

North Carolina Department of Transportation

FY 2027 Transportation Demand Management (TDM) Grant Application Overview and Guidance

January 7, 2026



N.C. Department of Transportation
Integrated Mobility Division
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Integrated Mobility Division
N.C. DEPARTMENT OF TRANSPORTATION



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1.0 Program Background

Transportation Demand Management (TDM) programs promote the use of all transportation options available, rather than defaulting to single occupant vehicle (SOV) use. Included among these travel options may be carpooling, vanpooling, teleworking, transit, bicycling, flexible work hours, compressed work weeks, and parking policies/pricing structures.

The N.C. Department of Transportation (NCDOT) Integrated Mobility Division (IMD) funds TDM programs to increase efficiency of North Carolina's transportation network and support community livability by decreasing vehicle miles traveled (VMT), reducing traffic congestion, and improving air quality.

Funding opportunities is one mechanism by which NCDOT-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.

2.0 Funding Details

Match Requirement	50% match required The source of the matching funds may come from a variety of sources. The only restriction is that in-kind services cannot be used toward the match.
Eligible Activities	Funds can be used for staff salaries to administer regional TDM programs, public education, marketing, and outreach initiatives/activities, and planning activities, including development or updating a TDM plan. Types of positions eligible for funding: <ul style="list-style-type: none">• TDM Coordinator (minimum 100% time on grant*; maximum request of two full-time employees (FTE) per organization)• Vanpool Coordinator (may be less than 100% of time on grant appropriate to the size of the organization's vanpool program; maximum request of one FTE per organization)• Marketing Specialist (may not exceed 25% of time on grant; maximum request of 0.25 FTE per organization)

	<p>TDM position key skill sets are detailed in Appendix 1.</p> <p>Requests to develop or update a TDM plan should also see Section 7.0.</p> <p>*May allow for one FTE worth of time to be spread across two positions such as 50% of two positions' time being allocated specifically to TDM activities outlined in the organization's work plan. Justification must be provided in your application as to why this is needed and work cannot be accomplished through a full-time TDM coordinator.</p>
In-eligible Activities	<p>Funds cannot be used for capital expenses such as vehicles or vehicle parts, building costs, or operating costs like vehicle maintenance. This program also does not provide funding for prizes or incentives and does not provide funding for food for events/meetings.</p>
Anticipated Available TDM Program Funds for FY 27 (July 1, 2026 – June 30, 2027)	<p>\$1 million</p> <p>Funding for this program is contingent on NCDOT-IMD receiving funds allocated towards this program.</p> <p>Funding allocated to TDM programs each year cannot roll over to the next year and any unspent funds will be de-obligated at the end of the cycle by NCDOT-IMD.</p> <p>Applications should only request funding that can be justified as necessary funding for the 2027 Fiscal Year (FY).</p>

3.0 Who Can Apply?

Public organizations in the state of North Carolina (such as regional transit or regional planning agencies) responsible for promotion of TDM activities and providing TDM services on a regional scale.

Areas in the state interested in a TDM program but are not currently receiving state TDM funds should contact Danielle Kittredge, Statewide Planner, at (919) 707-2604 or via e-mail at dkittredge1@ncdot.gov to discuss planning requirements for establishing a TDM program.

4.0 Application Timeline

Date	Task/Event
January 7, 2026	FY 2027 TDM application cycle opens
February 24, 2026	Last day to submit FY 2027 TDM applications
March/April 2026	NCDOT review of TDM applications
May 1, 2026	FY 2027 TDM projects will be presented to the NC Board of Transportation for approval
July 1, 2026	Beginning of state fiscal year and Period of Performance for FY 2027 TDM programs

5.0 Application Portal

Completed FY 2027 TDM applications must be submitted through the [Enterprise Business System \(EBS\)](#) no later than Tuesday, February 24, 2026. Applications can be accessed through the “Admin/Operating Application” tile within EBS. Create a New Application for program ID P2027_RIDEShare.

