

Transportation Demand Management (TDM) FY26 Program Highlights Report

The N.C. Department of Transportation (NCDOT) Integrated Mobility Division (IMD) administers an annual 50/50 grant program to support regional transportation demand management (TDM) programs across the state.

The primary objective of the TDM grant program is to increase the efficiency of North Carolina's transportation network and support community livability by decreasing vehicle miles traveled (VMT), reducing traffic congestion, and improving air quality.

Funds through the 50/50 TDM grant program can be used for:

- Staff salaries to administer regional TDM programs and vanpool programs;
- Developing and implementing transportation option education materials, marketing strategies, and outreach initiatives; and
- Planning activities, including development or updating a TDM plan.

In FY26, \$1.25 million was awarded to six organizations. This report provides a summary of each program and their individual program highlights.

Funding opportunities is one mechanism by which IMD's TDM program empowers communities across North Carolina to increase awareness and access to multimodal transportation options for residents, employees, and visitors through cost-effective strategies and innovative outreach and education approaches.

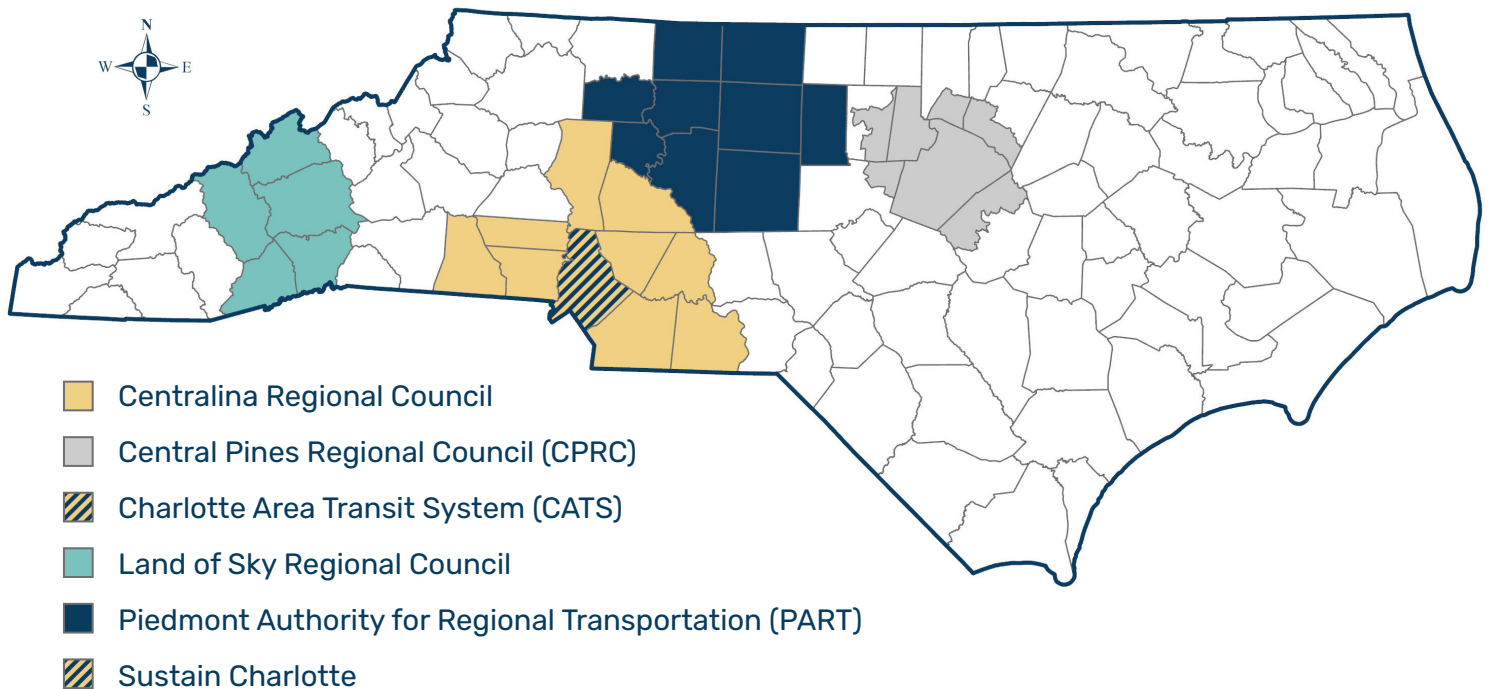
What is TDM?

TDM programs promote the use of all transportation options available, rather than defaulting to single occupant vehicle use. A few examples of how TDM is actively implemented include: carpooling, vanpooling, teleworking, transit, bicycling, walking, flexible work hours, compressed work weeks, and parking policies.

