notable Accomplishments

- Distributed nearly 4,000 GoPass cards and digital codes and 200 XPasses to promote affordable, reliable transportation to and from campus.
- Unveiled upgraded Tar Heel Bikes powered by Bird.
- Facilitated procurement of a new all-in-one transit tracking and trip planning app to function as the new platform for Point-to-Point on-demand and fixed route transportation on and off campus.



The Commuter Alternative Program hosted its annual Cyclicious event located at the UNC's "The Pit."

UNC Commuter Alternative Program

UNC FINANCE AND OPERATIONS Transportation and Parking

WAKE TECH COMMUNITY COLLEGE

GREEN TREK

FY24 TDM Programming Highlights

- Wake Tech is North Carolina's largest community college. Green Trek encourages students and staff to use more sustainable forms of transportation.
- Green Trek hosts tabling events, distributes information, and gives several presentations during the year to promote the busses that serve our nine campuses as well as carpooling, cycling, and low emission vehicles.
- A greenway connection on our Scott Northern Campus was completed creating a more friendly cycling environment on that campus.
- In FY24 Green Trek participated in eighteen different events to promote alternative transportation engaging with an approximately 3,000 students.

Outreach and Engagement Effort

- Engaged students by participating in welcome week where students are oriented and introduced to all the different clubs and organizations that they can participate in at Wake Tech Community College.
- In addition to several tabling events, Green Trek gave presentations to on campus groups tailored to their transportation needs.
- Provided individual transportation consultations to students which gives them instructions and guidance on how to use public transportation from their house to campus.
- Partnered with student organizations such as the international student organization and veteran's care team.
- Worked with Disability Support Services to create a guide to public transport for disabled students.
- Presented at two international student conferences.



"Rolling Through Fall" event, an organized ride from Wake Tech's Scott Northern Campus to locations on Neuse River Greenway.

Notable Accomplishments

- 71 new STRNC registrations in our area.
- Over 12,000 weekday boardings for the 40x bus that serves Southern Wake Tech campus.
- Wake Tech East campus opened multimodal pathways throughout the campus.

Appendix 1: Methodology

Approach to Calculating Program Impacts

The impacts summarized in this report were 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.

TDM Services included in the FY24 Calculations

The impacts summarized in this report only account for TDM services funded directly by the Triangle Transportation Choices program in FY24, which are listed in the table below.

Service	FY24 Participation Base
GoTriangle	
ShareTheRideNC ridematching	Active STRNC users in the Triangle
GoPass Program	GoTriangle and GoDurham boardings with a GoPass*
GoTriangle Vanpools	Total active vanpool riders
GoTriangle Website	Unique website users
North Carolina State University (NCSU)	
Wolfline Transit	Total off-campus boardings
GoPass Program	GoRaleigh boardings with an NCSU GoPass*
WolfTrails Bike/Walk Program	Registered students and employees in program
WolfTrails Carpool Program	Registered students and employees in program
NCSU Wolftrails Website	Unique website users
University of North Carolina - Chapel Hill	
Park & Ride Program	Number of annual student and employee permit recipients
CAP Carpool Program	Registered students and employees in program
CAP Bike and Walk Program	Registered students and employees in program
CAP Chapel Hill Transit Program	Registered students and employees in program
PART Vanpools	Total active vanpool riders
PART Express Pass	Total PART Xpasses issued to students and employees
UNC Commuter Alternative Program Website	Unique website users
Town of Chapel Hill	
Go Chapel Hill Website	Unique website users
Transporation Management Plan	Total employees working in buildings with a plan
Wake Technical Community College	
Wake Tech GreenTrek Website	Unique website users
GoRaleigh 40x Boardings	Total weekday boardings
Compressed Schedule Program	Total employees eligibile for compressed schedule option in summer
Duke University	
Carpool Program	Total employees and students registered for carpool
Bike and Walk Benefit Program	Registered students and employees in program
Duke Alternative Transportation Website	Unique website users
Transit Commute Program	Total off-campus boardings for Duke Transit and Duke Vans
City of Raleigh	
Commute Smart Raleigh Website	Unique website users
GoPass Program	GoRaleigh boardings with a GoPass*, excluding NCSU boardings
North Carolina Central University (NCCU)	
E-CAP Bike and Walk Program	Registered students and employees in program
E-CAP Carpool Program	Registered students and employees in program
NCCU Transportation & Parking Website	Unique website users

*Estimated for FY24. GoPass usage data could not be collected because all transit systems were fare free.

Appendix 1: 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 2022-23 Student Travel Survey (2,500+ respondents) and the 2023-24 Employee Commute Survey (10,000+ respondents), both conducted by CPRC staff.

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 24.8 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 2022, the most recent year with data.

Emissions Impacts

This report uses vehicle emission factors from the Bureau of Transportation Statistics for NOx, VOC, and CO2 emissions (grams per mile). Specifically, it uses the 2024 projected factors for an average light-duty gasoline vehicle. These factors are then multiplied by the total VMT to get overall emissions reductions.

