

TRIANGLE TDM GRANT PROGRAM

ROLES AND RESPONSIBILITIES

Updated December 2019

NC DEPARTMENT OF TRANSPORTATION

The NC Department of Transportation (NCDOT) provides the overall policy framework for TDM in North Carolina and the state funding and fiscal oversight for regional TDM programs and individual Transportation Management Associations. NCDOT's involvement is guided by the Statewide Transportation Demand Management Plan (April 2004) and is administered by its Public Transportation Division. NCDOT also provides funding for the statewide ride-matching program software (managed by GoTriangle) as well as other TDM programs, projects (e.g., Fortify), and studies. NCDOT has given funding to the Triangle TDM program since 2007.

METROPOLITAN PLANNING ORGANIZATIONS

The two Triangle MPOs, Capital Area Metropolitan Planning Organization (CAMPO) and Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO), provide federal Congestion Mitigation and Air Quality (CMAQ) Improvement Program funding for the Triangle TDM Program. The MPOs serve as the coordinating agencies between local governments, NCDOT, and FHWA. They are responsible for carrying out an annual work program, a portion of which includes updating Metropolitan Transportation Improvement Programs (a seven-year project programming schedule) and the Long-Range Transportation Plan (a minimum twenty-year forecast of projects and programs). TDM has been a part of the Metropolitan Transportation Improvement Programs since 2008.

OVERSIGHT COMMITTEE

The Triangle TDM Program Oversight Committee is made up of representatives from the three program funders (NCDOT, CAMPO, and DCHC MPO) as well as the NC Department of Environment and Natural Resources' Division of Air Quality and Triangle J Council of Government (TJCOG). The three funders are the voting members of the Committee while the other two are in an advisory capacity.

The Oversight Committee releases the annual call for projects (Request for Proposals), reviews proposals and funding requests, provides comments as appropriate, and approves the budget for the program as well as budgets for individual sub-recipients. The Oversight Committee also provides strategic direction for the program, establishing program priorities and coordinating the program with other transportation issues and considerations and overseeing updates to the 7-Year Plan.

TDM PROGRAM ADMINISTRATOR

Triangle J Council of Governments (TJCOG) serves as the administrator of the Triangle TDM Program, linking state and MPO policies and funding with local and regional service providers. As such, TJCOG is primarily responsible for the Program Administration Performance Area in the 7-Year TDM Plan, which includes ensuring TDM programs are consistent with the 7-Year TDM Plan, providing overall management and dispersal of TDM funds as approved by the Triangle TDM Oversight Committee, and coordinating evaluation and monitoring activities for the Program (surveys, annual impact reports, etc.). In this role, TJCOG coordinates contracts, provides administrative support to the Oversight Committee, liaises between the Oversight Committee and Service Providers, as well as amongst the Service Providers themselves, answers budget questions, and attends monthly GoPartner meetings to help coordinate local and regional programs.

TJCOG has responsibilities under other Performance Areas as well. For example, TJCOG is responsible for several Strategies under the Planning Performance Area, such as identifying and promoting TDM-supportive public policies. TJCOG also administers the regional Best Workplaces for Commuters program which encourages employers to provide and support TDM employee benefits and recognizes their efforts.

REGIONAL SERVICE PROVIDER

As the only regional Service Provider funded by the Program, Go Triangle's TDM division implements and coordinates regional TDM services and is the lead agency on all regional marketing and outreach initiatives. GoTriangle coordinates closely with local Service Providers through the GoPartners committee to plan and conduct numerous TDM initiatives, campaigns, and services. GoTriangle also coordinates the region's ridematching system and vanpool services under the grant.

Additionally, GoTriangle functions as a local Service Provider for Wake County. It provides TDM services to all Wake County areas not covered by any other local Service Provider as well as certain hotspots specifically approved by the Oversight Committee.

LOCAL SERVICE PROVIDER

Local Service Providers are primarily responsible for developing and implementing campaigns to market TDM services and providing TDM outreach in their hotspots. They are expected to be experts in knowing the TDM related characteristics and needs of their target audience, thereby possessing the skill and knowledge to design strong campaigns to increase TDM participation. Additionally, the Local Service Providers work closely with the Regional Service Provider (GoTriangle). They attend GoPartner regional meetings, support and promote regional outreach efforts, and implement all regional campaigns. Further, they also collaborate with and support other Local Service Providers and create long lasting partnerships with any local organizations that can help them promote alternative transportation choices amongst residents.

The Local Service Providers are also responsible to monitor, track and report on their activities on a regular basis.