

Annual Impact Report

FY 2022-23



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 47 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/

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TRIANGLE
TRANSPORTATION
CHOICES

INTRODUCTION

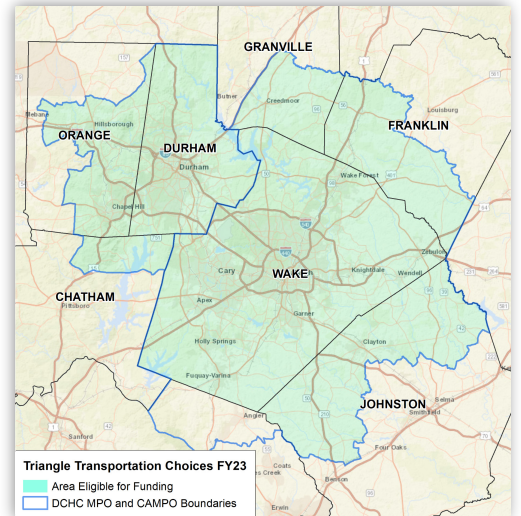
Program Background and Overview

Why is TDM Important?

Each year, hundreds of millions of dollars are spent in the Triangle region on the supply side of mobility: building and maintaining roads, buying, and operating buses, building sidewalks and bicycle facilities. However, some of the most cost-effective mobility investments are on the demand side: encouraging people to use existing transportation infrastructure more efficiently by carpooling or vanpooling, taking transit, telecommuting, walking, or bicycling. **Marketing and outreach efforts that promote the use of alternative modes are called Transportation Demand Management, or TDM.** The Triangle Transportation Choices Program is a TDM program that covers part or all of seven counties in the Triangle region of central North Carolina: Wake, Durham, Orange, Chatham, Franklin, Johnston, and Granville.

The Program also collaborates with the two regional Metropolitan Planning Organizations (MPOs): the Capital Area Metropolitan Planning Organization (CAMPO) and the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) to ensure TDM gets integrated in their regional transportation plans. **Connect 2050, the 2050 Metropolitan Transportation Plan** by both MPOs, has “Manage Congestion & System Reliability” as one of its goals. **Under this goal (#3)**, a key objective is to “Increase efficiency of the existing transportation system through strategies such as Transportation Demand Management (TDM) and Intelligent Transportation Systems (ITS).”

The North Carolina Department of Transportation (NCDOT) has outlined the Mission, Vision, and Goals for Transportation Demand Management (TDM) in **its Statewide Strategic Plan**. Triangle Transportation Choices continues to serve as a model program for the statewide TDM planning efforts. In FY22-23, the Program team participated in the NCDOT’s planning and engagement efforts to develop a **Statewide Clean Transportation Plan**, specifically the Vehicle Miles Traveled (VMT) work group efforts to identify effective methods to manage travel demand and promote mode shift through other means of travel. **The VMT work group's recommendations** contributed to the **VMT Toolkit**, an interactive document with information about TDM measures.



Program Background and Goal

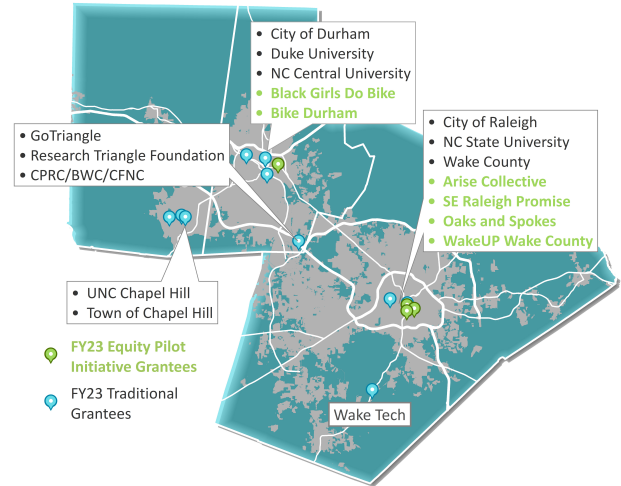
The Triangle Transportation Choices Program was established in 2007.

The Triangle Regional 7-Year Long Range Travel Demand Management Plan set a goal of 25% reduction in the annual growth of commute **Vehicle Miles Traveled (VMT)** for 2015. Since 2009, when funding for TDM services began, the program partners have conducted marketing and outreach events/activities, provided incentives and subsidies, worked with community organizations, and collaborated amongst themselves to exceed this goal every single year.

The 2007 Plan was first updated in 2014. The planning process for another update is now underway and will work to meet the goals of the Connect 2050 Metropolitan Transportation Plan (MTP) and **Regional Transportation Policy Priorities**. This will include enhancements to current evaluation and monitoring efforts, along with improvements to the existing methodology for prioritizing locations for services.

FY23 AT A GLANCE

The Triangle Transportation Choices Program awarded nineteen grants for fiscal year 2022-23 (FY23), the period of performance being July 1, 2022, to June 30, 2023. The total amount of funding awarded was \$1.66 million. The six equity pilot grantees were awarded \$186,111 and the thirteen traditional grantees were awarded \$1,474,496. The adjacent map shows the geographical spread of the grantees.



Key Accomplishments of FY23

Equity and Inclusion Pilot Funding



The program took a major step forward in its commitment to include equity concerns in TDM funding decisions - a commitment made jointly by two of the Program funders: the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) and Capital Area Metropolitan Planning Organization (CAMPO).

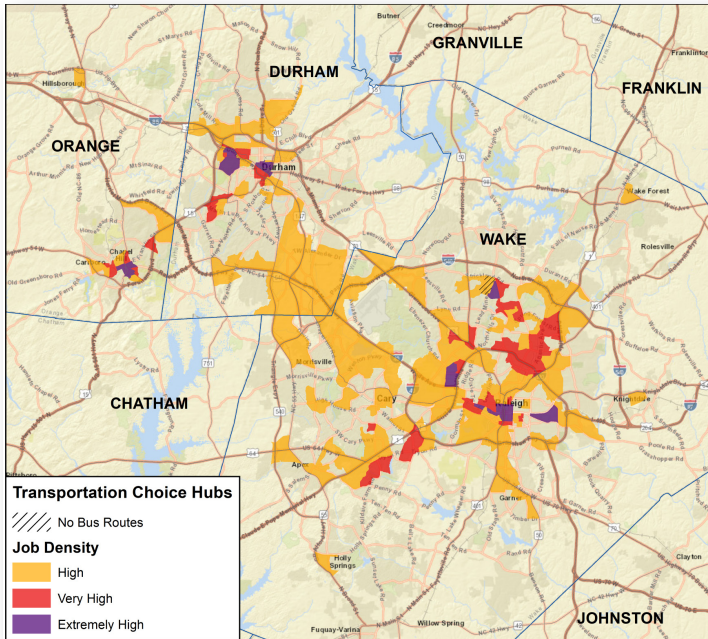
Based on observations and lessons learnt from FY22 equity efforts, including feedback from the program's traditional partners regarding challenges they were facing in their DEI outreach efforts, and how TDM programs across the nation were incorporating equity, CPRC staff worked

with the Oversight Committee **to create a special request for proposals (RFP) for FY23 called the Equity & Inclusion Pilot Initiative, with a set-aside funding amount of \$200,000. This portion of program funding was earmarked for community-based organizations and nonprofits** working with historically marginalized and systematically disadvantaged groups, including people with low incomes and communities of color, to promote safe and affordable access to alternative commute options in the grant area. Recognizing that most grassroots-level organizations have limited staff capacity, the grant application process was highly simplified and one-on-one coaching was provided to assist each of the new applicants. The program received seven proposals and funded six organizations, with funding totaling \$186,111 for the pilot.

This report includes details of five of the six Equity & Inclusion Pilot Initiative grant recipients. The sixth grantee chose to withdraw in the second quarter of FY23 due to challenges within the partnership they had formed with two other smaller organizations. Staff turned this into a learning opportunity and hired a local equity consultant, The Equity Paradigm, to analyze the root cause of the partnership issues so that this would not happen again in the future. The staff, funders and grantees recognize that this work will be a journey as everyone involved works together in new spaces to tackle longstanding issues that have prevented equitable transportation access for disadvantaged communities.

