



For Immediate Release

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CTE Chosen to Lead NC Transportation Demand Evaluation Project

The Triangle J Council of Governments (TJCOG), a voluntary organization of municipal and county governments in North Carolina's Region J (Chatham, Durham, Johnston, Lee, Moore, Orange and Wake counties), announced the selection of Atlanta's Center for Transportation and the Environment (CTE) to evaluate the Triangle J Region's Transportation Demand Management (TDM) programs.

TDM is a strategy used in many communities and regions to help provide alternatives to driving alone. The Triangle J TDM evaluation project has three broad objectives: 1) conduct an in-depth analysis to estimate the impacts of existing TDM programs implemented in the TJCOG region; 2) prepare recommendations to refine specific services and tools to enhance future evaluation efforts and programmatic success; and 3) provide input into the development of a comprehensive long-term TDM evaluation strategy.

The evaluation project team includes LDA Consulting and CIC Research, Inc., and will be led by CTE, an Atlanta-based nonprofit organization that has developed, demonstrated, and verified advanced transportation technologies and fuels since 1993. For the past 10 years, CTE has also led a team of nationally recognized TDM experts in measuring and evaluating TDM programs in Georgia on behalf of the Georgia Department of Transportation. Georgia's TDM evaluation program uses a rigorous methodology to calculate the travel and emission reductions achieved from the nearly 20 organizations either supporting or directly offering TDM-related services in the Atlanta region.

“The Triangle J Council of Governments’ selection of CTE to do this important work is indicative of CTE's leadership in the fields of transportation demand management and commute alternatives evaluation,” said Wendy Morgan, the Senior Project Manager overseeing CTE’s portfolio of TDM projects. “The Atlanta region has established a nationally recognized protocol for the measurement and evaluation of TDM programs and CTE has been leading that effort since 1999.”

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