

ANNUAL IMPACT REPORT

FY 2025



TRIANGLE
TRANSPORTATION
CHOICES

CENTRAL PINES
REGIONAL COUNCIL

TABLE OF CONTENTS

PROGRAM BACKGROUND	1
PERFORMANCE MEASURES	2
PROGRAM PARTNERS	4
PROGRAM FUNDING	6
PARTNER IMPACTS AND ACCOMPLISHMENTS	7
Arise Collective	7
Black Girls Do Bike	8
Bike Durham	9
Town of Carrboro	10
Commute Friendly NC	11
Town of Chapel Hill	12
Duke University	13
City of Durham	14
El Centro Hispano	15
GoTriangle Regional and GoPerks	16
GoTriangle - Wake County	17
Habitat for Humanity - Orange County	18
NC Central University	19
NC State University	20
Oaks and Spokes	21
City of Raleigh	22
Southeast Raleigh Promise	23
UNC Chapel Hill	24
Wake Tech Community College	25
APPENDIX I - METHODOLOGY	26
APPENDIX II - PROGRAM CONTACTS	28

Front Cover Images: Clockwise from top left: Town of Carrboro Bike Event; Black Girls Do Bike Tire Repair Clinic; Bike Durham Transit Travel Training @ Duke Gardens; ARISE Collective Annual Bike Event.

Back Cover Images: Top: TDM partners meeting hosted by City of Raleigh; Bottom: Oaks and Spokes Tabling Event.



TRIANGLE
TRANSPORTATION
CHOICES

<https://www.centralpinesnc.gov/mobility-transportation/triangle-transportation-choices>

PROGRAM BACKGROUND

About The Triangle Transportation Choices Program

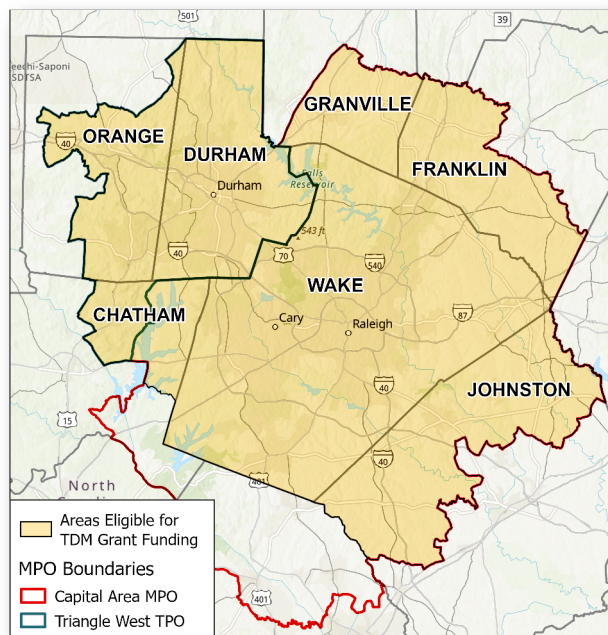
Triangle Transportation Choices is a **Transportation Demand Management (TDM)** program serving parts or all of seven counties in central North Carolina's Triangle region: Wake, Durham, Orange, Chatham, Franklin, Johnston, and Granville.

The Triangle Transportation Choices program was established in 2007 through the Triangle Region 7-Year Long Range Travel Demand Management Plan. That plan set an ambitious regional target: a **25% reduction in the annual growth of commute Vehicle Miles Traveled (VMT)** by 2015.

Since funding for services began in 2009, program partners have implemented a wide range of marketing, outreach, incentives, and subsidies designed to encourage the use of alternative transportation modes. **Collaboration among regional and local partners has been a defining strength of the program.** This coordinated approach has enabled the program to meet and exceed its original VMT reduction target every year since implementation began.

The program's 2007 Plan was first updated in 2014, and a subsequent update was initiated in 2019. While that effort was nearing completion in 2020, the COVID-19 pandemic introduced unprecedented uncertainty in travel behavior and commuting patterns, preventing formal adoption of the updated plan. **The program's next comprehensive plan update is scheduled for FY27** and will be completed with consulting support. The updated plan will guide the next four years of TDM strategies, programs, and investments, ensuring alignment with the region's evolving mobility needs, emerging technologies, and long-term transportation and sustainability goals.

Triangle Transportation Choices is closely aligned with the region's three primary transportation planning organizations in the region: **the Capital Area Metropolitan Planning Organization (CAMPO), the Triangle West Transportation Planning Organization (Triangle West) and the North Carolina Department of Transportation (NCDOT).** Program staff maintain regular communication and ongoing collaboration with these partners to ensure that TDM goals, priorities, and performance measures are consistently reflected in regional and statewide transportation plans.



What is TDM?

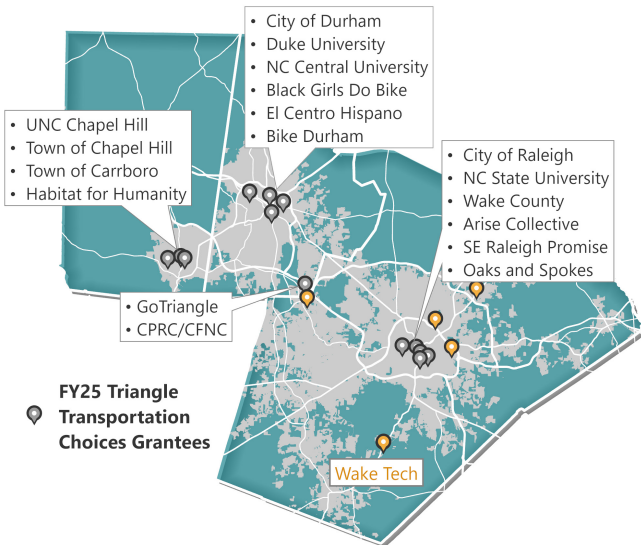
Transportation Demand Management (TDM) refers to a set of cost-effective strategies, programs, policies, and incentives designed to manage how, when, and why people travel. While traditional, supply-side transportation investments focus on building and maintaining infrastructure such as roads, bridges, sidewalks, and trails, **TDM focuses on maximizing the efficiency of existing transportation systems.** It does so by encouraging and supporting travel choices that reduce reliance on single-occupancy vehicle trips and expand access to a broader range of transportation options, including:

- **Carpooling and vanpooling**
- **Public transit and rail**
- **Telecommuting and flexible work arrangements**
- **Micromobility options**
- **Walking**
- **Bicycling**

By shifting travel behavior rather than expanding infrastructure, TDM delivers benefits at multiple scales. These benefits include improved environmental sustainability, increased economic opportunity, better personal and public health outcomes, and an overall higher quality of life for individuals and communities across the region.