Additional impact metrics presented in this report were calculated using the EPA's Greenhouse Gas Equivalencies Calculator.

A link to our full methodology can be found on the Triangle Transportation Choices Program website.

Appendix 2:
Student and Employee Survey Results Infographics

The following one-page infographics display a summary of the results of two Triangle Transportation Choices surveys:

- Student Travel Survey (conducted November 2022 – February 2023)
- Employee Commute Survey (conducted October 2023 – February 2024)

For more details about these surveys, visit the Triangle Transportation Choices website or contact Jenna Kolling at jkolling@centralpinesnc.gov.

Employee Survey Infographics Index:

1) Town of Chapel Hill (excluding UNC)
2) Duke University (Campus & Health System)
3) City of Durham
4) North Carolina Central University
5) North Carolina State University
6) City of Raleigh
7) Research Triangle Park
8) Town of Carrboro
9) City of Durham
10) UNC Chapel Hill (Campus & Health System)
11) Wake County
12) Wake Tech Community College
13) Overall Employee Survey Results

Student Survey Infographics Index:

1) Duke University
2) North Carolina Central University
3) North Carolina State University
4) UNC Chapel Hill
5) Wake Technical Community College
6) Overall Student Survey Results

TRIANGLE TRANSPORTATION CHOICES

CENTRAL PINES REGIONAL COUNCIL

Town of Chapel Hill

(excluding UNC Chapel Hill)

2023 Employee Commute Survey

Number surveyed:	5,000
Number of responses:	2,104
Response Rate:	42%

79% of respondents commute by **DRIVING ALONE**

13% of respondents commute by **TELEWORK**

1.7% of respondents commute by **WALKING**

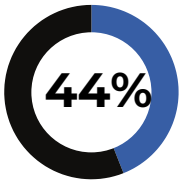
72% of *all* respondents in the **Triangle** commute by driving alone

TRENDS

35% of respondents **now telework more** compared to pre-pandemic

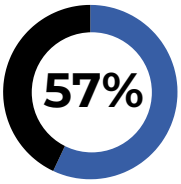
Why don't you use alternative commute options?

Don't Carpool Or Vanpool



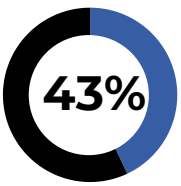
Because I want my vehicle in case of an emergency

Don't Walk or Bike



Because I live too far away from work

Don't Ride the Bus



Because I need a vehicle during the day for personal reasons

Commute Distance

17.6 Miles

Average one-way commute distance for employees

The average commute distance is **18.4 miles** in the Triangle

What factors influenced how you travel to work?

14% Saving Money

13% Avoiding Congestion

19% Concern for the Environment

What would influence you to take an alternative transportation mode?

1. A financial allowance/subsidy
2. Bus stop closer to home and/or work
3. Bike lanes connecting home and work

TRIANGLE TRANSPORTATION CHOICES

GoChapelHill.org

CENTRAL PINES REGIONAL COUNCIL

Duke University

Campus & Health System

2023 Employee Commute Survey

Number surveyed:	6,000
Number of responses:	1,317
Response Rate:	22%

66% of respondents commute by **DRIVING ALONE**

25% of respondents commute by **TELEWORK**

3% of respondents commute by **BUS**

72% of *all* respondents in the **Triangle** commute by driving alone

TRENDS

48% of respondents **now telework more** compared to pre-pandemic

Why don't you use alternative commute options?

Don't Carpool Or Vanpool

51%

Because my work schedule is irregular

Don't Walk or Bike

57%

Because I live too far away from work

Don't Ride the Bus

58%

Because bus stop is too far from my home

Commute Distance

17.5 Miles

Average one-way commute distance for employees

The average commute distance is **18.4 miles** in the Triangle

What factors influenced how you travel to work?

21% Saving Money

17% Avoiding Congestion

19% Concern for the Environment

What would influence you to take an alternative transportation mode?

1. A financial allowance/subsidy
2. A bus stop closer to home and/or work
3. Bike lanes connecting home and work

TRIANGLE TRANSPORTATION CHOICES

Unpark Yourself. parking.duke.edu/alternative Bleed Blue. Live Green.

Duke Parking and Transportation Services

CENTRAL PINES REGIONAL COUNCIL

City of Durham

2023 Employee Commute Survey

Number surveyed:	7,000
Number of responses:	411
Response Rate:	5.9%

71% of respondents commute by **DRIVING ALONE**

22% of respondents commute by **TELEWORK**

2% of respondents commute by **BICYCLE**

72% of *all* respondents in the **Triangle** commute by driving alone

TRENDS

47% of respondents **now telework more** compared to pre-pandemic

Why don't you use alternative commute options?

Don't Carpool Or Vanpool

50%

Because I want my vehicle in case of an emergency

Don't Walk or Bike

52%

Because I live too far away from work

Don't Ride the Bus

42%

Because bus stop is too far from my home

Commute Distance

16.7 Miles

Average one-way commute distance for employees

The average commute distance is **18.4 miles** in the Triangle

What factors influenced how you travel to work?

