

PRIORITIZING GEOGRAPHICAL AREAS FOR FUNDING UNDER THE TRIANGLE TDM PROGRAM

Updated November 2019

TERMINOLOGY USED

1. **Traffic Analysis Zone (TAZ):** A TAZ is defined by the Census Bureau as “an area delineated by state and/or local transportation officials for tabulating traffic-related data, especially journey-to work and place-of-work statistics.”
2. **Hotspot:** A hotspot is a TAZ or group of TAZs having a home-work trip density of more than 3,000 per square mile of its area. Triangle region 2013 modeling data from [ITRE \(Institute for Transportation Research and Education\)](#) at NC State University has been used by the Program to come up with a list of hotspots for the Triangle TDM Program.
3. **Service Area:** A Service Area is a geographic area where a single Service Provider is responsible for responding to requests from all employers in the area to provide TDM services. A Service Area may be as large as an entire municipality; however, it must be unique and overlapping between any two Service Areas is not permitted. A Service Area may have one or more hotspots.

Note: The original 7-Year Triangle TDM Plan from 2007 did not use the term “hotspots.” Instead it used the term “work cluster” and identified 6 work clusters to prioritize funding areas. In FY 2014, the 2007 Plan was updated to capture the commute growth and changing transportation landscape in the Triangle region. The list of work clusters too was updated, and 61 work clusters were identified to be used for funding prioritization henceforth. Over time, the terms hotspot and work clusters somehow began getting used interchangeably and have led to a certain degree of confusion in the Program. With a second Plan update occurring in 2019, it has been decided to discontinue the use of work cluster as a term. The Program will stick to using the term “hotspot.” Currently, there are 61 hotspots in the grant area. 56 of these are covered by 12 local and 1 regional service provider under the FY20 grant cycle.

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The Triangle TDM Program was established in 2007. The [7-Year Triangle TDM Plan](#), which is the basis of this program, uses the following two criteria to prioritize geographical areas in the Triangle region for funding:

1. The area(s) must cover at least one or more [hotspots](#) as identified by the Plan.
2. The area(s) should have highly favorable opportunities to implement or support TDM activities. Typically, this area(s) falls under one of the following three categories:
 - a. Areas with institutions of higher learning where the combined student and employee population exceeds 15,000. These institutions are ideal recipients for TDM services as they tend to have high concentrations of commute trips as well as relatively consolidated methods for disseminating information. At times, they already have their own alternate commute options in place and hence can quickly and efficiently build up on these by participating in a TDM program. The Triangle TDM program has prioritized institutions with a combined student-employee population of greater than 15,000. Triangle institutions currently meeting this criterion are:
 - University of North Carolina, Chapel Hill
 - Duke University
 - North Carolina Central University

- North Carolina State University
 - Wake Technical Community College
 - Durham Technical Community College
- b. Large employers, with multiple worksites, who have demonstrated a commitment to alternative modes of commuting. Wake Med hospital and UNC Rex Healthcare are two such employers in the Triangle region with multiple locations. Though, each location may not create a high concentration of work commute trips on its own, but if a large employer develops an effective TDM program that is available to all its worksites, the TDM benefits can be significant.
- c. Areas that may fall below the 3,000 trips/square mile threshold of being a hotspot but have significant existing policies and/or services supportive of TDM. A few examples of such areas in the Triangle region are:
- Central Business Districts (CBDs): Eligible CBDs could include new or emerging CBDs such as Knightdale.
 - Concentrated Office Development: Areas such as Perimeter Park in Morrisville and Weston Parkway in Cary having concentrated office spaces.
 - Highway Corridors: For highway corridors to be considered for funding, the area must demonstrate a concerted effort to address reducing single occupancy vehicles. US 15/501 corridor, the Blue Ridge Road corridor, and the New Bern Avenue corridor all have proven specifically amenable to TDM.