



2016 VMT REPORT

NCDOT PUBLIC TRANSPORTATION DIVISION

Session Law 1999-328, The Ambient Air Quality Improvement Act, established statewide goals for reducing the growth of vehicle miles travelled (VMT) in the state. The NC Department of Transportation reports on the annual reduction in VMT, with a focus on job-related travel. This report addresses these two requirements.

G.S. 143-215.107C(d) - Plan to reduce vehicle miles traveled by State employees

G.S. 143-215.107C(e) - Plan to reduce vehicle miles traveled by private sector employees

September 2016

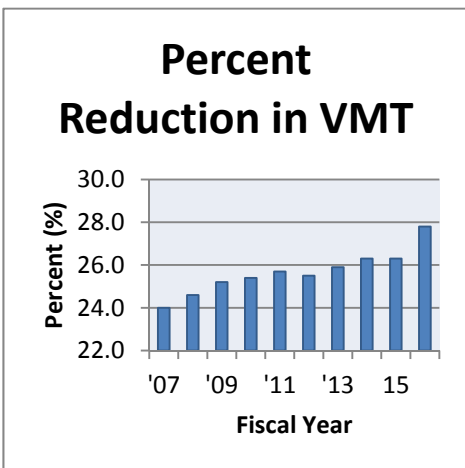
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Reduction in Commuter Vehicle Miles

Traveled In 1999, the Ambient Air Quality Improvement Act (Senate Bill 953) targeted a 25 percent reduction in the growth of commuter Vehicle Miles Traveled (VMT) by July 1, 2009. North Carolina surpassed this goal by reducing the growth of commuter VMT by 25.2 percent. In order to make this accomplishment possible, the Public Transportation Division (PTD) expanded its Transportation Demand Management (TDM) Program. In 2004, NCDOT initiated funding to local TDM programs, awarding 50 percent of their administrative costs.

TDM programs have undertaken several activities to reduce VMT, including holding commuter challenges, creating programs enabling employees of certain organizations to ride public transit for free or at a reduced rate and providing information to commuters about alternative commuting. These programs also promote North Carolina's rideshare matching program, ShareTheRideNC, a web-based platform that allows commuters to identify potential carpool partners and open vanpool seats.



According to 2016 figures, the projected growth of commuter VMT has been reduced by 27.8%. This reduction in growth is calculated annually based on commuter trips via public transit, light rail, vanpools, and carpools.

From 2000 to 2016, with commuters using carpools, vanpools and transit, daily commuter VMT increased to 28.19 million. If

SHARE THE RIDE NC

Share the Ride NC (www.strnc.org) is a free statewide website that helps travelers find others to share rides with, both for one-time rides as well as regular commute trips. When people share rides, traffic congestion is reduced, the lifespan of our transportation infrastructure increases, commuters save money, and air quality improves.

The Triangle Share The Ride NC platform provides additional services to assist commuters who choose not to drive alone. For example, alternative commuters can obtain transportation from work in case of emergencies (e.g., unscheduled overtime or a sick child), and they can log their trips to see the gas, pollution, and money they saved by not driving alone.

commuter trips had not been accommodated using alternative modes of transportation, daily commuter VMT during this time frame would have increased by 36.01 million. This represents a 27.8% reduction in projected growth of commuter VMT. This report period saw an increase in the amount of carpool and vanpool participation across the state, providing further proof that TDM measures are successfully lowering VMT.

North Carolina's Transportation Demand Management Programs

City of Charlotte (CATS)



CATS has a comprehensive TDM program that encourages public transit, vanpool, carpool, biking, walking and telecommuting as viable and smart alternatives to solo driving. CATS' TDM program uses multiple tactics to educate the public on the many benefits these alternatives have on the environment and quality of life for the Charlotte community, resulting in reduced VMT.

One of the largest campaigns CATS implements is the annual clean air campaign. This year's campaign, titled 'Get On Board with Clean Air,' increased awareness and created a sense of personal responsibility for what individuals can do to help improve air quality in Charlotte. By emphasizing the ease and comfort of riding CATS, biking or vanpooling to work, CATS encouraged citizens to adopt some form of alternative transportation at least once a week to make a dramatic impact on air quality in the region. The campaign included the development of a new micro-site (cleanaircharlotte.com), videos highlighting commuter stories, a bus wrap, billboards, radio spot, digital advertising on Pandora and Slacker, direct mail piece, social media contest, transportation fairs and more.

CATS continues to work with the business community to market TDM services in the workplace. The Employee Transportation Coordinator (ETC) program is a network of businesses that partner with CATS to promote alternative transportation within their organizations. Throughout FY16, CATS worked to build strong relationships with these organizations and grow the program. One tactic used to do this was implementing a quarterly newsletter to update ETCs on CATS projects and ideas to market their ETC program to their employees. CATS held over 44 transit fairs at businesses throughout FY16 to educate employees on the benefits of using TDM.