12% Saving Money

14% Avoiding Congestion

15% Concern for the Environment

What would influence you to take an alternative transportation mode?

1. A financial allowance/subsidy
2. More frequent or faster bus service to work
3. Bike lanes connecting home and work

TRIANGLE TRANSPORTATION CHOICES

CITY OF DURHAM

WAY TO GO DURHAM

CENTRAL PINES REGIONAL COUNCIL

North Carolina Central University

2023 Employee Commute Survey

Number surveyed:	1,260
Number of responses:	194
Response Rate:	15%

90% of respondents commute by **DRIVING ALONE**

5.3% of respondents commute by **TELEWORK**

2.1% of respondents commute by **CARPOOL**

72% of *all* respondents in the **Triangle** commute by driving alone

TRENDS

30% of respondents **now telework more** compared to pre-pandemic

Why don't you use alternative commute options?

Don't Carpool Or Vanpool

54%

Because I want my vehicle in case of an emergency

Don't Walk or Bike

66%

Because I live too far away from work

Don't Ride the Bus

56%

Because I need a vehicle for personal reasons

Commute Distance

21.4 Miles

Average one-way commute distance for employees

The average commute distance is **18.4 miles** in the Triangle

What factors influenced how you travel to work?

10% Saving Money

16% Avoiding Congestion

10% Concern for the Environment

What would influence you to take an alternative transportation mode?

1. A financial allowance/subsidy
2. A free bus pass for employees
3. Bike lanes connecting home and work

TRIANGLE TRANSPORTATION CHOICES

E-CAP Eagle Commuter Assistance Program

North Carolina Central University

CENTRAL PINES REGIONAL COUNCIL

North Carolina State University

2023 Employee Commute Survey

Number surveyed:	1,965
Number of responses:	819
Response Rate:	42%

71% of respondents commute by **DRIVING ALONE**

20% of respondents commute by **TELEWORK**

2.9% of respondents commute by **CARPOOL**

72% of *all* respondents in the **Triangle** commute by driving alone

TRENDS

47% of respondents **now telework more** compared to pre-pandemic

Why don't you use alternative commute options?

Don't Carpool Or Vanpool

49%

Because I want my vehicle in case of an emergency

Don't Walk or Bike

59%

Because I live too far away from work

Don't Ride the Bus

52%

Because the bus stop is too far from my house

Commute Distance

17.5 Miles

Average one-way commute distance for employees

The average commute distance is **18.4 miles** in the Triangle

What factors influenced how you travel to work?

17% Saving Money

16% Avoiding Congestion

15% Concern for the Environment

What would influence you to take an alternative transportation mode?

1. A financial allowance/subsidy
2. A bus stop closer to home and/or work
3. Bike lanes connecting home and work

TRIANGLE TRANSPORTATION CHOICES

NC STATE UNIVERSITY WOLFTRAILS

CENTRAL PINES REGIONAL COUNCIL

City of Raleigh

2023 Employee Commute Survey

Number surveyed:	8,000
Number of responses:	416
Response Rate:	5.2%

66% of respondents commute by **DRIVING ALONE**

22% of respondents commute by **TELEWORK**

4.3% of respondents commute by **WALKING**

72% of *all* respondents in the **Triangle** commute by driving alone

TRENDS

56% of respondents **now telework more** compared to pre-pandemic

Why don't you use alternative commute options?

Don't Carpool Or Vanpool

51%

Because I want my vehicle in case of an emergency

Don't Walk or Bike

59%

Because I live too far away from work

Don't Ride the Bus

53%

Because bus stop is too far from my home

Commute Distance

15.2 Miles

Average one-way commute distance for employees

The average commute distance is **18.4 miles** in the Triangle

What factors influenced how you travel to work?

21% Saving Money

23% Avoiding Congestion

21% Concern for the Environment

What would influence you to take an alternative transportation mode?

1. A financial allowance/subsidy
2. More frequent or faster bus service to work
3. Bike lanes connecting home and work

TRIANGLE TRANSPORTATION CHOICES

COMMUTE SMART RALEIGH

CENTRAL PINES REGIONAL COUNCIL

Research Triangle Park

2023 Employee Commute Survey

Number surveyed:	12,000
Number of responses:	366
Response Rate:	3.1%

43% of respondents commute by **DRIVING ALONE**

52% of respondents commute by **TELEWORK**

1.8% of respondents commute by **CARPOOL**

72% of *all* respondents in the **Triangle** commute by driving alone

TRENDS

81% of respondents **now telework more** compared to pre-pandemic

Why don't you use alternative commute options?

Don't Carpool Or Vanpool — 54%

Because I do not know anyone with whom to carpool with

Don't Walk or Bike — 53%

Because I do not have a bike

Don't Ride the Bus — 51%

Because bus stop is too far from my home

Commute Distance

19.7 Miles

Average one-way commute distance for employees

The average commute distance is **18.4 miles** in the Triangle

What factors influenced how you travel to work?

