



NC Capital Area Metropolitan Planning Organization

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Staff Report

Agenda Date: 5/4/2023

Agenda Item:

To: Technical C

Triangle Transportation Choices/Transportation Demand Management (TDM) Program Update

Crystal Odum, MPO Staff, Jenna Kolling/Josh Michael, TJCOG

The Triangle Transportation Choices program is a transportation demand management (TDM) grant program administered by Triangle J Council of Governments (TJCOG) staff that provides funding on an annual basis for local and regional TDM programs, innovative projects, and equity-based initiatives that encourage Triangle residents and workers to try, including but not limited to, carpooling, vanpooling, transit, biking, walking, teleworking, alternative transportation modes, flexible work hours, and compressed workweeks. Since its inception in 2007, the program's outreach and marketing efforts have reduced over 750 million vehicle miles traveled (VMT) in the region. TDM programs are consistent with the 7-Year TDM Plan, providing overall management and dispersal of TDM funds as approved by the Triangle TDM Oversight Committee, and coordinating evaluation and monitoring activities for the Program (surveys, annual impact reports, etc.).

The program is constantly working towards continuous improvement by enhancing its evaluation and monitoring efforts, improving service-area prioritization models, and, most recently, expanding the program's diversity, equity, and inclusion (DEI) outreach efforts.

The FY22 Annual Impact Report for the Triangle Transportation Choices program calculates reductions in vehicle trips, vehicle miles traveled, and vehicular emissions resulting from TDM programs funded during fiscal year 2022 (July 1, 2021 - June 30, 2022). In FY22, The Triangle Transportation Choices Program awarded 16 grants totaling \$1,429,345. The program's efforts in FY22 supported 51,000 alternative transportation users daily. Over the entire year, 5.1 million single-occupancy vehicle trips were avoided and over 64 million commute miles reduced. In addition, the FY22 grantees were encouraged to conduct outreach events and education efforts in neighborhoods with high concentrations of inequities due to residents' race/ethnicity, income, and vehicle ownership. Despite initial setbacks and pandemic-related limitations, 49 outreach events targeted to DEI communities in the region were conducted with over 4,000 attendees, providing a benchmark for expanding TDM outreach in historically underserved and underprivileged neighborhoods. The program also hired a local DEI consultant for leading and facilitating a series of six interactive DEI sessions. This year, TDM staff and CAMPO Mobility Coordination Committee staff are working closely together to better align the two programs.

Requested Action: Receive as information