



Triangle Transportation Choices FY24 Annual Impact Report

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Central Pines Regional Council
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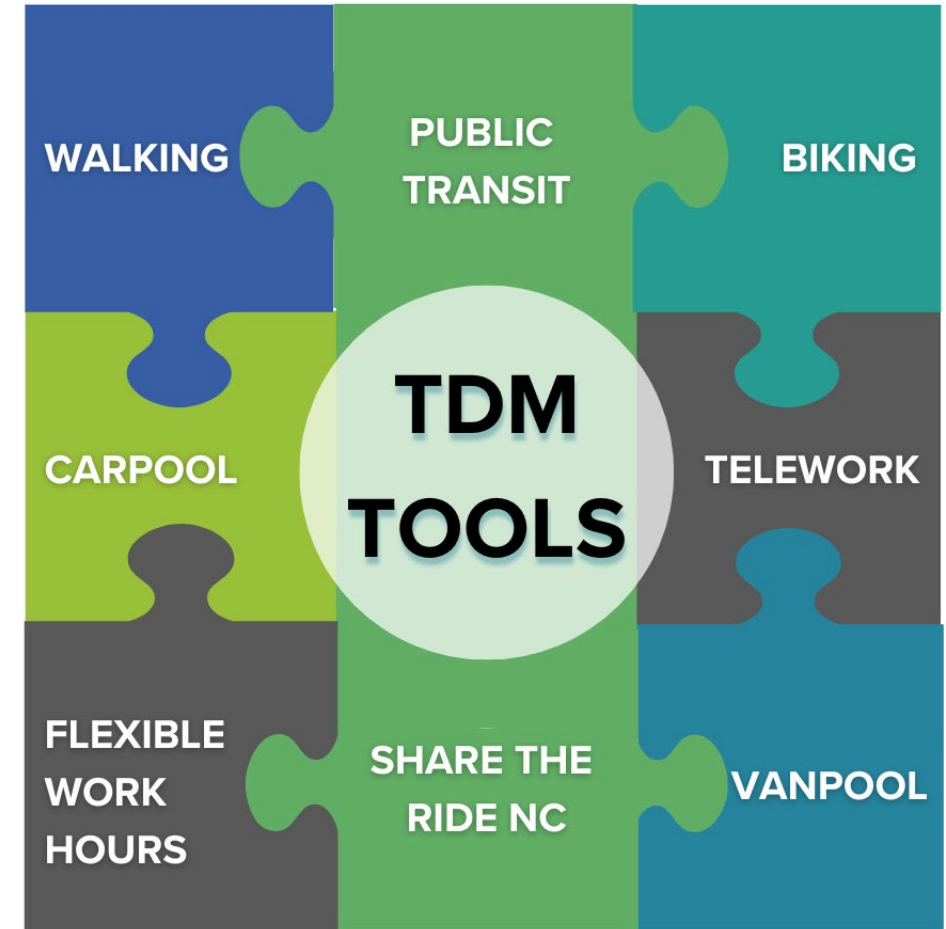
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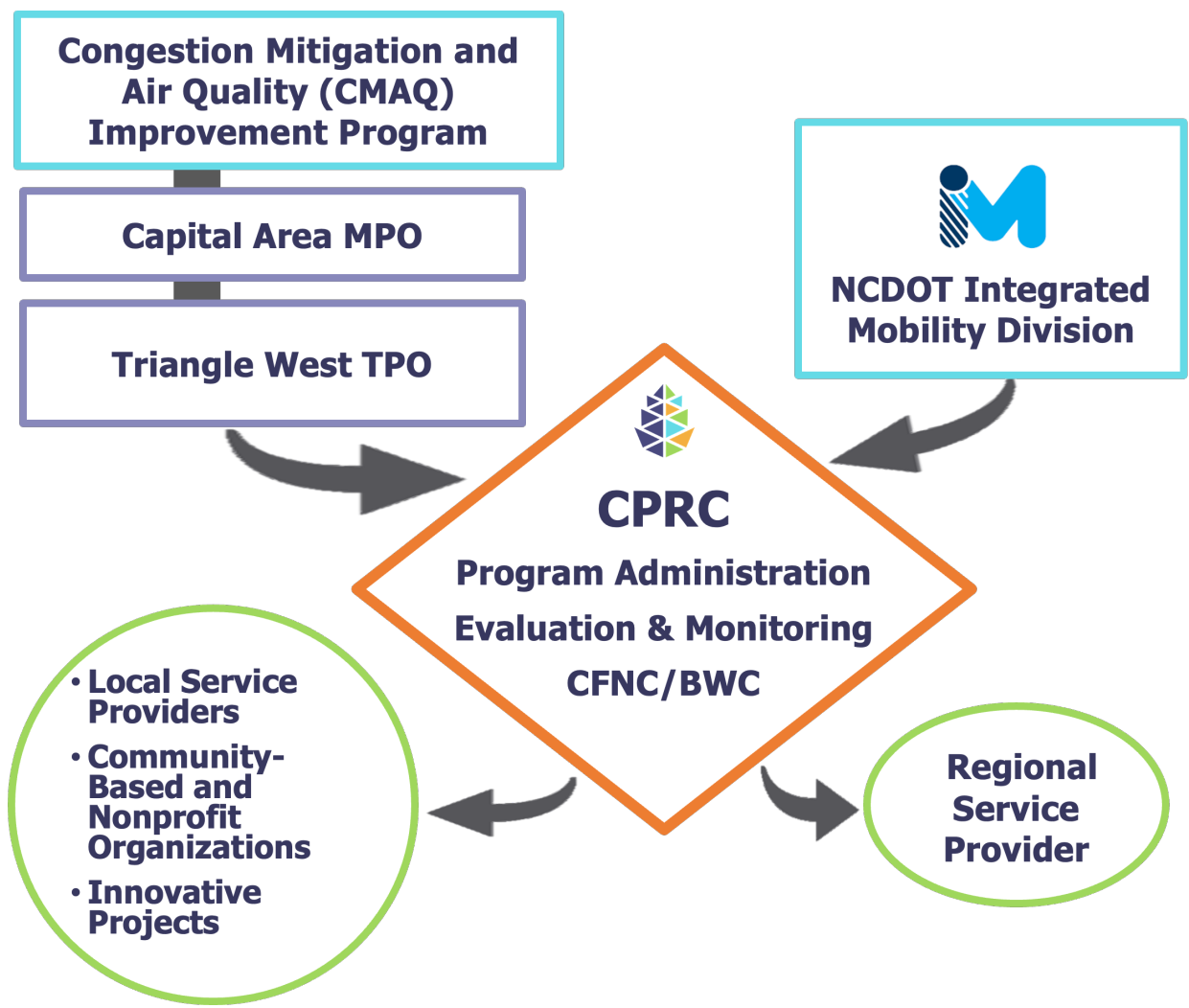