- **34%** Saving Money
- **34%** Avoiding Congestion
- **36%** Concern for the Environment

What would influence you to take an alternative transportation mode?

1. A financial allowance/subsidy
2. A bus stop closer to home or work location
3. Sidewalks connecting home and work

TRIANGLE TRANSPORTATION CHOICES

RTP

CENTRAL PINES REGIONAL COUNCIL

Town of Carrboro

2023 Employee Commute Survey

Number surveyed:	175
Number of responses:	51
Response Rate:	29%

71% of respondents commute by **DRIVING ALONE**

13% of respondents commute by **TELEWORK**

5.7% of respondents commute by **BUS**

72% of *all* respondents in the **Triangle** commute by driving alone

TRENDS

25% of respondents **now telework more** compared to pre-pandemic

Why don't you use alternative commute options?

Don't Carpool Or Vanpool

53%

Because I want my vehicle in case of an emergency

Don't Walk or Bike

55%

Because I live too far away from work

Don't Ride the Bus

45%

Because I need vehicle for personal reasons

Commute Distance

21.2 Miles

Average one-way commute distance for employees

The average commute distance is **18.4 miles** in the Triangle

What factors influenced how you travel to work?

- **17%** Saving Money
- **20%** Changed Job
- **20%** Concern for the Environment

What would influence you to take an alternative transportation mode?

1. A financial allowance/subsidy
2. More frequent or faster bus service to work
3. Bike lanes connecting home and work

TRIANGLE TRANSPORTATION CHOICES

CARRBORO TRANSPORTATION CHOICES

CENTRAL PINES REGIONAL COUNCIL

UNC Chapel Hill

Campus & Health System

2023 Employee Commute Survey

Number surveyed:	13,278
Number of responses:	2,361
Response Rate:	18%

63% of respondents commute by **DRIVING ALONE**

23% of respondents commute by **TELEWORK**

4.8% of respondents commute by **BUS**

72% of *all* respondents in the **Triangle** commute by driving alone

TRENDS

49% of respondents **now telework more** compared to pre-pandemic

Why don't you use alternative commute options?

Don't Carpool Or Vanpool

50%

Because I want my vehicle in case of an emergency

Don't Walk or Bike

61%

Because I live too far away from work

Don't Ride the Bus

46%

Because bus stop is too far from my home

Commute Distance

18.2 Miles

Average one-way commute distance for employees

The average commute distance is **18.4 miles** in the Triangle

What factors influenced how you travel to work?

- **21%** Saving Money
- **17%** Avoiding Congestion
- **19%** Concern for the Environment

What would influence you to take an alternative transportation mode?

1. A financial allowance/subsidy
2. More frequent or faster bus service to work
3. Bike lanes connecting home and work

TRIANGLE TRANSPORTATION CHOICES

CAP UNC Commuter Alternative Program

CENTRAL PINES REGIONAL COUNCIL

Wake County

2023 Employee Commute Survey

Number surveyed:	17,850
Number of responses:	1,327
Response Rate:	7.4%

78% of respondents commute by **DRIVING ALONE**

18% of respondents commute by **TELEWORK**

1.2% of respondents commute by **CARPOOL**

72% of *all* respondents in the **Triangle** commute by driving alone

TRENDS

38% of respondents **now telework more** compared to pre-pandemic

Why don't you use alternative commute options?

Don't Carpool Or Vanpool

49%

Because I want my vehicle in case of an emergency

Don't Walk or Bike

47%

Because I live too far away from work

Don't Ride the Bus

45%

Because bus stop is too far from my home

Commute Distance

19.2 Miles

Average one-way commute distance for employees

The average commute distance is **18.4 miles** in the Triangle

What factors influenced how you travel to work?

14% Saving Money

15% Avoiding Congestion

13% Concern for the Environment

What would influence you to take an alternative transportation mode?

1. A financial allowance/subsidy
2. A bus stop closer to home or work location
3. Bike lanes connecting home and work

TRIANGLE TRANSPORTATION CHOICES

GO Triangle

CENTRAL PINES REGIONAL COUNCIL

Wake Technical Community College

2023 Employee Commute Survey

Number surveyed:	2,350
Number of responses:	456
Response Rate:	19%

80% of respondents commute by **DRIVING ALONE**

17% of respondents commute by **TELEWORK**

1.4% of respondents commute by **CARPOOL**

72% of *all* respondents in the **Triangle** commute by driving alone

TRENDS

40% of respondents **now telework more** compared to pre-pandemic

Why don't you use alternative commute options?

Don't Carpool Or Vanpool

37%

Because I want my vehicle in case of emergencies

Don't Walk or Bike

63%

Because I live too far away from work

Don't Ride the Bus

48%

Because bus stop is too far from my home

Commute Distance

18.1 Miles

Average one-way commute distance for employees

The average commute distance is 18.4 **miles** in the Triangle

What factors influenced how you travel to work?

