



NORTH CAROLINA

Department of Transportation



Transitioning Back into the Work Life: Statewide Transportation Demand Management (TDM) Strategic Planning

June 11, 2020



Agenda

1) Welcome & Introductions (10 minutes)

- *Integrated Mobility Interim Director, Heather Hildebrandt*

2) TDM Best-Practices Beyond COVID-19 (60 minutes)

- Purpose & Need – *Mary Clayton, Gresham Smith*
- Defining Success & Innovation – *Marshall Elizer, Washington State DOT*

3) Statewide Updates (15 minutes)

- Scorecard – *Sean Flaherty, Gresham Smith*
- SharetheRideNC (STRNC) – *Shelly Parker, GoTriangle*
- Mode Makers – *Mary Sell, Triangle J Council of Governments*

4) Q&A (5 minutes)

5) Other Business (5 minutes)

Transportation Demand Management (TDM) Program

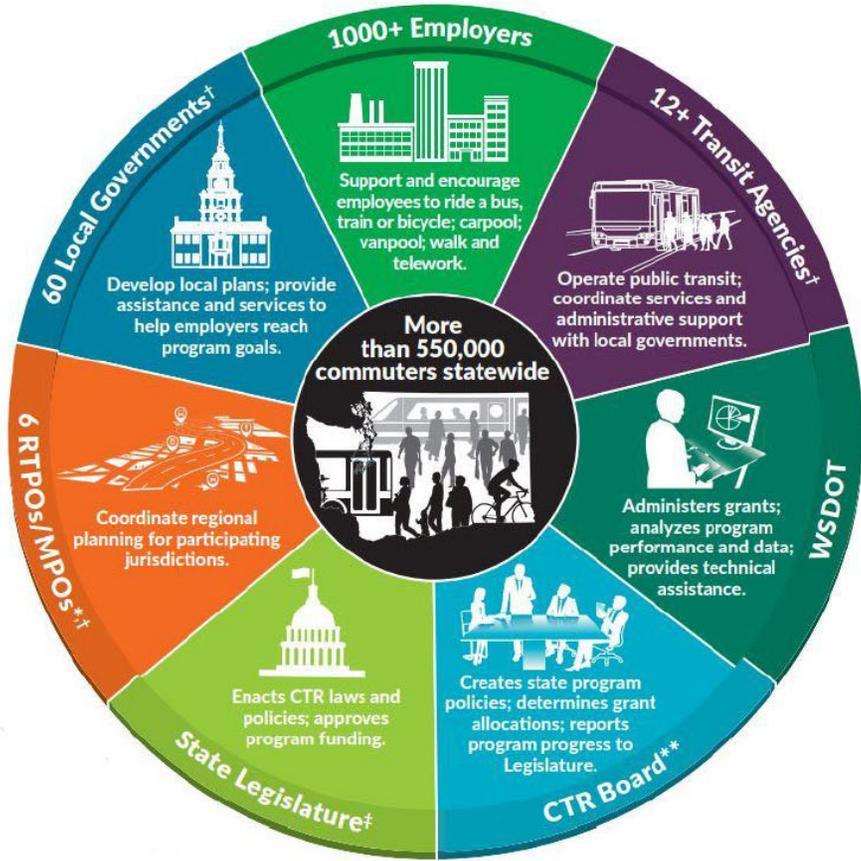
What's accomplished, what's next

MARSHALL ELIZER, ASSISTANT SECRETARY OF TRANSPORTATION, MULTIMODAL DEVELOPMENT & DELIVERY

Transitioning Back into the Work Life: Statewide TDM Strategic Planning

June 11, 2020

Partnerships: cornerstone of our TDM successes



TDM Strategies and emerging trends

ESTABLISHED

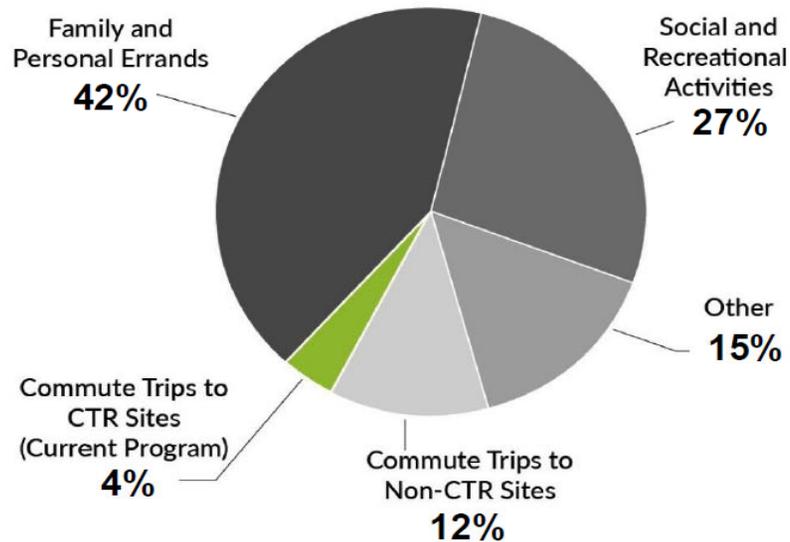
- Statewide CTR
- Incentives
- Park and rides
- Transit expansions
- HOV lanes
- Tolling
- Telework
- Vanpools
- ORCA Lift
- Safe Routes To Schools
- Private transit (e.g. Microsoft Connector and UW Health Express)
- Transit passes (e.g. ORCA)

EMERGING

- Mobility on demand
- Mobility as a Service
- First last mile connections
- Shared mobility
 - Bikes
 - Scooters
 - Car share
- Cooperative Automated Transportation
- Transportation Network Companies (TNC)
 - E.g., Uber, Lyft, Via

Demand and support for more TDM solutions

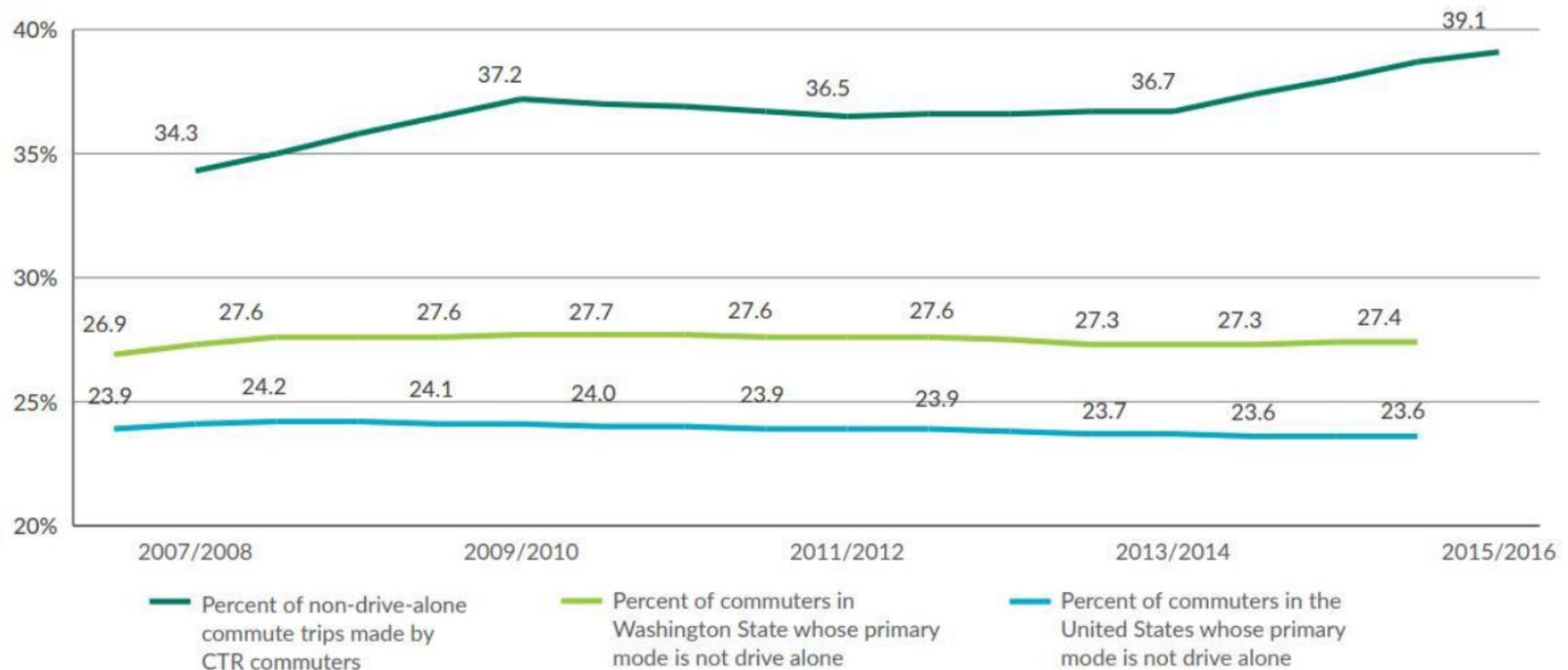
Percentage of Daily Trips



Need to shift focus beyond CTR: freight, shift workers, social services and education, special events, etc.

