

- It's a JOURNEY, not a GOAL!

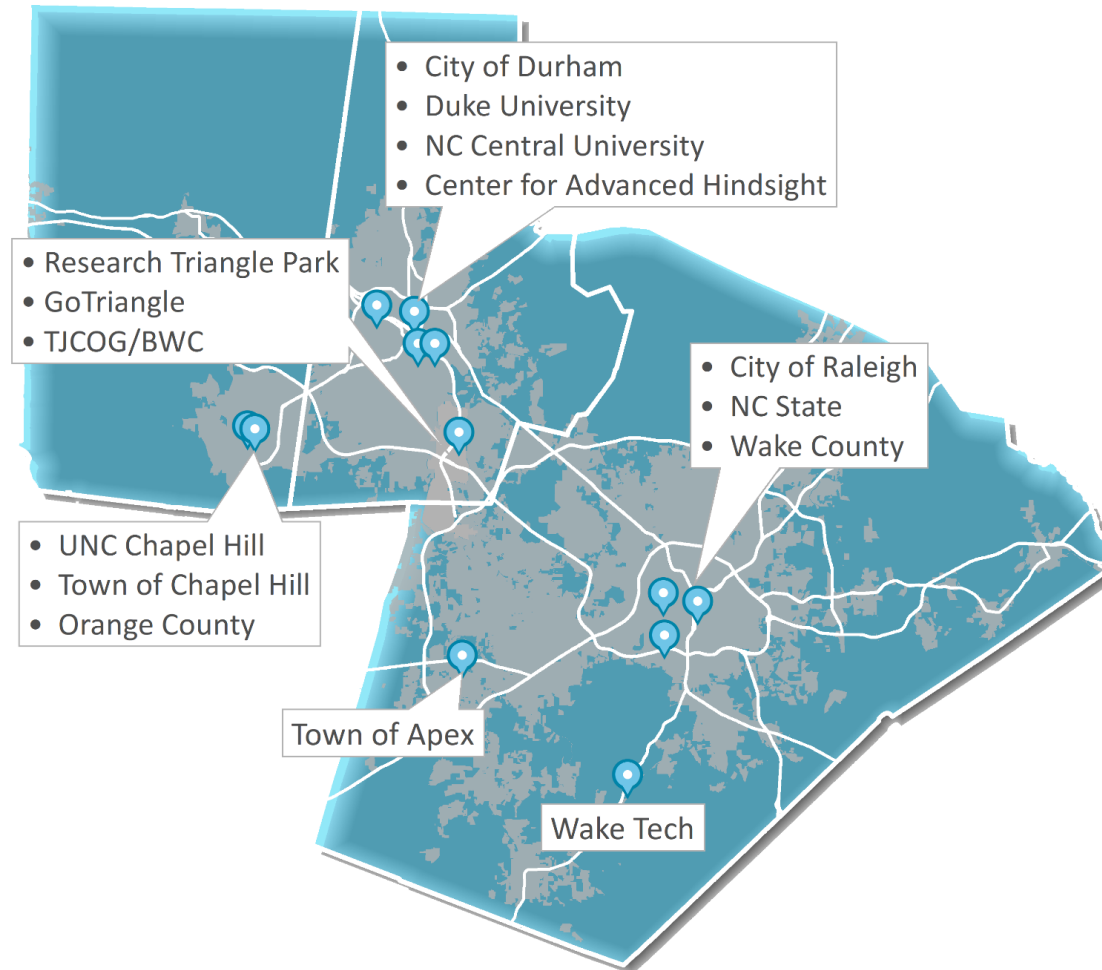
Moving the needle on Diversity, Equity & Inclusion
Triangle Transportation Demand Management (TDM) Program