16% saving money

16% Avoid Congestion

14% Concern about the environment

What would influence you to take an alternative transportation mode?

1. A financial allowance/subsidy
2. A bus stop closer to home and/or work
3. Bike lanes connecting home and work

TRIANGLE TRANSPORTATION CHOICES

Wake Tech GREEN TREK

CENTRAL PINES REGIONAL COUNCIL

Region Overall Results

2023 Employee Commute Survey

Number surveyed:	81,900
Number of responses:	10,881
Response Rate:	13%

72% of respondents commute by **DRIVING ALONE**

20% of respondents commute by **TELEWORK**

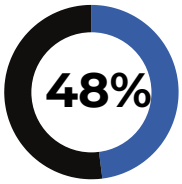
3.2% of respondents commute by **BUS**

TRENDS

42% of respondents **now telework more** compared to pre-pandemic

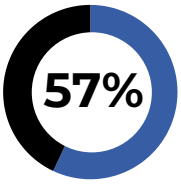
Why don't you use alternative commute options?

Don't Carpool Or Vanpool



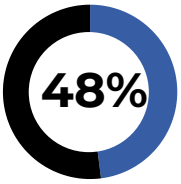
Because I want my vehicle in case of an emergency

Don't Walk or Bike



Because I live too far away from work

Don't Ride the Bus



Because bus stop is too far from my home

Commute Distance

18.4 Miles

Average one-way commute distance for employees

What factors influenced how you travel to work?

17% Saving Money

16% Avoiding Congestion

17% Concern for the Environment

What would influence you to take an alternative transportation mode?

1. A financial allowance/subsidy
2. A bus stop closer to home or work location
3. Sidewalks connecting home and work

TRIANGLE TRANSPORTATION CHOICES

CENTRAL PINES REGIONAL COUNCIL

Duke University

2023 Student Travel Survey

Number surveyed:	2,000
Number of responses:	180
Response rate:	9%

45% of trips to campus

DRIVING ALONE

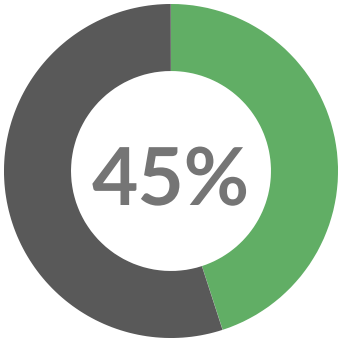
25% of trips to campus

BUS OR SHUTTLE

9% of trips to campus

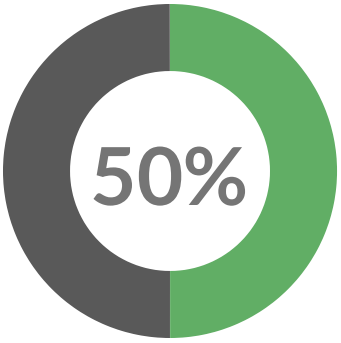
WALKING OR RUNNING

Why *don't* you use alternative travel modes?



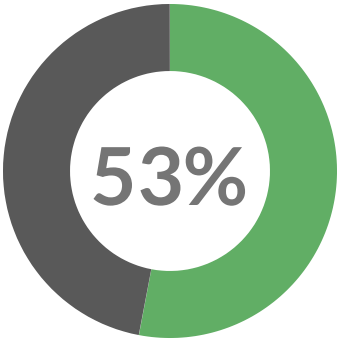
DON'T **CARPOOL** BECAUSE

I do not know anyone with whom to carpool



DON'T **RIDE THE BUS** BECAUSE

Bus stop is too far from my house



DON'T **WALK OR BIKE** BECAUSE

I live too far away from campus

Travel Distance

4.9

MILES

Average one-way travel distance to campus for Duke students.

The median one-way distance to campus for Duke students is 3.0 miles.

What factors influenced how you travelled to campus?



What would influence you to ride the bus, carpool, or walk/bike to campus?

- MORE FREQUENT OR FASTER BUS SERVICE TO CAMPUS
- ACCESS TO RESERVED OR PREFERENTIAL PARKINGS SPOTS FOR CARPOOLERS
- SIDEWALKS/ BIKE PATHS CONNECTING MY HOME AND CAMPUS

TRIANGLE TRANSPORTATION CHOICES

CENTRAL PINES REGIONAL COUNCIL

Duke Parking and Transportation Services

North Carolina Central University

2023 Student Travel Survey

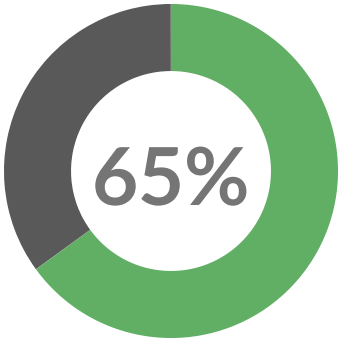
Number surveyed:	8,000
Number of responses:	232
Response rate:	2.9%