Additionally, in FY26 IMD identified ways to further support TDM programs across the state. This effort began with a stakeholder workshop to update IMD's TDM program purpose statement followed by a review of the grant program criteria and reporting metrics. The FY27 grant cycle application was updated to better capture, track, and reflect on the effectiveness of unique TDM programs responding to their region's needs.

Finally, in Fall 2025 22 people participated in a stakeholder workshop to help inform and shape a 3-year work plan for IMD's TDM program. The ambitious work plan consists of seven topic areas and 15 strategies.

FY26 TDM Grantee Service Areas



NCDOT-IMD's TDM Program Purpose Statement

To increase efficiency of North Carolina's transportation network and support community livability by decreasing vehicle miles traveled, reducing traffic congestion, and improving air quality. Through funding, partnerships, and technical assistance, we empower urban, suburban, and rural communities to increase awareness and access to multimodal transportation options for residents, employees, and visitors through cost-effective strategies and innovative outreach and education approaches.

IMD's TDM Work Plan

Statewide Transportation Demand Management (TDM) 2026-2028 Work Plan Summary Document.

Available at: <https://connect.ncdot.gov/business/Transit/Pages/TDM.aspx>

N.C. Department of Transportation
Integrated Mobility Division

Statewide Transportation Demand Management (TDM)

Work Plan
2026 - 2028
Summary Document

Overview

The North Carolina Department of Transportation (NCDOT) - Integrated Mobility Division (IMD) houses the statewide Transportation Demand Management (TDM) program which promotes the use of carpooling, vanpooling, teleworking, transit, bicycles, flexible work hours, compressed work weeks, and parking/pooling structures.

As part of an ongoing effort to enhance the effectiveness and consistency of TDM program delivery, NCDOT-IMD developed the following purpose statement, with the assistance of statewide TDM stakeholders:

"To increase efficiency of North Carolina's transportation network and support community livability by decreasing vehicle miles traveled, reducing traffic congestion, and improving air quality. Through funding, partnerships, and technical assistance, we empower urban, suburban, and rural communities to increase awareness and access to multimodal transportation options for residents, employees, and visitors through cost-effective strategies and innovative outreach and education approaches."

This document builds on the purpose statement, developing an internal work plan to support the improvement and growth of the IMD TDM program.

Work Plan Development Process

The work plan was developed through a review of previous program recommendations, consultation with IMD staff, and a stakeholder workshop. The workshop was held with TDM practitioners, who were asked what they most need or want from NCDOT to successfully implement TDM at local and regional levels. The resulting input offered a comprehensive snapshot of current needs, opportunities, challenges, and priorities for the statewide TDM program.

Post workshop, all strategies gathered to date were combined and organized into a distilled set of recommendations, and ranked high, medium, or low using criteria derived from the purpose statement. The criteria included:

- Scalable Statewide
- Measurable Vehicle Miles Traveled/ Congestion/Air Quality
- Supports Access to and Awareness of Transportation Options
- Works in Urban/Suburban/Rural Contexts
- Strengthens Local Delivery
- Fundable and Implementable

The strategies included in the following work plan were all ranked high or medium.

TDM Work Plan Summary - 1

Centralina Regional Council



Centralina Regional Council's mission is to lead regional collaboration and spark local action to expand opportunity and improve quality of life in the greater Charlotte area.

Centralina's TDM program, CONNECT Centralina, advances this mission by increasing knowledge and access to transportation options, which can improve economic mobility, quality of life, and seamless travel for residents across the greater Charlotte region. Developed as a key recommendation of the CONNECT Beyond Regional Mobility Plan, Centralina's TDM program increases transportation choices and helps manage regional growth by making sure commuters know their transportation options, creating customized tools for employers and communities, and connecting organizations with incentives and resources to make choosing a smarter commute an easier decision.

CONNECT Centralina works to achieve Centralina's mission through building program and transportation options awareness, developing partnerships, conducting marketing and outreach to employers and key audiences, and continuing to work with regional partners to promote TDM tools and alternatives to single occupancy vehicle travel.

TDM Program

CONNECT Centralina

<https://www.connect-beyond.com/tdm/>

Service Area

Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, and Union Counties.

Population of Service Area

2.25 million

Photos provided by Centralina Regional Council - Earth Day tabling and Bring Your Lunch to Work Day.



Central Pines Regional Council (CPRC)



Serving a seven-county region, comprised of 50 municipalities, CPRC brings together local governments and regional partners to improve transportation systems, enhance regional connectivity, and support a sustainable future through collaboration, innovative policy, and data-driven decision-making.

