

TRIANGLE TDM GRANT PROGRAM

ROLES AND RESPONSIBILITIES

Updated December, 2016

NC DEPARTMENT OF TRANSPORTATION

The NC Department of Transportation (NCDOT) provides the overall policy framework for TDM in North Carolina and provides 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 administered by the 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 contributed 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 Improvement Program funding for the Triangle TDM Program. The MPOs serve as the coordinating agencies between local governments, NCDOT, and FHWA. The MPOs 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). Triangle Transportation Demand Management 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 ongoing 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 Governments (TJCOG; which assists in coordinating regional planning efforts and transportation modeling for the two Triangle MPOs) 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 for the Oversight Committee, liaises among the Oversight Committee and Service Providers as well as among 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 regional Service Provider, GoTriangle's TDM division implements and coordinates regional TDM services and is the lead agency on all regional marketing and outreach initiatives. GoTriangle manages the regional brand and 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 its TDM grant.

Additionally, GoTriangle functions as a local Service Provider in Durham County and provides services to specified Wake County work clusters (and/or other Oversight Committee-approved special projects and work clusters not covered by other local Service Providers).

LOCAL SERVICE PROVIDER

Local Service Providers are primarily responsible for developing and implementing campaigns that market TDM services (Performance Area 4) and provide TDM outreach (Performance Area 5) in their specific hotspots. Local Service Providers are expected to be the local experts in their TDM target audiences' characteristics and needs and to craft campaigns to increase TDM participation locally. Local Service Providers are encouraged to collaborate with other Service Providers and create appropriate partnerships to continually improve the marketing and use of TDM services within their hotspots. Local Service Providers of course also have responsibilities for monitoring and reporting on their activities (see Performance Area 2).

In addition to promoting TDM services locally, local Service Providers also attend GoPartner regional meetings, support regional outreach efforts, coordinate closely with other Services Providers (including GoTriangle), and actively support regional initiatives.