Applications will not be accepted after this date. Do not mail applications to NCDOT. Please do not zip these files together. Incomplete applications will be returned for correction. Only complete applications will be reviewed and moved through the review process for approval. Applicants are strongly encouraged to refer to the Application Package Requirements in Section 6.0 to assure the completeness of the application.

If you are accessing the EBS Portal for the first time you will need to have an account setup. This process can take several weeks and should be requested very early in the application period. Please contact Danielle Kittredge, Statewide Planner, at (919) 707-2604 or via e-mail at dkittredge1@ncdot.gov to for additional information on the process.

The full application package can be downloaded from the [NCDOT TDM Connect webpage](#).

6.0 Application Package

The application package consists of several elements that will be submitted through the EBS portal (Section 5.0). The table below summarizes what application elements are required based on the type of request being submitted.

The program budget will be input into the form provided in EBS while all other required application items will be submitted as attachments.

	TDM Program/ Position Funds	TDM Plan ONLY	TDM Program/ Position and Plan Funds
Program Budget (form in EBS Portal)	Yes	Yes	Yes
Signed Resolution (Attachment A)	Yes	Yes	Yes
Cost Allocation Plan/ Indirect Cost Plan (applicant generated)	Yes, if requesting funding for indirect costs in program budget	No	Yes, if requesting funding for indirect costs in program budget
Unique Entity ID (UEI) Number Verification (applicant generated)	Yes	Yes	Yes
Local Share Certification (Attachment B)	Yes	Yes	Yes
FY 27 TDM Application (separate form in application package)	Yes	Yes	Yes
Work Plan (included within the FY 27 TDM Application)	Yes	No	Yes

6.1 Program Budget

Use the Administrative Budget form in EBS to submit your budget request. All TDM applicants are required to utilize the [Uniform Public Transportation Accounting System \(UPTAS\)](#) for budgeting and reporting. Only eligible UPTAS cost categories (Object Codes) for the TDM program are available in the application.

Eligible Expenses

This program funds up to 50% percent of the total expenses associated with TDM programs. Eligible expenses include salaries, fringe benefits, office supplies, marketing, planning, and other program related items. This program does not fund capital expenses such as vehicles or vehicle parts, building costs, or operating costs like vehicle maintenance. This program also does not provide funding for prizes or incentives and does not provide funding for food for events/meetings with the exception of personal per diem charges during travel, as stated in the [NCDOT Travel Policy](#).

Additional reminders while preparing your budget:

- Review UPTAS document for additional details about cost categories in the application.
- Funds cannot be rolled over to the next year fiscal year. Requested funds should be what is reasonably needed for FY27.
- Reimbursements for travel are capped at rates provided in the [NCDOT Travel Policy](#).
- Once total funding and budgets are approved funding can only be shifted between cost categories through a budget amendment. Only two budget amendments are allowed per fiscal year. Requests for additional funding are not accepted once funding allocations for FY27 have been approved by the Board of Transportation.
- If funding is requested under cost category with “Other” in the description, additional notation is required on what the funding will be used for. Additional line items may also require additional description. For example, if funds are requested for G491 “Dues and Subscriptions -” additional details should be provided on what the funds will be used for such as “Dues and Subscriptions - Association for Commuter Transportation (ACT).”

6.2 Signed Resolution

Provide a signed resolution adopted by the entity responsible for ensuring the 50 percent local match is programmed and available for the TDM activities as stated on the Local Share Certification. A resolution template is provided as Attachment A in the application package.

6.3 Cost Allocation Plan/Indirect Cost Plan (if applicable)

If the application includes indirect overhead costs in the funding request, a Cost Allocation Plan/Indirect Cost Plan (CAP) must be submitted and approved by the governing board along with a signed and notarized CAP to NCDOT with the grant application.

Documentation to support the indirect cost rate must be submitted to IMD with the application or no later than the application deadline.