CPRC's TDM program, Triangle Transportation Choices, directly advances this mission. CPRC has administered and managed the TDM program since its establishment in 2007 and serves as the pass-through agency for nearly \$2 million in annual grant funding to local and regional organizations. The program is funded through a partnership between NCDOT, the Triangle West Transportation Planning Organization (TWTPPO), and the Capital Area Metropolitan Planning Organization (CAMPO). NCDOT funding enables CPRC to administer the program, helping maximize the reach and impact of funding provided by all program partners. The program uses a data-driven approach to prioritize funding based on congestion trends and commute patterns, ensuring that limited grant resources achieve the highest return on investment.

Projects funded through the program focus on promoting alternative commuting options, reducing congestion, and improving regional livability. Through this regional approach, TDM-funded activities reached more than 27,600 individuals through 572 events and outreach opportunities during FY26.

To further advance participation by all communities, CPRC launched a Community-Based and Nonprofit Pilot Program in FY23 to engage populations not typically reached through traditional transportation programs. The pilot has demonstrated strong outcomes by expanding access, increasing participation, and ensuring that the benefits of TDM strategies reach communities across the region.

TDM Program

Triangle Transportation Choices

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

Service Area

All of Durham and Wake Counties and parts of Chatham, Franklin, Granville, Johnston, and Orange Counties.

Population of Service Area

1.9 million

Photos provided by CPRC - Wake Tech campus ride and GoRaleigh/NC State tabling.



Charlotte Area Transit System (CATS)



With over 16 million trips annually and 45,000 rides daily, CATS operators collectively travel the equivalent of roughly 500 trips around the Earth each year in revenue miles, which brings the CATS's mission of "Moving People Forward" to life.

TDM is essential to the growing Charlotte region. With the development and continued implementation of CATS's first TDM Plan under current leadership, they remain committed to advancing their mission through the strategic and thoughtful promotion of alternative commuting options.

CATS's TDM efforts have expanded significantly as a direct result of the funding provided through the 50/50 TDM grant program. Connecting organizations and their employees to public transit and other commuting alternatives remains an ongoing conversation they have daily.

As part of CATS's broader commitment to expanding shared commuting choices, CATS is advancing their newly reimagined Vanpool Program, supported by the grant funded Business Partnerships Manager. Through their partnership with Commute with Enterprise, CATS is increasing visibility of the program by delivering targeted marketing, outreach, and employer engagement. These coordinated efforts strengthen regional mobility and provide commuters with reliable, cost effective alternatives to single occupancy vehicle travel.

TDM Program

TDM and Vanpool

<https://www.charlottenc.gov/CATS/Get-to-Know-CATS/Doing-Business-with-CATS/Partner-with-CATS>

Also participates in the **CONNECT Centralina** TDM program.

Service Area

All of Mecklenburg County and parts of Cabarrus, Gaston, Union, and York Counties.

Population of Service Area

1.3 million

Photos provided by CATS - Microtransit celebrating one year of service and vanpool riders.



Land of Sky Regional Council



Land of Sky Regional Council's mission is to provide creative regional solutions to relevant and emerging issues in Buncombe, Henderson, Madison, and Transylvania counties while providing a standard of excellence in the delivery of federal, state, and regional services for their member communities.

Go Mountain's mission is connecting Western North Carolina through transportation options that reduce traffic congestion, improve air quality, and encourage safer streets for all.

Go Mountain launched a new program this year called Commute Friendly WNC. This program is an employer-based partnership and certification program aimed at strengthening workforce development and reducing transportation barriers to employment opportunities. It creates an ongoing relationship between Go Mountain and workplaces which benefit from carpool matching, bus pass discounts, travel trainings, commute planning assistance, and more. The launch event for this program was attended by over 30 local businesses and partners around the region.

TDM Program

Go Mountain

<https://gomountain.org/>

Service Area

Buncombe, Haywood, Henderson,
Madison, and Transylvania Counties.

Population of Service Area

0.5 million

Photos provided by Land of Sky Regional Council - Strive Not to Drive Week event and transit travel training.



Piedmont Authority for Regional Transportation (PART)



PART's mission statement is to enhance the quality of all forms of transportation for each of their citizens through the efficient use and protection of our natural, economic, and human resources.

PART's goal is improving transportation through regional cooperation. The work of the regional TDM initiative is administrated by PART and a consortium of regional partners. The expected outcomes of the regional TDM initiative are to reduce vehicle miles traveled, reduce transportation related emissions, and expand mobility options.