FY23 AT A GLANCE

Hotspots Updated to Transportation Choice Hubs



The Transportation Choice Hubs map displays locations with the highest job density in the region (two or more jobs per acre). **Data Source:** U.S. Census Bureau, 2018 LEHD Origin-Destination Employment Statistics.

In FY23, the program began piloting a new method for prioritizing geographic areas with the best opportunity for providing employer-based TDM services and outreach. Similar to the former “hotspot” method, **Transportation Choice Hubs are locations in the grant eligibility region with the highest employment density.**

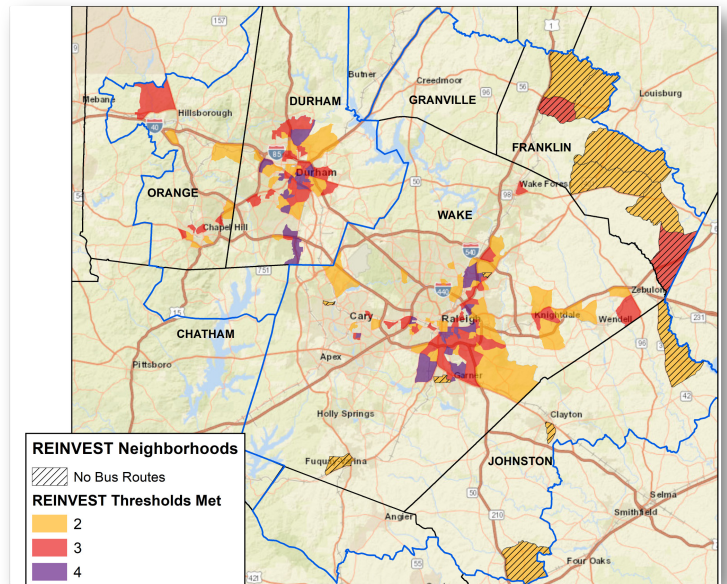
The Transportation Choice Hubs map (left) was included in the program's FY23 RFP to aid applicants in identifying locations within their service coverage areas to prioritize employer-based outreach in FY23. Applicants were also encouraged to use the [interactive online version of the Transportation Choice Hubs map](#), which includes additional layers (bus routes, sidewalks, bike paths, and greenways), to get a closer look at locations of interest and view the alternative transportation options available at those locations.

REINVEST Neighborhoods

The REINVEST Neighborhoods concept was introduced to grantees in FY22 to **encourage equitable residential-based outreach in neighborhoods that are home to residents who are more likely to use and benefit from alternative transportation options** due to their race/ethnicity (RE), income (IN), vehicle availability (VE), and status (ST).

The REINVEST Neighborhoods composite map (right) was included in the program's FY23 RFP to aid applicants in identifying locations within their service coverage areas where they could conduct TDM outreach in historically underserved neighborhoods, ensuring that all communities are reached through the program and informed about the alternative transportation options and services that are available to them.

Applicants were also encouraged to use [the interactive online version of the REINVEST Neighborhoods map](#), which includes the four individual REINVEST indicator threshold layers and the alternative transportation options layers included in the Transportation Choice Hubs online map.

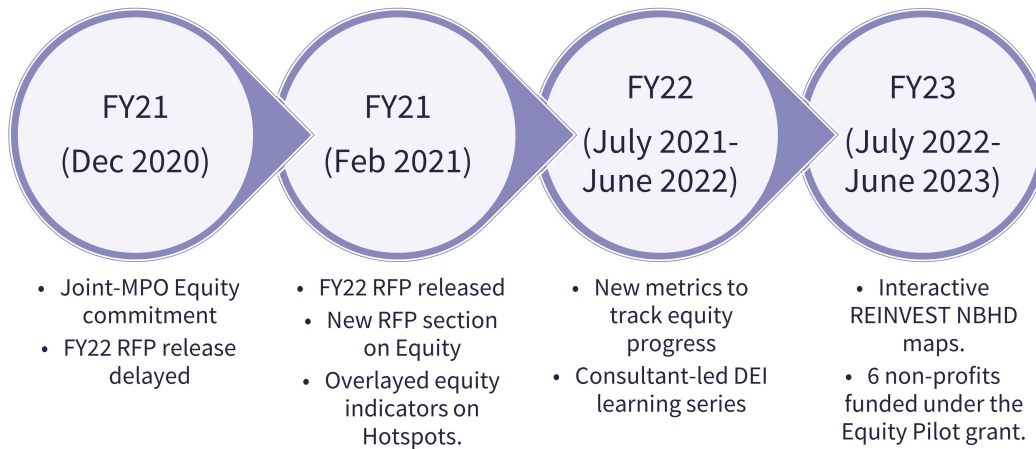


The REINVEST Neighborhoods composite map displays all locations in the grant region that meet at least two of the four REINVEST indicator thresholds. Data sources and methodology are described in Appendix 1.

FY23 AT A GLANCE

Program Equity Journey

The graphic below traces the equity journey of the program since FY21.



Updates to Annual Impact Methodology + New Societal Benefits

At the end of FY23, CPRC staff concluded Phase 2 of the contract with LDA Consulting, which resulted in an updated, custom-tailored Excel workbook for calculating the annual impacts of the Triangle Transportation Choices Program. The updated workbook builds on the previously-established methodology developed by LDA Consulting by calculating the additional societal benefits that TDM services offer and the monetary savings that they provide to businesses, governments, and individuals. In particular, the new workbook estimates the daily and annual **cost savings (\$)** for eight societal benefits resulting from the Triangle Transportation Choices Program:

- **Air pollution/emissions reductions** – Reductions in oxides of nitrogen (NOx) and volatile organic compounds (VOC) pollutants
- **Global climate change mitigation** – Reduction in greenhouse gas emissions (CO2)
- **Noise pollution reduction** – Reduction in motor vehicle noise pollution
- **Reduction in fuel consumption** – Gallons of gasoline saved
- **Reduction in traffic congestion** – Reduction in hours of peak period travel delay
- **Deferral of new road construction** – Capacity increase/lane miles of roadway not needed to be built
- **Reduced vehicle crashes** – Motor vehicle crashes reduced per 1 million VMT
- **Active transportation health** – Reduced mortality from biking and walking

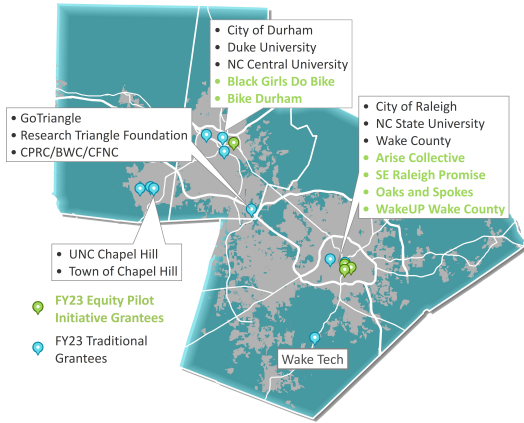


TRIANGLE
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PERFORMANCE MEASURES

PROGRAM IMPACTS JULY 1, 2022 - JUNE 30, 2023

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 2**.











