

# Triangle Transportation Choices FY22 Annual Impact Report

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March 22, 2023



@TJCOGnc

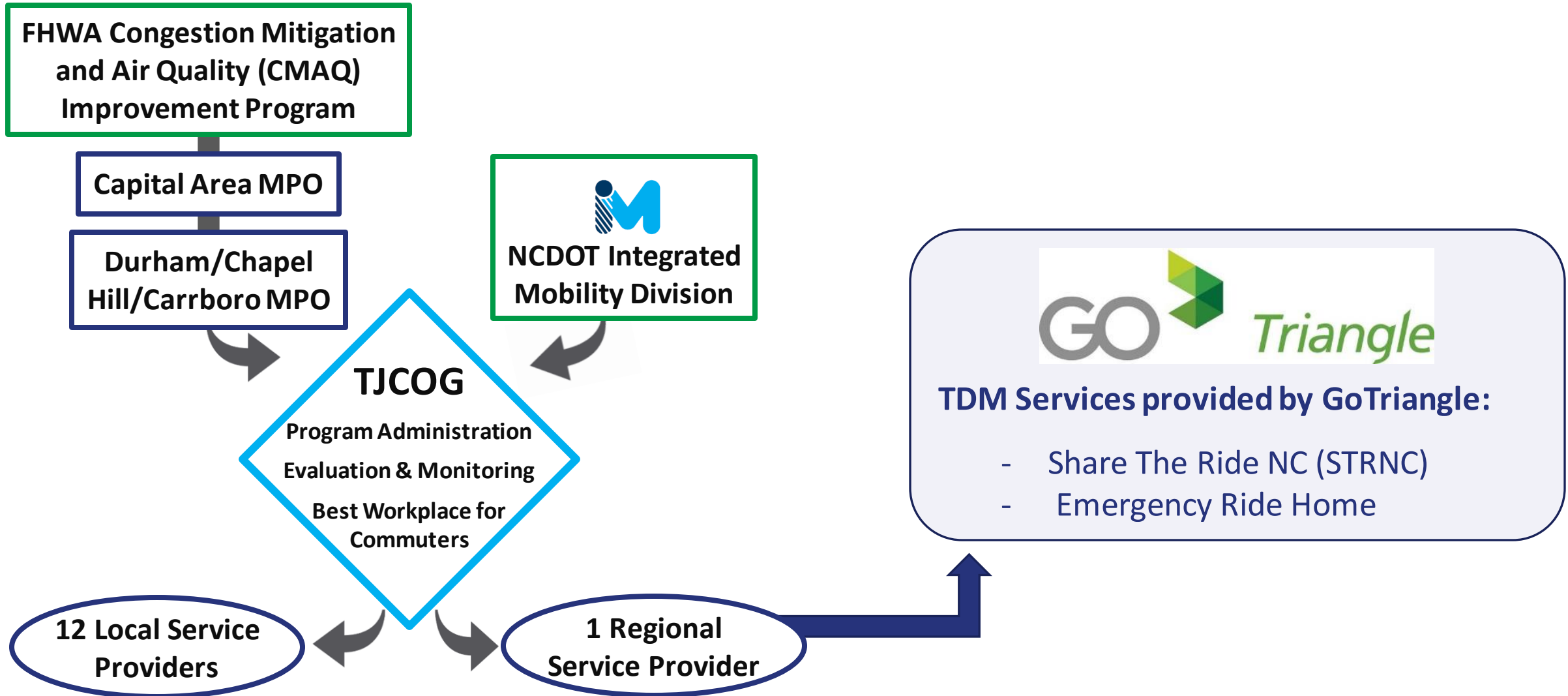


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TRANSPORTATION  
CHOICES



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# TDM Program Administration and Funding



