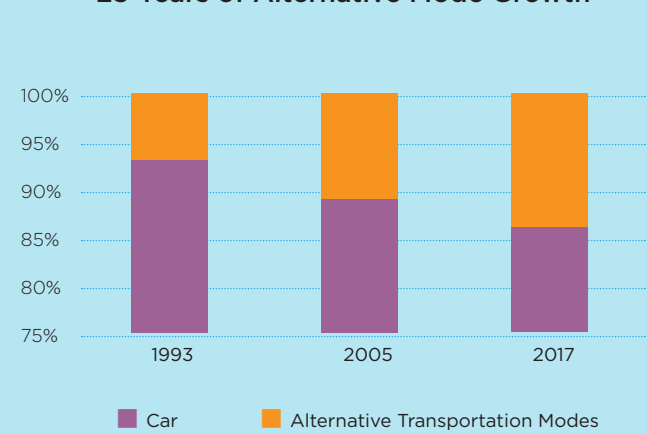


# Getting Around Chapel Hill

## 25 Years of Transportation Demand Management Work Shows...

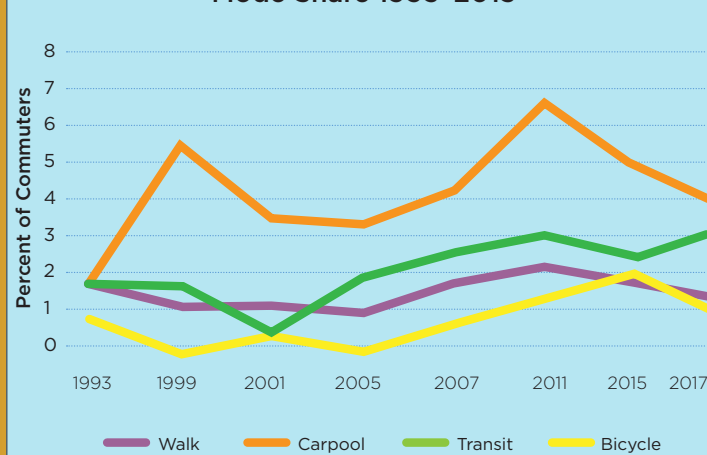
25 Years of Alternative Mode Growth



### Use of Alternative Mode More than Doubled

The first Transportation Management Plan employee survey showed 6% of employees commuted to work by alternative modes. 25 years later the data shows that the percentage of employees at TMP sites who regularly take transit, carpool, walk, or bicycle to work increased to 14%.

Mode Share 1993-2015



### The Alternate Mode Use Fluctuates Over Time

While 25 years of TMP in Chapel Hill shows a steady and significant increase in alternative mode use, there are fluctuations over the years. Most notably, in 2011 we saw a spike in gas prices and an uptick in alternative mode use. A decrease in gas prices in 2017 saw a decrease in alternative mode use.

CO2 Emissions Reduction FY09-FY17



### Regional Reductions in Greenhouse Gas Emissions

The Go Chapel Hill program is coordinated with the regional Transportation Demand Management (TDM) program to ensure seamless and efficient services for the Triangle area. In 2008 the region received a federal grant to improve air quality, and local governments and universities began collaborating to decrease single-occupancy vehicle usage through TDM programming.



# 25 Years of Transportation Demand Management in the Town of Chapel Hill



## Transportation Demand Management (TDM)

The Town's Transportation Management Plan (TMP) program, started in 1991, builds a healthier community by reducing traffic congestion, increasing active lifestyle, and reducing our carbon footprint. The TMP is required for new and existing development projects that received a Special Use Permit. A TMP encourages employees to use alternative modes of transportation getting to and from work.

Chapel Hill is part of the regional Transportation Demand Management (TDM) program, which works towards the same goals as Chapel Hill's TMP program. TDM reduces reliance on single-occupancy vehicles (SOV) for travel by encouraging options such as carpooling, vanpooling, public transit, biking, walking, teleworking, and flexible work weeks. Chapel Hill's participation in regional TDM provides funding, programming support, and educational materials to participants in our award-winning TMP program.

**TMP & TDM**  
Reducing travel demand through strategies and policies to build a healthier community.



## By the Numbers

**116**

TMP Sites  
(increased from 2 in 1991)

**5500**

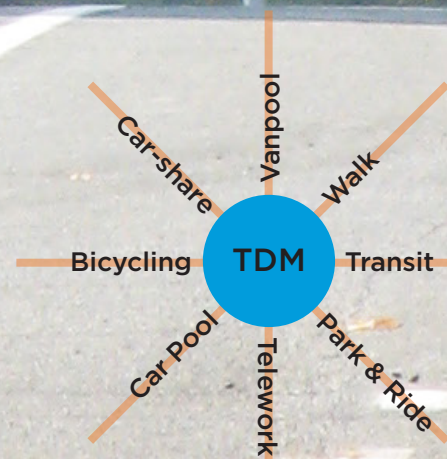
Employees Reached through TMP Program  
(increased from 60 in 1991)

**84%**

Workforce that Lives Outside Chapel Hill  
(increased from 58% in 1991)

**24**

Average Miles of One-Way Commute  
(increased from 10 in 1991)



## Impacts of Chapel Hill TDM in 2017

	<b>26,685</b> vehicle trips avoided	That's equivalent to <b>18 people</b> not driving a car for the entire year	
	<b>13,750</b> gallons of gas saved	It would take nearly <b>88,000 bottles of water</b> to hold that much gas	
	<b>328,600</b> commute miles reduced	That's roughly <b>13 trips around the Earth</b>	
	Resources provided to <b>223</b> alternative transportation users	This would require a <b>1 acre parking lot</b> if they all drove alone	
	<b>269,500</b> pounds of Carbon dioxide (CO2) release prevented	To sequester that much carbon naturally would require nearly <b>144 acres of forest</b>	

Thanks to TJCOC for assistance with information

## What Influences Drivers to Change Commute Modes

	Faster and more frequent transit options		Financial benefits for not driving alone
	More park-and-ride lots closer to home		Flexible schedules to accommodate carpools and bus
	Safe bike lanes and sidewalk connections		Showers and bike storage at work

Thanks to TJCOC for assistance with information

# THE TOWN OF CHAPEL HILL

## FACTS AT A GLANCE

**15.2%**

OF EMPLOYEES COMMUTE BY



walk



bike



transit



**700+**  
STAFF

TDM Public Sector National Award Winning Program

## COMMUTER BENEFITS



CARPPOOLING incentives



BIKE FRIENDLY BRONZE certification

SECURE BIKE PARKING & BICYCLE BENEFITS



FREE EMERGENCY RIDE HOME PROGRAM



TRIP PLANNING IN-HOUSE COORDINATOR



TRIP TRACKING rewards program

GOCHAPELHILL.ORG

Provided by Best Workplaces for Commuters