

TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAM OVERVIEW

BACKGROUND

TDM programs promote alternative transportation options to the single occupant vehicle. Included among these alternatives are carpooling, vanpooling, telecommuting, transit, bicycle, flexible work hours, compressed workweeks and parking policies/pricing structures. The NCDOT Public Transportation Division (PTD) is funding these TDM programs to continue supporting the provisions of the Ambient Air Quality Improvement Act of 1999, Senate Bill 953, which addressed concerns over ground level ozone pollution from motor vehicles and the need to deal with increasing vehicle miles traveled (VMT) and NOx emissions. The bill established a goal of reducing the growth of commuter VMT in the state by 25 percent from 2000 until 2009 and that goal was achieved. Continuing strides have been made in the years following this achievement.

The organizations applying must be public bodies responsible for promotion of TDM activities with a TDM Plan in place and may also provide services such as carpool/vanpool matching and vehicles for use in vanpooling. It is the intent of this program to fund only one organization per region. Urban areas in the state that are interested in a TDM Program but do not currently receive state TDM funds should contact Gretchen Vetter, Transportation Program Planner, at (919) 707-4695 or e-mail gavetter@ncdot.gov to discuss planning requirements for establishing a TDM Program. New applicants are required to submit a final adopted TDM Plan with their application.

ELIGIBLE COSTS

This program funds ONLY administrative costs associated with TDM programs, up to 50 percent of the total administrative expenses. This includes salaries, fringe benefits, office supplies, marketing and other program related items. The entire list of eligible administrative items is included in the TDM application form in Partner Connect. Detailed definitions of each item are contained in the Uniform Public Transportation Accounting System document. Please contact Gretchen Vetter at (919) 707-4695 or gavetter@ncdot.gov if you would like a copy of this document. This program does not fund capital expenses such as vehicle or vehicle parts acquisition, building costs, or operating costs like vehicle maintenance. This program also does not provide funding for prizes and incentives and does not provide funding for food for events/meetings/etc. (except personal per diem during travel, as stated in the NCDOT Travel Policy).

PROGRAM GOAL

The goal of the statewide TDM Program is to continue the average annual percentage reduction in the growth of commuter VMT that was achieved between 2000 and 2015. There are six TDM Strategies listed below that all applicants should employ to accomplish the TDM Program Goal.

STRATEGIES

There are six TDM Strategies that all applicants should employ to accomplish the TDM Program Goal and should be included in their TDM Plans:

1. Conduct marketing efforts/activities identified in a marketing plan;
2. Coordinate with local transportation and land use planning efforts;
3. Facilitate ridematching services through the [ShareTheRideNC](http://www.ShareTheRideNC.org) website;
4. Promote the Best Workplaces for Commuter Program;
5. Collect and calculate data on VMT reductions through TDM activities; and
6. Operate in a manner consistent with the NCDOT goals regarding making our transportation network safer, making our transportation network move people and goods more efficiently, and making our infrastructure last longer.

WORKPLAN

Every application must include a spreadsheet outlining activities the TDM Program will be undertaking in support of the six strategies listed above. The TDM workplan spreadsheet must be formatted to have headers titled with the following information:

1. Activity/Task Description
2. Products/Deliverables
3. Purpose - Desired Result - Why?
4. When Will Activity Be Performed
5. How Will You Measure Your Efforts?
6. Work Completed to Date column

The last column will be left blank when submitting your application. It will need to be filled in during the course of the funding year and submitted with quarterly invoices for payment. An example format is included in the application materials. Use this format in your application. There are five major activities that must be included in every TDM work plan. They are described below:

1. **Promotion:** TDM Programs must actively promote the rideshare matching website www.ShareTheRideNC.org and increase the number of registrants in the database. This is the main venue through which the public can easily access match lists, and it also includes matching for biking and information on transit. The [website](#) provides access for the public and also provides reports for individual employers, which can assist the TDM Program in promotion and event planning. This promotion must include employer on-site events as well as public marketing campaigns.
2. **Best Workplaces for Commuters:** The work plans of the TDM Programs must have an emphasis on the Best Workplaces for Commuters Program. The TDM Programs must have measurable goals and objectives for achieving designation of

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employers as BWC. This will include a goal of identifying a certain number of target employers who already offer some commuter benefits and/or have a large employee base which would make them prime candidates for BWC designation. All TDM Programs must be knowledgeable of the BWC Program components and requirements, and assist employers in getting designated as a BWC if needed.