Program Background

- 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.



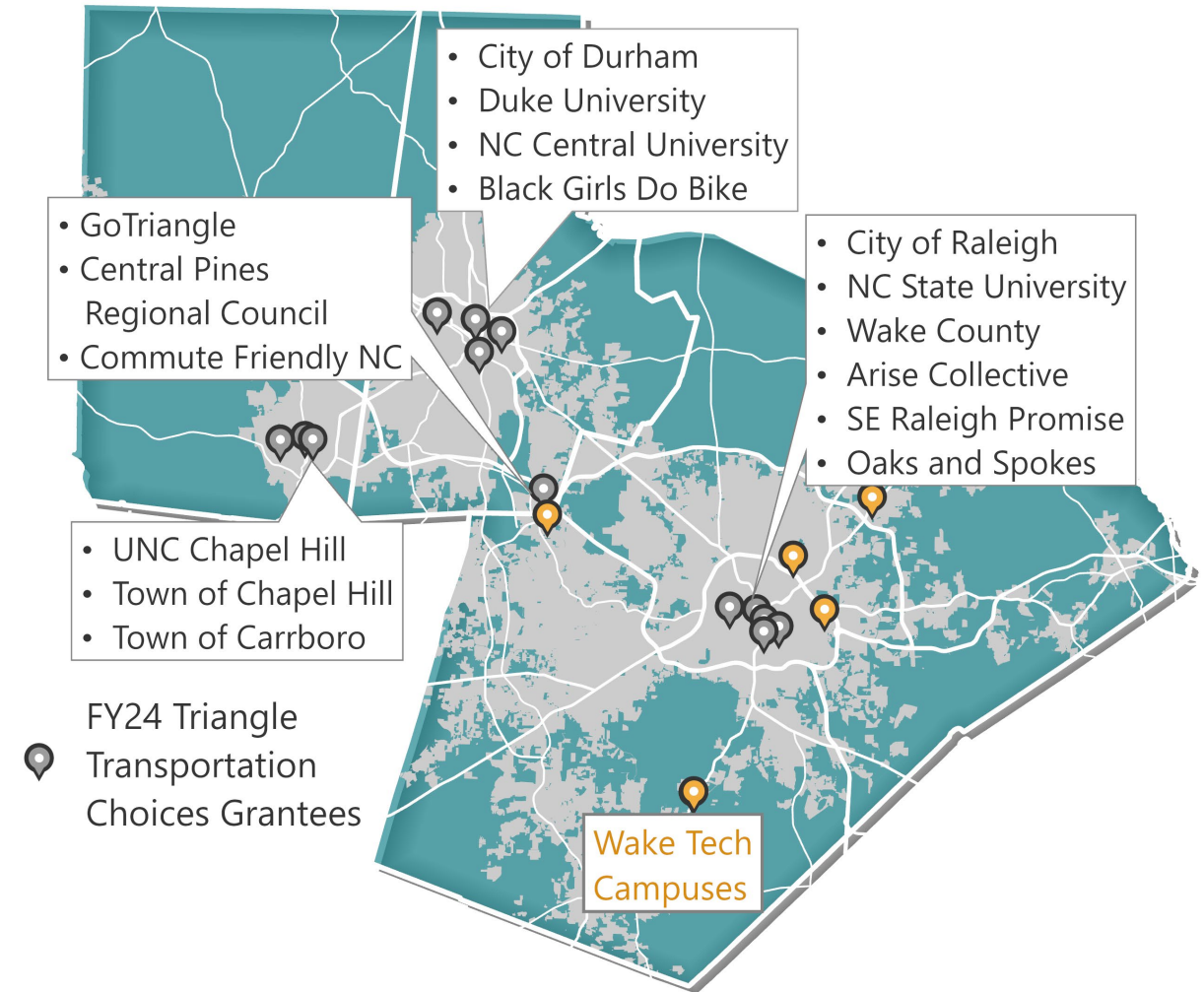
Program Administration and Funding





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



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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**.

