



NC Capital Area Metropolitan Planning Organization

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Staff Report

Agenda Date: 4/16/2025
To: Executive Board

Agenda Item: 6.8

Triangle Transportation Choices/Transportation Demand Management (TDM) Program Update Evan Koff, MPO Staff

The Triangle Transportation Choices Program provides funding for Transportation Demand Management (TDM) initiatives across the Triangle region. Grant recipients use a variety of strategies-including marketing campaigns, digital outreach, in-person engagement, and promotional events-to encourage residents and workers to choose carpooling, vanpooling, transit, biking, walking, teleworking, flexible work schedules, and compressed workweeks instead of driving alone.

Since its launch in 2007, the program-jointly funded by Triangle West TPO, Capital Area MPO, and the NCDOT Integrated Mobility Division-has played a vital role in reducing congestion and making better use of existing transportation infrastructure. Over the past sixteen years, it has reduced roadway demand by 915 million vehicle miles traveled (VMT).

Key Program Impacts in FY24 :

- \$1.84 million in funding distributed across 18 grant recipients, including \$122,000 for four community-based and nonprofit organizations.
- 24,000 residents and workers now use alternative transportation regularly, reducing reliance on single-occupancy vehicles.
- 5 million single-occupancy vehicle trips averted.
- Over 70 million commute miles eliminated, cutting fuel consumption, emissions, and roadway congestion.

Strengthening Cost-Effectiveness & Societal Benefits

- Building on last year's analysis, this year's impact report continues to highlight the cost-effectiveness and broader societal benefits of TDM investments. In addition to reducing congestion and emissions, the program delivers broader benefits, including:
- Global climate change mitigation by reducing transportation-related emissions.
- Delaying costly road expansions through improved system efficiency.
- Public health benefits by promoting active transportation (biking/walking).
- Lowering air and noise pollution, improving community well-being.
- Reducing fuel consumption, benefiting households and businesses.
- Decreasing traffic congestion and vehicle crashes, enhancing safety.

In FY24 alone, the program generated an estimated \$29 million in societal benefits, demonstrating its value beyond traditional transportation metrics.

Requested Action: Receive as information