PERFORMANCE MEASURES



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 I](#).

FY25 Annual Impacts Summary



5 million vehicle trips avoided

Based on average commute times, that's **over 87,000 days** (or 234 years) not spent driving a car



3 million gallons of gas saved

It would take **352 tanker trucks** to hold that much gasoline



74 million commute miles reduced

That's equivalent to driving from San Francisco to New York City **more than 25,000 times**



25,500 alternative transportation users supported

If they all drove alone, their cars would span **73 miles** bumper-to-bumper



54 million pounds of carbon dioxide release prevented

That's the same as over **5,500 homes** not using electricity for an entire year



PERFORMANCE MEASURES

SOCIETAL BENEFITS

	Air pollution emissions reductions (NOx and VOCs)	=	\$21,000 saved
	Global climate change mitigation (CO2)	=	\$968,000 saved
	Noise pollution reduction	=	\$1,640,000 saved
	Reduction in fuel consumption	=	\$9,250,000 saved
	Reduction in traffic congestion	=	\$1,640,000 saved
	Deferral of new road construction	=	\$250,000 saved
	Reduced vehicle crashes	=	\$1,190,000 saved
	Health benefits of active transportation	=	\$14,700,000 saved

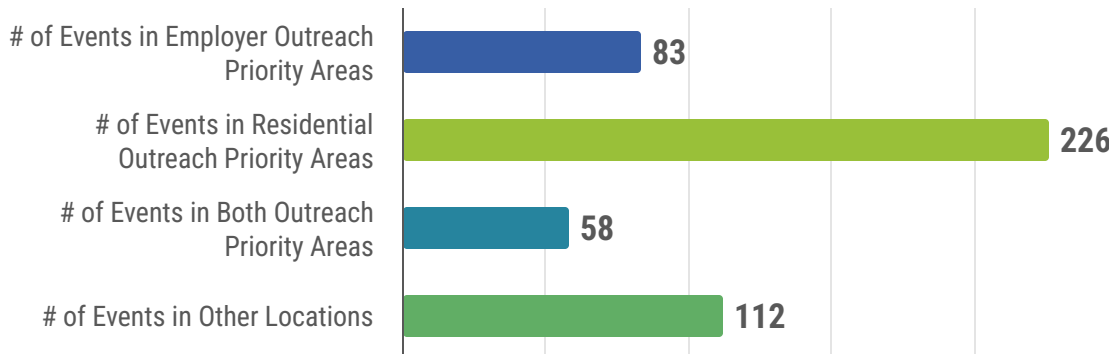

\$30 Million

=
 Total estimated savings in FY25 due to the societal benefits of TDM services provided by the Triangle Transportation Choices Program



EDUCATION & OUTREACH EVENTS

- In FY25, program grantees organized **479 education and outreach events**, directly engaging nearly **24,000 employees and residents** across the region to promote alternative transportation modes.
- Of these, **367** events took place in designated **Employer and/or Residential Outreach Priority Areas** - locations with the highest employment density or a high concentration of residents likely to use and benefit from alternative transportation modes.

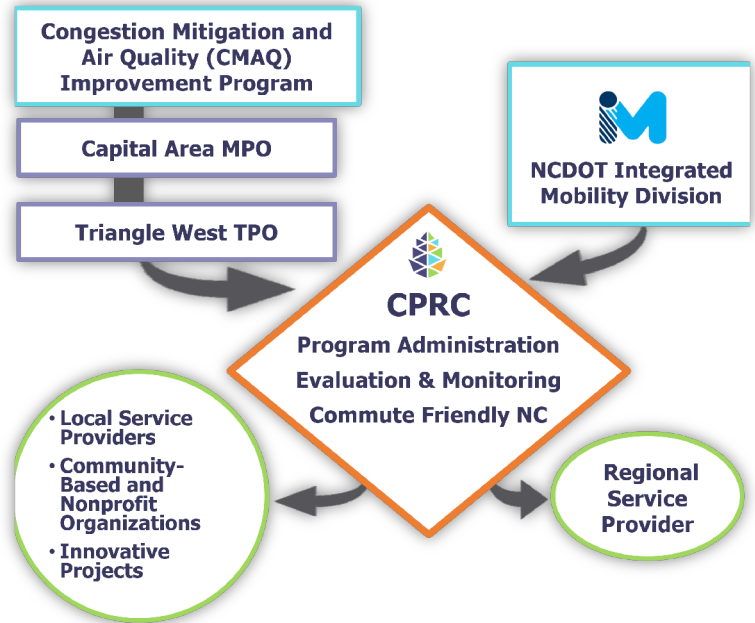


PROGRAM PARTNERS

ROLES AND RESPONSIBILITIES

Oversight Committee

The Triangle Transportation Choices program **Oversight Committee** is comprised of representatives from the three ongoing program funders: NC Department of Transportation (NCDOT), Capital Area Metropolitan Planning Organization (CAMPO) and Triangle West Transportation Planning Organization (Triangle West); and two advisory members: one each from NC Department of Environmental Quality (DEQ) and Central Pines Regional Council (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 they align with long term regional transportation plans of the region.



