

# 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, bicycle, flexible work hours, compressed work weeks, and parking policies/pricing 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.

# Work Plan Summary

The work plan summary is organized by topic area. Each recommendation includes a description of the strategy, a synopsis of how the strategy will help advance TDM statewide, and summary of steps to implement the strategy by year.

Topic Area	#	Strategy	How will this help?	Year 1	Year 2	Year 3
<b>1.0 Statewide Ridematch Tool</b>	1.1	<b>Launch and Maintain Updated Ridematching Tool</b>	Ridematching tools are a foundational part of any TDM program. Having a statewide tool will provide one consistent brand and platform.	Go out to bid for and launch updated ridematching tool with a basic statewide trip planning feature.	Maintain and optimize the statewide ridematching platform to ensure it remains reliable, user-friendly, and aligned with evolving TDM program goals.	Maintain and optimize the statewide ridematching platform to ensure it remains reliable, user-friendly, and aligned with evolving TDM program goals.
	1.2	<b>Create Statewide Ridematch Tool User Group</b>	It will keep the ridematching and trip-planning platform relevant and fully aligned with how TDM is delivered in the field.	Create Statewide Ridematch User Group to continuously work with stakeholders to improve ridematching and trip planning tools.	Continue Statewide Ridematch User Group to continuously work with stakeholders to improve ridematching and trip planning tools.	Continue Statewide Ridematch User Group to continuously work with stakeholders to improve ridematching and trip planning tools.
<b>2.0 Statewide TDM Grants</b>	2.1	<b>Continue Providing and Administering Statewide TDM Grants</b>	Ensures a dedicated, stable funding source for TDM programming.	Maintain a dedicated, stable funding source by showcasing a data driven methodology for project selection and evaluation to NCDOT leadership.	Continue to strive to maintain a dedicated, stable funding source by showcasing to NCDOT leadership a data driven methodology to project selection and evaluation.	Continue to strive to maintain a dedicated, stable funding source by showcasing to NCDOT leadership a data driven methodology to project selection and evaluation.
	2.2	<b>Develop Innovative Grant Program Framework</b>	Pilot new and innovative TDM strategies, showcasing a scalable, continuously improving, and evolving set of solutions.	Review examples of innovative grant programs and begin drafting a framework for how an innovative and pilot project fund testing new TDM strategies could work, including Transportation Management Association (TMA) seed funding.	Pilot the innovation grant program, to determine the administrative workload, with a small pool of funds.	Implement innovative grant program, based on results of year two pilot.

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	2.3	<b>Create an Annual Report Summarizing TDM Accomplishments</b>	Showcase to statewide decision makers the value of TDM and that investments in TDM deliver key strategies that decision makers care about, such as congestion relief, workforce access, construction mitigation, and other items of measurable public value.	Compile grant and statewide program results in an annual report highlighting TDM accomplishments.	Aggregate grant and statewide program results in an annual report highlighting TDM accomplishments.	Aggregate grant and statewide program results in an annual report highlighting TDM accomplishments.
<b>3.0 Land Use and TDM</b>	3.1	<b>Create a TDM and Land Use Resource Handbook</b>	State-specific land use guidance expands TDM capacity by enlisting local planners and zoning officials as front-line implementers. By leveraging existing regulatory systems, the handbook supports more consistent, scalable, and effective implementation statewide.	N/A	Create a TDM and Land Use Resource Handbook for local governments that demonstrates how TDM can be integrated into local land use policies, zoning, and development regulations.	Finalize and disseminate the TDM and Land Use Resource Handbook for local governments. Complement with targeted training on the resources outlined in handbook to support consistent understanding and application.
<b>4.0 Construction Mitigation</b>	4.1	<b>Initiate an NCDOT TDM Construction Mitigation Program</b>	Integration of TDM into construction mitigation would advance TDM from a discretionary support function into a core project delivery strategy with funding, authority, and ability to showcase measurable outcomes, thus showcasing TDM's benefits statewide.	To develop a framework for the NCDOT TDM Construction Mitigation Program, develop case studies, including lessons learned and next steps that will aid in outlining the program's operational framework.	Develop a memo outlining a recommended NCDOT TDM Construction Mitigation Program, using best practice examples both from NCDOT projects and national project examples gathered in year 1. The program would include a statewide NCDOT TDM review of larger construction projects and showcase how TDM strategies could benefit the project, including a fund set aside.	Begin implementing the recommended NCDOT TDM Construction Mitigation Program, piloting an operational process for future scalability.