TRAVEL BEHAVIOR AND EMISSIONS IMPACTS

 <p>6 million vehicle trips avoided</p>	<p>Based on average commute times, that's over 104,000 days (or 286 years) not spent driving a car</p>	
 <p>3.5 million gallons of gas saved</p>	<p>It would take 411 tanker trucks to hold that much gas</p>	
 <p>87 million commute miles reduced</p>	<p>That's equivalent to driving from San Francisco to New York City more than 30,000 times</p>	
 <p>33,000 alternative transportation users supported</p>	<p>If they all drove alone, their cars would span 94 miles bumper-to-bumper</p>	
 <p>68 million pounds of Carbon dioxide (CO₂) release prevented</p>	<p>That's the same as 6,000 homes not using electricity for a year</p>	

PERFORMANCE MEASURES

SOCIETAL BENEFITS

	Air pollution emissions reductions (NOx and VOCs) =	\$59,500 saved
	Global climate change mitigation (CO2) =	\$1,216,375 saved
	Noise pollution reduction =	\$1,946,250 saved
	Reduction in fuel consumption =	\$13,935,000 saved
	Reduction in traffic congestion =	\$1,491,000 saved
	Deferral of new road construction =	\$301,875 saved
	Reduced vehicle crashes =	\$1,407,750 saved
	Active transportation health =	\$13,962,500 saved

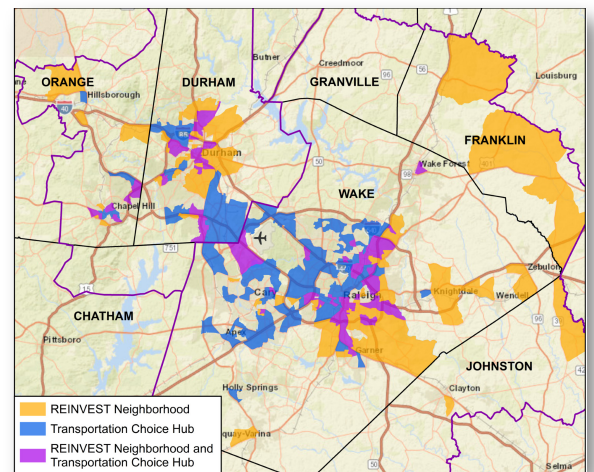
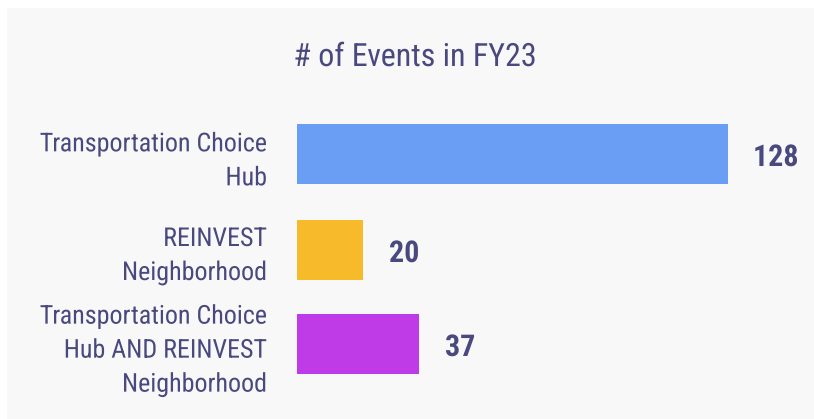

\$34 Million

=
Total estimated savings in FY23 due to the societal benefits of TDM services provided by the Triangle Transportation Choices Program.



EDUCATION & OUTREACH EVENTS

- During FY23, Program grantees promoted alternative transportation modes at **185** education and outreach events across the region, directly interacting with over **15,000** people.
- A majority of the events--**111** in total-- were targeted to a specific DEI community or group.

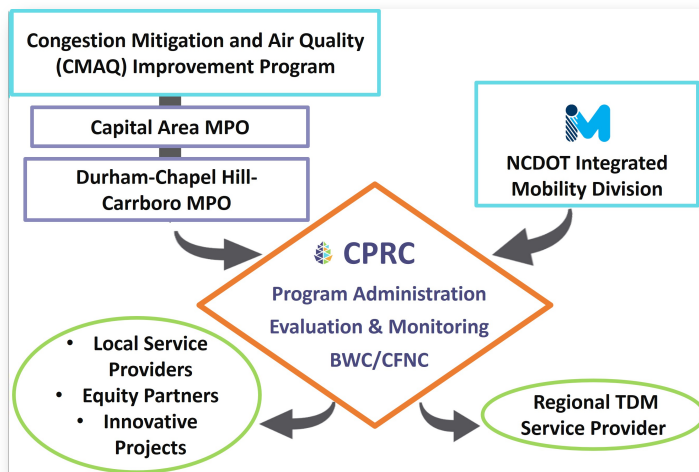


PROGRAM PARTNERS AND FUNDING

Roles and Responsibilities

OVERSIGHT COMMITTEE

The **Triangle Transportation Choices Program Oversight Committee** is made up of representatives from the three ongoing program funders (NC Department of Transportation (NCDOT), Capital Area Metropolitan Planning Organization (CAMPO) and Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) and two advisory members (one each from NC Department of Environmental Quality (DEQ) and 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 these align with long term regional transportation plans of the region.



NC Department of Transportation	Two Metropolitan Planning Organizations
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NCDOT provides the overall policy framework for TDM programming in the State of North Carolina. It also provides funding dollars, and fiscal oversight for all five regional TDM programs 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.

The two Triangle MPOs, **Capital Area Metropolitan Planning Organization (CAMPO)** and **Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO)**, 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) serves as the administrator of the Triangle Transportation Choices Program. It ensures alignment of the Program goals with NCDOT's statewide TDM policies, and the Program funding awarded to the local and regional service providers. As such, CPRC is primarily responsible for the Program Administration Performance Area in the 7-Year Regional TDM Plan. Administration includes ensuring TDM programs are consistent with the 7-Year TDM Plan, providing overall management and dispersal of TDM 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 also coordinates contracts, provides administrative support for the Oversight Committee, liaises among the Oversight Committee and Service Providers, answers budget questions, and attends monthly All Partner meetings to help coordinate the local and regional TDM 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, and in that role serves as the lead agency for all regional TDM marketing and outreach initiatives. It coordinates and leads monthly meetings with all other service providers. GoTriangle also functions as a Local Service Provider for RDU Airport and parts of Wake County not covered by other Service Providers.



LOCAL SERVICE PROVIDERS

Local Service Providers (LSPs) are the local higher education institutions, municipalities, counties etc. which develop, coordinate, and organize outreach events and educational activities on TDM-related services within their own jurisdictions. LSPs tend to be local experts who understand the transportation needs of their residents, including staff and/or students, and develop appropriate educational materials to conduct effective outreach to promote alternative commute modes amongst them. The LSP's 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.

DEI PARTNER

BLACK GIRLS DO BIKE: RALEIGH - DURHAM

Why TDM for Black Girls Do Bike?

- Black Girls Do Bike: Raleigh Durham (BGDBRDU) supports a community of women of color who share a passion for cycling and we seek the “bike curious”. Our ride events are “no women left behind” and we provide a safe, non-competitive atmosphere for ladies to ride together, support one another and skill-share. The simple act of riding a bike can be the catalyst for wonderful and empowering experiences for women of all ages.
- Ladies of all races are encouraged to join us, but our focus is on African American women because they are an under-represented demographic in the cycling community and statistically this population has a higher rate of obesity, heart disease, hypertension, and diabetes. We celebrate when women choose cycling as a mode for alternative transportation, self-care, and ultimately empowerment.

Key FY23 TDM Program Highlights

- Black Girls Do Bike: Raleigh Durham engages and evangelizes through social media and community outreach. We can only achieve our goals with the assistance of grant funding, sponsors, and partners. This grant enables us to support marketing and outreach campaigns that promote the use of alternative modes.
- We continue our “Monday Matters” virtual webinars and discussions on topics that are both directly and indirectly related to cycling (i.e., bike safety, biker repair, financial health and planning, mental health). These sessions are on the off seasons to maintain member engagement.
- We continue to seek new and creative ways on or off bike to connect with our community.

Notable Accomplishments

- Young Black Girls Do Bike: taught 20+ youth participants to bike safely and smart
- Increase social media engagement by 30% from the previous year
- Pedal In Pink - biking the trails and streets to increase breast cancer awareness in the African American community
- In FY23 we welcomed 250 more ladies to the group, who may now consider and practice cycling for function, fitness, freedom and fun



Black Girls Do Bike cycling Cycle NC Coastal Ride in Oriental NC

Key Partnerships

- Bike Durham
- Arise Collective
- GoTriangle
- Cycle NC



DEI PARTNER

EMPOWER ALL INCORPORATED

Why TDM for Empower All?