Necessary documentation includes:

- Signed Certification page from the Cost Allocation Plan (CAP);
- Page(s) from the CAP showing indirect costs allocated to the Transportation Department, page(s) from the organization's financial report showing total salaries & fringes paid to the entire Transportation Department staff; and
- An official statement verifying the Cognizant Agency.

An allowable indirect rate will be approved by IMD. The applicant may request less funding in the indirect cost line item when completing your Program Budget in EBS than which is allowed as the maximum amount. Indirect costs rates from the Department of the Interior will be approved with proper documentation. Administrative budget lines related to using indirect cost rates must be developed sufficient to cover only those administrative costs directly attributable to the execution of the TDM grant.

6.4 Unique Entity ID (UEI) Number Verification

Applicants are required annually to submit documentation showing the agency's Unique Entity ID (UEI) registration in the System for Award Management (SAM) portal has been updated and is current at the time of application submittal. A copy of the verification must be uploaded with the grant application and may be obtained through SAM.

The [System for Award Management \(SAM\)](#) is an official website of the U.S. government used to:

- Register to do business with the U.S. government
- Update or renew your entity registration
- Check status of an entity registration
- Search for entity registration and exclusion records

6.5 Local Share Certification

Use the Local Share Certification provided in Attachment B to show what funds will be used to match 50 percent of the project. The source of the matching funds may come from a variety of sources. The only restriction is that in-kind services cannot be used toward the match.

6.6 Application and Work Plan

All requests for funding are required to complete an application form provided as a Word document in the application package. The completed form must be submitted as an attachment in the EBS portal. This document is the primary mechanism by which to describe your funding request, provide details of your TDM program, and generate your annual work plan. Work plans will outline the activities, tasks, and engagement tactics planned for FY27 aimed at reducing single-occupancy vehicle trips, expanding multimodal options, and improve partnerships and coordination within your region. Applicants will define how they will track progress on work plan items and identify key audiences, partners, or geographic areas for strategic implementation.

Note – The FY27 application no longer includes an Excel-based scorecard. Metrics in each individual work plan, along with required program activity reporting in the quarterly progress report, will replace the scorecard to allow for more individualized program reporting.

7.0 TDM Plan Development or Update

For applicants who currently do not have a TDM program in place or wish to update an existing TDM plan that is at least five years old, funds for the development or update of a TDM Plan are an eligible item under this grant program.

A TDM Plan is a document intended to assist agencies as they prepare to develop a fully-scaled TDM program and direct an agency's efforts to align with the established TDM goals in the Plan. TDM Plans should outline specific strategies for expanding mobility choices, changing travel behavior, reducing single occupancy vehicle miles traveled, and describing the intended outcomes of a successful TDM program within their organization. Plans approved for funding are expected to follow the [NCDOT TDM Plan Development Content Standards](#).

8.0 Evaluation Criteria

Grant funding is competitive, and each application submitted will be reviewed and scored based on the following criteria that support/align with NCDOT-IMD's TDM purpose statement. Please keep these criteria in mind when completing your application package.

Evaluation Framework/Scoring Criteria

Metric	Scoring Guidance
Reduced Vehicle Miles of Travel / Trip Reduction Impact	<p>Program potential to reduce single-occupancy vehicle trips and vehicle miles traveled, both during the grant period and in the long term evaluated through the organization's core strategies for supporting VMT reduction and methods for measuring effectiveness of those strategies.</p> <p>Note: There is a strong correlation between reduced VMT, improved air quality, and reduced congestion. For evaluation and scoring purposes, the scoring framework consolidates these three goals under "reduced vehicle miles traveled"</p>
Improve Partnerships and Coordination	Program partnerships demonstrated through key partners listed in your work plan, demonstration of program being guided by a regional collaboration of partners with a formal board, advisory committee, or work group that leverages regional efforts and reduces duplication or redundancy of TDM efforts in the region.
Expand Multimodal Options	Program proposes strategies to expand multimodal options and/or awareness of multimodal options within your region and has developed methods for measuring effectiveness of those strategies.
Drive Innovation	Program proposes introducing a new technology or TDM approach with your region or the state.
Cost Effectiveness	Program proposes evaluation criteria that considers ways to measure the benefit-cost of proposed strategies, especially reoccurring, marketing, and outreach activities.
Overall Program Approach and Budget	Program has a comprehensive approach in line with the transportation options structure (Appendix 2), provides clear tasks, timelines, and strategies that, along with ongoing program responsibilities, can be realistically accomplished in one-year based on the scale of the individual regional program. Program funding request is reasonable for the activities proposed for a one-year time period.