# FY22 TDM Grantee Service Coverage Areas

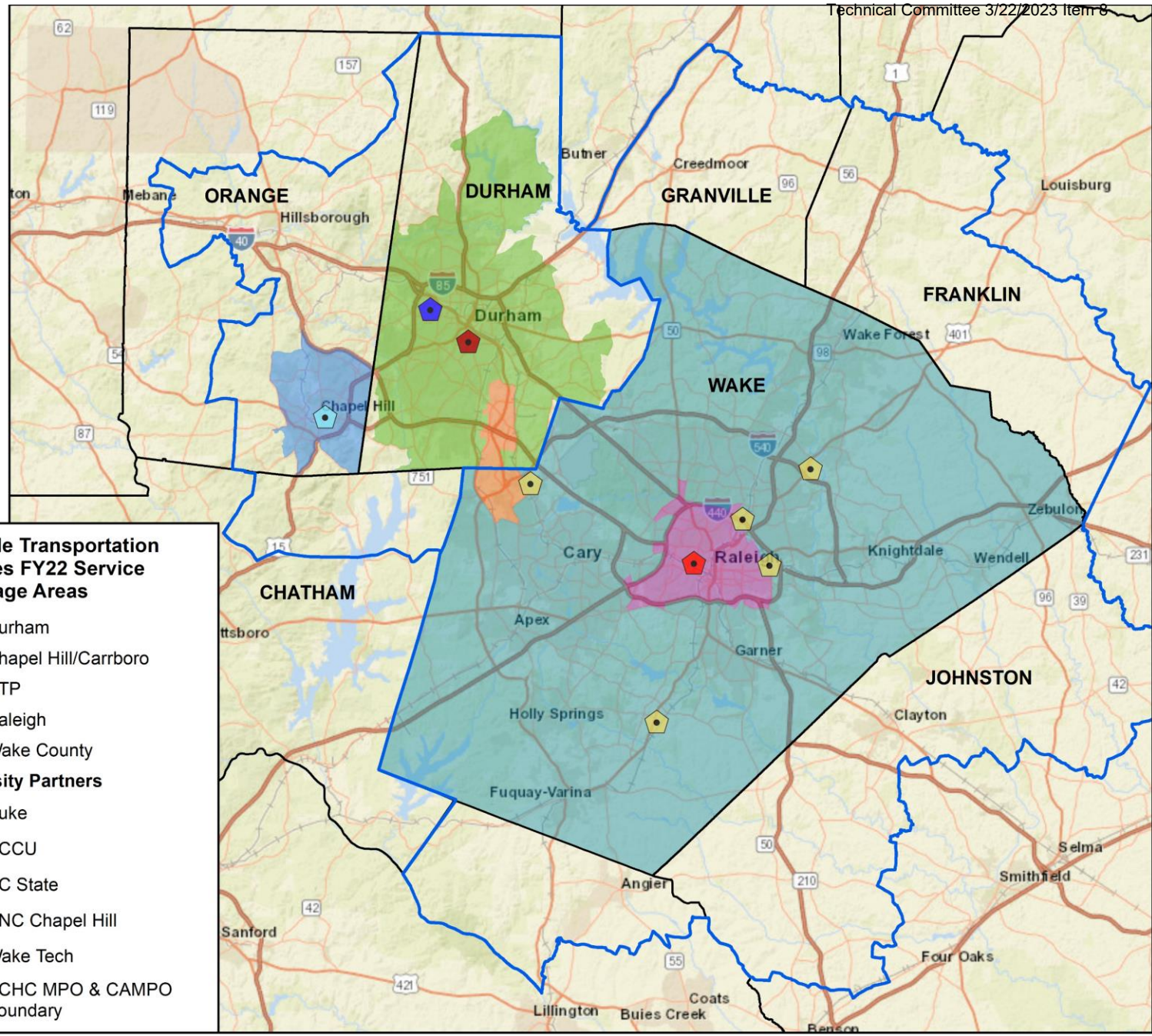


**Triangle Transportation Choices FY22 Service Coverage Areas**

- Durham
- Chapel Hill/Carrboro