CTR – Established and Effective

Commuters in the CTR program significantly increased their use of non-drive-alone modes compared to statewide and national commuting trends



Source: WSDOT analysis of CTR survey and American Census Survey data

WSDOT TDM Executive Board & Technical Committee

<https://tdmboard.ning.com/>



HOME

MEETING CALENDAR

MEETING MATERIALS

RESOURCES

MY PAGE

NEXT MEETING



WSDOT TDM Program Updates Webinar

Jun 17, 2020 from 12:00pm to 12:45pm
GoTo Meeting

[View All](#)

OUR MISSION

The mission of the TDM Technical Committee and TDM Executive Board is to improve the quality of life for all Washingtonians by shaping and determining policies that support successful, innovative TDM programs statewide. The purpose of the committee and board is to influence broad TDM goals and targets; inform policy; and elevate the profile TDM can play in advancing collective outcomes around public health, economic vitality, climate change, and supporting thriving communities.

Both groups also supports WSDOT's strategic plan, specifically its inclusion and Practical Solutions goal areas, as well as the Governor's Results Washington initiative. The board is supported by a 16-member technical committee that will take input from the board to develop TDM program recommendations.

TDM outcomes are diverse, but include better travel-time reliability, cleaner air and water, GHG emission reductions, vibrant and well-connected communities, and access to opportunity for all.

All technical committee meetings are open to the public, and meeting calendars, materials, notes and slides will be made available here.

Continuous Planning and Strategic Engagement

 JULY 2018

Expanding Travel Options: Faster, Smarter and More Affordable

A 2019-2023 Strategic Plan

WASHINGTON STATE COMMUTE TRIP REDUCTION BOARD





Transportation Demand Management Executive Board and Technical Committee Action Plan July 2019 - June 2021

Updated May 2020

Goal
Improve mobility for Washingtonians by increasing the use of transportation demand management in communities across the state for all travelers and all trip markets.

Alignment
The strategic objectives and initiatives outline below are grounded in WSDOT's 2019-2023 TDM Strategic Plan. That plan was developed over a twelve month period and includes input from dozens of stakeholder workshops, interviews and conversations around the state with hundreds of local TDM implementers, transportation service providers, employers, community groups, policy makers and others. The plan was adopted in the summer of 2018.

A focus of this action plan is to ensure WSDOT, the board and committee's TDM efforts are aligned and mutually supportive – that we advance TDM policies in unison and have consent on priority initiatives.

Priority Initiatives
Leverage the TDM Executive Board's influence and standing, and the TDM Technical Committee's expertise and hands-on experience to:

- 1. Ensure that improvements to existing TDM programs (such as CTR) meet stakeholder needs.**

Initiatives include:

- Update incentives guidance to support effective, locally developed marketing programs (*completed Q4 2019*)
- Provide jurisdictions technical assistance to enhance program delivery and increase program performance, e.g., exempting worksites and/or cities with extenuating circumstances
- Update and modernize CTR survey tool and program report to increase administrative efficiencies and develop more actionable performance data for local implementers

TDM Technical Committee and Executive Board Action Plan
Ricardo Gotla, gotlar@wsdot.wa.gov

May 27, 2020
Page 1 of 3

Launched new governance structure

EXECUTIVE BOARD

- Dave Anderson, Department of Commerce
- Maia Bellon, Department of Ecology
- Ken Casavant, WSU Freight Policy Transportation Institute
- Anthony Chen, Tacoma-Pierce Health Department
- Katie Garrow, MLK Labor Council
- Clark Halvorson, WA Department of Health
- Erik Hansen, Office of Financial Management
- Emmett Heath, Community Transit
- Kent Keel, University Place
- Craig Kenworthy, Puget Sound Clean Air Agency
- Elizabeth Leavitt, Port of Seattle
- Dan Mathis, FHWA
- Susan Meyer, Spokane Transit Authority
- Roger Millar, WSDOT
- Chris O'Claire, King County Metro
- Lua Pritchard, Asian Pacific Cultural Center
- Matt Ransom, SW WA Regional Transportation Council
- Tim Waldrop, Amazon
- Larry Watkinson, WSDOT ADA Compliance Officer

TECHNICAL COMMITTEE

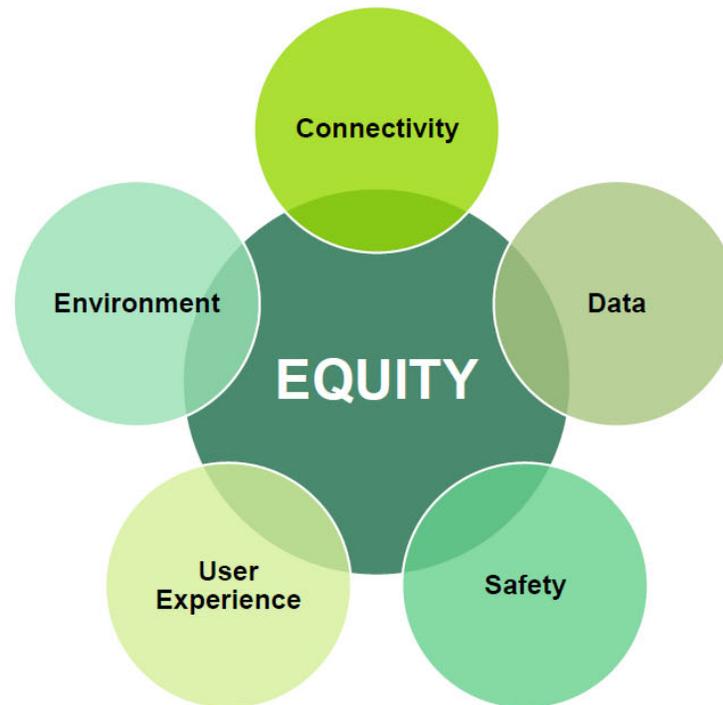
- Mary Anderson, Whatcom Transportation Authority
- Jennifer Campos, City of Vancouver
- Carol Cooper, King County Metro
- Billy Duss, Facebook – Hines
- Marshall Elizer, Department of Transportation
- Staci Harber, Hopelink
- Jennifer Hass, Community Transit
- Veronica Jarvis, Office of Financial Management
- Jan Ollivier, People for People
- Karen Parkhurst, Thurston Regional Planning Council
- Michelle Patrick, Kaiser Permanente
- Michelle Rasmussen, Eastern Washington University
- Michael Villnave, FHWA
- Dustin Watson, Department of Ecology
- Kristina Walker, Downtown on the Go (City of Tacoma)
- Bryce Yadon, Futurewise

Updated WSDOT incentives guidance

Board and committee adopted new state incentives guidance to allow jurisdictions to make investments that best meet local TDM needs and opportunities