Metric	Scoring Guidance
Returning Applicant Performance	Consideration will be given to the previous year's performance including ability to work toward work plan tasks, pivot program activities due to unforeseen circumstances, and ability to utilize funds requested for TDM activities.
Bonus Points TDM Plan	Work plan is informed by or aligned with recommendations of a current TDM plan.

9.0 Quarterly Invoicing & Progress Reports

Invoices and progress reports should be submitted on a quarterly basis. Invoices must include all applicable back-up documentation needed, NCDOT Cover Sheet, and DBE Reporting Form which can be found on the [NCDOT Consulting Firm Resources Page](#).

Quarterly progress reports include a narrative report of activities conducted by the TDM program within the last quarter and progress toward items outlined in individual program work plans submitted and approved with your application. A quarterly progress report template is provided on the [TDM program Connect page](#).

The progress report will be used for baseline activity and to gauge the effectiveness of the TDM program. The Excel-based scorecard will no longer be used in FY27 reporting.

The quarterly invoices and progress reports are due no later than 30 days past the end of the quarter.

- Q1 (July 1 - Sept. 30): Due by Oct. 30
- Q2 (Oct. 1 - Dec. 31): Due by Jan. 30
- Q3 (Jan. 1 - March 31): Due by April 30
- Q4 (April 1 - June 30): Due by July 30

10.0 Procurement & Third-party Contracting

Procurement and third-party contracting activities are primarily the responsibility of the subrecipient. Subrecipients should follow established local procedures and applicable state or federal standards in accordance with the North Carolina Consolidated Procurement Code (as amended). The procurement and contract standards set forth under N.C. G. S. 143 Article 8 shall apply to the procurement of all goods and services the subrecipient will purchase under the project contract.

11.0 Program Auditing

IMD is responsible for providing program monitoring and oversight to ensure State funds are used for the intended purpose. This is accomplished through various onsite program monitoring and evaluation tools including but not limited to: site visits, compliance reviews, and financial reviews. Recipients will be required to attend a mid-year check-in following the second quarter reporting to discuss progress on their approved program work plan. A year-end close-out review may also be required.

Appendix 1 – TDM Grant Position Key Skillsets

TDM Coordinator

TDM Coordinators advance TDM strategies within an organization to reduce single-occupancy vehicle trips and expand access to sustainable travel options. Coordinators facilitate partnerships and may engage directly with employers, developers, community organizations, and/or local governments to promote TDM programs, support vanpooling, and integrate TDM into planning efforts.

The skillset also includes marketing, outreach, and data analysis skills, and serving as a local advocate for TDM in transportation and land use decisions.

Key skills:

- Program coordination and implementation (regional TDM programs, commuter services, outreach campaigns)
- Employer and stakeholder engagement (employers, property managers, community partners)
- Educational and marketing content development (digital and in-person channels)
- Event planning and facilitation (challenges, incentive programs, community events)
- Data collection, analysis, and reporting (participation tracking, environmental impact evaluation)
- Grant writing and compliance documentation
- Vanpool program management (vendor coordination, route planning, employer partnerships)
- Policy advocacy and integration (regional planning, development review, transportation policy)

Vanpool Coordinator

Vanpool Coordinators manage and promote regional or local vanpool programs, working with commuters, employers, and transit partners to provide cost-effective, shared-ride options that reduce single-occupancy vehicle trips and congestion. Vanpool coordinator must balance program administration, customer service, outreach, and performance tracking.