- RTP
- Raleigh
- Wake County

**University Partners**

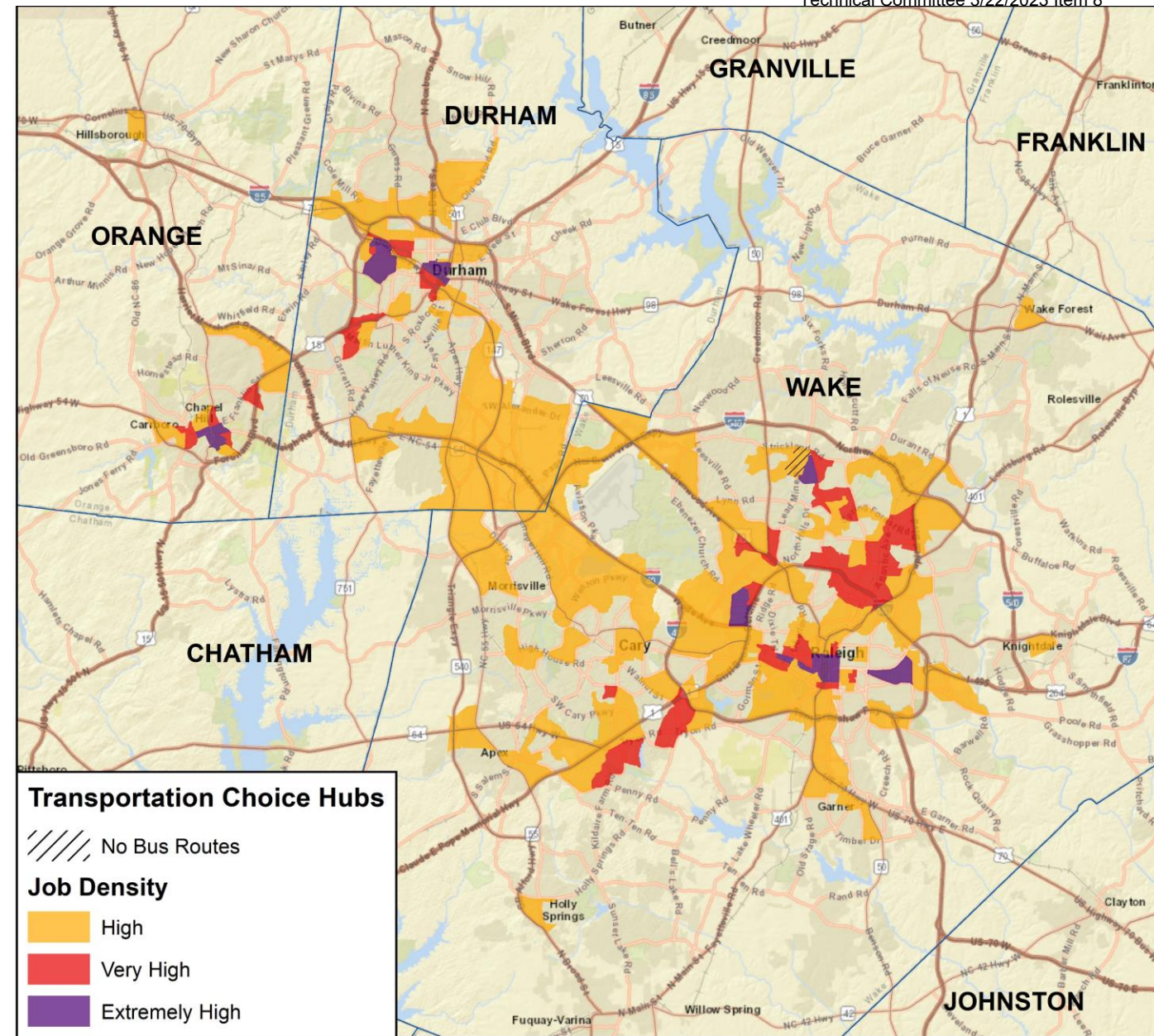
- Duke
- NCCU
- NC State
- UNC Chapel Hill
- Wake Tech
- DCHC MPO & CAMPO Boundary