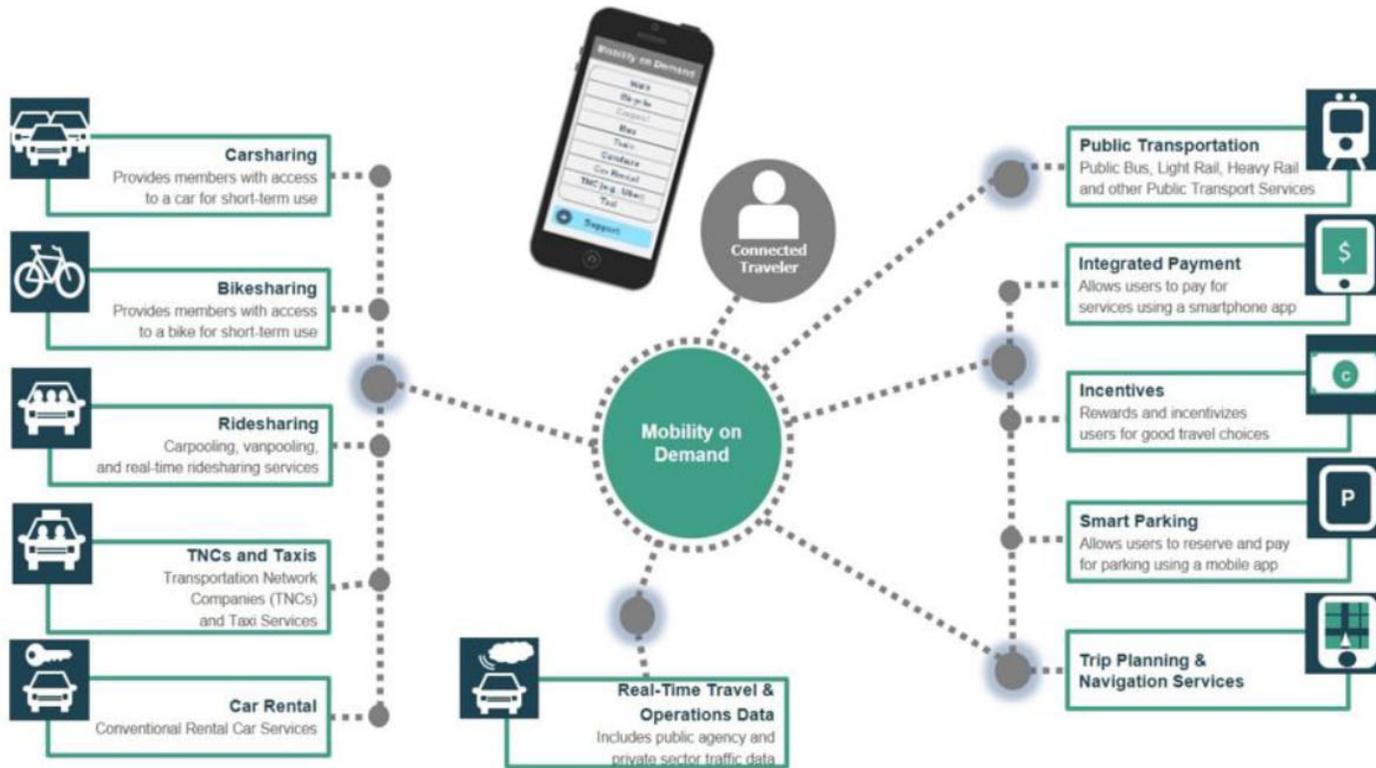


WSDOT mobility on demand core principles



It is central that mobility on demand services benefit all people in Washington, including vulnerable populations.

Mobility on demand



U.S. Department of Transportation
 ITS Joint Program Office | Federal Transit Administration | Federal Highway Administration

Mobility on demand emphasis areas

- **Maintain a robust public transportation network** as a backbone for mobility on demand services.
- **Enhance connectivity and data sharing** between transportation providers to maximize the efficient and seamless use of transportation networks.
- **Expand access to mobility on demand services** to assure all Washingtonians benefit from new and innovative services.

What's next

1. Ensure that improvements to existing TDM programs (such as CTR) meet stakeholder needs.

- Modernize laws, rules, policies, guidance, e.g., CTR RCW and WACs to allow increased program flexibility

2. Develop new, effective TDM strategies grounded in stakeholder input and expertise.

- Deploy a \$1 million first and last mile pilot project
- Develop mobility on demand policy framework

3. Build statewide, multi-sector support for the implementation of TDM strategies.

- Preserve multimodal investments
- Present at Legislative meetings and committee hearings
- Share TDM success stories (ACT TDM Forum, planning orgs, etc.)

Transportation During and (hopefully) After a Pandemic

Looking ahead to the “new normal”

MARSHALL ELIZER, ASSISTANT SECRETARY OF TRANSPORTATION, MULTIMODAL DEVELOPMENT & DELIVERY

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Topics

- Travel Changes in Washington
- WSDOT's response to COVID-19
- Revenue challenges in the "new normal"
- Response to challenges
- Lessons from COVID-19
- Next steps



COVID-19 Travel Dashboard

   MENU

HOME ▶ COVID-19 MULTIMODAL TRANSPORTATION SYSTEM PERFORMANCE DASHBOARD

COVID-19 Multimodal Transportation System Performance Dashboard

Washington state has seen a significant decline in travel across all modes of transportation since mid-March. Washingtonians have responded positively to Gov. Inslee's various COVID-19 related initiatives such as closing schools (March 12), restricting gatherings to fewer than 50 people (March 16), and the Stay Home – Stay Healthy Executive Order (March 25).

Multimodal travel declines in Highway Traffic, Toll Systems, and Ferries, Transit and Passenger Rail ridership are reflected in the executive summary below. The summary will be updated by 10:30 am daily with the most recent data available. For deeper dives into the data and daily updates to information on COVID-19's effects on items ranging from Freight and Safety to County data, [see buttons below](#).

WSDOT is monitoring these system-wide transportation changes based on data from [WSDOT Traffic Information](#), the [Washington State Transit Association](#) and the [Department of Health](#). If you are a local agency and would like to share your transportation data here, please email us the information at C19data@wsdot.wa.gov.

<https://www.wsdot.wa.gov/about/covid-19-transportation-report/>

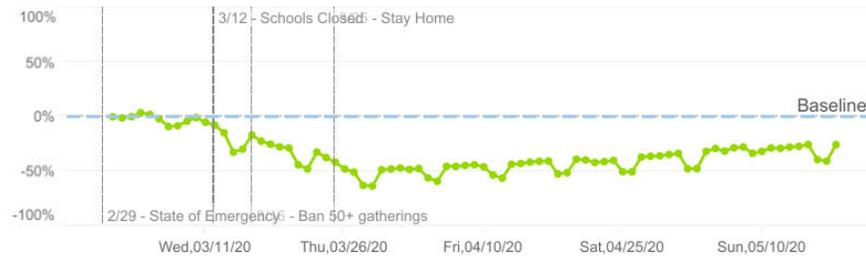
WSDOT COVID-19 Transportation System Performance Multimodal Executive Summary

Highway Traffic

Data from 32 locations statewide

-25%

compared to 2019 baseline



County

(All) ▼

Highway

(All) ▼

2020 Date

March 1, 2020

May 18, 2020



Darkening boxes indicate a larger change from the baseline

Highway	County	Traffic count location	Sun, 03/01/20	Mon, 03/02/20	Tue, 03/03/20	Wed, 03/04/20	Thu, 03/05/20	Fri, 03/06/20	Sat, 03/07/20	Sun, 03/08/20	Mon, 03/09/20	Mon, 05/18/20
SR 14	Clark	SR 14 at Jct. I-205 (Vancouver)	2%	-1%	-1%	8%	1%	-4%	-6%	-6%	-2%	-33%
I-205	Clark	I-205 at Jct. SR 14 (WA/OR border)	3%	-1%	-2%	7%	3%	1%	-6%	-3%	1%	-28%
I-5	Clark	I-5 at SR 14 (WA/OR border)	-1%	-2%	0%	5%	0%	-3%	-1%	-3%	-2%	-26%
		I-5 at SR 502 (Battle Ground)	0%	0%	1%	8%	4%	0%	-4%	-7%	-1%	-30%
	Lewis	I-5 at Centralia	0%	-2%	-3%	2%	3%	1%	-6%	-6%	-2%	-26%
	Thurston	I-5 at Tumwater Blvd.	2%	1%	5%	0%	-6%	2%	-5%	-6%	-5%	-29%
		I-5 at Meridian Road (Lacey)	-4%	-5%	-6%	-1%	-2%	-2%	-11%	-9%	-5%	-36%
	Pierce	I-5 at Lakewood	-6%	-6%	-5%	0%	-2%	2%	-9%	-9%	-6%	-26%
		I-5 at Pierce/King county line	-4%	-3%	-7%	0%	3%	-3%	-12%	-14%	-6%	-25%
	King	I-5 at Federal Way (Enchanted Pk..)	-3%	-4%	-7%	0%	2%	-3%	-12%	-13%	-7%	-28%
		I-5 at SODO (Holden)	-1%	-5%	-2%	2%	-2%	-9%	-11%	-14%	-7%	-29%

Additional Detail & Analysis Available

State Highways

Toll Facilities

Ferries

Transit

Passenger Rail

Freight

Active Transportation

Safety

Aviation

[Counties Data](#)

Disclaimer: Data should be considered preliminary and can be used for informational purposes.