NC Department of Transportation

NCDOT provides the overall policy framework for TDM programming in North Carolina. It also provides funding dollars, and fiscal oversight for all six TDM grant recipients 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.



Metropolitan Planning Organizations (MPOs)

Two metropolitan planning organizations (MPOs), the **Capital Area Metropolitan Planning Organization (CAMPO)** and the **Triangle West Transportation Planning Organization (Triangle West TPO)**, have been providing Federal Congestion Mitigation and Air Quality (CMAQ) funding to the Triangle Transportation Choices program since its inception. 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.



TRIANGLE WEST
Transportation Planning Organization



**TRIANGLE
TRANSPORTATION
CHOICES**

PROGRAM PARTNERS

ROLES AND RESPONSIBILITIES

Program Administrator

Central Pines Regional Council (CPRC) administers the Triangle Transportation Choices program, serving as the link between statewide TDM policies and funding and the local organizations that deliver TDM services. Program administration includes ensuring consistency with the 7-Year TDM Plan, managing and disbursing grant funds approved by the Oversight Committee, and overseeing program evaluation and performance monitoring efforts. In this role, CPRC coordinates contracts, provides administrative support for the Oversight Committee, liaises among the Oversight Committee and Service Providers, responds to budget and compliance questions, and participates in monthly Partner meetings to support coordination across local and regional TDM programs.

Traditional Service Providers

Regional Service Provider: GoTriangle

GoTriangle is the regional transit authority for the Triangle region and has served as the Regional Service Provider for the Triangle Transportation Choices program since its inception. In this role, GoTriangle leads regional TDM marketing and outreach initiatives, coordinates and facilitates monthly meetings with Local Service Providers, and supports program-wide collaboration. GoTriangle also functions as a Local Service Provider for Wake County.



Local Service Providers (LSPs)

Local Service Providers (LSPs) are typically local governments and higher education institutions that deliver TDM education, outreach, and services within defined geographic areas. LSPs develop and implement locally tailored outreach events and educational activities that reflect the transportation needs of their communities. As local experts, they produce customized materials to promote alternative commute options and regularly collaborate with one another to share resources, exchange ideas, and strengthen regional coordination.

Community-Based and Nonprofit Partners (CBNPs)

Community-Based and Nonprofit Partners (CBNPs) conduct grassroots outreach to educate community members about available alternative transportation options. These partners typically work with specific constituencies, often in historically underserved or under-resourced areas, and design outreach activities tailored to the needs of those populations. CBNP partners also support Local Service Provider outreach efforts within their jurisdictions.

Innovative & Pilot Project Partners

Innovative & Pilot Project Partners propose time-limited projects that advance the understanding of TDM practice through research, data analysis, emerging technologies, or novel outreach strategies. These partners are expected to collaborate with other program partners to test the scalability and replicability of their work.



PROGRAM FUNDING

For the first time in its history, Triangle Transportation Choices piloted a two-year grant award cycle for FY25–26. Because the program is supported by multiple funding sources with different requirements, the two-year awards were structured with separate periods of performance for each fiscal year. The FY25 period of performance ran from July 1, 2024 - June 30, 2025, while the FY26 period of performance runs from July 1, 2025, through June 30, 2026.

The combined FY25 funding awarded to the program’s seven Community-Based and Nonprofit pilot partners and thirteen Traditional partners totaled **\$2.1 million**. All partner organizations provide matching funds, with match requirements ranging from 20 percent to 50 percent of the total award, depending on partner type and funding structure.

Triangle Transportation Choices is funded through a collaborative partnership among the **North Carolina Department of Transportation (NCDOT)**, the **Capital Area Metropolitan Planning Organization (CAMPO)**, and the **Triangle West Transportation Planning Organization (Triangle West TPO)**. Together, these funders oversee and guide regional TDM planning and implementation and support organizations serving their respective constituencies and geographic areas.

The tables below illustrate the distribution of grant funding by source. Award amounts for CAMPO and Triangle West (TWTPO) exceed the FY25 funding received due to the use of unspent rollover funds from prior fiscal years. All figures exclude grantee matching funds and are rounded to the nearest dollar.

Grant Recipient	CAMPO Funding
Go Triangle - Regional	\$142,252
GoTriangle - GoPerks	\$3,455
GoTriangle - Wake Co.	\$43,937
Commute Friendly NC	\$27,134
Arise Collective	\$32,948
Black Girls Do Bike	\$16,710
City of Raleigh	\$116,796
El Centro Hispano	\$25,251
NC State University	\$73,321
Oaks and Spokes	\$24,600
SE Raleigh Promise	\$51,883
Wake Tech	\$33,591
CPRC	\$68,347
CAMPO Total	\$660,225

Grant Recipient	TWTPO Funding
Go Triangle - Regional	\$142,525
GoTriangle - GoPerks	\$3,455
Commute Friendly NC	\$27,134
Bike Durham	\$54,547
Black Girls Do Bike	\$16,710
City of Durham	\$60,944
Duke University	\$50,488
El Centro Hispano	\$20,251
Habitat for Humanity Orange County	\$80,400
NC Central University	\$47,222
Town of Carrboro	\$13,250
Town of Chapel Hill	\$58,687
UNC Chapel Hill	\$68,355
CPRC	\$68,347
TWTPO Total	\$712,315

Grant Recipient	NCDOT Funding
Go Triangle - Regional	\$285,050
GoTriangle - GoPerks	\$6,910
Commute Friendly NC	\$54,267
CPRC Evaluation & Monitoring	\$130,680
CPRC Program Administration	\$143,084
NCDOT Total	\$763,075



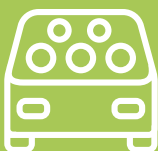


Arise Collective provides comprehensive support services for women navigating reentry after incarceration. Its mission is to remove barriers to successful reintegration through safe, affordable transportation options, residential support, and community connections. Arise serves women across Wake County, NC, through residential homes and community centers, helping participants access essential services including medical appointments, job interviews, recovery programs, financial education, and community engagement opportunities.