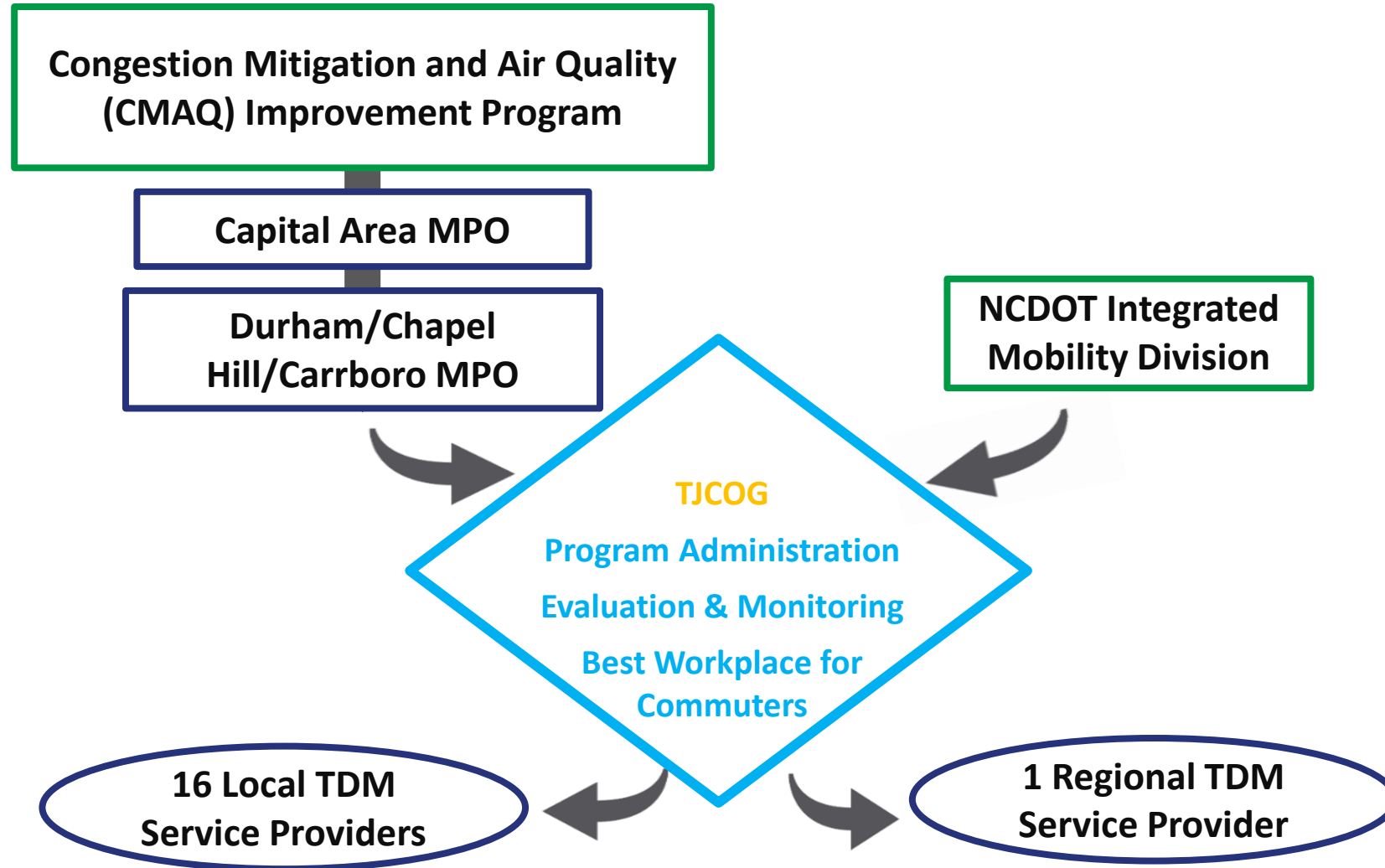
About Triangle TDM Program

- Established in 2008
- Grant administration by TJCOG
- Serves 7 County Triangle region
- \$1.5- \$1.8 million disbursed annually
- 18 Grantees in FY22
- Goal: Reduce Commuter Vehicle Miles Traveled (VMT)” to improve air quality and reduce congestion.

FY22 Grantees (18)