Recent Travel Trends Summary

- State Highway travel across 32 locations down an average of 25% from the same day in 2019
- Toll facility travel across five facilities/bridges down an average of 56% from the same day in 2019
- WA State Ferries travel down 58% overall:
 - Walk-ons down 62-90% from the same day in 2019
 - Vehicles down 25-67% from the same day in 2019
- Transit travel (10 systems) down 72% from the same day in 2019
- Passenger rail (Amtrak) travel down 97% from the same day in 2019
- Freight (truck freight volumes) travel down moderately 8% to 36% (data from 6 counties)
- Active Transportation (walking and biking) travel from 31 counters across 12 counties:
 - Walking up 97%
 - Biking up 47%
- Aviation
 - Domestic air freight up 17% thru March; International air freight down 24% thru March
 - Nationwide, US passenger travel down 93%
- Safety – total crashes declining but overall crash rates fairly steady (state and local roadways)
- County roadway traffic change data (submitted by counties)

WSDOT's COVID-19 response



Providing essential services and keeping people safe

- Providing essential maintenance functions and services – Incident response, movable bridges, emergency repairs, noxious weed control, pass clearing, etc.
- Supporting the freight industry to keep food, emergency supplies and other products moving
 - Stepped-up cleaning protocols at safety rest areas to keep visitors safe
 - Permit food trucks at rest areas to serve truckers, under cooperative agreement with Washington Trucking Association



WSDOT's COVID-19 response

Providing essential services and keeping people safe

- Ferry operations is an essential service to connect people and deliver goods in ferry communities
 - Conducting CDC cleaning and disinfecting protocols
 - Encouraged passengers to stay in vehicle
- Keeping trails open on state right of way for people who rely on biking and walking for transportation
- Supporting transit agencies large and small with funding, equipment and expertise
- Supporting Amtrak Cascades essential intercity passenger rail



WSDOT's COVID-19 response

Keeping Washington transportation workers safe

Our construction partners

- For safety, suspended active construction projects, except for eight fish passage projects
- Working with the Governor's office, Labor & Industries, Department of Health, labor, construction industry partners to restart construction activities
 - Safety action plans
 - PPE, such as eye protection, masks, gloves and additional sanitation
 - Monitoring and enforcement



WSDOT's COVID-19 response



Keeping Washington transportation workers safe

Internally

- Providing protocols, training, and personal protective equipment for workers
 - Return-to-work protocols for maintenance and construction workers
 - COVID-19 mandatory training for all staff
 - Significant PPE investment
- Developing plans for eventual return to office work in phase 4 of Governor's Safe Start reopening
- Created a productive teleworking environment for more than 3,000 of WSDOT's 7,000 employees
 - Of those 3000+ teleworking, went from 12% who regularly telework at least one day per week to 90% teleworking full time
- Online training developed in categories that include mandatory, technical and professional, inclusion, community engagement, etc.
- IT support for dispersed workforce
- HR support for dispersed workforce

Revenue challenges in the “new normal”

Financial implications of Stay Home orders

- Experienced significant reductions in travel:
 - Vehicle traffic – down 45% average
 - Ferries ridership – down 75% average
 - Transit ridership – down 75% average
 - Amtrak Cascades ridership – down 95% average
 - Use of toll facilities – down 42-77%
- Projects suspended for safety will incur costs to restart
- Official revenue forecast in June; currently, estimated \$100 million in lost revenue per month for all transportation agencies; 35% of our average monthly revenue collections
- 85% of our budget comes from state revenue sources and bonds



Revenue challenges in the “new normal”

Many demands while revenue is down

- COVID-19: Estimated fuel tax revenue loss for transportation agencies is \$100 million per month
- I-976: Estimated \$360 million revenue loss in 2019-2021 budget
- Fish passage federal obligations: \$3.1 billion needed through 2030
- Seismic retrofit: at least \$1.5 billion needed to protect bridges in Western Washington
- Maintenance and preservation: \$7 billion needed through 2030

WSDOT’s immediate actions:

- Stayed on winter ferry schedule due to significant passenger reductions
- Deferring both permanent and non-permanent new hires
- Discontinuing out-of-state travel
- Suspending new consultant contracts and task orders
- Holding off Transportation Equipment Fund and other major purchases
- Working with Congressional delegation to request federal funding backfill for lost revenues

Preparing recommendations for the Governor and the Legislature

- Reductions to WSDOT operating programs
- Deferrals of capital investment
- Pivot to respond to lessons from COVID-19

Response to challenges: Take care of our existing system

Our local economies rely on the existing transportation system – case in point:

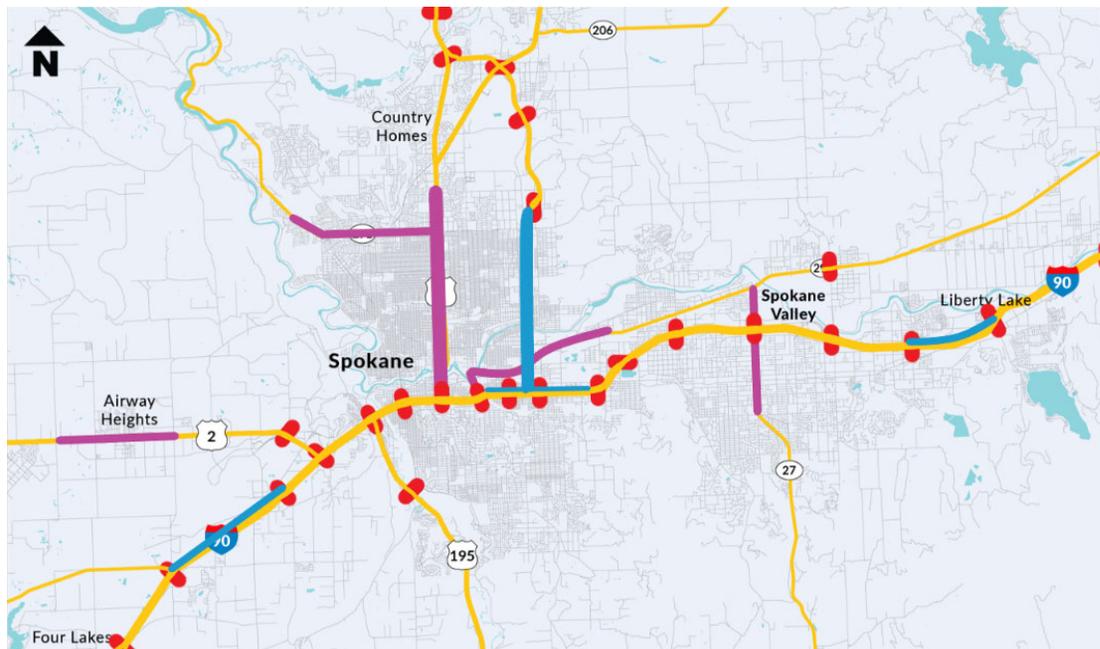
- The greater Spokane area has a \$30 billion economy and it's growing *
- This economy is solely dependent on the infrastructure we currently own – statewide assets about \$200 billion; WSDOT's Eastern Region about \$30 billion
 - On average, the cost to maintain the region's pavement: about \$58 million yearly – we're falling behind on the order of \$15 million a year
 - Three largest investment packages (Nickel, TPA and Connecting Washington) focused on congestion and mobility – little for maintenance and preservation
 - First half of the North Spokane Corridor alone added \$1 million biennial liability to maintenance budget
- We can't build on a foundation that is crumbling; and we can't assume it will be there for us in the future, if we don't take care of it now