- Promoting alternate commute choices aligns seamlessly with Empower All Inc.'s mission. It empowers individuals to embrace a holistic approach, fostering cultural affirmation, belonging, STEAM education, mental health wellness, and entrepreneurship. This initiative liberates all to embrace their full humanity by offering sustainable and inclusive transportation options, making their journey toward empowerment even more accessible and equitable.

Key FY23 TDM Program Highlights

- This grant served as a powerful amplifier for the work Empower All has long been dedicated to in our community. At Empower All, we have always been deeply committed to empowering historically marginalized communities, and this grant allows us to expand our presence and impact further. Our focus on providing valuable resources related to transportation, biking, greenways, and connecting with community organizations remains at the forefront. This grant enabled us to reach even more families and provide them with essential information and support, enhancing their access to resources that can significantly improve their quality of life.

Notable Accomplishments

- Successful STEAM Day event with participation from over 15 community organizations, promoting STEM education. (Photo to the right)
- Established partnerships with community organizations specializing in biking and transportation.
- Facilitated connections between transportation/biking-focused organizations and community parks & recreation centers, enhancing accessibility and engagement in these areas.

Key Partnerships

- Oaks & Spokes
- Southeast Raleigh Promise
- Safe Routes to Schools
- GoTriangle



Empower All raising awareness on resources related to transportation.

DEI PARTNER

ARISE COLLECTIVE

Why TDM for Arise Collective?

- The mission of Arise Collective is to equip women with the tools and support they need to heal, grow, and thrive both in prison and in the communities to which they return. Promoting alternate commute choices provides the women in our program with safe and efficient transportation to necessary obligations as they re-establish community connections. Additionally, introducing the women to alternate transportation options helps them learn community resources for the period in our program and after.

Key FY23 TDM Program Highlights

- At the start of the grant, it became evident that scheduling became more challenging as the number of women in the program increased. As a result, we asked the larger grantee group for suggestions, who suggested we reach out to GoTriangle to discuss the Share the Ride NC subsite. The subsite will support alternate commute options, including our vanpool and volunteer coordination for those specifically interested in carpooling to transport women in our program.
- The bike event provided valuable data to support the next steps in our alternate commute work. We learned that most participants had not ridden a bike within the last year, but would enjoy the chance to ride a bike more often! The interest from the group in riding bikes more often provides excellent motivation for discussions about using bicycles for wellness and alternate commute options.

Notable Accomplishments

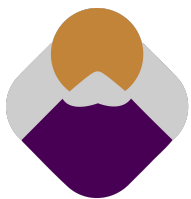
- Completed 2300 miles of congregate trips with an average of 2.5 riders per trip
- Decreased Lyft rides by approximately 50%
- Completed the Share the Ride NC site for volunteer coordination
- Collaborated with community partners to hold a bike event to provide biking safety information

Key Partnerships

- GoTriangle - Share the Ride NC website
- Black Girls Do Bike – Bike Safety Education
- Oaks and Spokes – Bike Safety Education



Arise Collective Bike event participants at the starting location before the 9 mile bike ride.



ARISE
Collective

Formerly INTERFAITH PRISON
MINISTRY FOR WOMEN

DEI PARTNER

SOUTHEAST RALEIGH PROMISE

Why TDM for SE Raleigh Promise?

- Southeast Raleigh Promise was born out of a series of community listening sessions which we led in partnership with the YMCA of the Triangle. The forums and events crystalized the urgent needs and interests of residents, local businesses, and property owners. Understanding that transportation is a huge disparity to employment, educational options, and family entertainment and experiences. This opportunity has allowed Southeast Raleigh Promise to first listen to the community and educate the community on alternative transportation and greenways in their neighborhoods. We also use this opportunity to engage Beacon Site Partners, Residents, teachers, Y staff and our existing network of organizations that serve the Southeast Raleigh Community to disseminate information and promote engagement.

Key FY23 TDM Program Highlights

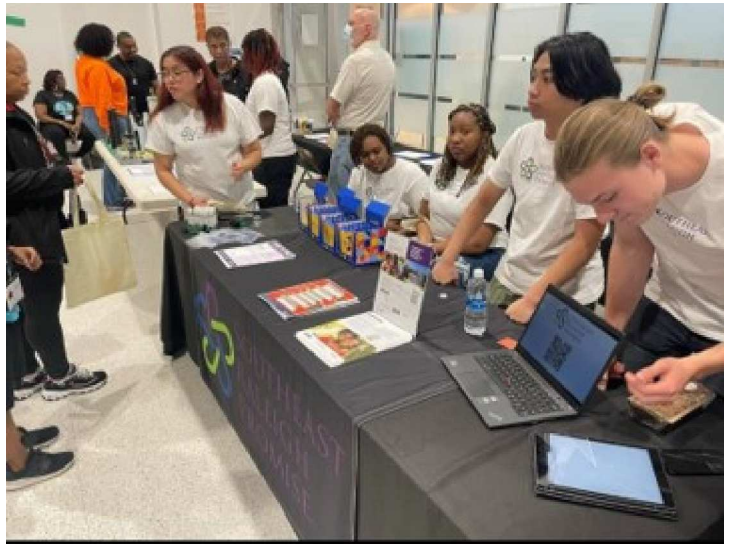
- This Grant has allowed Southeast Raleigh Promise the opportunity to engage the community at large. We have created opportunity for youth and young adults to earn a livable wage, while learning to engage and support the community. Our young adults have been able to survey over 150 people in the community, both young and elderly to figure out the needs or the disconnect in the community. Understanding the gaps has given us the opportunity to engage the residents at Beacon Ridge, and opportunities to explore, educate, and venture into Area's of Raleigh that they would not normally travel. We are currently assisting with a Walk and roll to school event for Southeast Raleigh Elementary School.

Notable Accomplishments

- Survey Residents of Southeast Raleigh to understand Transportation needs
- Spread alternative modes of Transportation to the 120 households at Beacon Ridge
- Partner with Southeast Raleigh Elementary School to host a Walk and Roll to School event that will take Place October 11th

Key Partnerships

- Southeast Raleigh YMCA
- DHIC (Beacon Ridge Housing)
- Southeast Raleigh Elementary School



SE Raleigh Promise engages with the community at a local event.



DEI PARTNER

OAKS AND SPOKES

Why TDM for Oaks and Spokes?

- Oaks and Spokes' mission is to transform the City of Oaks into the City of Spokes. Since 2012, we have cultivated a community of cycling enthusiasts through advocacy, events, and education. We firmly believe that streets should cater to people, not just cars. Transportation Demand Management (TDM) is crucial for ensuring safe and equitable transportation for all users, particularly vulnerable ones like pedestrians and cyclists.

Key FY23 TDM Program Highlights

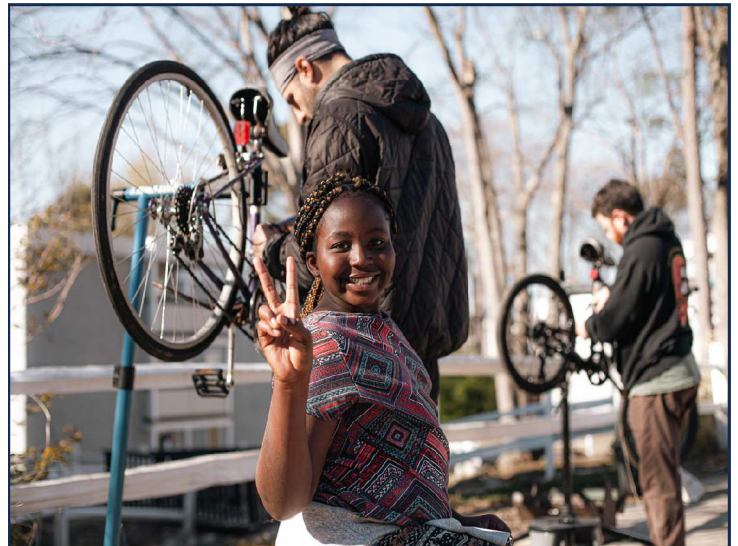
- We partnered with the U.S. Committee for Refugees and Immigrants in FY23 to offer free bike repairs, maintenance, and bike donations to the Cedar Point apartments in North Raleigh. As a result, we lowered transportation barriers for those who do not have regular access to a car in an area with suboptimal transit options. Our efforts to help adult clients, however, were challenged by the perception that bikes are toys for kids. Often, we repair kids' bikes as part of our services. In spite of these challenges, we were able to work closely with USCRI in identifying the transit they provide to their communities.