# Transportation Choice Hubs

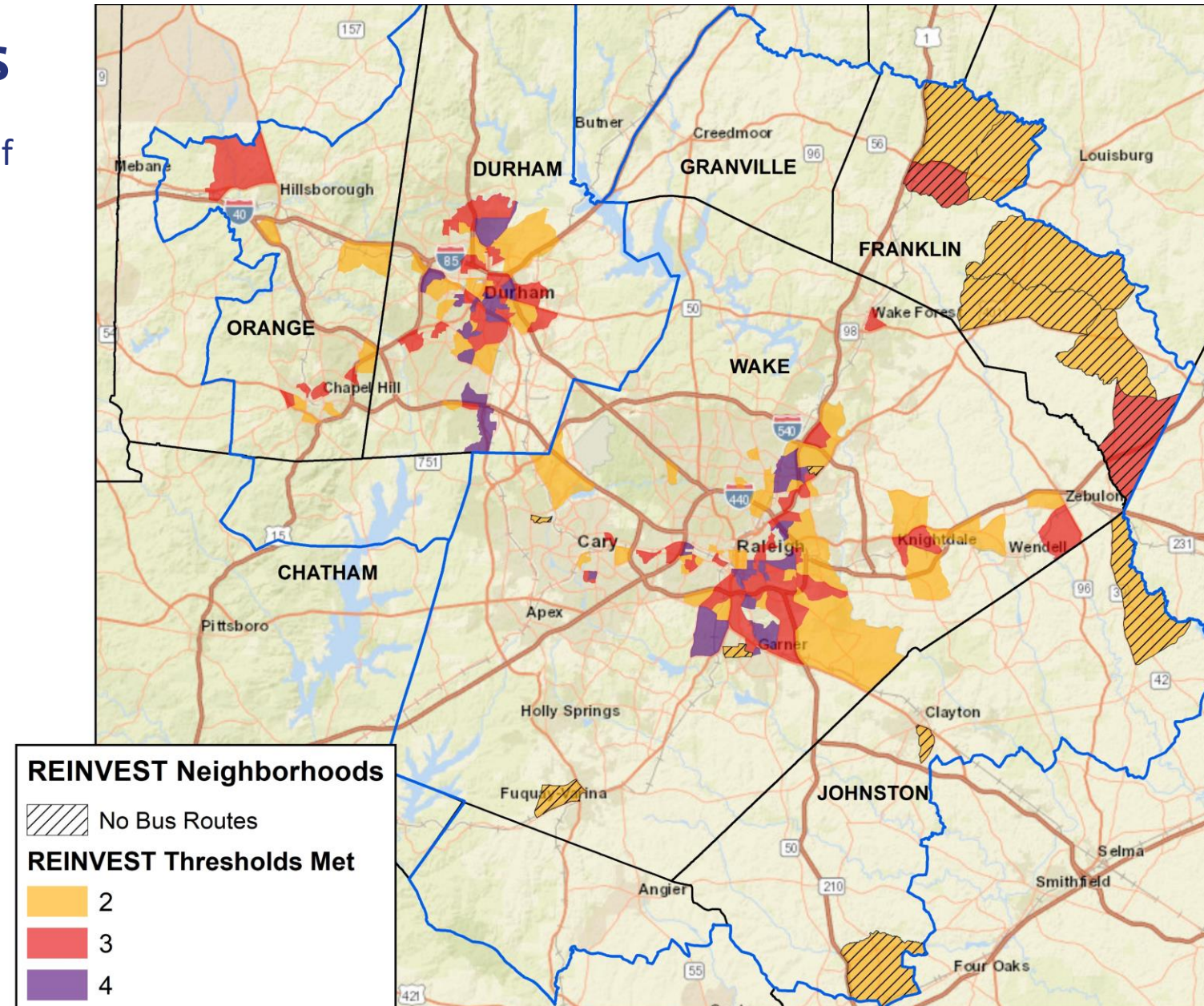
- Areas with the highest employment density in the region. **Data Source:** U.S. Census Bureau, LEHD Origin-Destination Employment Statistics (2018).
- Intended Use: to aid local and regional TDM service providers in prioritizing **employer-based** TDM outreach within their service coverage areas.
- AGOL Map: <https://arcg.is/uTfH8>