* Source: HIS Markit for Council of Mayors

Response to challenges: Take care of our existing system

Response to the shortfall

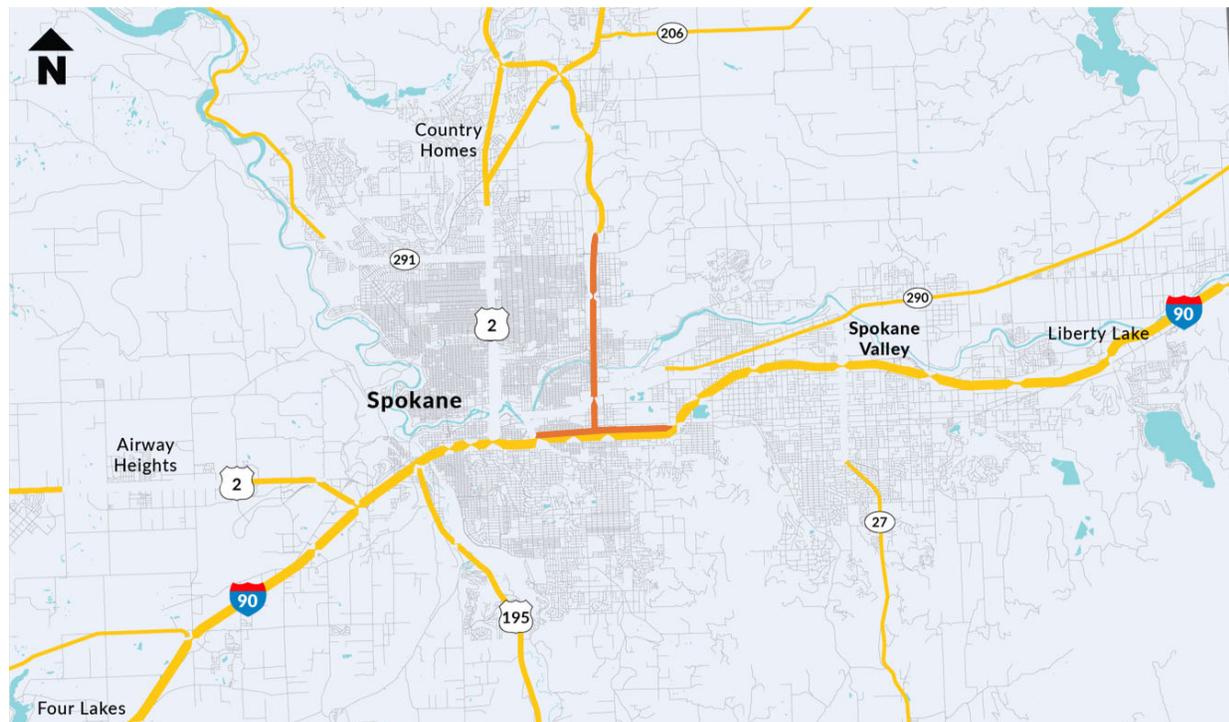
- No capital investments to the following:
 - Roads 45 mph or below
 - On ramps/Off ramps



- Onramps and bridges
- *Under 45 MPH*
- *Connecting WA*
- *State Highways*

Response to challenges: Take care of our existing system

Spokane's state highway network – without investments to Connecting Washington, pavement on <45 mph, ramps:





Response to Challenges

Resilience

- Safety and system operation program
- \$7 billion system preservation need
 - Highways and bridges
 - Ferries
 - Train sets
 - Facilities and equipment
- \$1.5 billion [bridge retrofit](#) need
- \$3.1 billion [fish passage](#) obligation
- Significant projects
 - [I-5 Columbia River Bridge](#)
 - [US 2 Trestle](#)
 - [SR 18](#)
 - [Complete I-405/SR-167 Master Plan](#)
 - [I-5 System Partnership](#)
- 10-year need, none of this is funded



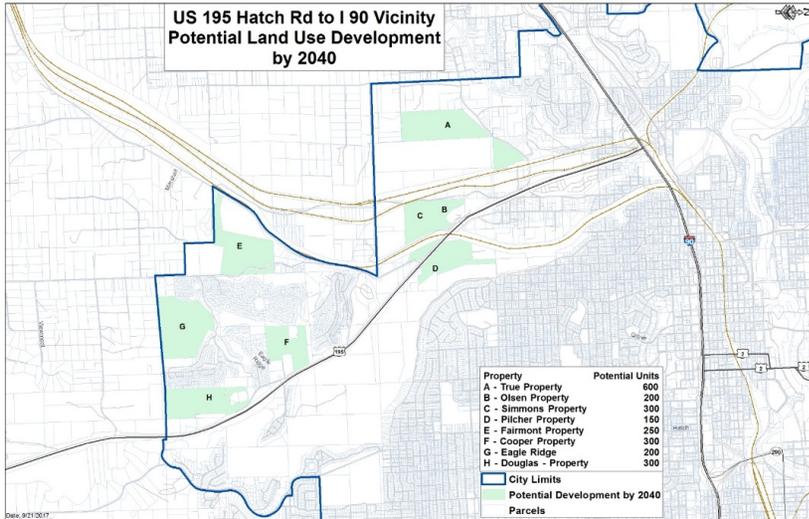
Response to Challenges

Alternative energy

- [EV charging stations](#)
- [Ferry conversion, new vessels](#)
- [Fleet conversion](#)
- [Clean transit](#) – 386 electric buses in Washington (as of December 2018)
 - WSDOT working with local partners to obtain federal grants to replace diesel with alternative fuel vehicles
- [E-bikes](#), E-scooters

Technology and Innovations

- Transportation System Management and Operations
 - [Cooperative Automated Transportation](#)
 - Mobility on Demand



Response to Challenges

Governance/Financing

- Linking land use decisions with transportation investment and demand management strategies



1999 plans for infrastructure build-out

Lessons from COVID-19



No one is safe until everyone is safe – social equity and post-pandemic transportation

- The first 6 feet and last 6 feet are the critical distances for successful economic and social interaction
- Your car won't keep you safe, unless you stay in it – all modes need to be safe
- The pandemic showed that service workers key to a prosperous economy
- They often live furthest from employment centers
 - Few urban services
 - Longer commutes
 - Higher percentage of household income spent on housing and transportation (often more than 50 percent)
- Affordable transportation and housing options are an economic necessity, not a social service

Lessons from COVID-19

Zooming in and out: “telecommunity” as the “new normal”

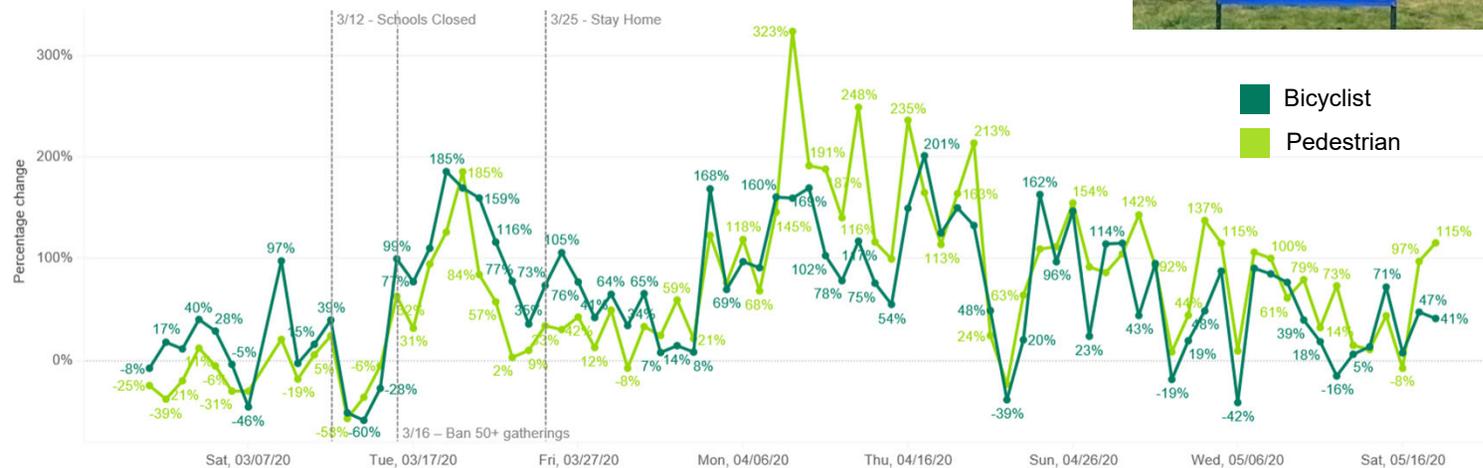
- Suddenly forced to use technology we’ve had for a long time
 - Success is driving new thinking on worker expectations and office space requirements
 - Some will want to go back to the office, many won’t
- Helps manage demand without adding roadway capacity – flattens the peak hour
- “Telecommunity” – A society in which information can be transmitted or received freely between all members without technical incompatibilities
 - Investment to support telecommunity and making the opportunity more equitable – significant economic, social, environmental benefits
 - Fully ADA-accessible conferencing systems are needed and should be adopted as the industry standard