Key skills:

Program Management Skills

- Vanpool operations administration (formation, onboarding, account management)
- Vendor and leasing coordination (vehicle availability, insurance, compliance)
- Data and financial management (ridership tracking, fare collection, subsidy processing)
- Performance monitoring (cost recovery, utilization, trip reductions)

Outreach and Marketing Skills

- Employer and commuter engagement
- Marketing campaign development (materials, events, promotions)
- Public speaking and presentation delivery (employer meetings, transportation fairs)
- Partnership building (TMAs, transit agencies, regional planning organizations)

Customer Support Skills

- Participant relations and issue resolution
- Rider and driver training/orientation
- Conflict management and problem-solving

Reporting and Compliance Skills

- Recordkeeping and data accuracy (ridership, mileage, subsidies)
- Regulatory reporting (local, state, federal compliance)
- Grant and audit support (applications, funding documentation)
- Performance reporting and analysis

TDM Marketing Coordinator

TDM Marketing Coordinators lead communications and outreach efforts to promote sustainable transportation options and reduce single-occupancy vehicle trips. TDM Marketing Coordinators focus on building brand awareness, engaging diverse audiences, and implementing marketing strategies that align with TDM planning goals.

Key skillsets

- Strategic marketing and brand management
- Regional messaging coordination across jurisdictions and partners
- Campaign development for multimodal options (for example, transit, vanpool, carpool, biking, walking, telework)

- Digital content management (websites, social media, email, online tools)
- Creative content development (infographics, videos, commuter stories, etc.)
- Writing and editing (press releases, newsletters, stakeholder communications, etc.)
- Data tracking and analysis of marketing performance
- Reporting on program outcomes and behavior change impacts

Appendix 2 – Travel Options Program Structure

The Travel Options Program Structure is a framework for how a program will work to reduce VMT and achieve greater mobility for all travelers through a multi-pronged approach. The scale of individual programs will vary based on size and reach. The information below outlines the travel options program structure.

Education of Travel Options (Marketing) – Each applicant should describe their plan for educating travelers. Key areas:

- Identification of Audiences (employers and commuters at a minimum)
- Development of Key Messages (aligned with each audience segment)
- Delivery Channels (examples could include emails, newsletters, events, and display materials, among others)
- Feedback Measures (how efforts will be evaluated and continuously aligned to audience(s) and their needs)

Recruitment of Travelers into Non-SOV Modes (Outreach) – The goal of all TDM efforts across the state should be rooted in creating behavior change to reduce VMT. Applicants should detail the tactics to be used for recruitment activities, which could include (but are not limited to) community events, vanpool formation meetings, hosting worksite-based events, or conducting modal promotions like Try Transit or Carpool Challenges.

Tools for Employers and Commuters (Programs) – Each Travel Options program should have tools in place to support employer and commuter outreach activities. Describe the tools that will be used for education, recruitment, and general outreach. Applicants must actively promote the rideshare matching website www.ShareTheRideNC.org and describe how they will incorporate the ridematching tool into promotional events and campaigns.

Pilot Programs – While Travel Options programs should be focusing on employers and commuters, applicants may identify a new audience to target or want to test a new promotional campaign. Innovation and/or pilot program plans should address the opportunity, the approach, identified program goal(s) and objectives, and the associated data metrics that will be provided to NCDOT for evaluation purposes.

Transportation Innovations – Each regional program should be in coordination with local municipalities and planning organizations to anticipate these emerging transportation solutions and identify ways to support their existence. Applicants should address the coordinating agencies, opportunities for collaboration, and any additional program metrics associated with new transportation programs.