>5M

Steps walked by
program
participants



>3k

Vanpool
miles driven
in FY25



39

Women
participants
served



Transit training in partnership with GoTriangle.

KEY PARTNERSHIPS

Oaks and Spokes

Refurbished, donated, delivered bicycles and provided cycling training.

Black Girls Do Bike

Collaborated on annual bike event, group rides, and food drives.

Tri It for Life

Provided exercise and travel gear and co-organized food drive

GoTriangle

Partnered to provide on hands-on, experiential transit training.

KEY ACCOMPLISHMENTS



Arise Collective received the prestigious Rideshare Award from the Association for Commuter Transport, recognizing excellence in transportation services for their work with women in reentry programs.



Launched bicycle education clinics in partnership with Oaks and Spokes.

Provided transit training resulting in independent commuters, better able to get to work and appointments.

BLACK GIRLS DO BIKE

Black Girls Do Bike promotes cycling as a sustainable, healthy, and accessible transportation option for women and girls of color. The organization builds an inclusive, supportive community through mentorship, group rides, and shared resources. Reducing barriers to entry and demystifying cycling for new riders, Black Girls Do Bike aims to increase transportation equity by amplifying the visibility of women of color in active transportation and supporting multimodal travel through advocacy, education, and safety awareness.



>50

Group rides



>500

Participant riders



1

Bid won to host National Meetup



Black Girls Do Bike group ride.

KEY PARTNERSHIPS

Arise Collective

Supported Arise's Women's Reentry Annual Bike Tour.

Oaks and Spokes

Participated in Ride of Silence, a reflective memorial that encourages awareness and policy changes to increase bike safety.

NC State

Partnered with Wolfpack on 2 Wheels to highlight NC State's Energy Week.

KEY ACCOMPLISHMENTS



Black Girls Do Bike Raleigh/Durham bid for and won the privilege of hosting BGDB's National Meetup, which will happen in Raleigh June 11-14, 2026.



Partnered with multiple organizations and agencies to advance core aims of Black Girls Do Bike, including bike safety, riding competency, and community advocacy and support.



BIKE DURHAM

Bike Durham believes everyone should have access to safe, affordable, and sustainable transportation regardless of who they are or where they live. Through events, advocacy and education, Bike Durham empowers all people to walk, bike, and ride transit more often.

Bike Durham's primary TDM activities include teaching and encouraging people to ride bikes, use public transit, or micromobility services, and encouraging increased use of walking, biking, and transit through community events and activities and regular promotion and through advocacy for safer streets and better quality public transit.



224

Individuals took travel classes or training



292

Individuals engaged at events and presentations



737

Transit trips facilitated



Adult bike training.

KEY PARTNERSHIPS

Church World Service

Partnered to train recent immigrants on using the transit system.

Vision Insights

Worked with organization to present multimodal training for visually impaired persons.

Durham Public Schools

Worked with schools to set up transit training classes for parents.

KEY ACCOMPLISHMENTS



Developed a system of multimodal and destination-based travel training that crosses regional boundaries and services.



Established connections to over 30 regional community partners for present and future travel training opportunities.



Carrboro encourages sustainable travel behavior through outreach and education, informing participants about alternative transportation resources, such as free local and paid regional transit, bicycling, and pedestrian infrastructure. In addition to outreach, Carrboro provides equipment and safety gear to help travelers feel comfortable trying new modes, reducing barriers to alternative transportation.

Carrboro prioritizes engagement in multi-family residential and INVEST areas, specifically reaching out to low-income community members and community members of color.



13

Outreach
events held



>500

In-person
interactions

ROI

<\$15k

Reimbursed
for TDM
activities



Offering supplies to ensure safe cycling.

KEY PARTNERSHIPS

Town of Chapel Hill/Chapel Hill Transit

A key resource for reducing SOV trips in the region, particularly with those commuting to UNC and UNC Hospitals. Operates the Commuter Solutions program, Chapel Hill's TDM program, a key partner.

SHIFT Chapel Hill-Carrboro

the combined bike advocacy organization for Carrboro and Chapel Hill helps with promotional events with passionate and experienced volunteers.

Back Alley Bikes

Helps provide expertise to events, especially bike repair skills at Bike Rodeos. Promotes safety with free bike check coupons for Lighten Up! participants.

KEY ACCOMPLISHMENTS



Open Streets: The Town closed a downtown thoroughfare, partnering with businesses, organizations, and community groups to promote alternative transportation choices and safety. The event included a traffic garden, a bike smoothie station, and information about GoTriangle and Chapel Hill Transit.



Bike Month and Bike Rodeo: Bike Month (May) featured four events -- Bike Breakfast, Bike on Bus Demonstration, Bike & Roll to School Day. Bike Rodeo, an event promoting bicycle safety and maintenance, included expert volunteers performing free bicycle repairs.



COMMUTE FRIENDLY NC

Commute Friendly NC is a statewide recognition program that celebrates employers committed to extending benefits, policies, and programs to their employees that encourage sustainable commuting options. By promoting cost-effective and healthier alternatives—such as vanpooling, carpooling, public transit, telework, biking, walking, and flexible work schedules—employers can help build a more sustainable and commuter-friendly state. Primary TDM activities include employer and community outreach, presenting to employers on commuter alternatives and benefits, and expanding the program’s presence in the region through social media.



6

Events held



50k

Employees
represented



39

CFNC
designated
businesses



CFNC awarding an employer at Golden Modes event

KEY PARTNERSHIPS

Bike Durham
Commute Smart Raleigh
Town of Chapel Hill

Prioritized building
relationships with grantee
Partners to launch future
trainings with employers

KEY ACCOMPLISHMENTS



Reconfigured bronze, silver, and gold recognition statuses to better reflect hybrid work and expanded transportation options, encouraging prospective employers to provide additional commuter benefits



Overhauled NC Telework Toolkit, an online resource for employers interested in moving to hybrid and fully remote working policies



The Town of Chapel Hill's newly launched Commuter Solutions program aims to raise awareness of sustainable transportation options, equip residents with helpful transportation resources, and promote a shift toward more sustainable travel through outreach and education. The program helps residents adopt alternative transportation modes by providing essential safety gear, educational resources, and targeted support to address access-related challenges. Commuter Solutions collaborates with the Town's internal departments, community organizations, and employers to develop and implement transportation demand strategies that support sustainable commuting and reduce SOV trips.