Lessons from COVID-19

I'm going for a walk: the importance of complete neighborhoods

- Stay Home, Stay Healthy – many see their neighborhoods in the daytime
- Mixed use neighborhoods provide food security, access to services
- Sidewalks and bikeways often don't exist, or too narrow for social distancing
- Need to do catch up on accessibility – for a person in a wheelchair, no curb cut means they aren't going anywhere
- People staying closer to home likely to influence/increase local active transportation investments
- Complete the state's active transportation system to complement/leverage affordable housing, transportation and telecommunity initiatives



Lessons from COVID-19



Freight mobility at your doorstep: package delivery goes big (and small)

- Freight industry literally delivered during pandemic
- Consumers shift to online shopping accelerated by COVID-19
- Much of the traffic in neighborhoods is package delivery
- Local businesses are jumping in – groceries, restaurants, retail stores, even car dealerships
- What is the public interest in freight door to door?
- What and where should public investment be?
- What role can e-cargo bike delivery play in the future?

Lessons from COVID-19

Traffic is down, crashes are not: a case for automated enforcement

- Traffic is down 45 percent on average
- Crash rates have gone up
 - A significant number of drivers exceeding speed limits, some at speeds approaching 200 mph
 - Endangering themselves and others
 - Fatality rates jumped 14% nationwide in March*
- We have the technology to enforce speed limits and other laws
- Develop enforcement strategy with safety, law enforcement, civil rights, social equity stakeholders

*National Safety Council preliminary estimate



Next steps

This is a unique opportunity to rethink our old models

- Work with partners and stakeholders to recommend policy decisions
- Re-examine how we use our transportation infrastructure and systems
 - accommodate all people and modes
- Ensure our policy and program decisions are equitable and inclusive
- Explore how we operate in a modern work environment
- Look for new, flexible sources of revenue
- Emphasize resilience and select flexible, adaptable investment strategies that can be effective in an uncertain future



Questions?

Marshall Elizer, PE, PTOE, FITE

Assistant Secretary of Transportation, Multimodal Development & Delivery

Washington State Department of Transportation

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MISSION STATEMENT

To provide citizens of North Carolina opportunities and strategies for improving sustainable economic growth and quality of life through reduced transportation congestion, expanded mobility options, improved air quality and more efficient use of resources.

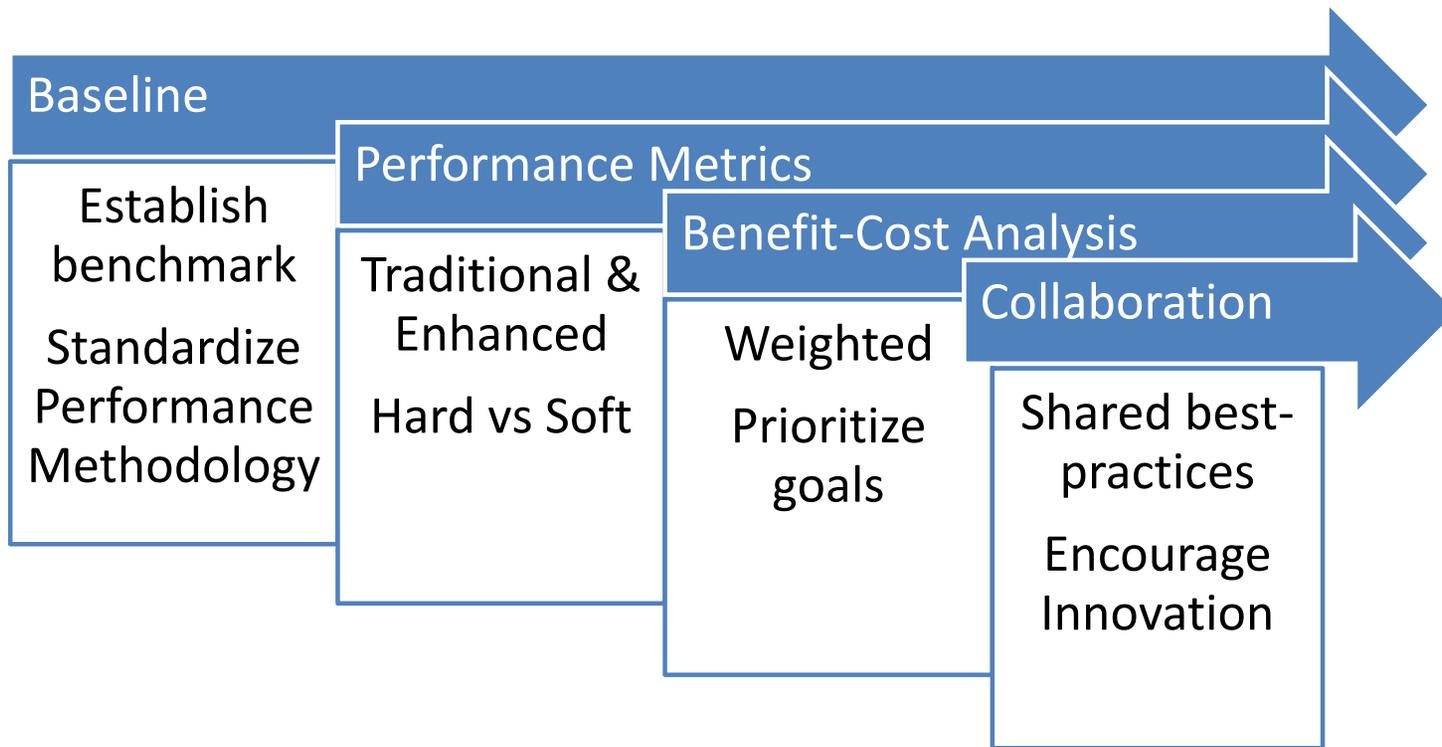
VISION

Effectively measure and communicate the benefits of alternatives to driving-alone in communities across North Carolina.

GOALS

Achieve improved accessibility, connectivity, economic growth, environment, public health and safety through enhanced performance of transportation demand management service provisions.