Notable Accomplishments

- Served nearly 100 individuals.
- Repaired over 80 bicycles.
- Donated 15 used and reliable bicycles.
- Provided transit education with the help and presence of Go Raleigh.

Key Partnerships

- U.S. Committee for Refugees and Immigrants
- Go Raleigh
- Raleigh Community Kickstand
- Oak City Cycling



Repairing bikes is how we say "peace."



GOTRIANGLE

REGIONAL SUSTAINABLE TRANSPORTATION SERVICES

FY23 TDM Programming Highlights

GoTriangle's Sustainable Travel Services develops programming to support local service providers across the Triangle. GoTriangle manages regional marketing and resources promoting carpooling, vanpooling, walking, biking, taking transit, teleworking, and developing hybrid work policies through:

- GoTriangle.org as a single information source for TDM programming and support
- Share the Ride NC (www.STRNC.org) as the statewide carpool matching service
- GoPerks commuter incentive program and Achievement Awards
- Leading program collaboration through annual plan development and event-based committees
- Regional event outreach planning and partnership development
- The 485-RIDE transit information center and developing customized Individualized Assistance travel plans
- Operating vanpool programming with Commute with Enterprise

Integrating Diversity, Equity and Inclusion (DEI)

- Hired a bilingual Travel Services Associate to provide individualized assistance, onsite event outreach and identify opportunities to engage with the Spanish-speaking communities in the Triangle
- Engaged in planning for Spring Into Action: An Issues-Oriented Conversation on interacting with destination-less and/or homeless riders on transit
- Assisted in planning a pilot with NCSU on carpool promotion in low-income/ zero-car households by census block
- Attended Go Chapel Hill's Bikes and Kites Day with the objective of reaching the Hispanic community providing information on public transit
- Participated in the 18th Annual NC Juneteenth Celebration over two days with live music and dance performances by different community groups

Notable Accomplishments

- Hosted Annual Golden Modes 2023 for the first time in person since 2019, recognizing the region's smart commuters
- GoPerks participants tracked 61,399 smart commutes saving over 32K gallons of fuel and 637K lbs. of greenhouse gas emissions

Key Partnerships

- Town of Chapel Hill's GoChapelHill Conference and Employee Options Fair focused on encouraging vanpooling
- UNC's Graduate Orientation Resource Fair and May the Wheel Be With You! events focused on bike safety and registration
- NCSU's Packapalooza and Car Free Day
- City of Raleigh's Bike Bonanza promoting bike safety for all age users



Bilingual GoTriangle staff member, Nahu, sharing information at GoChapelHill's Vets on the Move event, July 7, 2023.



GOTRIANGLE

WAKE COUNTY - LOCAL SERVICE PROVIDER

FY23 TDM Programming Highlights

- The Wake County TDM program works with employers and community organizations to encourage sustainable non-single occupancy travel through outreach and education. The Wake County TDM program is a great extension of the over-arching goals within the GoTriangle Strategic Plan to improve mobility, access, and the quality of transportation options available throughout the Triangle. During FY23 the Wake County TDM program focused on strengthening community partnerships and educating residents about their sustainable travel options, providing enough information, and encouraging the confidence to utilize our services and programming.

Integrating Diversity, Equity and Inclusion (DEI)

- The Wake County program fostered a collaboration between Dorcas Ministries, Habitat for Humanity of Wake County, and GoCary to reach Habitat Homeowners in Wake County, Habitat ReStore Cary customers, Dorcas Ministries clients, and Dorcas Ministries Thrift Store customers. Together we produced a transportation fair for this audience. The event featured a bike check-up station and a GoCary bus where participants could try walking on a bus, learn to rack a bike on the front, and ask questions about local and regional routes. Information was shared on bike safety, bike maintenance, using transit, overall TDM, Dorcas Ministries, and Habitat for Humanity of Wake County services.
- Wake County TDM also joined project Phoenix at their Wrenn Road Neighborhood Community Festival to share TDM information with this REINVEST community.

Notable Accomplishments

- Wake County program participants tracked 4955 trips in FY23
- Through 25 outreach events in FY23, Wake County reached 5,139 residents in which 1308 were reached during DEI targeted events
- Hosted Transit Travel Training with RDU staff and volunteers

Key Partnerships

- Habitat for Humanity of Wake County – Outreach to Habitat Homeowners
- Dorcas Ministries, GoCary, Project Phoenix – Outreach in Cary focusing on REINVEST Neighborhoods
- Town of Morrisville (Morrisville Smart Shuttle) – cross-promotion of services
- Town of Apex (GoApex) – cross promotion of services



RDU Staff during Transit Travel Training in June



CENTRAL PINES REGIONAL COUNCIL (PREVIOUSLY TJCOG)

BEST WORKPLACE FOR COMMUTERS/COMMUTE FRIENDLY NC

FY23 TDM Programming Highlights

- Coordinator for BWC/CFNC joined at end of Q2, making tremendous strides in an abbreviated period.
- Connected interested organizations and businesses with the TDM services offered by our TDM Partners.
- Solidified statewide connections to other TDM organizations outside of the Triangle Region in order to broaden the reach of CFNC.
- Met with key TDM sponsoring stakeholders in the region to learn how to better position CFNC/BWC for greater success.
- Attended events in tandem with peer TDM Partners to support both our missions.
- In person outreach to local businesses to introduce them to our programming.
- Updated and refreshed CFNC Program materials to reflect current efforts and better promote our programming.

Integrating Diversity, Equity and Inclusion (DEI)

- Individualized in-person outreach was prioritized within the geographical bounds of locations that were either designated Justice40 communities, or Triangle Transportation Choices designated disadvantaged communities.
- In person outreach was conducted in native Spanish at the convenience of local businesses or organizations.
- Connected with local stakeholder organizations to attend future events in order to better reach underserved communities.
- Attended DEI focused training at events in order to incorporate best practices related to serving underserved communities.

Notable Accomplishments

- Uptick in program recognition as tracked by website engagement statistics
- Received first applicants for the year since exiting pilot stage

Key Partnerships

- GoRaleigh, GoDurham, GoTriangle, Town of Chapel Hill
- Land of Sky Regional Council (LOSRC), Charlotte Area Transit System (CATS), GoCoast (Wilmington), and Piedmont Authority for Regional Transit (PART)



Raleigh Small Business Expo. First time connecting with stakeholders that would impact future programming.



CITY OF RALEIGH

COMMUTE SMART RALEIGH

FY23 TDM Programming Highlights

- Inaugural Commute Smart Award that recognizes the efforts of an individual or organization that has taken tremendous steps towards reducing their personal commuting impact or the impact of their organization and stakeholders.
- U.S.C.R.I Ride Along – For the first time, the USCRI reached out to support their clients in developing a program to educate them on the proper way to engage with the local transit system.
- Initiating an E-Bike Incentive Program – Was able to partner with the COR Sustainability Office to convince City Council and City leadership to invest in an E-Bike incentive program that is expected to launch May 2024.
- Bike Month 2023 – The annual Bike Month campaign was a success and included the installation of the newest bike mural on Harrington St. as another great addition to the vibrant public arts catalog in Raleigh.