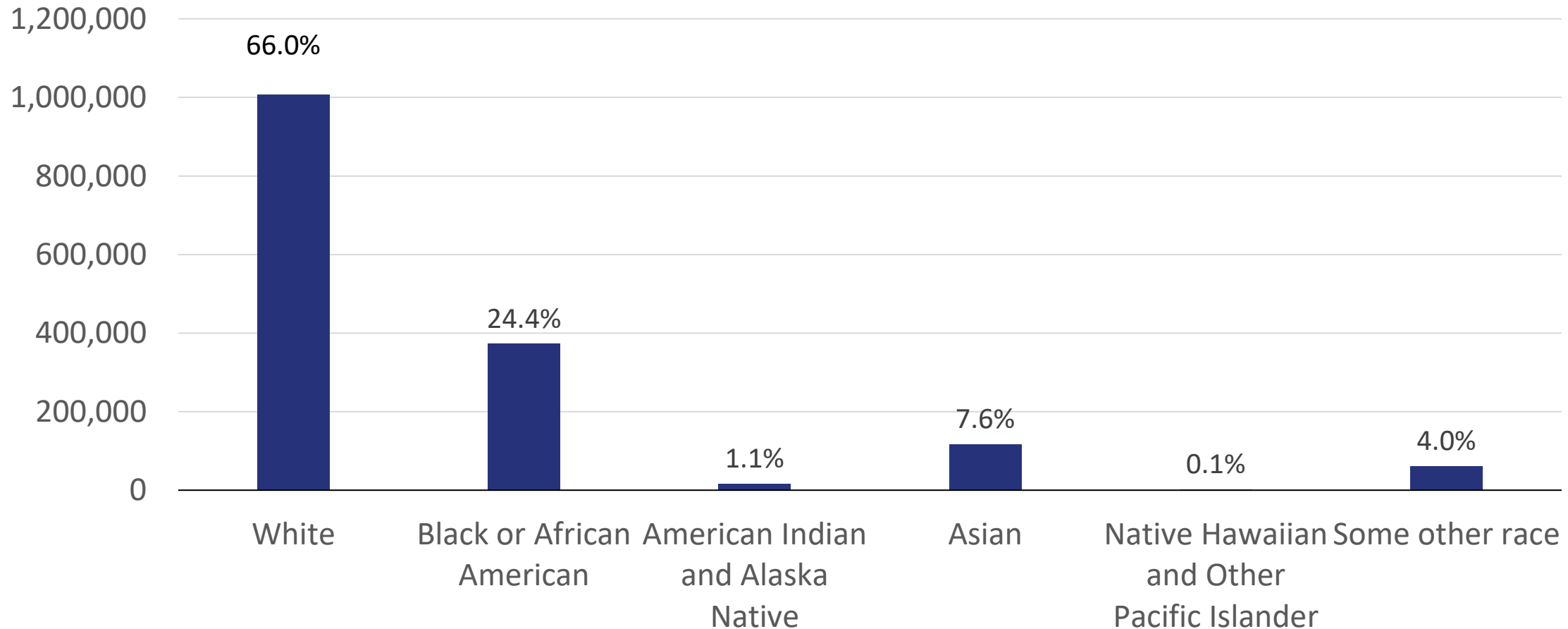


Program Administration



Durham-Orange-Wake; 2015-2019 Estimates

(American Community Survey)



Past DEI Work

- Not included explicitly
- Done by some grantees on their own
- FY21 Grant applications:

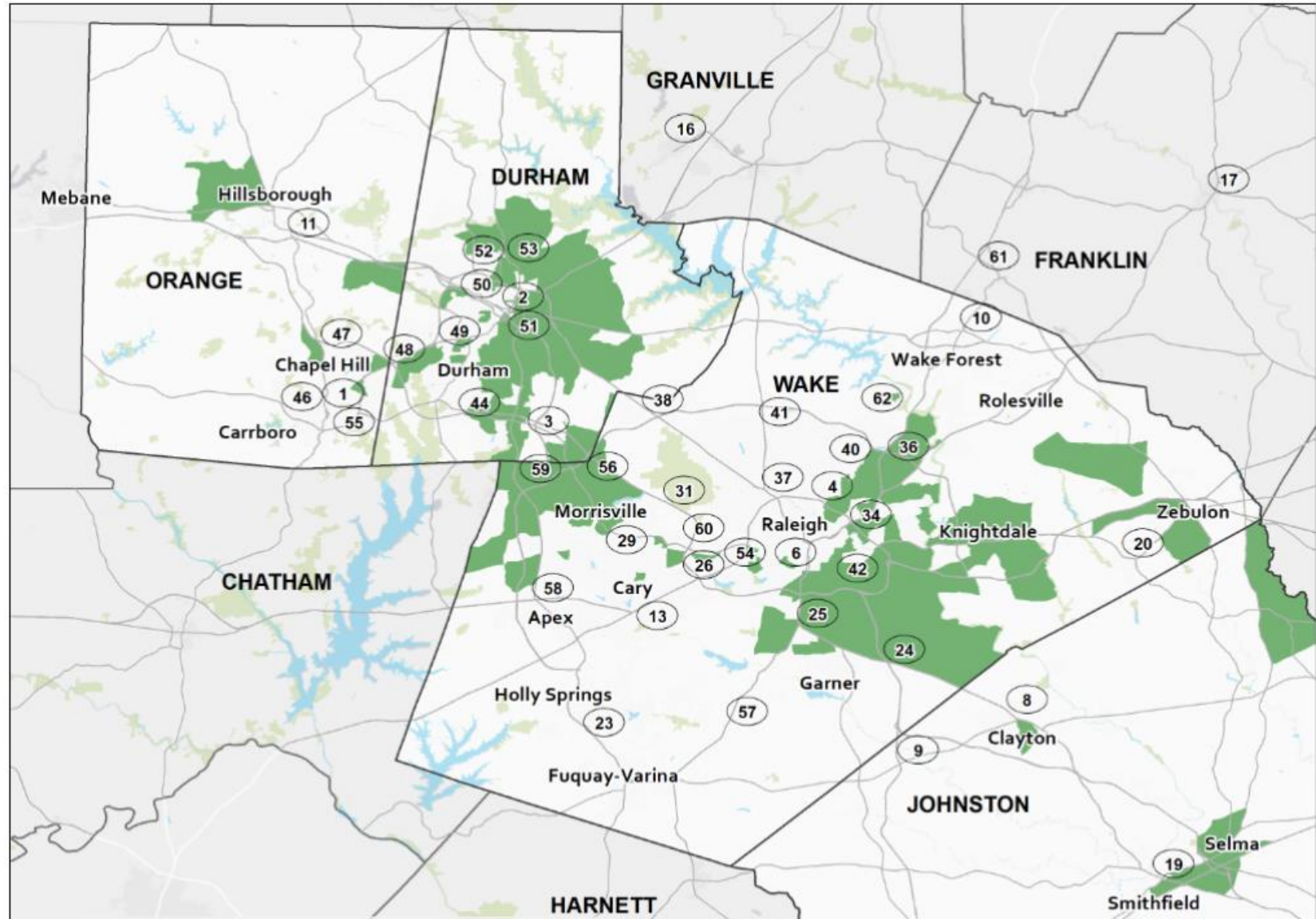
Equity in TDM efforts: Please state if any current efforts are being done by you or your organization to integrate equity in TDM outreach. If not, how do you propose to integrate it in your FY21 efforts?