Planning Process





NORTH CAROLINA
Department of Transportation

STATEWIDE TDM PLAN UPDATE
January 30, 2018

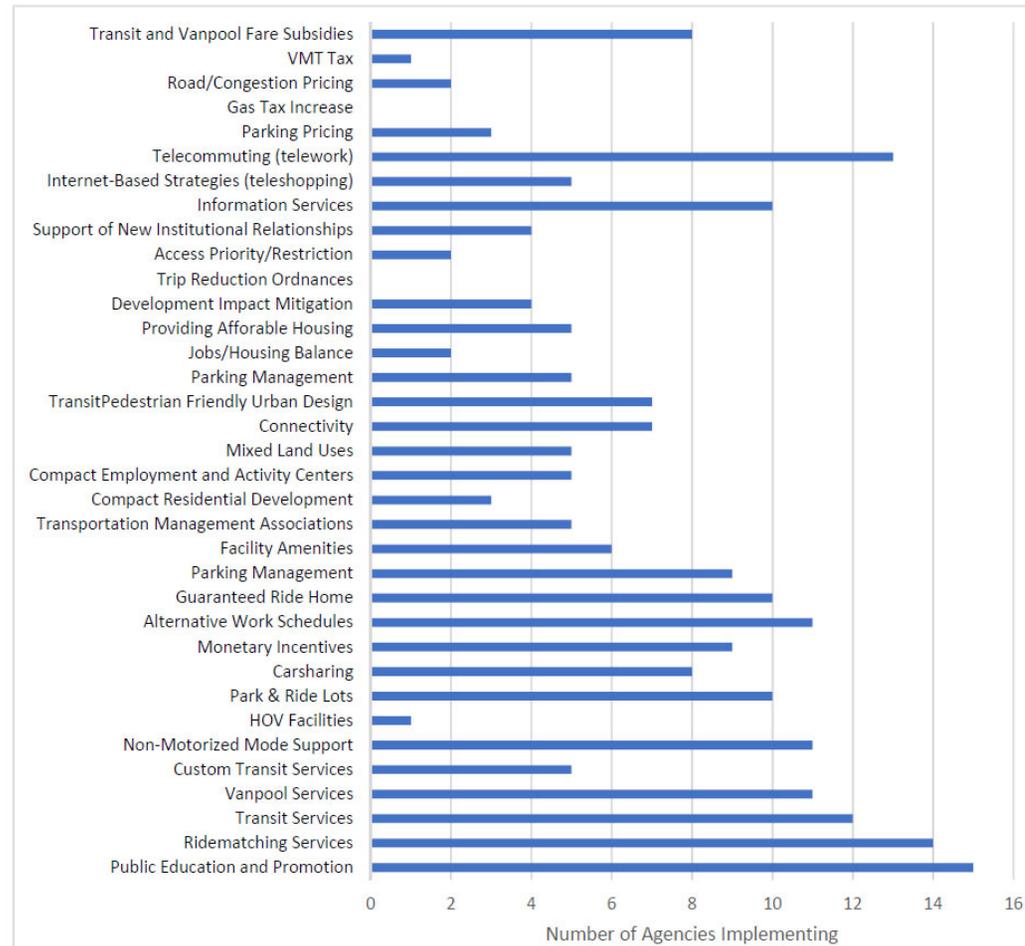
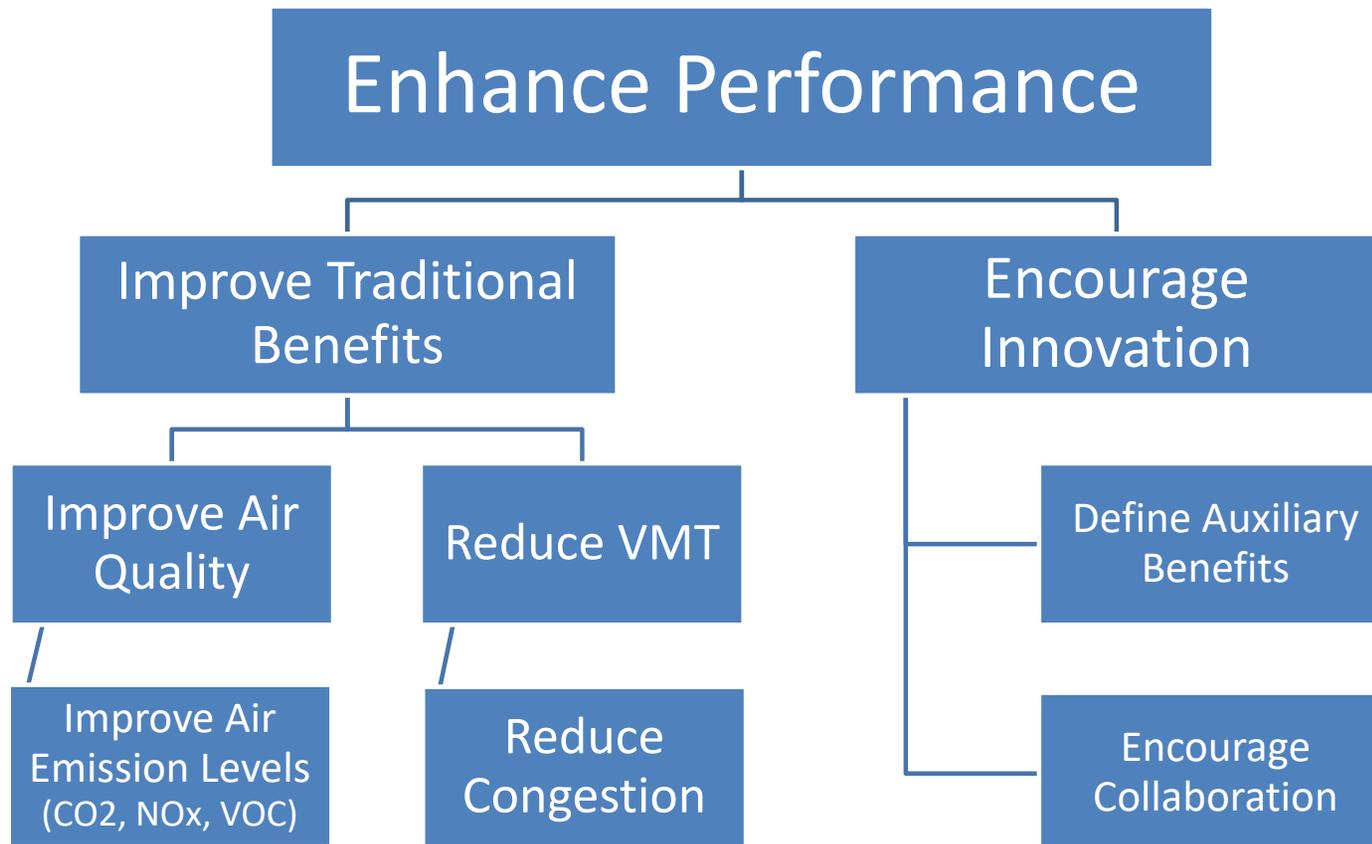


Figure 8. TDM Strategies Currently Implemented throughout North Carolina

Objectives



Traditional & Enhanced Benefits

Traditional (NCDOT Motivated)	Enhanced Value
VMT	Economic*
Air Quality	Resiliency**
Congestion and Delays	Healthy Communities
	Accessibility***

**Economic Benefits (Local Economy and Individual Transportation Cost)*

***Resiliency (Emergency Preparedness, Reduced Strain on Existing Infrastructure)*

****Accessibility (Work, Education, Training, Medical, Shopping and/or Tourism)*

North Carolina Statewide TDM - Scorecard Template

Metric	Weight
1 Provide for a Well-Funded, Collaborative TDM Program	20%
1.a Collaborate on Regional TDM Services	
1.b Review and Refine TDM Services through Annual Strategic Plan	
1.c Integrate TDM Strategies into Regional Transportation Plans	
2 Develop Services that Reduce SOV Commuting in North Carolina	40%
2.a Deploy Desirable TDM Strategies for SOV reduction	
2.b Identify, Fund, Implement, and Operate Cost-Effective TDM Services	
2.c Develop a Database of Activities (inputs & outputs)	
3 Leverage Technology to Enable 21st Century Transportation Services	15%
3.a Conduct Exploratory Use of Innovative TDM Strategies	
3.b Explore Multimodal Operations Integration	
3.c Coordinate Services with Technology Providers	
4 Enhance Effectiveness of TDM Service Delivery	25%
4.a Develop and Implement Performance Monitoring Plan	
4.b Implement Quarterly Reporting System	
4.c Deploy Training for Performance Calculations	
4.d Develop Enhanced Performance Program	