Integrating Diversity, Equity and Inclusion (DEI)

- As part of Commute Smart Raleigh’s efforts to expand our DEI work, we have solicited feedback and support from local community leaders. These leaders and organizations include Southeast Raleigh Promise, U.S. Committee for Refugees and Immigrants, and Raleigh Community Kickstand. An example of our work is the ride along training we offer to low-income, at-risk populations and immigrant communities to help them develop familiarity and comfort with the often overwhelming experience of taking public transit for the first time.
- Our key focus in the realm of DEI is building and leveraging nonprofits and community organizations to support our message. We recognize that these organizations are the ones that have established trust and faith with the targeted communities, and we will not be successful unless we have their support.

Notable Accomplishments

- For the first time expanded our work into direct focus on immigrant and refugee populations
- Successfully shifted our internal employee presentation back to in-person format, which has proven to be the correct path

Key Partnerships

- Raleigh Community Kickstand: Provide free and low-cost bikes and bike repair services to low income and homeless populations
- USCRI: Serves newly arrived immigrants and refugees
- Southeast Raleigh Promise: Serves the low-income, majority minority community in Southeast Raleigh



With USCRI volunteers at March Ride Along Training on the #2 GoRaleigh Route.

COMMUTE SMART RALEIGH

DUKE UNIVERSITY

UNPARK YOURSELF

FY23 TDM Programming Highlights

- Duke successfully executed numerous activities despite not having a dedicated TDM coordinator for majority of FY23
- Carpool programs expanded to 350 carpool groups.
- Over 860 registered bicyclists.
- Ordered 2 additional all-electric buses, totaling 4 all-electric buses in our fleet.

Integrating Diversity, Equity and Inclusion (DEI)

- Continued to partner with Duke International House by providing transportation options to international graduate, professional, and undergraduate students.
- Responded to international students by adding a second transit route throughout a heavily-populated student neighborhood near campus.

Notable Accomplishments

- Duke Transit ridership increased to over 3 million boardings during FY23
- Added new route requested by international students
- 252 faculty/staff and 301 student carpool participants
- Over 860 registered bicycles

Key Partnerships

- Sustainable Duke: Collaborated to ensure our efforts match the University's climate commitments
- Duke International House: Assisted I-House students with transportation options
- Graduate & Professional Student Committee: Listened and learned about the needs of our graduate students



Let me help you Unpark Yourself at Duke!

NORTH CAROLINA STATE UNIVERSITY

WOLFTRAILS

FY23 TDM Programming Highlights

- NC State’s WolfTrails program assists students, faculty, and staff in accessing transportation services such as carpooling, employee vanpooling, bicycling, walking, and transit.
- WolfTrails supports commuters with education and outreach through events, marketing, promotion, and customer service, as well as provides limited free parking for flexibility.
- WolfTrails promotes local transit services (Wolfline, GoRaleigh, and GoTriangle) and TDM programs including free ride-matching, commuter GoPerks, and Emergency Ride Home through Share the Ride NC.

Integrating Diversity, Equity and Inclusion (DEI)

- In FY23, TDM staff met with NC State Dining managers to seek ways to connect with low-income Dining staff. The focus was how to save money by not driving alone.
- As a result, TDM staff were invited to a tabling event to interact with employees one-on-one, as well as to give a presentation to Fountain Hall Dining employees.
- Based on the feedback received, transit does not work for the majority of Dining staff due to early morning and late night shift schedules. In FY24, continued conversations will focus on carpooling.

Notable Accomplishments

- 130+ employees and 420+ students registered for carpool permits
- 180+ WolfTrails commuters rode transit, bicycled, or walked to campus
- 1,000+ trips tracked in Share the Ride NC for bus, bike, carpool and telework

Key Partnerships

- NC State Sustainability Office – collaborate in campus events, promotions, and data sharing
- NC State Onboarding Center – shares transportation information with new employees
- Local bike shops – attend TDM-hosted bike events to offer free safety checks for bikes



“Bikes on the Brickyard” event held August 25, 2022 during Wolfpack Welcome Week to encourage new students to bike.



RESEARCH TRIANGLE FOUNDATION

RTP CONNECT

FY23 TDM Programming Highlights

- For FY23, RTF shifted our TDM approach to investing in our first-/last-mile connection solution: RTP Connect.
- We heard from many Park companies a general lack of awareness around RTP Connect and mobility options in RTP.
- To address this information gap, we developed and implemented a robust marketing campaign for RTP Connect, including a new brand, logo, website, and a digital advertising campaign to reach RTP companies, employees, commuters, and visitors.

Integrating Diversity, Equity and Inclusion (DEI)

- Our digital media campaign strategy included targeted strategies to reach diverse audiences who were likely to be users of our RTP Connect service.
- The RTP DEI Collective continues to evolve and develop programming and outreach to serve RTP companies and employees.

Notable Accomplishments

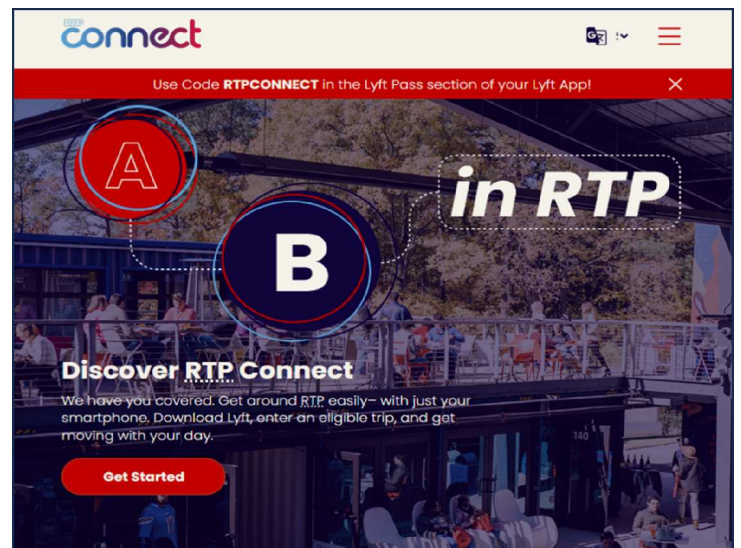
- Launched entire new brand for RTP Connect, including a new website at rtpconnect.com, reaching over 2,000 visitors in its first 3 months
- Achieved 700,000 paid impressions across social media platforms with our digital media campaign
- Achieved 59,383 video plays with our video campaign over 3 months

Key Partnerships

- GoTriangle
- Lyft
- Kompleks Creative
- Press Record Media



GoRT | The Research Triangle Park



With an entirely new brand for FY23, we also launched an entirely fresh and new RTPConnect.com to better reach our users.

TOWN OF CHAPEL HILL

GO CHAPEL HILL

FY23 TDM Programming Highlights

Go Chapel Hill's Commute Alternative program offers resources and encouragement through promotional campaigns, events, and partnerships regarding alternative transportation use. The mission of the program is to increase air and water quality by reducing carbon emissions while working towards the Town of Chapel Hill's Climate Action Plan goals. Go Chapel Hill also 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 development. These efforts support the Town of Chapel Hill's goals for reducing carbon emissions and promoting wellness through telework carpool, transit, bicycle, roll and pedestrian movement.

