

7.6 Freight Movement

Metropolitan Planning Organizations are being encouraged to effectively address freight transportation issues in accordance with policies outlined with the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU).

The Freight Industry has established five planning goals that are concurrent with most of the goals of MPOs as well. They are:

1. Economic Efficiency;
2. Congestion Mitigation;
3. Safety Improvement;
4. Air Quality Improvement; and
5. System Security.

Freight handlers have often believed that Metropolitan Planning Organizations may not understand that “time is money” for participants in the freight industry; while shippers and carriers may not understand the planning process, along with its value and jargon.

Communication between Metropolitan Planning Organizations and stakeholders in the freight industry can be difficult. This is due to the fact that desired planning data of interest to an MPO raises suspicions among freight industry stakeholders that the release of proprietary information may result in the loss of competitive position. Shippers/carriers are willing to participate in the MPO process to be “good corporate citizens”; yet members of the freight industry believe that it is good for planners to visit shipper/carrier facilities to learn and gain respect for the freight industry.

The Capital Area MPO has within the past two years sought for and received participation by the North Carolina Trucking Association in the US 1 Corridor Study. The Capital Area MPO has also been in contact with one of North Carolina’s trucking industry liaisons; who also serves as a professor at North Carolina State University. The goal of the outreach process is to ensure that the North Carolina’s Freight Industry and associated organizations are aware of ongoing developments concerning the transportation network, and to pursue their input and participation in future transportation development processes.

Furthermore, the Capital Area MPO and the Durham-Chapel Hill-Carrboro MPO will partner with NCDOT and Triangle Transit to have the Triangle Regional Model Service Bureau conduct a Commercial Vehicle data collection to support improvements to the Regional Travel Model. This project, which is funded in the 2009-2010 Unified Planning Work Program, will require that distribution centers throughout the region be identified and that commercial truck volumes are collected at the center locations. The two MPOs have also included a freight plan in the 2010-2011 Unified Planning Work Program.

7.7 Programs to Manage Transportation Demand (TDM)

Each year, hundreds of millions of dollars are spent in the region on the supply side of mobility: building and maintaining roads, buying and operating buses, building sidewalks and bicycle facilities. Some of the most cost-effective mobility investments we can make are on the demand side: encouraging commuters to use our transportation facilities as efficiently as possible by carpooling, vanpooling, taking transit, telecommuting or walking or bicycling.

These marketing and outreach efforts targeted to commuters and the employers they work for are called Transportation Demand Management, or TDM. For the last few years, service providers in the region have undertaken a range of TDM projects, such as Triangle Transit’s *SmartCommute Challenge*, Triangle J Council of Government’s *Best Workplaces for Commuters* program and local programs at

UNC-Chapel Hill, NC State University and the Research Triangle Park. These TDM efforts can be very effective: the 2008 *SmartCommute Challenge* encouraged 12,800 people to try an alternative commute mode. And about 100,000 workers – 1 of every 7 workers in the region – are employed at a *Best Workplace for Commuters*, where their employer offers commute benefits such as subsidized transit passes, vanpooling or telework.

During 2007, all of the TDM service providers and funding sponsors came together and crafted a 7-Year Triangle Region Transportation Demand Management Plan for the Triangle. Implementing the plan is designed to achieve a goal of reducing the *growth* in the amount of *commuter* travel by 25%. The plan provides both a more systematic framework for TDM coordination and significantly more state and federal funding for TDM. TDM Plan details are available at www.triangletdmplan.com.

The 7-Year TDM Plan recognizes that the most effective TDM strategies are targeted to employment “hot spots:” places where employment is concentrated, including sites where transit service is available and/or parking is costly or inconvenient, such as in downtowns and at university campuses.

Implementing and extending this TDM Plan is included in the Long Range Transportation Plans. This implementation includes:

- aggregating funding from the sponsors: state funds from NCDOT and federal funds allocated by the Capital Area MPO and Durham-Chapel Hill-Carrboro MPO,
- issuing a competitive “call for projects” from providers of TDM services, and
- working with an Oversight Committee of federal, state and MPO staff that works with applicants to refine their proposals and makes recommendations for funding.

Based on this plan and the current level of the region’s comprehensive, coordinated TDM program, the 2035 Long-Range Transportation Plans include funding for TDM services as shown in Figure 7.7.1, expressed in Year 2008 dollars; note that service providers supply a significant cost share to match federal and state funds:

Figure 7.7.1 – Transportation Demand Management Investment (Year 2008\$)

Durham Chapel Hill-Carrboro MPO	2009-15	2016-25	2026-35	Total 2009-35
DCHC MPO Federal \$	\$ 2,380,000	\$ 4,580,000	\$ 4,580,000	\$ 11,540,000
NCDOT funding	\$ 2,668,500	\$ 3,604,500	\$ 3,604,500	\$ 9,877,500
Service Provider funding	\$ 2,439,000	\$ 4,468,500	\$ 4,468,500	\$ 11,376,000
Total DCHC MPO	\$ 7,487,500	\$ 12,653,000	\$12,653,000	\$32,793,500
Capital Area MPO	2009-15	2016-25	2026-35	Total 2009-35
CAMPO federal \$	\$ 2,970,000	\$ 5,720,000	\$ 5,720,000	\$14,410,000
NCDOT funding	\$ 3,261,500	\$ 4,405,500	\$ 4,405,500	\$12,072,500
Service Provider funding	\$ 2,981,000	\$ 5,461,500	\$ 5,461,500	\$13,904,000
Total CAMPO	\$ 9,212,500	\$ 15,587,000	\$15,587,000	\$40,386,500
Regional Total	\$16,700,000	\$28,240,000	\$28,240,000	\$73,180,000