10

Events for
new program



>650

Direct
engagements
with residents



>800

Bike and
flash lights
distributed
for safe travel



Commuter Solutions distributing information and items at UNC Chapel Hill's Cyclicious event.

KEY PARTNERSHIPS

Food Fitness Opportunity Research Collaborative (FFORC) at UNC

Partnered to address transportation barriers to improve healthcare access and community health outcomes.

Carrboro Transportation Choices

Collaborated on events, shared resources, and engaged residents in local mobility planning.

UNC CAP Program

Partnered to engage UNC students and staff with sustainable transportation options, resources, and information.

KEY ACCOMPLISHMENTS



Developed and launched the "Commuter Solutions" brand to refresh the Town's TDM identity.



Embarked on new partnerships with municipalities, community groups, and schools to directly reach residents, at events including at National Night Out, the Try Transit workshop series, Be Bright at Night, and many other community gatherings.

With nearly 65,000 students and staff, Duke University is the largest employer in Durham and one of the largest in North Carolina. Its **Unpark Yourself** program promotes alternative modes of transportation, offering outreach, incentives, and support across multiple modes. Unpark Yourself offers incentives for vanpooling, carpooling, bicycling, transit, walking, and telework. Vanpool and carpool, and cycling commuters can access preferred parking spots, and discounted, free, and flexible parking. Additionally, Unpark Yourself educates employees and students about their transportation choices. Student-specific information is provided for incoming students at all levels and times of the year. During the school year, staff attend health fairs, farmer's markets, committee meetings, and department gatherings to distribute information and support commuter choice.



15

Information sessions and events



>250

Registered carpoolers and vanpoolers



2.6M

Duke Transit boardings



Students arriving with Duke Transit

KEY PARTNERSHIPS

City of Durham

Partnered on transit access.

GoTraingle

Provided event support and transit information sharing.

Student and Staff Affairs

Worked to distribute information and outreach on alternate transportation modes.

KEY ACCOMPLISHMENTS



Maintained registered alternate transportation users at about 800 employees and staff, including over 4,000 trips tracked in Share the Ride NC.



Met with Durham's Bus Rapid Transit planners to share information and improve Duke's transit access.



The City of Durham's Transportation Department is responsible for a wide range of transportation services, including managing traffic signs and signals, transportation planning, parking operations, street lighting, taxi and for-hire vehicle oversight, and bicycle and pedestrian planning. Its TDM program, **Way to Go Durham**, is just as important, as it educates City employees and Durham residents on their transportation options through bi-weekly new employee orientation sessions and community and employee/employer outreach events.



15

Employee orientation events



>750

Direct interactions at events



34

City employees registered in Durham's E-bike program



Imani Johnson accepting the Emerging Leader Award at 2025 ACT Conference.

KEY PARTNERSHIPS

City of Durham Human Resources Department
Partnered to disseminate information on transportation resources for new employees.

McDougald Terrace Neighborhood Committee
Partnered to participate in National Night Out at the largest public housing project in Durham, sharing information on transit and additional commute options.

Bike Durham

Partnered on multiple events such as Earth Day Festival, Bike Month events, and Move-A-Bull-City.

GoDurham

Worked together to distribute information on transit and other transportation options.

KEY ACCOMPLISHMENTS



Partnered to host Durham's Move-A-Bull-City event, which took place on a 1.2 mile closed street corridor. The event focused on the social, financial, health benefits, and safety of active transportation. The City also led the Sustainable Transportation Expo.



City staffer Imani Johnson was awarded the 2025 Association for Commuter Transportation Emerging Leader Award during the 39th Annual Conference in New Orleans.

El Centro Hispano improved the delivery of transportation and mobility educational materials by conducting focus groups in Durham, Orange, and Wake counties to better understand how community members use and perceive local transportation systems. Its Community Health Workers and Specialists expanded outreach through community events, satellite offices, the El Centro Hispano Mobile unit, and additional focus groups. They provided guidance on public transportation, carpooling, micromobility, and greenway use, distributed informational materials in Spanish and English, and promoted programs such as Share the Ride NC and Emergency Ride Home. They also offered direct assistance to help participants navigate public transit and micromobility options.



81

Outreach
events held



105

Focus group
participants



>3,000

People
Engaged



Providing transportation information and supplies.

KEY PARTNERSHIPS

GoTriangle

Assisted with educational materials and information during focus groups.

PORCH

Provided Satellite Office space in Carrboro to serve vulnerable populations.

Consulate of Guatemala

Facilitated outreach activities to engage the community.

Welcome Baby

Partnered to hold a focus group and distribute educational materials to parents.

KEY ACCOMPLISHMENTS



Satellite Office: Providing on-site, up-close assistance, the satellite initiative helped underserved community members connect with transportation, health services, and other essential programs.



Direct Impact: Helped community members, including people experiencing homelessness, use public transit and micromobility to access appointments and essential services.

GoTriangle's Transportation Demand Management (TDM) program promotes sustainable travel—transit, vanpool, carpool, biking, walking, and telework—to reduce single-occupancy vehicle trips and congestion. Serving the growing Triangle region, TDM offers free planning, consulting, and resources to improve infrastructure efficiency. The program enhances commuting, boosts air quality, expands accessibility through education, and supports corporate recruitment and retention.



52

Outreach
events held



>15k

Smart trips
tracked



>3k

In-person
interactions



The Umo app helped riders navigate the return of transit fares.

KEY PARTNERSHIPS

Commute with Enterprise

Collaborated to expand the region's vanpool program.

