

Save Fuel ✓ Reduce Congestion ✓ Improve Air Quality ✓

Transportation Demand Management

8th ANNUAL SUSTAINABLE ENERGY CONFERENCE
April 26-27, 2011

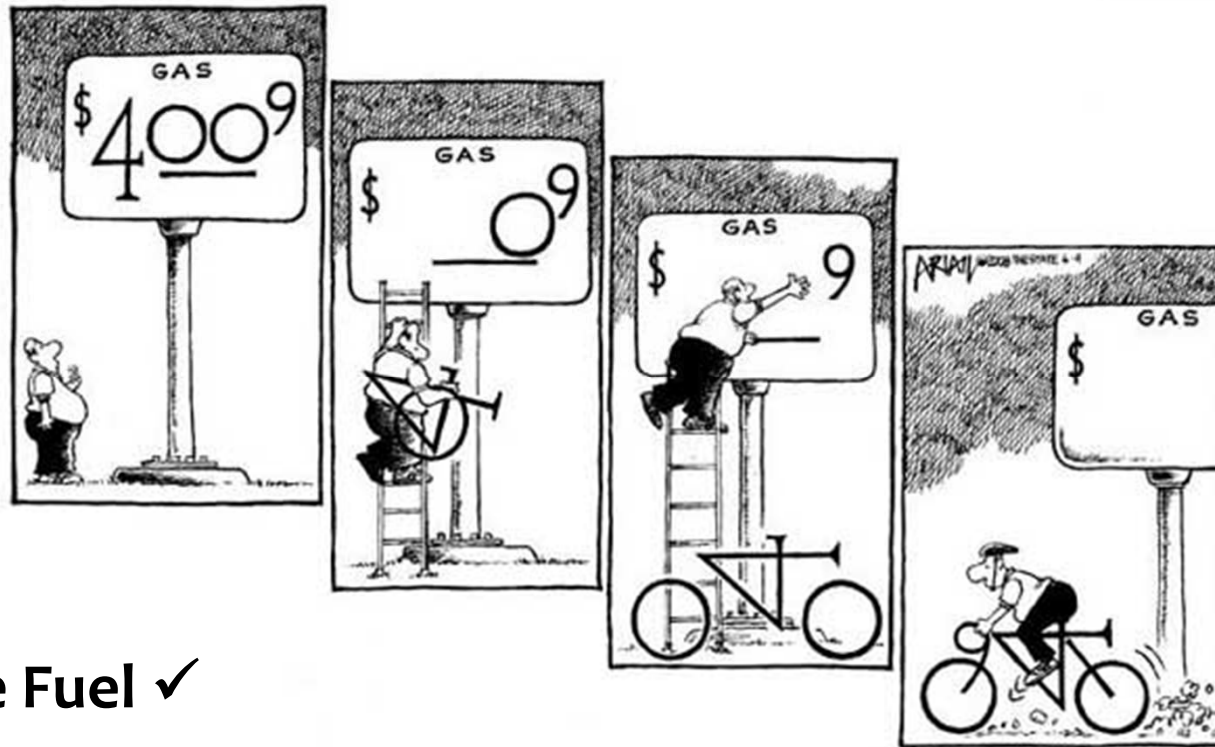
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What is TDM?

Transportation Demand Management (TDM):

- The application of strategies, practices and policies to reduce automobile travel demand.
- Better environmental outcomes, improved public health, safer, less congested roads, and more prosperous and livable cities.

Transformative Economics



Save Fuel ✓

Jurassic Park



Reduce
Congestion ✓

There must be a better way...



**Improve
Air Quality ✓**

Alternative Modes of Transit

TDM Efforts Promote Alternative Transportation Choices:

- Carpool
- Vanpooling
- Bicycling
- Walking
- Transit
- Telecommuting

TDM Strategies typically include:

- Marketing
- Education
- Incentives

Space required to transport 60 people...