# REINVEST Neighborhoods

- Areas with significant presence of at least two of the following indicators:
  - RE: Race/Ethnicity: BIPOC residents
  - IN: Income: lower-income populations
  - VE: Vehicles: households without vehicles
  - ST: Status: legally-binding, affordability restricted (LBAR) housing units or Federal Opportunity Zones.
- Data Source:** U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.
- Intended Use:** to aid local and regional TDM service providers in prioritizing **residential-based** TDM outreach within their service coverage areas.
- AGOL Map: <https://arcg.is/1G5GiD0>



# Why Measure TDM Impacts?

- Program funding depends largely on evaluation and monitoring of program impacts.
- Track participation in TDM services (the primary component of impact calculations) provides an opportunity to determine the most effective programming and set growth targets.
- Consistent and accurate reporting of TDM service benefits will drive actions that lead to better outcomes.

# Evaluating Reported Data for Annual Impacts

- Each quarter, local and regional service providers report data on transit ridership, participation in TDM programs (e.g. UNC Commuter Alternative Program, STRNC, vanpools), attendees at in-person outreach events, and visitors to their TDM websites.
- Impacts for some TDM services can be evaluated independently of others, e.g. vanpool ridership, but most are inter-related.
- The annual impact calculation methodology adjusts the credits for individual services to eliminate double-counting of program participation.



# Service Participation

1. Target / User Population  
(e.g. visitors to GoTriangle website)

## Examples:

# of active vanpool riders  
 # of active STRNC users  
 # of unique visitors to Go Chapel Hill website

Service	FY22 Participation Base
<b>GoTriangle</b>	
ShareTheRideNCridematching	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
<b>North Carolina State University (NCSU)</b>	
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 Carpools	Registered students and employees in program
NCSU Wolftrails Website	Unique website users
<b>Research Triangle Foundation</b>	
GoRTP Transportation Options Website	Unique website users
Telework Program	Total employees eligible for telework option
<b>University of North Carolina - Chapel Hill</b>	
Park & Ride Lots	Number of annual student and employee permit recipients
Carpool Program	Total students and employees holding parking passes
PART Vanpools	Total active vanpool riders
PART Express Pass	Total passes issued to students and employees
CAP Bike and Walk Program	Registered students and employees in program
UNC Commuter Alternative Program Website	Unique website users
<b>Town of Chapel Hill</b>	
Go Chapel Hill Website	Unique website users
Birthday Club	Number of registrants for short-term program
Transportation Management Plan	Total employees working in buildings with a plan
<b>Wake Technical Community College</b>	
Wake Tech GreenTrek Website	Unique website users
GoRaleigh 40x Boardings	Total weekday boardings
Compressed Schedule Program	Total employees eligible for compressed schedule option in summer
<b>Duke University</b>	
Carpool Program	Total employees and students registered for carpool
Bike Benefit Program	Registered students and employees in program
Duke Alternative Transportation Website	Unique website users
<b>City of Raleigh</b>	
Commute Smart Raleigh Website	Unique website users
GoPass Program	GoRaleigh boardings with a GoPass*, excluding NCSU boardings
<b>North Carolina Central University (NCCU)</b>	
NCCU Transportation & Parking Website	Unique website users



# Estimating Annual Impacts

**PARTICIPATION****PLACEMENTS****OUTCOMES**

1. Target / User Population  
(e.g. visitors to GoTriangle website)

X  
Placement Rate =

2. Participants who make travel change  
influenced by service ("placements")

X  
VTR Factor =

3. Vehicle trips reduced by mode  
changes

X  
Travel Distance =

4. VMT reduced by mode changes

X  
Emission Factors =

5. Emissions reduced by mode  
changes

Derived from employee and  
student surveys, or  
estimated by LDA Consulting

**IMPACTS OF TDM IN FY22:**

**5.1 million** vehicle trips avoided

That's over **88,000 days** not spent driving a car



**2.5 million** gallons of gas saved

It would take almost **299 tanker trucks** to hold that much gas



**64 million** commute miles reduced

**↑18% from FY21!**



**51,000** alternative transportation users supported

If all those users drove single-file, the traffic jam would stretch **146 miles**