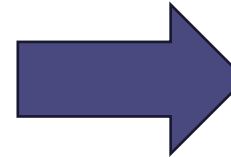




Data Collection for Annual Impacts

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.

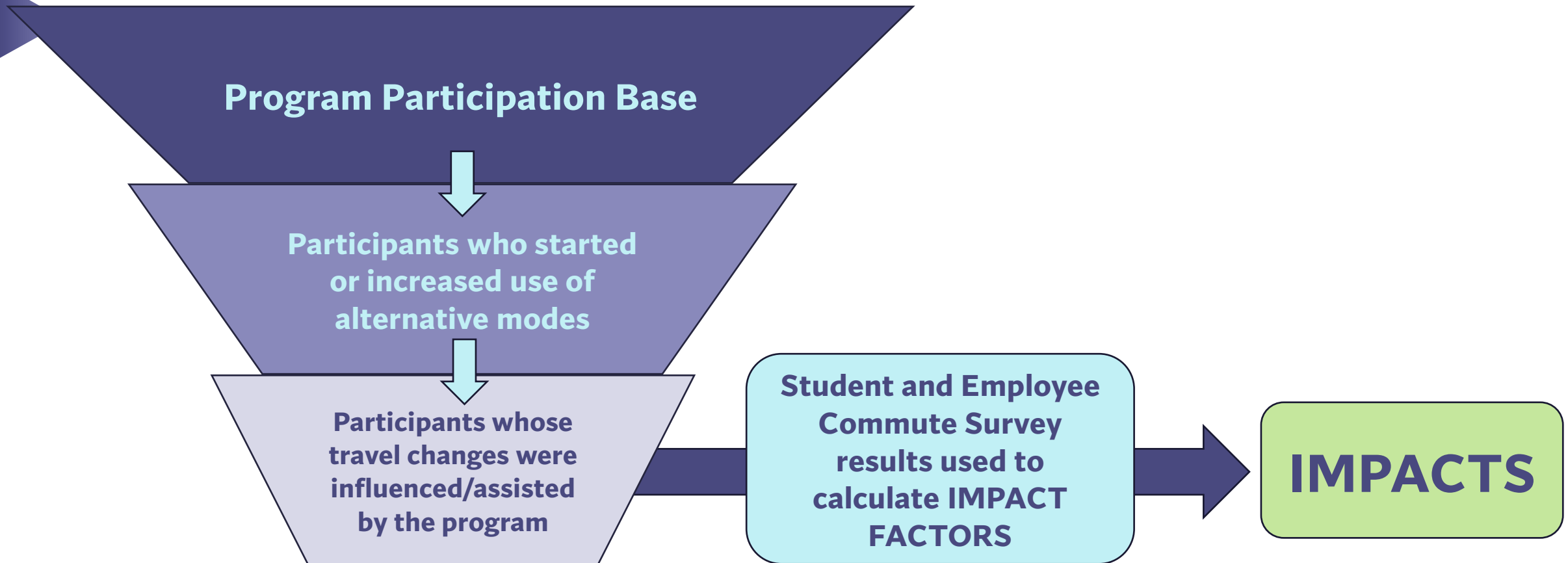


**FY24 Program
Participation Base =**

**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



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TRAVEL BEHAVIOR AND EMISSIONS IMPACTS