El Centro Hispano

Facilitated community engagement opportunities.

Epilogue Books

Partnered with GoPerks on campaigns and contests throughout the year.

KEY ACCOMPLISHMENTS



Outreach led to **323,349** employer-sponsored boardings and **436,591** Transit Assistance boardings following the reinstatement of transit fares.



Share the Ride NC, the state's primary TDM tracking tool, regionally managed and promoted by GoTriangle, had 1,761 new registrants.

GoTriangle's Employer Outreach Program works to reduce single-occupancy vehicle travel by helping employees and organizations across Wake County understand and utilize the sustainable transportation options available to them. Through partnerships with local governments, employers, and community organizations, the program promotes choices that improve air quality, reduce congestion, and support transit use. Core activities include employer education, outreach events, and participation in initiatives such as Bike Month in May and increasing the number of smart trips, which track sustainable commutes like biking, transit, vanpooling, and carpooling among Wake County commuters.



24

Engagement
activities



13

New employer
partners



1,576

Smart Trips
tracked



Performing outreach at Dorcas Ministries with GoCary.

KEY PARTNERSHIPS

Black Girls Do Bike

Collaborated to promote bicycling and perform community outreach.

League of American Bicyclists

Brought a League Cycling Instructor seminar to the region.

Oaks and Spokes and Project Phoenix
Expanded outreach for Bike Month.

KEY ACCOMPLISHMENTS



Bicycling: Worked with the American League of Bicyclists to train participants to be cycling instructors. Led extensive outreach campaigns during Bike Month (May), boosting Smart Trips with bicycling as the second most common mode.



Outreach led to increases across the board in Smart Trips, Share the Ride NC signups, and employer participation throughout Wake County.

Habitat for Humanity of Orange County (Orange Habitat) and the UNC Food Fitness Opportunity Research Collaborative (FFORC) partner on their Active Transportation program. Active Transportation encourages transportation mode shift in the Weavers Grove community located in Chapel Hill by engaging community liaisons, homebuyers, and community members in all activities, while imparting knowledge and skills that will stay with the community and its members. Orange Habitat and FFORC's primary travel activities are:

Travel training: Training and coaching to get from place to place via active transportation modes.

Social Marketing: Developing a campaign called 'Weave Your Way' to encourage affirmative health behavior of active transportation use by dignifying bus travel.

Bike riding facilitation: Promotion of bike riding via bike repair events that provided 7 bikes to community opinion leaders, bike skills workshops ("bike rodeos"), and social rides.



8

Transportation-
specific events
held



168

Weavers Grove
residents reached
via 'Weave Your
Way' campaign



5

Community
liaisons, all
Weavers Grove
residents, hired



*Community walk and transit training for residents
of Weavers Grove in Chapel Hill, NC.*

KEY PARTNERSHIPS

Weavers Grove Community

Collaborated to establish the Active Transportation program, hiring five resident liaisons.

Rogers Eubanks Neighborhood Association

Partnered with established neighborhood advocacy group to identify goals and support needed for Active Transportation goals.

Many Others Including:

Towns of Carrboro and Chapel Hill,
Bicycle Coalitions of Chapel Hill + Carrboro, Back Alley
Bikes, Chapel Hill Transit, The Recyclery, River Mill
Cycles, Fleet Feet, and Breakthrough PT.

KEY ACCOMPLISHMENTS



Connected with leadership from both the Homeowners Association of Chandlers Green and local high school to formalize a connector trail to the closest bus stop.



Three bus transit-training days providing information on Chapel Hill transit, combining cycling and transit, coinciding with Transit Equity Day and Black History month.

One of 16 public universities of the University of North Carolina System, North Carolina Central University serves 8,000 students and 1,000+ employees. NC Central's Transportation Division manages the transportation and TDM programs for all of its constituencies, including 400,00 annual visitors to its campus. The Eagle Commuter Assistance Program (E-CAP) focuses on facilitating the use of alternative transportation modes, especially transit, carpooling, vanpooling, and bicycling. E-CAP promotes transportation accessibility, sustainability, and safety for all through the use of social media, in-person outreach events, and incentives.

7

Outreach events

>2,500

Student and employee transit riders participating in E-CAP

450

Walking commuters in E-CAP

TDM Partners learning about E-CAP while touring NC Central's campus.

KEY PARTNERSHIPS

City of Durham
Coordinated with the city and GoDurham to make alternative transportation accessible.

Rogers Eubanks Neighborhood Association
Received technical support for vanpools, transit access, and transportation corridor studies.

Lyft
Collaborated on transit partnership expansion.

KEY ACCOMPLISHMENTS

Coordinated an extensive media campaign to ease transportation demand during three coincidental events: the Chancellor's Installation, 2025 Spring Commencement Exercises, and Honors Convocation. Collaborated with Park and Ride, 3 Durham Public Schools, including Durham Tech, and Transit services for all events.

Maintained an active subscriber email list of about 15,000 members that receives transportation updates.



WOLFTRAILS

NC STATE UNIVERSITY

North Carolina State's (NC State) WolfTrails program supports students, faculty, and staff in adopting sustainable transportation options such as transit, carpooling, bicycling, and walking. The program offers incentives like free daily parking for individuals who use sustainable transportation as their primary commute. WolfTrails provides personalized commute planning and actively participates in campus events to educate the community about available travel options. The program promotes local transit services—including Wolfline, GoRaleigh, and GoTriangle—and Transportation Demand Management (TDM) initiatives such as free ride-matching, GoPerks, and the Emergency Ride Home program through Share the Ride NC. TDM staff collaborate with various NC State departments and local organizations to expand outreach and encourage sustainable commuting practices across the campus community.



>5k

Students at
events



1,200

Direct
engagements
with students
and staff



311

New STRNC
Users



WolfTrails at NC State's Bikes on the Bricks.

KEY PARTNERSHIPS

GoTriangle

Partnered to host information tables at multiple community events.

