

Updated Triangle TDM Goals, Draft document, Oct 14, 2019

Submitted to DCHC MPO for its Technical Committee Meeting on Oct 23, 2019

Goal # 1: Refine and Enhance Program Evaluation Methods

Outcome

Utilize improved processes for collecting data, tracking progress, and reporting enhanced performance metrics to more effectively monitor and communicate program impacts.

Activities

- a. Update and refine data collection and reporting processes.
- b. Simplify and standardize impact calculations by transitioning to using the [FHWA TDM ROI Calculator](#), sharing best practices and lessons learned with other TDM programs across the state.
- c. Incorporate broader TDM impacts into the development of new, enhanced performance metrics. Impacts to be considered include, but are not limited to: reduced vehicle crashes, reduction in traffic congestion, deferral of new road construction, and improved personal health.
- d. Establish new program-performance benchmarks and metrics that encourage TDM Service Providers to move from baseline to achievement.

Goal # 2: Align Funding Cycles with Performance

Outcome

Ensure accountability and performance from the TDM Service Providers while providing them with the assurance and continuity of multi-year funding.

Activities

- a. Collaborate with the three program funders (NCDOT, CAMPO and DCHC MPO) to shift the current annual nature of funding to performance-based multi-year cycles in the future.
- b. Manage the available funds so that adequate levels of annual funding are available for new applicants and innovative projects.
- c. Determine the time interval for regularly updating the TDM Plan after multi-year funding cycles have been established.

Goal # 3: Expand Program Marketing and Outreach

Outcome

Create widespread awareness of the TDM program among commuters, policy makers, professionals and organizational staff leading to higher rate of alternative commuting.

Activities

- a. Identify and engage new Service Providers critical to expanding the TDM program in the Triangle region.

- b. Place a renewed emphasis on using appropriate social media platforms for wider and better outreach.
- c. Organize educational events on alternative commuting for transportation and planning professionals in MPOs, local government, local transit and economic development agencies, and universities and colleges.
- d. Establish a regional information clearinghouse and e-library targeted to transportation professionals and associated stakeholders.
- e. Develop consensus and adopt Program branding including its usage by all Service Providers for their promotional items.
- f. Plan an annual regional event to promote alternative commute options.

Goal # 4: Get Innovative

Outcome

Take advantage of existing and emerging opportunities and nontraditional demand management strategies to keep pace with rapidly changing technologies and trends.

Activities

- a. Encourage innovative projects through the Triangle TDMs Request for Proposal (RFP) process.
- b. Engage in educational peer group learning and training activities to draw from TDM strategies successful elsewhere in the nation.
- c. Identify and promote opportunities for Service Providers to develop relationships with nontraditional TDM stakeholders, such as health providers, sustainability offices and parking operators.

Goal # 5: Integrate with Local and Regional Planning Efforts

Outcome

Establish the Triangle TDM Program as an indispensable component of local and regional programs, policies and plans.

Activities

- a. Conduct cross-departmental meetings to solicit support and opportunities for collaboration on TDM programming in traditional TDM-related planning efforts such as Metropolitan Transportation Plans, and Bike-Ped, Land-Use and Corridor Planning.
- b. Focus outreach to organizations located along corridors and in hotspots with significant transit investments.
- c. Work closely with MPOs and transportation planning staff to bring a regional planning focus on Triangle TDM hotspots and to include alternative commute data in their surveys and models.
- d. Maintain presence and voice in local and regional planning efforts on issues related to TDM.
- e. Benchmark overall program performance against internal program goals.