North Carolina Statewide TDM - Scorecard Template

Performance Scorecard

Goal	Objective	Performance Metric	Performance Assessment						Points Allocation			
			Goal	Q1	Q2	Q3	Q4	Weighted	Q1	Q2	Q3	Q4
1	Provide for a Well-Funded, Collaborative TDM Program											
1.a	Collaborate on Regional TDM Services	Annual percentage growth in employer and community partners engaged with TDM program. Measured as new partners added as compared to previous quarter.	10%					7				
1.b	Review and Refine TDM Services through Annual Strategic Plan	Documentation of achievement of identified actions in strategic plan. Measured as percentage of identified quarterly actions achieved.	85%					7				
1.c	Integrate TDM Strategies into Regional Transportation Plans	Quarterly certification. Measured by certification that TDM strategies are considered in transportation planning activities, including CMP, RTP, MTP, and strategic corridor / development plans.	Pass / Fail					7				
2	Develop Services that Reduce SOV Commuting in North Carolina											
2.a	Deploy Desirable TDM Strategies for SOV reduction	Annual percentage increase in commuter participation. Measured as new participating commuters added as compared to previous quarter	15%					13				
2.b	Identify, Fund, Implement, and Operate Cost-Effective TDM Services	Annual percentage reduction in cost per commuter participating in the program. Measured as the percentage change in total quarterly budget divided by the quarterly number of all participants.	5%					13				
2.c	Develop a Database of Activities (inputs & outputs)	Quarterly certification. Measured by certification that TDM strategies core data for all identified <i>inputs</i> and <i>outputs</i> within the Regional TDM strategic plan are collected and stored for analysis.	Pass / Fail					13				
3	Leverage Technology to Enable 21st Century Transportation Services											
3.a	Conduct Exploratory Use of Innovative TDM Strategies	Quarterly certification of one demonstration per year of TDM integration with innovative technologies or processes. Measured by certification that a new, innovative strategy has been identified, developed, programmed for demonstration, conducted, evaluated, and reported.	Pass / Fail					5				
3.b	Explore Multimodal Operations Integration	Annual percentage of total TDM incentives that are claimed by use of transit. Measured as percentage of total quarterly incentive budget that is usable by participating commuters on regional transit services	50%					5				
3.c	Coordinate Services with Technology Providers	Annual percentage of participants that participate via technology with the TDM program. Measured as percentage of TDM commuter participants that engage with the program via mobile, field-based, or web-based solutions.	50%					5				

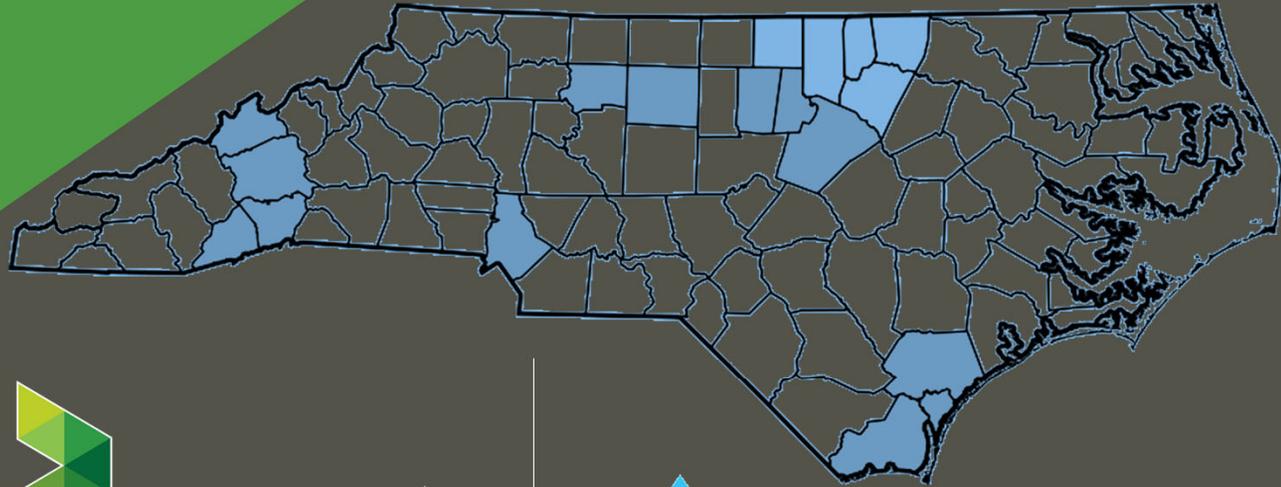
Goal	Objective	Performance Metric	Performance Assessment					Points Allocation				
			Goal	Q1	Q2	Q3	Q4	Weighted	Q1	Q2	Q3	Q4
4	Enhance Effectiveness of TDM Service Delivery											
4.a	Develop and Implement Performance Monitoring Plan	Documentation of achievement of performance monitoring plan in strategic plan. Measured as quarterly certification that the TDM program is successfully conducting its performance monitoring plan.	Pass / Fail					6				
4.b	Implement Quarterly Reporting System	Annual percentage improvement in overall benefit to cost ratio for TDM program. Measured as percentage improvement in quarterly calculation of benefit to cost, as described by performance monitoring plan, as compared to previous quarter.	5%					6				
4.c	Deploy Training for Performance Calculations	Annual calculation of performance measures, coupled with a training program. Measured as certification of training and achievement of quarterly calculation of VMT reduction, as well as other regionally adopted measures.	Pass / Fail					6				
4.d	Develop Enhanced Performance Program	Documentation of achievement of enhanced performance measures developed. Measured as quarterly certification that the TDM program is successfully developing and implementing enhanced performance metrics.	Pass / Fail					6				
								100				

Acronym

CMP
MTP
RTP
SOV
TDM
VMT

Definition

Congestion Management Process
Metropolitan Transportation Plan
Regional Transportation Plan
Single-Occupancy Vehicle
Transportation Demand Management
Vehicle Miles Traveled



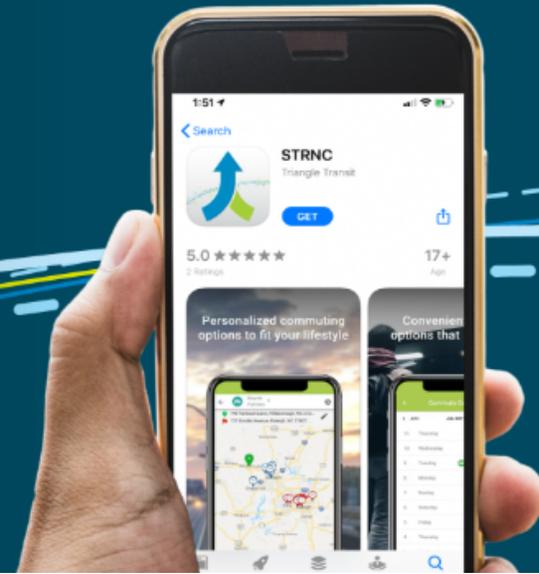
GO  *Triangle*
2020 Updates

 **STR-NC**
share the ride nc

Home

Share the Ride NC

Turn your boring solo commute into an adventure with your carpool crew!



January App Launch

Award Winning Instructional Video



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Additional Updates

- ✓ App integration for auto-tracking
- ✓ Dynamic Rideshare Matching
- ✓ Challenge Module
- ✓ Training & Guides
- ✓ GoPerks & BWC Event 6/25

MODE MAKERS STATE PROGRAM LAUNCH

Mary Sell | Senior Planner



PROGRAM LAUNCH



BEST WORKPLACES

MODE MAKERS





BRONZE

- Meet with Transportation Coordinator for your market
- Participate in commute survey or baseline
- Provide (1) transportation benefit from list below



bronze +

- (1) Onsite transportation event annually
- Include transportation information onsite
- Provide (3) transportation benefits from list below



silver +

- Have minimum 10% non-drive alone commute trips
- Provide (5) transportation benefits from list below

PARTICIPANTS

- UNC Chapel Hill
- Orange County
- GoRaleigh
- Bicycle Chain
- NCDEQ
- IBM
- Holy Trinity Lutheran Church
- Durham County
- Citrix
- BASF
- City of Durham
- City of Raleigh
- Town of Chapel Hill
- GoTriangle
- TJCOG
- RTP Foundation
- Wake Tech
- NC State
- NC Central
- Duke University
- American Tobacco
- Downtown Raleigh Alliance
- Carolina Square
- Back Alley Bikes
- NCDOT
- Stewart Engineering
- Town of Cary
- UNC Greensboro

4) Q&A (5 minutes)

5) Other Business (5 minutes)