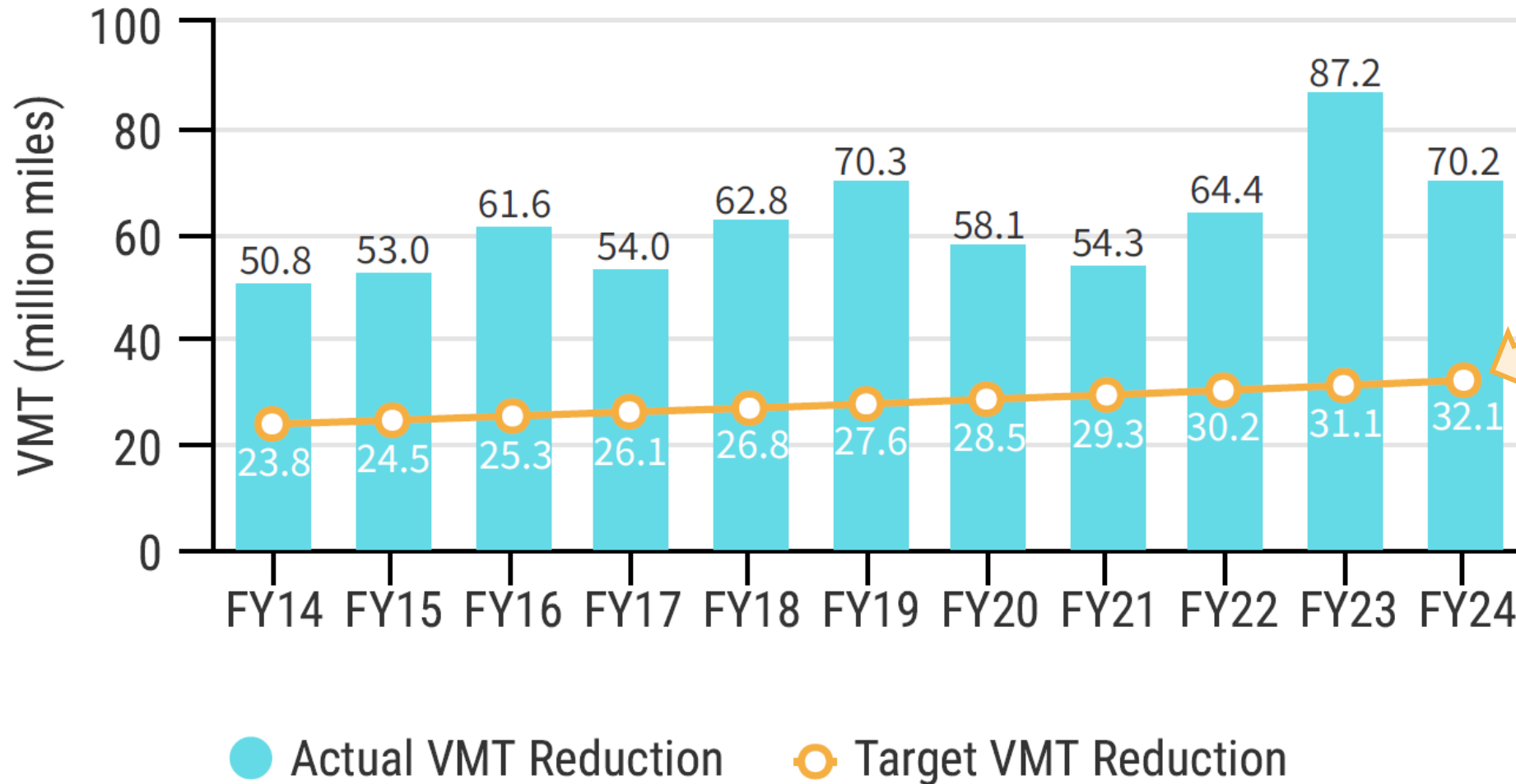
	4.9 million vehicle trips avoided	Based on average commute times, that's over 85,000 days (or 234 years) not spent driving a car	
	2.8 million gallons of gas saved	It would take 333 tanker trucks to hold that much gas	
	70 million commute miles reduced	That's equivalent to driving from San Francisco 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 (CO2) release prevented	That's the same as over 5,000 homes not using electricity for a year	



Program-Wide VMT Reductions FY14-24



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

Societal Benefits of TDM in FY24



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	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?



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