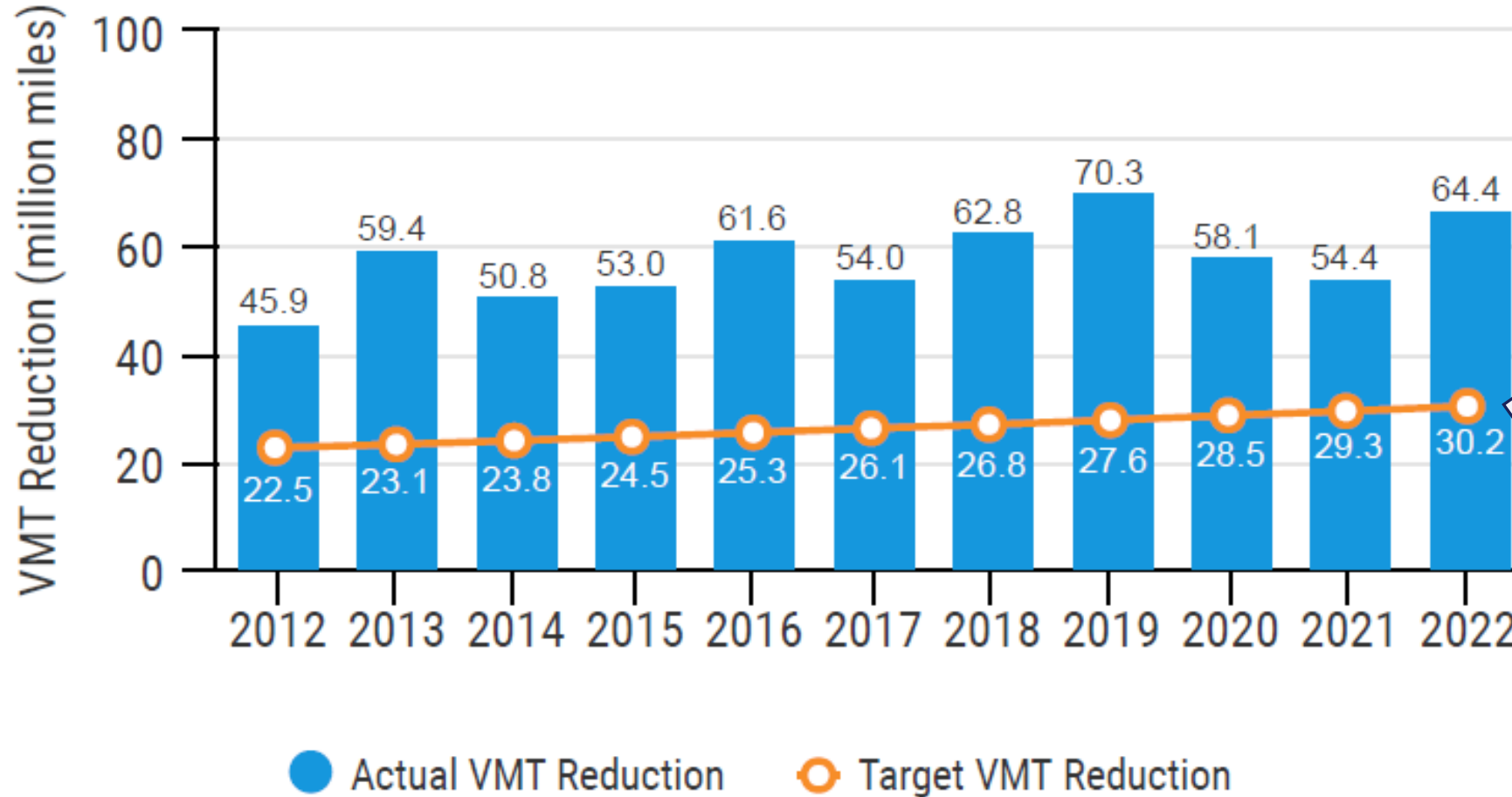


**49 million** pounds of Carbon dioxide (CO<sub>2</sub>) release prevented

That reduction would require **4,400 homes** not using electricity for a year



## Annual VMT Reductions from 2012-2022



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



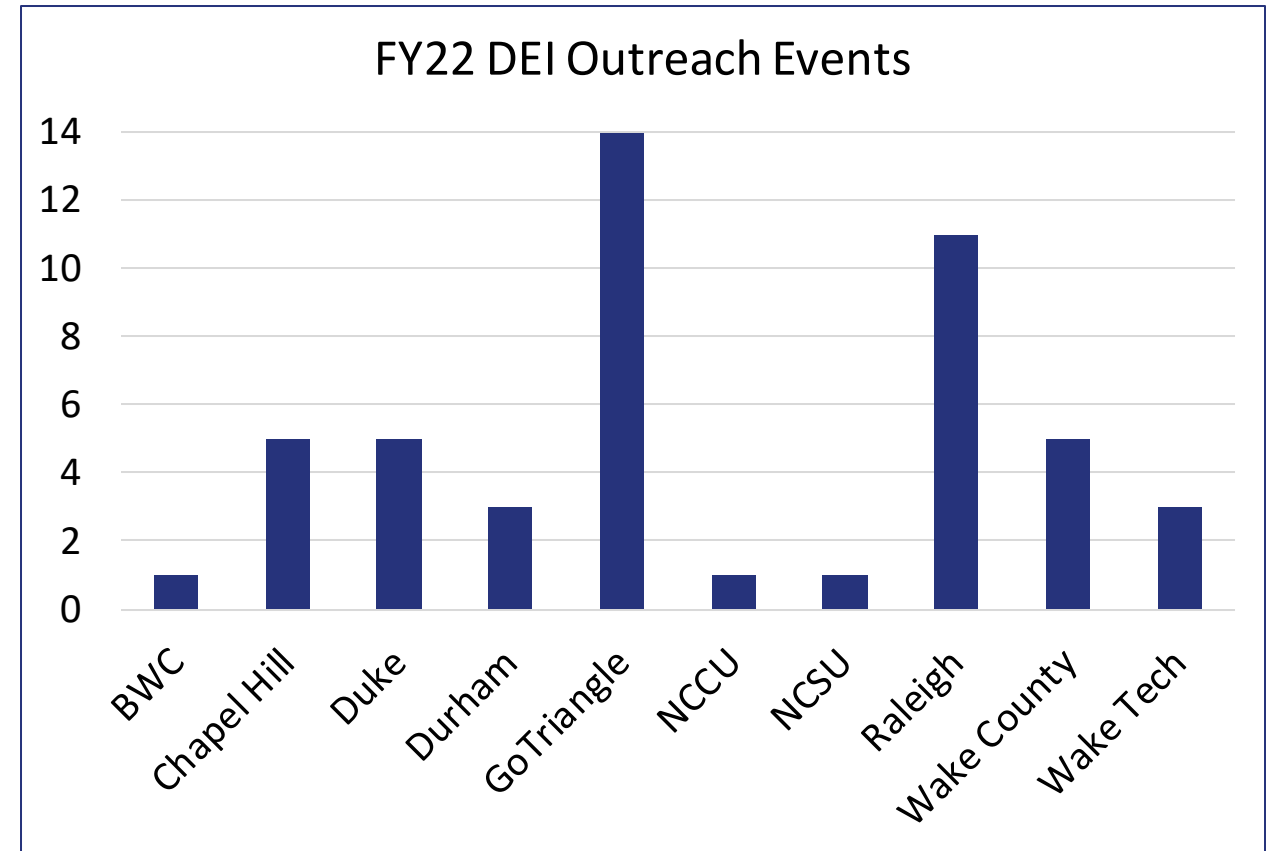
# Targeted DEI Outreach Events in FY22

## DEI outreach events:

- Events targeted to DEI communities or groups.
- Events done *in* a DEI community (e.g. REINVEST Neighborhood).

**49 Outreach Events**

**4,370 Total Attendees**



# Questions?



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