2% of trips to campus by BUS OR SHUTTLE

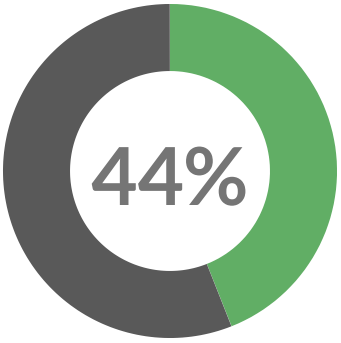
78% of trips to campus by DRIVING ALONE

19% of trips to campus by ONLINE CLASSES

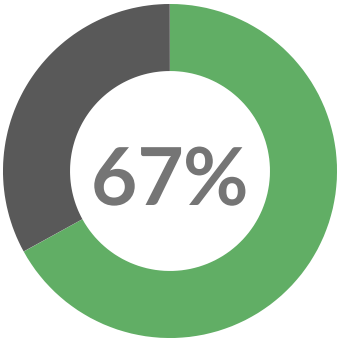
Why *don't* you use alternative travel modes?



DON'T **CARPOOL** BECAUSE
I need a vehicle during the day for personal reasons



DON'T **RIDE THE BUS** BECAUSE
I am not familiar with bus schedules



DON'T **WALK OR BIKE** BECAUSE
I live too far away from campus

Travel Distance

15.6
MILES

Average one-way travel distance to campus for NCCU students.

The median one-way distance to campus for NCCU students is 8.0 miles.

What factors influenced how you travelled to campus?



What would influence you to ride the bus, carpool, or walk/bike to campus?

- A FREE BUS PASS FOR STUDENTS
- ACCESS TO RESERVED OR PREFERENTIAL PARKINGS SPOTS
- FREE PARKING PERMITS WHEN UNABLE TO WALK/BIKE

TRIANGLE TRANSPORTATION CHOICES

CENTRAL PINES REGIONAL COUNCIL

E-CAP
Eagle Commuter Assistance Program
North Carolina Central University

NC State University

2022 Student Travel Survey

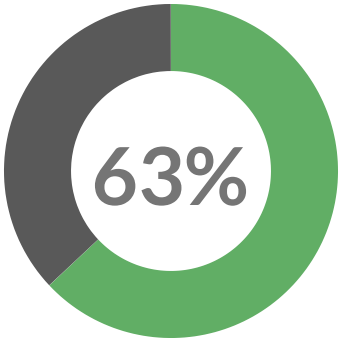
Number surveyed:	4,000
Number of responses:	600
Response rate:	15%

33% of trips to campus — BUS OR SHUTTLE

33% of trips to campus — DRIVING ALONE

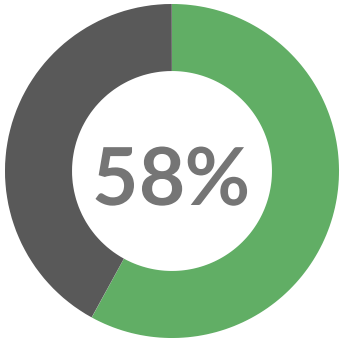
14% of trips to campus — WALKING OR RUNNING

Why *don't* you use alternative travel modes?



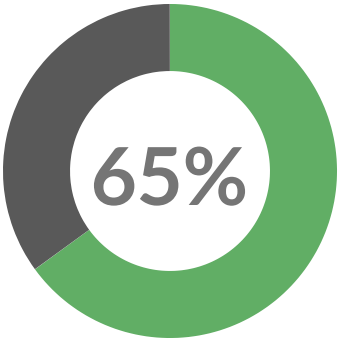
DON'T **CARPOOL** BECAUSE

I do not know anyone with whom to carpool



DON'T **RIDE THE BUS** BECAUSE

Bus stop is too far from my house



DON'T **WALK OR BIKE** BECAUSE

I live too far away from campus

Travel Distance

5.5

MILES

Average one-way travel distance to campus for NCSU students.

The median one-way distance to campus for NCSU students is 3.0 miles.

What factors influenced how you travelled to campus?



What would influence you to ride the bus, carpool, or walk/bike to campus?

- A BUS STOP CLOSER TO HOME AND/OR MY PRIMARY DESTINATION ON CAMPUS
- ACCESS TO RESERVED OR PREFERENTIAL PARKINGS SPOTS
- SIDEWALKS CONNECTING MY HOME AND CAMPUS

TRIANGLE TRANSPORTATION CHOICES

CENTRAL PINES REGIONAL COUNCIL

WOLFTRAILS

NC STATE UNIVERSITY

UNC Chapel Hill

2022 Student Travel Survey

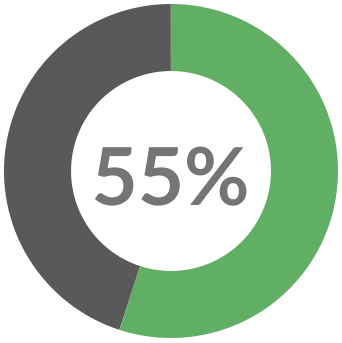
Number surveyed:	2,472
Number of responses:	568
Response rate:	26%