Integrating Diversity, Equity and Inclusion (DEI)

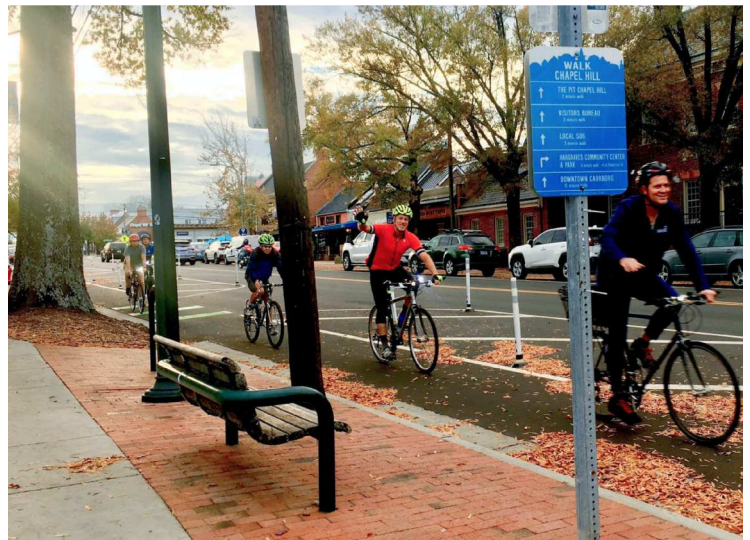
The Go Chapel Hill program focused on outreach through the church St. Thomas More with an identified 2500-3700 person population made up primarily of people with Hispanic background. The program also focused on an underserved area, the historically African American Northside neighborhood. Commute Choices Communication Stations were set up in both. The Vets On the Move program continued with over 75 attending an informational Veterans event followed by a Vets On the Move Awareness ride in the community. During Bike Month through June Go Chapel Hill had Bicycle Days at Public Housing areas including distribution of bike helmets, safety information with a 31% participation rate in each community. Worked with Senior Adults offering information on commuting in Chapel Hill and Triangle Area using alternative forms of transportation.

Notable Accomplishments

- International ACT Public/Private Partnership Award
- Commute Friendly NC Gold Level Recipient
- National Best Workplaces for Commuters Recipient
- NC DOT Bicycle Helmet Initiative Award
- Southeast Association for Commuter Transportation Chapter Member of the Year Award

Key Partnerships

- University of North Carolina at Chapel Hill
- Town of Carrboro
- Orange County
- Chapel Hill Carrboro Schools
- Chapel Hill-Carrboro Bicycle Advocacy Groups
- Central Pines Regional Council and Go Triangle TDM



Town of Chapel Hill's annual TDM Eyes-On-The-Street staff ride. Elected officials and staff gain perspective navigating the streets of Chapel Hill.



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL (UNC)

COMMUTER ALTERNATIVE PROGRAM (CAP)

FY23 TDM Programming Highlights

This year's Cyclicious event was a huge success. We were able to partner with local businesses, bike organizations, and municipalities. Those who came to table at the event provided students with valuable information and connections that are sure to increase the number of people who cycle around campus as well as the surrounding areas. With support from Recyclery Chapel Hill, Bike Alliance of Chapel Hill, Spin, UNC Sustainability, the UNC biking club, UNCPD, and staff from Chapel Hill and Carrboro's planning departments we made a big mark on campus and the student body. By our estimations 200-300 students attended and many of them participated in our prize drawing raffle.

Integrating Diversity, Equity and Inclusion (DEI)

- Coming into this event we brainstormed ways to overcome challenges that similar events have faced when trying to welcome students from all backgrounds. We made it our priority this year to find ways for everyone, not just those who own bikes, to walk away feeling included. To do this we included two semester-long passes on our Spin electric assist bikes in our prize drawings and brought a representative from Spin to educate new students on how to use the e-bikes. We also gave out plenty of promo items not just related to bikes such as tote bags, lunch boxes, t-shirts, water bottles, and reusable straws.
- Cyclicious saw no shortage of diversity as well, with the event welcoming UNC's proudly diverse student body. International students finishing their first week on campus were able to witness the growing cycling culture at UNC as well as learn the ways that they can travel around campus and town, not just by bike.

Notable Accomplishments

- Fantastic verbal feedback from students and organizations who tabled the event
- Huge levels of engagement from students which led to our two prize basket drawings
- Further progressing UNC as a school that prioritizes cycling and sustainable transportation

Key Partnerships

- Recyclery Chapel Hill, Carrboro Bike Coalition / Bike Alliance of Chapel Hill, UNC bike club, UNC sustainability, Spin bikes, UNCPD, UNC transportation and parking, the towns of Carrboro and Chapel Hill, Go Chapel Hill, and Chapel Hill Vision Zero.



Students making their way to all of the tables at Cyclicious. 8-25-23.



WAKE TECH COMMUNITY COLLEGE

WAKE TECH GREEN TREK

FY23 TDM Programming Highlights

- Wake Tech is North Carolina’s largest community college and Wake Tech’s Green Trek program encourages both students and employees to use more sustainable modes of transportation and move away from single occupancy commutes.
- Wake Tech’s Green Trek program highlights the many buses that service our 7 main campuses across the county, as well as advocates for carpooling, cycling, or using low emission vehicles.
- The Green Trek program hosted numerous events throughout the year including group bike rides, challenges, and tabling events as well as worked on creating a more cycling friendly environment on our campuses.

Integrating Diversity, Equity and Inclusion (DEI)

- Wake Tech currently employs the Reach and Rally Strategic Plan, which looks to provide equitable access to education that transforms lives through economic mobility and personal fulfilment. Wake Tech’s Green Trek program plays a vital role in this plan by providing equitable access to the community and ensuring transportation is not a barrier for all that come to Wake Tech.
- Green Trek has worked to partner with DEI organizations around campus.
- This summer, the Green Trek program presented at the International Students Orientation and looks to become a permanent fixture at the event.

Notable Accomplishments

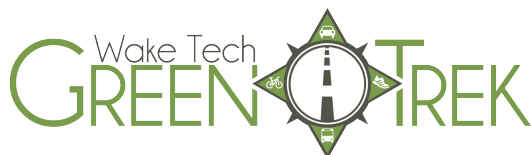
- Hosted first Trek to Tech Challenge where 90+ participants tracked over 140 alternative transportation trips saving 937lbs of greenhouse gases from entering the atmosphere
- Hosted 2 organized cycling rides with 30+ participants
- Increased estimated reach on social media by over 300% reaching 27,135 accounts

Key Partnerships

- International Student Services – presented at International Students Orientation
- City of Raleigh – Promoted City of Raleigh transportation events to Wake Tech community
- Disability Support Services (DSS) – began work on transportation material specific to DSS



Participants of the “Rolling Through Fall” event pose for a picture before embarking on the organized ride from Wake Tech’s Northern Campus to different locations on The Neuse River Greenway



FY23 TDM Programming Highlights

- In FY23 Our team completed the Bull E-Bike Pilot Program, providing 61 shift workers of downtown Durham with an e-bike, mechanic access, and accessories in exchange for sharing information on their travel behavior. The program was successful in showcasing e-bikes as a sustainable and reliable mode of transportation.
- We also launched the Light Up the Night, light safety campaign to provide residents and students of reinvest neighborhoods with a keychain flashlight, reflective band, safety coloring book, and resource card.

Integrating Diversity, Equity and Inclusion (DEI)

- The Bull E-Bike Pilot had a heavy focus on recruiting and accepting participants of diverse backgrounds and successfully achieved this goal. The equity-based e-bike program's team led incentivized interviews, focus groups, and person-to-person canvassing to learn and identify the transportation needs of this community. It used their input as a foundation to establish the program and training explicitly addressing the workers' needs.
- The Light Up the Night Campaign sought residents from the lowest income, lowest car ownership and reliance on transit and provided them with a light resource kit and information on the Emergency Ride Home Program. The campaign had a school component and provided students with a traffic safety sticker/coloring book.

Notable Accomplishments

- 15 GoDurham Bus Operators reached 17 million miles without incident
- Accepted to present at the 2023 ACT International Conference
- Selected as award finalists for the ACT Outstanding Commute Options for Cycling and Diversity Equity and Inclusion in transportation

Key Partnerships

- This year we have partnered with Bike Durham, Black Girls Do Bike, RDU Chapter, Durham Public Schools, and the Safe Routes to School program. Through these partnerships Way to Go Durham has allocated safety resources and information for students, cyclists, walkers and commuters of every age



Bull E-Bike Pilot Orientation Session welcoming the new cohort of participants.