Bicycle



Car



Bus

Case Study: Triangle TDM Program

Triangle Regional 7-Year TDM Plan

- Serves the Greater Research Triangle Region of North Carolina
- Funding from NCDOT, CAMPO, DCHC MPO
- Administered by Triangle J Council of Governments
- Ten Service Providers

Program Goal

- Reduce the growth of commuter vehicle miles traveled (VMT) by 25%. (i.e. shift 6,000 regional commuters to non-single occupant vehicles by 2013)

Triangle TDM Program: Funding Structure

NC DOT-PTD provides TJCOG with administrative funds

Local Service Providers

- Required to provide 50% cost-match
- 25% of grant funding provided by NC DOT PTD
- 25% of grant funding provided by DCHC/CAMPO Funding

Regional Service Provider

- Required to provide a 20% match
- 30% provided by NC DOT PTD
- 20% provided by DCHC, 30% by CAMPO

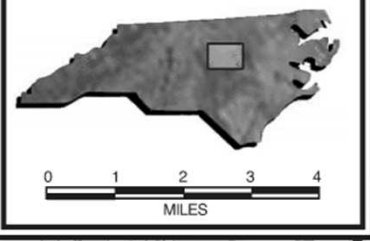
Triangle TDM Program: Service ‘Hotspots’

‘Hotspots’ are targeted areas for the implementation of innovative TDM strategies as outlined in Triangle 7-Year TDM Plan:

- 1) Duke University
- 2) City of Durham CBD
- 3) City of Raleigh CBD
- 4) NC Central University
- 5) NC State University
- 6) North Raleigh/I-440N Corridor
- 7) Research Triangle Park
- 8) Town of Chapel Hill / Carrboro
- 9) UNC Chapel Hill
- * Wake Technical Community College

FY 2011 Service Providers

Raleigh & Durham, NC



Alternative Transportation

Parking

Buses & Vans

Event Planning

Forms & Applications

Policies

> News & Events
News Archive

A new voice for sustainable commuting at Duke

October 27, 2010

At a table in the Circuit Drive parking lot, Brian Williams waits for students, faculty and staff to pass by. He's ready to hand out packets containing bus schedules and maps with how to get to campus by walking or biking.

On a campus where more than 27,800 vehicles have daily parking permits, Williams wants to see fewer sprawling parking lots where only one person drives a vehicle to and from campus. And that's not all.

"Cars are more trouble than you think," said Williams, who rides the [Robertson Scholars Express Bus](#) from Chapel Hill or [carpools](#) to work at Duke. "There are plenty of options that cost less and make your life



Brian Williams, left, Duke's transportation demand coordinator, talks alternative transportation with graduate student Chris Coutlee during a recent event sponsored by Duke and Triangle Transit.

<http://parking.duke.edu/news/>





smartcommute
challenge 2011

Take the Challenge!

Pledge to try a new commute by June 1st for a chance to win!



Check out the "SmartCommute Challenge!" tab below for more information

Wall

Info

SmartCommute Challenge!

Email Alerts

Photos (1)

Events

GoTriangle

Transportation · Raleigh, North Carolina



Wall

GoTriangle · Top Posts ▾

Share: Post Photo Link Video

Write something...



GoTriangle

Do you like the view of your commute? Let us know about it! The SmartCommute Challenge Photo and Video Contest is a great way to show off your skills and your commute~ :) <http://www.flickr.com/groups/smartcommute/>



Flickr: SmartCommuters

www.flickr.com

Flickr is almost certainly the best online photo management and sharing application in the world. Show off your favorite photos and videos to the world, securely and privately show content to your friends and family, or blog the photos and videos you take with a cameraphone.

April 21 at 2:51pm · Like · Comment · Share

PICTURE YOURSELF



in a **NEW** **COMMUTE**

Pledge to try a new commute
by May 15, 2010
and you could win CASH!



WWW.SMARTCOMMUTECHALLENGE.ORG



2010 Statistics & Totals

- Avoided the equivalent of 1,025 trips to the melting polar ice caps
- Avoided the equivalent of 16 trips to the moon
- Saved enough gas to fill up over 14,331 hybrid cars
- Saved enough gas to fill up 3,411 bathtubs
- Reduced 3,410,890 pounds of CO² - the weight of 1,137 lady hippos
- Eliminated the carbon footprint of 85 Americans for an entire year
- 3 out of 4 people who previously drove alone said they would continue to SmartCommute.
- 85% enjoyed trying a smarter, greener commute

Triangle TDM Program: Major Accomplishments

- New Alternative-Mode Commuters: **10,260** (exceeded goal of 6,000)
- Daily Vehicle Trips Reduced: **8,725** (~2.2 million per year)
- Daily Vehicle Miles Traveled (VMT) Reduced: **110,750** (~29 million per year)
- Emission Reductions
 - NO_x: 70 kg/day
 - VOC: 95 kg/day
 - GHG: 47,850
- Petroleum Saved: **4,400 gal/day** (~1.14 million annually)

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