The PART Regional TDM program pulls together the largest vanpool leasing fleet in the state and the largest pool of partners that convene to work on mobility enhancements and TDM initiatives. TDM is embedded in all of PART's regional programs and initiatives including PART Express, the Piedmont Triad Regional Model, Vanpool, Microtransit, Call Center, and the Piedmont Triad Professionals group.

TDM Program

Ride the Triad

<https://ridethetriad.org/406/Ride-The-Triad>

Service Area

Alamance, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, and Yadkin Counties.

Population of Service Area

1.79 million

Photos provided by PART - Bike Month and vanpool outreach.



Sustain Charlotte



Sustain Charlotte's mission is to create a more equitable, connected, and healthy community by inspiring responsible growth and transportation choices in the Charlotte region. Sustain Charlotte focuses on practical solutions that improve quality of life, strengthen economic vitality, and reduce environmental impacts.

Sustain Charlotte's TDM programming directly supports this mission by educating and encouraging residents, employees, older adults, and students to use transportation options beyond driving alone. Through presentations, workshops, experiential walking and biking tours, transit education, and promotion of carpooling and teleworking, they help people make informed transportation choices.

By increasing awareness and confidence in walking, bicycling, public transportation, and shared rides, Sustain Charlotte's TDM efforts contribute to improved air quality, reduced congestion, lower household transportation costs, and greater community connectivity in the Charlotte region, and particularly in their focus area of Mecklenburg County.

TDM Program

Navigate Charlotte Without Driving

<https://sustaincharlotte.org/our-work/navigate-charlotte-without-driving/>

Also participates in the **CONNECT Centralina** TDM program.

Service Area

Mecklenburg County and the greater Charlotte region.

Population of Service Area

1.15 million



Photos provided by Sustain Charlotte - walking and transit tour and Biketoberfest.

FY 26 Program: By the Numbers Snapshot

Engagement and outreach is the cornerstone of TDM programs.

394 Events/Meetings



14,120 People Reached

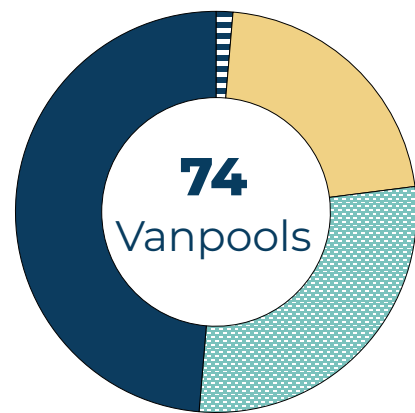


Events/ Meetings	People Reached	Organization
35	527	Centralina Regional Council
39	1,237	PART
42	3,265	Sustain Charlotte
66	3,446	CPRC*
106	1,230	Land of Sky Regional Council
106	4,415	CATS

**Includes GoTriangle, GoPerks, and Commute Friendly NC programs which are direct subrecipients. Expanded outreach through the entire Triangle Transportation Choices program includes an additional 506 events and 24,216 people reached.*

Number of Vanpools

Vanpool programs are included in four of the six TDM programs.



Share the Ride NC

Share the Ride NC (STRNC) is a statewide carpool ridematching platform managed by GoTriangle. The platform is funded through a combination of Advanced Technology grant funding from NCDOT along with participation from a variety of partners.

1,809 New Registrations

2,226 Active Accounts**

***An active account is account having at least one login in the previous 12 months.*

Q1	Q4	Organization
0	1	Land of Sky Regional Council
25	16	CATS
17	21	GoTriangle (CPRC Subrecipient)
36	36	PART

FY 26 Program Highlights

Regional TDM programs inform and empower people to make use of their available transportation options expanding access to employment, services, and connecting with family and friends. These program highlights provide some examples of the range of work that TDM programs supported by the NCDOT-IMD TDM grant program accomplished in FY26.

Centralina Regional Council

- Assisted South Piedmont Community College in improving student transportation resources. Met to identify gaps and built a customized transportation toolkit to met student needs.
- Hosted vanpool webinar for employers and workforce organizations. Much of Centralina's region has no fixed-route transit, making vanpools a strong option for employers hiring from a wider commute shed or looking for cleaner options.
- Successfully launched employer focused toolkits including March's "Pack Your Lunch Day" and Earth Day's "Try Transit" campaign.