- 3. Monitoring and Reporting:** TDM Programs must gather data such as trip length, number of carpools/vanpools, number of telecommuters, etc. during the year so that they can calculate progress in reducing the growth of commuter VMT. These reductions are the justification for state funding of the expenses incurred in administering and marketing the TDM Programs.
- 4. Public Relations:** TDM Coordinators must be visible in local planning efforts and TDM issues/activities need to be part of Planning Commission, Transit Board, City Council, County Commission and MPO/RPO agendas. Elected and appointed officials need to be aware of the social, environmental, economic and financial benefits accruing from the TDM Programs in order to support the program and integrate it into the community. Also, TDM needs to be included in land use planning and transportation planning components of an area, particularly long range transportation plans and congestion management plans.
- 5. Marketing:** TDM Programs must include an activity and budget for development of a marketing plan during FY 2018, if a marketing plan is not already developed. This plan will provide the framework for the timing of marketing activities, the relationship between the different marketing activities, and the purpose of the marketing activities. It also will document how the proposed marketing campaigns and activities will be analyzed for effectiveness, such as market penetration and name recognition. This will permit an assessment of the value of various marketing activities in order to target the most effective marketing techniques. The marketing plan is comprised of 4 elements:

1. Identification of Audiences
2. Development of Key Messages
3. Delivery Options
4. Feedback Measures

SUCCESS PLAN

All existing TDM Programs and potential applicants must develop a NCDOT initiated Success Plan in order to receive TDM funds. These success plans allow an organization to strategically plan for future development and growth. Outcomes and measurables from this plan will be used to gauge the effectiveness of TDM programs across the state. Existing TDM programs will continue to work on developing success plans through quarterly NCDOT training sessions and upcoming performance planning initiatives, while new applicants should contact Gretchen Vetter for questions regarding plan development.

PERFORMANCE MEASURES

All activities in the TDM Work plan must include performance measures, which will be detailed in column 5 - How Will You Measure Your Efforts? These are indicators used to determine the effect that activities are having in accomplishing desired results, and will be included in the TDM Workplan column space. They commonly involve an input measure, output measure, process measure, and outcome measure.

Input Measure: Describes the amount of resources used to conduct an activity, produce an output or provide a service.

Example: Number of employers targeted for BWC designation.

Output Measure: Describes the amount of work completed or produced.

Example: Number of employers designated BWC employer.

Process Measure: Describes the quality or timeliness of a service.

Example: Number of employers designated as BWC employers by End of Year Celebration event

Outcome Measure: Describes the results achieved by an activity, process, or program.

Example: Percentage of targeted employers who became designated as a BWC employer

The quarterly reports of program progress will include use of measurable performance measures and the effectiveness of each activity toward reaching the goal as described above. In particular, specify how the TDM tasks will reduce the amount of commuter VMT.

FUNDING REQUEST JUSTIFICATION

Each applicant must complete a Funding Request Justification form. Applicants should use this form to provide a brief description of their project, outline the benefits of the proposed program, and discuss the impacts that would result should their program not be funded.

INVOICING AND REPORTING

Each TDM program must invoice NCDOT at least quarterly, per contract requirements. The quarterly invoices will be due no later than 30 days past the end of the quarter. The quarter time periods are July to September, October to December, January to March and April to June. The final invoice is due no later than 90 days past the end of the funding year. A status report on tasks/activities accomplishments (see information on workplan spreadsheet in the Workplan and Performance Measures section) will be required to be submitted with the quarterly invoices along with other supporting documentation. The final invoice will include a summary of the entire year's tasks/activities accomplishments as specified in the workplan format, as well as calculations of commuter VMT reductions attributable to the TDM program activities.

TIMETABLE

August 25, 2016 - TDM application package sent to all TDM Programs

November 4, 2016 - FY 2016 TDM applications and budget to be submitted in Partner Connect

March 2017 - FY 2018 TDM Projects will be presented to the NC Board of Transportation

July 1, 2017 - Beginning of state fiscal year and Period of Performance for FY 2018 TDM Programs