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<b>5.0 Communica- tions</b>	5.1	<b>Develop a Statewide TDM Program Brand and Marketing Plan</b>	<p>North Carolina’s statewide TDM program will benefit from a unified, recognizable identity and expanding the current Share the Ride North Carolina (STRNC) brand, which is closely tied to a single underutilized tool, and does not fully represent the full scope of the program. To support a broader statewide strategy, it will be important to develop a unified brand and marketing framework for the TDM program. The plan will:</p> <ul style="list-style-type: none"> <li>• Establish a single, recognizable name and visual identity for the public to remember</li> <li>• Improve clarity for the public and partners about the program’s offerings</li> <li>• Reduce fragmentation by aligning regional and partner marketing efforts</li> <li>• Generate cost efficiencies by centralizing core branding and marketing assets that can be adapted locally.</li> </ul>	<p>The brand should establish a clear, consistent identity that is representative of the program, replacing or updating the STRNC brand. The marketing plan should focus on the re-launch of the ridematching tool as a primary step to reintroducing it under the updated statewide brand but should also outline key future activities, including tying in the statewide trip planner tool, to align statewide marketing and communications in future years.</p>	<p>The statewide TDM marketing plan will outline a set of marketing tactics for the TDM coordinator to implement in future years. Focus will be annual statewide marketing campaigns featuring the ridematching tool.</p>	<p>The statewide TDM marketing plan will outline a set of marketing tactics for the TDM coordinator to implement in future years. Focus will be annual statewide marketing campaigns featuring the ridematching tool.</p>
	5.2	<b>Maintain TDM Resource Hub on NCDOT Connect</b>	<p>It will provide a central hub for stakeholders to find valuable resources to aid in developing TDM programs.</p>	<p>Maintain the web-based resource hub for TDM stakeholders found at NCDOT Connect.</p>	<p>Maintain and populate the web-based resource hub for TDM stakeholders found at NCDOT Connect.</p>	<p>Maintain and populate the web-based resource hub for TDM stakeholders found at NCDOT Connect.</p>
	5.3	<b>Develop Public Facing TDM Website</b>	<p>It will provide a platform for consistent statewide messaging and showcase how TDM aligns within the overall NCDOT framework.</p>	<p>Create a public facing TDM page on the IMD website with concise information introducing people to TDM as a program area of IMD. Include purpose statement.</p>	<p>Maintain and improve the public facing TDM page on the IMD webpage with concise information introducing people to TDM as a program area of IMD.</p>	<p>Maintain and improve the public facing TDM page on the IMD webpage with concise information introducing people to TDM as a program area of IMD.</p>

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<b>6.0 Regional Coordination</b>	<b>6.1</b>	<b>Meet Regularly with Grant Recipients</b>	Streamlines grant administration and improves grantee performance.	Maintain quarterly, or other regular, check-ins with grant recipients, structured around targeted technical topics around the grant rather than general status updates.	Continue to maintain regular check ins with grant recipients, structured around targeted technical topics rather than general status updates.	Continue to maintain regular check ins with grant recipients, structured around targeted technical topics rather than general status updates.
	<b>6.2</b>	<b>Create Statewide TDM Peer Exchange/ Advisory Group</b>	This will facilitate capacity and resource building while helping to solve key implementation barriers, policy gaps, and emerging needs.	Create a statewide TDM peer exchange group that meets 2-3 times a year with the intention of providing networking, collaboration, and education opportunities.	Continue statewide TDM peer exchange group that meets up to three times a year with the intention of providing networking, collaboration, and education opportunities.	Continue statewide TDM peer exchange group that meets up to three times a year, adding a half day in person workshop, with the intention of providing networking, collaboration and education opportunities.
	<b>6.3</b>	<b>Create Partnerships with Other State Agencies</b>	Expand TDM visibility beyond the transportation sector through shared web content, coordinated resource sharing, and cross-promotion at conferences and events.	Create partnerships with non-NCDOT state agencies and statewide organizations (e.g., NC Economic Development Association, NC Chamber, NC Department of Environmental Quality (DEQ)) to integrate TDM into their communications platforms and professional networks. In turn, invite key representatives to the TDM Peer Exchange/Advisory Group meetings.	Continue partnerships with non-NCDOT state agencies and statewide organizations to integrate TDM into their communications platforms and professional networks. In turn, invite key representatives to the TDM Peer Exchange/Advisory Group meetings.	Maintain partnerships with non-NCDOT state agencies and statewide organizations to integrate TDM into their communications platforms and professional networks.
	<b>6.4</b>	<b>IMD Internal Project Coordination</b>	It will facilitate a cohesive NCDOT mobility planning and delivery system.	Continue the IMD and statewide project coordination role to foster integration between transit, active transportation, and TDM plans, programs, products, and tools within NCDOT business units.	Continue the IMD and statewide project coordination role to foster integration between transit, active transportation, and TDM plans, programs, products, and tools within NCDOT business units.	Continue the IMD and statewide project coordination role to foster integration between transit, active transportation, and TDM plans, programs, products, and tools within NCDOT business units.

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<b>7.0 Rural TDM Support</b>	7.1	<b>Develop a Park and Ride Lot Study</b>	This project could develop or create underused facilities into a coordinated network of park and ride facilities that support ridematching, expand rural mobility, and strengthen the statewide TDM program over time.	N/A	Hire a consultant or utilize internal NCDOT resources to study existing and potential park and ride lots across the state.	Advance implementation of the Year 2 Park and Ride lot study. The study will identify a network of potential park and ride lot facilities; however, implementation may require new construction, retrofits of underutilized sites, or arrangements with private property owners. In parallel, new and improved facilities will need to be marketed and promoted to ensure awareness and use by target audiences. This effort will focus on working with local stakeholders to determine the next appropriate steps for advancing park and ride locations.