Student Carpool Guide



Visit our website and reach out for more information and commuter guides like this one



Central Pines Regional Council (CPRC)

- Executed Student Travel Survey with Triangle Region colleges and universities receiving 3,000 responses to inform travel patterns, barriers, and opportunities for improving campus transportation programs.
- Continue to grow Commute Friendly NC, an employer recognition program for employers promoting sustainable commuting.
- In February 2025, CPRC was recognized by the Association for Commuter Transportation (ACT) as one of the nation's first Accredited TDM Organizations. The three-year accreditation acknowledges CPRC's commitment to organizational excellence, effective TDM programs, and continuous improvement.



actweb.org/accreditation

Charlotte Area Transit System (CATS)

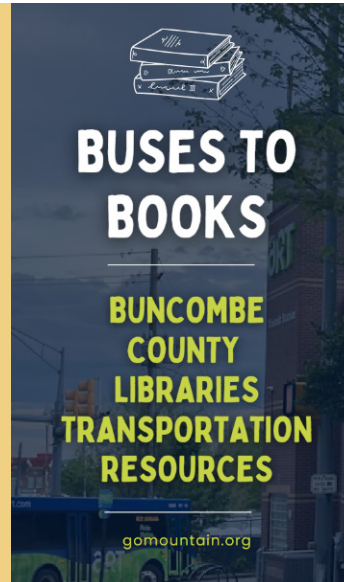
- Newly reimagined vanpool program launched. Continue to promote with marketing materials and lunch time e-learning sessions. (July 2025).
- Celebrated one year of microtransit (February 2026).
- 50 Years of Transit celebration (June 2026).
- Fare modernization approved.
- Transition to an authority in progress following successful passage of referendum.



FY 26 Program Highlights

Land of Sky Regional Council

- Organized Strive Not to Drive, the region's annual celebration of multimodal transportation with 24 events over eight days with participation across all five counties of the region. This was the biggest year for Strive Not to Drive since it was first started in the 1980's!
- Launched Commute Friendly WNC, which is a certification and partnership program for employers and campuses around the region to provide resources and support for multimodal commuters.
- Go Mountain guest-lectured for an "Introduction to Environmental Studies" class at Warren Wilson College, taking the students on field trips on three occasions.



Piedmont Authority for Regional Transportation (PART)

- Celebrated Bike Month and Ride Your Bike to Work Day. PART offered free transit rides to cyclists that racked their bikes on a PART transit vehicle.
- Coordinating a regional effort to streamline transit fare payments for multiple agencies in the Piedmont Triad.
- Promoted new on-demand microtransit service as a first/last mile transportation option.

Sustain Charlotte

- Organized and hosted Biketoberfest, providing experiential education to more than 500 people on how to navigate Charlotte by walking and bicycling through a planned "All Ages & Abilities" route.
- Partnered with Mecklenburg Air Quality and CATS to host the Fresh Air Rides clean commute challenge during the month of August. Participants logged trips equivalent to saving 16,591 miles of vehicle travel.
- Hosted guided experiential learning walks and transit rides focused on helping employees find better ways to commute.

Photo provided by Sustain Charlotte - Discover Charlotte: Uptown Parks & Greenways bicycle tour.



FY 26 Program Stories

Centralina Regional Council: CONNECT Centralina met with South Piedmont Community College (SPCC) in early 2026 and identified a gap: students did not have a clear way to learn about their transportation options. They worked with SPCC staff to build a customized transportation toolkit using SPCC's own branding, going through several rounds of edits together to make sure it covered everything students actually needed. The toolkit is now live across all four SPCC campuses, giving students an easy way to find carpooling, private rideshare discounts, and county transportation services.

Land of Sky Regional Council: At the "All aBoard!" event for University of North Carolina - Asheville's (UNCA) Greenfest sustainability week in the fall semester, Go Mountain took students to the Well-Played Board Game Café via the Asheville transit system. One student who attended did not have a car or bicycle, and said he had not been off-campus (other than going home for academic breaks) since Hurricane Helene had hit the year before. He was excited to get out into the community again and said he had never realized how easy it was to take the bus downtown.

Central Pines Regional Council indirect subrecipient El Centro Hispano: "This quarter, we were able to educate community members on the use of emergency ride services, helping them better understand how to access reliable transportation during unexpected situations. Through workshops and one-on-one support, participants learned when and how to request an emergency ride, eligibility requirements, and how this resource can prevent missed work shifts, medical appointments, or important commitments. One participant shared that, after learning about the program, they were able to use an emergency ride to get to their daughter. Because they share a car with a friend for commuting to work, they would normally not have access to transportation during the day. When their daughter became sick at school, the emergency ride service allowed them to respond immediately, while their friend was able to remain at work without disruption. This experience highlighted how access to flexible transportation solutions can support both family stability and employment continuity in moments of unexpected need."

Photos (top to bottom): Centralina handing out toolkits, Land of Sky Regional Council bicycle event, CPRC - UNC Chapel Hill tabling, PART vanpool.