NORTH CAROLINA CENTRAL UNIVERSITY

EAGLE COMMUTER ASSISTANCE PROGRAM (E-CAP)

FY23 TDM Programming Highlights

- Staff attended a total of 14 Employee Orientations to discuss the University TDM/Transportation Program and benefits.
- Between May 2023 and August 2023, staff attended 12 freshman orientation and transfer student orientation group sessions. Staff conducted presentations to discuss the University TDM/Transportation programs and benefits and connected with 1,700 students and parents.
- Coordinated shuttles between host hotels and campus during the 2023 Homecoming Festivities last year. Transported 700 riders between Friday, November 2 and Saturday, November 3.

Integrating Diversity, Equity and Inclusion (DEI)

- Partnered with Durham for Better Bus Project, attended hearings in Feb/March, and collaborated on Fayetteville & Lawson Corridor improvements. Feedback: Decorative NCCU-themed bus shelters, NCCU school colors for buses on four routes, Pride and Ride campaign for NCCU and nearby areas.
- Worked with City of Durham, Durham Tech, and Campus Heights to advise and suggest new improvements to Lawson Street as part of the resurfacing project. This included the additional bike lanes along Lawson Street as well as the installation of a four-way stop at Lawson Street and Concord Street adjacent to the NCCU Campus and the Campus Heights Neighborhood. The proposed plan also calls for the installation of a new crosswalk between the Latham Parking Deck and the NCCU Track during Fall 2023.
- Funding was secured for a new bus shelter to be installed in the fall 2023 for Lawson Street near the NCCU Communications Building.

Notable Accomplishments

- Staff presented transit info to 10 classes in Earth and Nursing departments, Biomed & Biotech, and Biomanufacturing. 34 students used Go Durham for internships/jobs at Duke and RTP companies, avoiding traffic and parking hassles
- Transported 65 students home for the Thanksgiving Holiday. Fifty Students traveled to the Washington, D.C. area. Ten (10) students traveled to the Charlotte/Atlanta Areas.

Key Partnerships

- The City of Durham Department of Transportation, Duke Energy, The City of Durham Department of Public Works, Go Durham, Go Triangle, University Travel Demand Partners, Durham Public Schools, Department of Transportation, Durham City-County Planning Department, NCCU Department of Earth and Environmental Sciences



Four-way stop at Lawson Street and Concord Street. Intersection is now safe for pedestrians and students.

E-CAP

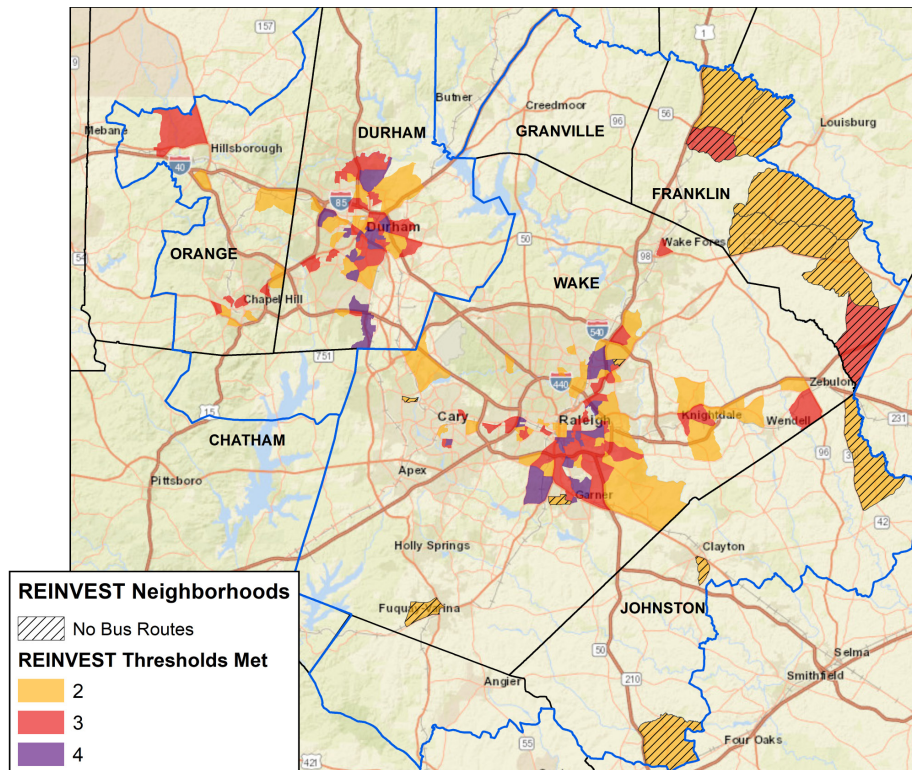
Eagle Commuter Assistance Program



North Carolina Central University

Appendix 1: REINVEST Neighborhoods

The REINVEST Neighborhoods composite map below displays the total number (2-4) of indicator thresholds met for each REINVEST Neighborhood block group, while individual threshold layers can be viewed in the interactive ArcGIS Online version of the REINVEST Neighborhoods map here: <https://arcg.is/1G5GiD0>.



The table below details each of the four REINVEST indicators, their thresholds, and the sources of the data used to determine those thresholds. Thresholds for the Race/Ethnicity, Income, and Vehicle Availability indicators are the 75th percentile (upper quartile), meaning that 25% of all block groups with data in the DCHC MPO and CAMPO region met each indicator threshold. For the Status indicator, 127 block groups (17%) in the region met the threshold.

Indicator	Threshold	Data Source
RE: Race/Ethnicity	> 56.2% BIPOC population	U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates. Table B03002: Hispanic or Latino Origin by Race.
IN: Income	> 28% Population below 150% of poverty level	U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates. Table C17002: Ratio of Income to Poverty Level in the Past 12 Months.
VE: Vehicle Availability	> 7.3% Zero-car households	U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates. Table B25044: Tenure by Vehicles Available.
ST: Status	> 100 Legally-binding, affordability-restricted (LBAR) housing units OR Federal Opportunity Zone	LBAR: National Housing Preservation Database, 2020. Opportunity Zones: U.S. Economic Development Administration, 2020.

Appendix 2: 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.

Services included in the FY23 Calculations

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

Service	FY23 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
Research Triangle Foundation	
GoRTP Transportation Options Website	Unique website users
Telework Program	Total employees eligible for telework option
University of North Carolina - Chapel Hill	
Park & Ride Lots	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
Birthday Club	Number of registrants for short-term program
Transportation 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 eligible 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 FY23. GoPass usage data could not be collected because all transit systems were fare free.

Appendix 2

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 Student Travel Survey (2,000+ respondents) and the 2019 Employee Commute Survey (19,200+ 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 25.3 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 2021, the most recent year with data.

Emissions Impacts

This report uses the emissions factors as provided by the Congestion Mitigation and Air Quality in North Carolina grant program for NO_x, VOC, and CO emissions. Specifically, it uses the factors for a light duty gasoline vehicle and an average of the factors for all road types in an urban county. These factors are then multiplied by the total VMT to get overall emissions reductions.

For carbon dioxide emissions, this report used the [EPA's Greenhouse Gas Equivalencies Calculator](#).

A link to our full methodology can be found on the Triangle Transportation Choices Program [website](#).

Appendix 3: Program Contacts

Central Pines Regional Council

Shuchi Gupta, Principal Planner: sgupta@centralpinesnc.gov
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City of Raleigh

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Wake Tech Community College

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Black Girls Do Bike Raleigh-Durham Chapter

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Arise Collective/Interfaith Prison Ministry for Women (IPMW)

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Tashani Gaskins, Operations Director: tgaskins@arise-collective.org

SE Raleigh Promise

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

Oaks and Spokes/WakeUP Wake County

Jared Harber, Director: jared@oaksandspokes.com

Empower All Inc.

Valencia Hicks-Harris, Founder/CEO: Vharri2@empower-allinc.org

TDM Employer Outreach Event in Chapel Hill



The Triangle Transportation Choices Program is funded by NC Department of Transportation, Durham Chapel Hill Carrboro Metropolitan Planning Organization (DCHC MPO) and Capital Area Metropolitan Planning Organization (CAMPO)