32% of trips to campus by **BUS OR SHUTTLE**

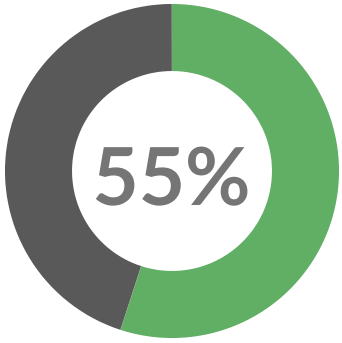
30% of trips to campus by **DRIVING ALONE**

16% of trips to campus by **WALKING OR RUNNING**

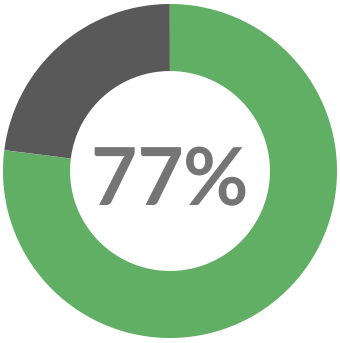
Why *don't* you use alternative travel modes?



DON'T **CARPOOL** BECAUSE
My class schedule is irregular



DON'T **RIDE THE BUS** BECAUSE
The bus trip takes too long



DON'T **WALK OR BIKE** BECAUSE
I live too far away from campus

Travel Distance

7.0
MILES

Average one-way travel distance to campus for UNC students.

The median one-way distance to campus for UNC students is 3.0 miles.

What factors influenced how you travelled to campus?



What would influence you to ride the bus, carpool, or walk/bike to campus?

- MORE FREQUENT OR FASTER BUS SERVICE TO CAMPUS
- ACCESS TO RESERVED OR PREFERENTIAL PARKINGS SPOTS
- FREE PARKING PERMITS WHEN UNABLE TO WALK/BIKE

TRIANGLE TRANSPORTATION CHOICES

CENTRAL PINES REGIONAL COUNCIL

UNC FINANCE AND OPERATIONS Transportation and Parking

Wake Tech

2023 Student Travel Survey

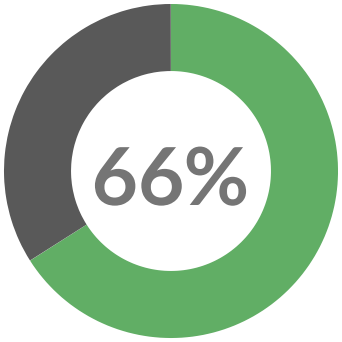
Number surveyed:	30,000
Number of responses:	1,023
Response rate:	3.4%

47% of trips to campus **ONLINE CLASSES**

40% of trips to campus **DRIVING ALONE**

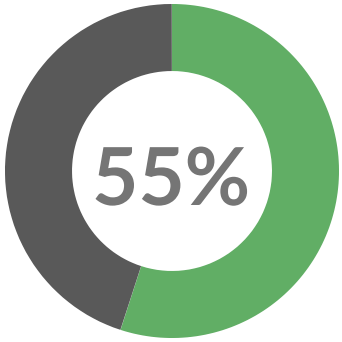
4% of trips to campus **BUS OR SHUTTLE**

Why *don't* you use alternative travel modes?



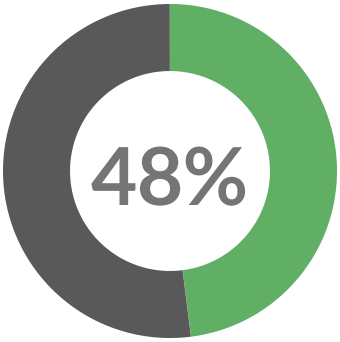
DON'T **CARPOOL** BECAUSE

I don't know anyone with whom to carpool



DON'T **RIDE THE BUS** BECAUSE

Bus stop is too far from my home



DON'T **WALK OR BIKE** BECAUSE

I live too far away from campus

Travel Distance

15.4

MILES

Average one-way travel distance to campus for Wake Tech students.

The median one-way distance to campus for Wake Tech students is 15 miles.

What factors influenced how you traveled to campus?



What would influence you to ride the bus, carpool, or walk/bike to campus?

- A FREE BUS PASS FOR STUDENTS
- ABILITY TO SAVE MONEY BY SPLITTING THE COST OF A PARKING PERMIT WITH OTHER STUDENTS
- BIKE LANES/PATHS CONNECTING MY HOME AND CAMPUS

TRIANGLE TRANSPORTATION CHOICES

CENTRAL PINES REGIONAL COUNCIL

WAKE TECH COMMUNITY COLLEGE

Region Overall

2022-2023 Student Travel Survey

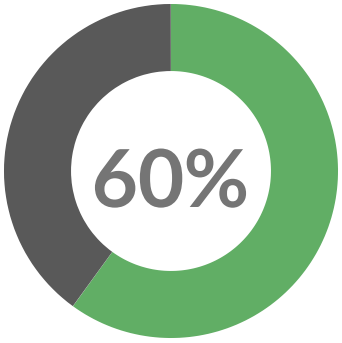
Number surveyed:	46,472
Number of responses:	2,657
Response rate:	5.7%