Black Girls Do Bike

Assisted at multi-vendor fair and supported group bike rides.

Commute Smart Raleigh

Helped at multi-vendor fair and collaborated/planned for ongoing TDM campaigns.

Oaks and Spokes

Provides free bike safety checks at fairs, promoting cycling and safety.

KEY ACCOMPLISHMENTS



NC State's annual Bikes on the Bricks event had 200 attendees who had the opportunity to register their bikes, receive free safety check ups, and learn more from vendors



Presented sustainable transportation opportunities to over 5,000 new NC State students, integrating sustainability into their campus experience.



TRIANGLE
TRANSPORTATION
CHOICES



OAKS & SPOKES

Oaks and Spokes is transforming Raleigh into a city where biking and walking are safe, accessible, and integral to everyday life. They envision a just and sustainable transportation network with safe streets and easy connectivity. Oaks and Spokes champions equitable access to safe active transportation to reduce car dependency and foster a community that improves the quality of life for everyone. Oaks and Spokes is also the fiscal sponsor of Raleigh Community Kickstand, an all-volunteer community bicycle collective based in Raleigh. The collective works with the city, county, local cycling shops, cycling non-profits, other organizations, and individuals to gather resources and enhance skills to address a need in our community for safe, reliable, self-sufficient transportation, embodying their motto: fix, teach, give.



49

Free bicycle repair, donation and skill share events



504

Bicycles refurbished and donated to the community



>1,000

Free repairs, helmets, locks and lights provided



Training session on how to incorporate bicycling into other transportation modes.

KEY PARTNERSHIPS

Arise Collective

Partnered to donate 20 refurbished bicycles, empowering Arise's constituents in their full commute or last-mile transportation.

Peach Road Cultural Center

Partnered to host three free pop-up bike repair events, providing bike repairs, bike donations, and essential safety accessories.

Raleigh Parks

Worked with the Parks and private businesses to host bike repair workshops throughout the year.

KEY ACCOMPLISHMENTS



Over a dozen hosted bike rides drew over 500 unique participants during the year.



Oaks and Spokes is multimodal and provided over 350 GoPasses to community members in addition to providing essential information and safety equipment for transportation of all sorts.

Commute Smart Raleigh (CSR) serves Raleigh residents and visitors to find, access, and use sustainable forms of transportation. A key CSR effort is engaging with front-line/service sector employers and employees to increase awareness and access to better commuting options, especially local transit. We do this through direct outreach, meetings, educational events, and by promoting and assisting organizations in signing up for the Employer GoPass program. CSR also reaches out to senior populations in Raleigh, a group that can sometimes feel “stuck” in their home location. It also promotes and helps manage the Transit Assistance Program (TAP), providing free transit to low-income riders. Finally, in FY25 CSR implemented the E-Bike Voucher Program, an initiative that provides vouchers to residents through an application and random selection process. Vouchers cover either the full cost or a discounted purchase price of a new electric bike.



>60

Outreach
Events



150

E-Bike
Vouchers
given away



>2.5M

Transit
Assistance Pass
(TAP) Boardings



Commute Smart Raleigh providing transportation information.

KEY PARTNERSHIPS

City of Raleigh Active Adult Program
Partnered to outreach to senior/adult communities.

Continuum of Care

Comprised of dozens of organizations, Continuum of Care orgs actively participate in the TAP program.

Local cycling community and retailers
Support for the e-bike voucher program.

KEY ACCOMPLISHMENTS



Continued conducting annual Walktober, Lighten Up Raleigh, New Year New Commute, and Bike Month campaigns.



Established the E-Bike Voucher program, which provided \$150,000 in vouchers to residents for e-bikes. The program drew praise and accolades from city leadership, program participants, the local cycling community, and others on the program's success and its impact to those facing transportation insecurity.

Southeast Raleigh Promise's Transportation Demand Management (TDM) program aims to support a series of community-centered initiatives aimed at improving transportation access and awareness. These programs specifically focus on the Beacon Site community, Beacon Ridge Residents, and surrounding neighborhoods along the Rock Quarry Road Corridor. This includes Walnut Ridge and other communities within the six-census track. Our goal is to create opportunities for education, engagement, and access to sustainable transportation options. TDM outreach was part of Southeast Raleigh Promise's community support in many contexts, including community gatherings, such as: Southgate Reunion, Black Farmers Market, National Night Out, Engage Raleigh Expo, and Walnut Ridge Career Opportunities.



14

Outreach
events



>100

Individuals
engaged at
events



30

GoPass and
UMO sign-ups



Community outreach at Black Farmer's Market

KEY PARTNERSHIPS

Southeast Raleigh YMCA, Black Farmers Market, City of Raleigh, CMC and DHIC, Southgate Reunion, and Walnut Creek/Ridge
Partnered to provide attendees access to transportation through GoPass distribution, UMO sign-up, information sharing and education.

Oaks and Spokes

Partnered to provide community members cycling training and bicycle repairs.

KEY ACCOMPLISHMENTS



Promoted use of public transit, cycling and walking with special focus on the neighborhoods of Beacon Ridge and Walnut Creek/Ridge.



Developed strategic plans for FY26 that include a transportation podcast, establishing community walking clubs, and continued UMO sign-up and GoPass distribution.



UNC's Commuter Alternative Program (CAP) encourages students, faculty, and staff to incorporate local and regional transit, park and ride, carpool, vanpool, and bike travel into their commutes. TDM staff engage community members and promote alternative transportation options by participating in and hosting numerous events throughout the year, including Bike Month, Cyclicious, new and transfer student orientation, off-campus housing information fairs, departmental orientations, staff wellbeing events, day-to-day announcements, and responding to queries.



8

Outreach
Events



>1,000

People Engaged



30k

Regional
transit trips



CAP at the Cyclicious event.

KEY PARTNERSHIPS

Chapel Hill Vision Zero

to increase safety of traveling
to, from, and around campus.