The Journey since Spring 2020

- Dec 2020: Adopted as Joint MPO (Metropolitan Planning Organization) Policy Priority
- Jan 2021: Program funders gave formal support in \$\$\$
- TDM team seized the opportunity:
 - ✓ Delayed FY22 RFP; released in Feb
 - ✓ Included mandatory questions on DEI
 - ✓ Provided GIS maps of *FY22 Equity Indicators Overlay on Triangle TDM Hotspots*
 - ✓ Hand-holding; Mid-Year Check-in meetings; Monthly meeting

Race based inequities:
Population with All
Races/ Ethnicities
Except White Alone,
Not Hispanic or Latino

191 Block Groups with
> 56.8% All Other
Races/Ethnicities



Asked the RIGHT questions in FY22 RFP

- 2.1 List any low income/minority/marginalized communities identified for FY22 TDM efforts.
- 2.2 Community leaders and/or organizations (of the low income/minority/ marginalized community that you intend to target for FY22 outreach) identified to develop trusting relationships with.
- 2.3 Outreach events targeted for a community identified in question 2.1 above.
- 2.4 Outreach events targeted towards low income/minority/ marginalized communities in general.
- 2.5 Incentives reserved to promote alternate commute in low income/minority/ marginalized communities.

1. Innovative project

- Non-traditional target audience: Affordable housing communities and Durham Public School employees/high school grads
- Essential workers
- Equitable community engagement
 - ✓ Existing community partnerships
 - ✓ Working across depts internally
 - ✓ Community partnerships
 - ✓ Compensation to community volunteers
- TDM incentives TBD based on community feedback

Go Triangle (Regional Transit Service)

- Key focus on Hispanic community and Hotel/Motel workers
- Community leaders and/or organizations identified
 - ✓ NC Hispanic Chamber of Commerce
 - ✓ Food Pantries
 - ✓ Triangle Area Hotel-Motel Association members
- Outreach events
 - ✓ Pop-ups near bus stops
 - ✓ Festivals
 - ✓ Food pantries
 - ✓ Job fairs geared towards hotel/motel employees.

North Carolina Central University (NCCU)

- Focus area (1-mile campus radius)
 - ✓ 8 neighborhoods, 20+ churches & community parks.
 - ✓ Highest conc. of Latino and Black population below poverty line
- Community partnerships
 - ✓ GO Durham: Install additional shelters at transit stops
 - ✓ City of Durham (repair side walks)
- Outreach
 - ✓ Neighborhood list serve
 - ✓ Some challenges

Research Triangle Park (RTP)

- Target audience
 - ✓ Companies employing workers living in bordering neighborhoods engaged in lower paying jobs
- Increased collaboration; offer TDM incentives
- Analyze/Improve bike ped infrastructure connecting to nearby neighborhoods.
- Enhance transit routes/service in & out of the RTP for nearby neighborhoods.
- Governing Board passed resolution to increase Minority and Women Owned Business Enterprise contract vendors to more than 25% FY21 onwards.

Lessons learned

- Funder support critical
- Some hand holding required
- Provide as much guidance as possible: GIS maps
- Encourage inter-departmental collaboration
- Community partnerships key to success
- Trust the target audience; resist taking decisions for them (best incentives?)
- Patience required; Long term work

Remember: It's a JOURNEY.....