17% of trips to campus by **BUS OR SHUTTLE**

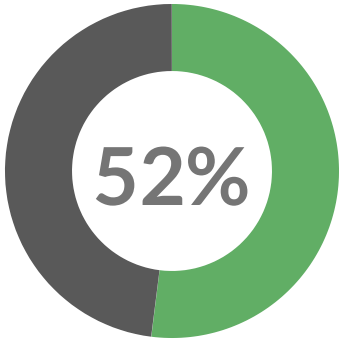
37% of trips to campus by **DRIVING ALONE**

29% of trips to campus by **ONLINE CLASSES**

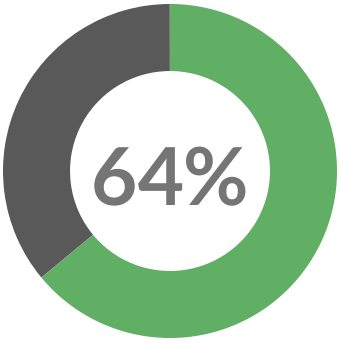
Why *don't* you use alternative travel modes?



DON'T **CARPOOL** BECAUSE
I don't know anyone to carpool with



DON'T **RIDE THE BUS** BECAUSE
bus stop is too far from my home



DON'T **WALK OR BIKE** BECAUSE
I live too far away from campus

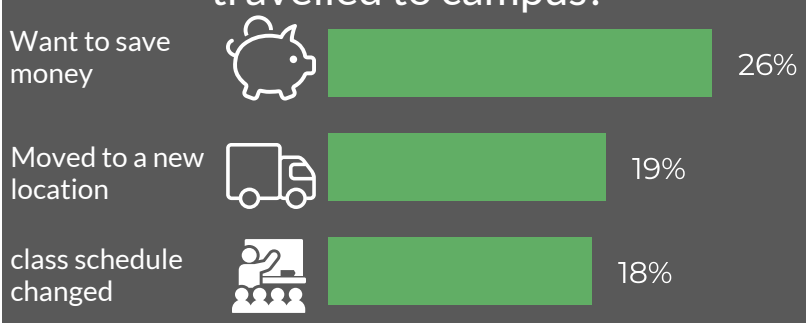
Travel Distance

9.8
MILES

Average one-way travel distance to campus for ALL students.

The median one-way distance to campus for ALL students is 5 miles.

What factors influenced how you travelled to campus?



What would influence you to ride the bus, carpool, or walk/bike to campus?

- ACCESS TO RESERVED OR PRFERENTIAL PARKING SPOTS ON CAMPUS FOR CARPOOLERS
- A STOP CLOSER TO HOME AND PRIMARY DESTINATION ON CAMPUS
- BIKE LANES CONNECTING MY HOME AND CAMPUS

TRIANGLE TRANSPORTATION CHOICES

CENTRAL PINES REGIONAL COUNCIL

Appendix 3: Program Contacts

Central Pines Regional Council
Shuchi Gupta, Principal Planner: sgupta@centralpinesnc.gov
Jenna Kolling, Senior Program Analyst: jkolling@centralpinesnc.gov
Sean Uyehara, Planner II: suyehara@centralpinesnc.gov

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Rayna Tyson, TDM Program Coordinator: rtyson@gotriangle.org
Amber Warren, Wake County Employer Coordinator: awarren@gotriangle.org
Brendan Martini, Computer Programs Specialist: bmartini@gotriangle.org

Arise Collective
Jennifer C. Jackson, CEO: jjackson@arise-collective.org
Tashani Gaskins, Operations Director: tgaskins@arise-collective.org

Black Girls Do Bike Raleigh-Durham Chapter
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City of Durham
Imani Johnson, Public Information Communications Analyst: imani.johnson@durhamnc.gov
Emma Vinella-Brusher, Mobility Services Planner: emma.vinella.brusher@durhamnc.gov

City of Raleigh
Rachel Anderson, Commute Smart Consultant: rachel.anderson@raleighnc.gov
Mason Chamblee, Commute Smart Consultant: mason.chamblee@raleighnc.gov

Duke University
Carl DePinto, PTS Director: carl.depinto@duke.edu

NC Central University
Phillip Vereen, Transportation Director: pvereen3@nccu.edu

NC State University
Andrea Neri, Transportation Planning Manager: aneri@ncsu.edu
Amanda Simmons, TDM Program Manager: amanda_simmons@ncsu.edu

Oaks and Spokes
Jared Harber, Executive Director: jared@oaksandspokes.com

SE Raleigh Promise
Charles McCall, Director of Community Partnership and Engagement: charles@serpromise.org

Town of Carrboro
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CAMPO
NC Capital Area Metropolitan Planning Organization

STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

TRIANGLE WEST
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