The Bicycle Chain

Provides cycling discounts to
UNC staff and students.

Student Affairs

Helps define student needs.

KEY ACCOMPLISHMENTS



Increased CAP membership by over 20%.
50% increase in regional transit ridership.



New Point-to-Point (P2P) Safe Ride
Service launched, providing on-demand
rides to downtown Chapel Hill, Carrboro,
and east of campus.

Wake Tech is North Carolina's largest community college, serving thousands of students who commute to its seven campuses from across Wake County. Green Trek is an initiative designed to lessen student and staff transportation burden and promote sustainable, alternative transportation options that reduce reliance on single-occupancy vehicles. The program supports these aims through a variety of efforts, including outreach events, preferred parking incentives for carpool participants, and promotion of Share the Ride NC. Green Trek also hosts group bike rides to encourage cycling, provides personalized transportation assistance, and distributes GoPass codes, which allow students to ride GoRaleigh and GoTriangle buses fare-free.



15

Events for
new program



75

Direct
engagements
with residents



>5,000

GoPass
scans in one
yearly quarter



Green Trek tabling to provide GoPasses, information, and equipment.

KEY PARTNERSHIPS

GoTriangle

Partnered to launch the GoPass program.

International Student Union Association

Collaborated to introduce new international students to transportation options and the Green Trek program.

GoRaleigh

Worked with GoRaleigh to expand public transit to the Eastern Wake Campus.

KEY ACCOMPLISHMENTS



Launched the GoPass program, enabling fare-free rides on GoTriangle and GoRaleigh buses.

Usage increased significantly throughout the year—from 874 student scans in Quarter 1 to over 5,000 scans in Quarter 4—demonstrating strong and growing engagement.



Led programs and events on multiple modes of transportation, including two cycling events, public transit, and vanpool and carpooling.

APPENDIX I: 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.

TDM Services Included in the Calculations

The impacts summarized in this report only account for TDM services funded directly by the Triangle Transportation Choices program in FY25, which are listed in the table below.

Service	FY25 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
University of North Carolina - Chapel Hill	
Park & Ride Program	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 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
Transporation Management Plan	Total employees working in buildings with a TMP 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
Bicycle Benefits 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

*Estimated for FY25. GoPass usage data could not be collected because GoDurham buses remain fare free.



APPENDIX I: 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 2022-23 Student Travel Survey (2,500+ respondents) and the 2023-24 Employee Commute Survey (10,000+ 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 **24.7 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 2023, the most recent year with data.

Emissions Impacts

This report uses vehicle emission factors from the [Bureau of Transportation Statistics](#) for NO_x, VOC, and CO₂ emissions (grams per mile). Specifically, it uses the 2025 projected factors for an average light-duty gasoline vehicle. These factors are then multiplied by the total VMT to get overall emissions reductions.

Additional impact metrics presented in this report were calculated using the [EPA's Greenhouse Gas Equivalencies Calculator](#).

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



APPENDIX II: PROGRAM CONTACTS

Central Pines Regional Council (CPRC)

Shuchi Gupta, Principal Planner: sgupta@centralpinesnc.gov
Jenna Kolling, Senior Program Analyst: jkolling@centralpinesnc.gov
Andres Otero, CFNC Coordinator: aotero@centralpinesnc.gov

GoTriangle

Kim Johnson, Sustainable Travel Services Manager: kjohnson@gotriangle.org
Rayna Tyson, TDM Program Coordinator: rtyson@gotriangle.org
Amber Warren, Wake County Employer Coordinator: awarren@gotriangle.org
Brendan Martini, Computer Programs Specialist: bmartini@gotriangle.org

Arise Collective

Jennifer C. Jackson, CEO: jjackson@arise-collective.org
Tashani Gaskins, Operations Director: tgaskins@arise-collective.org

Black Girls Do Bike: Raleigh-Durham Chapter

Yvette Y. Trotman, Shero: bgdbraleighdurham@gmail.com

Bike Durham

John Tallmadge, Director: director@bikedurham.org

Habitat for Humanity Orange County and the UNC Food Fitness Opportunity Research Collaborative (FFORC)

Molly De Marco, Research Assistant Professor: molly_demarco@unc.edu
Logan McVey, Program Manager: lmcvey@orangehabitat.org

City of Durham

Imani Johnson, Public Information Communications Analyst: imani.johnson@durhamnc.gov

City of Raleigh

Rachel Anderson, Senior Community Engagement Analyst: rachel.anderson@raleighnc.gov
Mason Chamblee, Senior Community Engagement Analyst: mason.chamblee@raleighnc.gov

Duke University

CJ Loomis, Senior Transit and Fleet Maintenance Manager: cj.loomis@duke.edu

El Centro Hispano

Emilia Ismael-Simental, Dev & Partnerships Director: eismael@elcentronc.org

NC Central University

LaTresha Harwell, TDM Coordinator: lharwel2@nccu.edu

NC State University

Gabrielle Bubin, Transportation Planner/TDM Coordinator: gbubin@ncsu.edu
Andrea Neri, Transportation Planning Manager: aneri@ncsu.edu

Oaks and Spokes

Jared Harber, Executive Director: jared@oaksandspokes.com

Southeast Raleigh Promise

Sophia Lindo, Senior Project Manager: sophia@serpromise.org
Charles McCall, Director of Community Partnership and Engagement: charles@serpromise.org

Town of Carrboro

Becca Eversole-Robinson, Transportation Planner: beversole@carrboronc.gov

Town of Chapel Hill

Nate Helms, Commute Solutions Specialist: nhelms@townofchapelhill.org

UNC Chapel Hill

Ellison Mathews, TDM Coordinator: elliekm@unc.edu

Wake Tech Community College

Adam Blowers, Transportation and Sustainability Coordinator: ablowers@waketech.edu



The Triangle Transportation Choices Program is funded by NC Department of Transportation, Triangle West Transportation Planning Organization (Triangle West) and Capital Area Metropolitan Planning Organization (CAMPO)