CATS also focuses on specific audiences that are likely to be most susceptible to the overall TDM messages. CATS partnered with BIKE! Charlotte to reach Charlotte's growing cycling community and to promote cycling as a viable form of alternative transportation. CATS held a promotion where citizens

could ride CATS services for free if they racked their bike. CATS also advertised in a special BIKE! Charlotte addition of the Charlotte Observer and on social media. Bike rack usage during this week long promotion was 2,638.

The student populations at Charlotte area universities or colleges are also an important target audience for CATS. Many of these students are young adults and just beginning to make serious and lasting decisions about how they will commute. Transportation Fairs on campuses allowed CATS to engage with students and discuss how they can incorporate alternative transportation into their daily lives. CATS participated in 21 events on various campuses throughout the Charlotte area in FY16.

Piedmont Authority for Regional Transportation (PART)

Total VMT Reduction FY16 = 22,155,824

Increase in Reduction from FY15 = 847,925

% Reduction Over Previous Year = 39.79%

Fiscal Year 2016 introduced a number of Transportation Demand Management related initiatives for the Piedmont Authority for Regional Transportation (PART), starting with the re-branding of the program to Commuter Resources. This new name provides a more comprehensive overview of the variety of TDM services offered in the Piedmont Triad area. Through the financial support from the cities of Greensboro, High Point, and Winston-Salem, the Commuter Resources program works with commuters and businesses to educate on, advocate for, and provide alternative transportation strategies to reduce single-occupancy vehicle use.

A key component of any successful TDM program is helping commuters navigate through the complexity of the alternatives available to them. In August 2015, PART launched the Piedmont Triad Resources Call Center as the newest division of the Commuter Resources team. The four-person staff is available to answer questions related to regional transit services, the PART vanpool program, as well as support the promotion of Share The Ride NC. The call center team was able to answer over 88,000 calls in its first year of inception.

Seeing the success of the GoPass program offered by Go Triangle, PART worked in coordination with UNC-Chapel Hill to expand the concept to allow free rides on PART Express Route 4 from Alamance Burlington to the Chapel Hill campus and hospitals. The Commuter Resources staff was heavily involved in working with UNC-Chapel Hill to market and promote this new benefit to the university population.



Recognizing the important role that the business community plays in the promotion of alternatives, PART's Commuter Resources program implemented the PARTnership program. The PARTnership is a FREE full

service resource for major employers in the Triad. The goal of the program is to improve mobility for employees by identifying alternatives to driving alone, marketing sustainable options, and reporting results. As a PARTnership member company, employers have access to a number of programs and

services that are used to develop and implement a customized transportation options program to address the commuting challenges facing their worksite.



Triangle J Council of Governments

The Triangle J Council of Governments is responsible for administering TDM Programs in the triangle-area. Partnerships were created with local and regional providers and boasts a litany of accomplishments for FY16. These accomplishments include a total VMT reduction of 4.6 million miles which equates to 2.6 million gallons of gas saved, 61 million commute miles reduced, 31,921 alternative transportation users supported and 28 million pounds of carbon dioxide release prevented. The feats mentioned were accomplished with the coordination between Triangle J COG and their many partners across the triangle. These partner's efforts are described in detail below.



GoSmart (Regional and Local Services)

GoTriangle acts as both the regional Service Provider and a local Service Provider to two hotspots. GoTriangle's regional transportation services include buses, shuttles, and vanpools. GoTriangle also administers Share the Ride NC, the statewide rideshare matching software that includes tracking and incentive options in the Triangle. GoSmart also manages the regional call center for many of the area's transit providers. Regional programming promotes other alternative commute modes such as biking, walking, teleworking and carpooling. GoSmart is the regional TDM umbrella brand. Go Smart services include:

- Vanpool service, with fares that cover the cost of gas, insurance and vehicle maintenance
- GoPass, a regional discounted transit pass that allows employees or students to ride for free when employers, universities or property managers cover the cost of ridership. From 3,500 to over 5,000 trips are avoided each month due to the success of the GoPass Program.
- Regional marketing campaigns such as Think Transit Week, Telework Week, Bike Month, and more.
- Bicycle use and safety trainings for commuters, provided by Licensed Certified Instructors of the League of American Bicyclists.
- Share the Ride NC (STRNC), a rideshare database that matches commuters interested in carpooling or vanpooling together. Users can also request matches for single trips, track their commutes using the Commute Calendar (which also estimates savings in commuting costs and emissions), and access other resources. Cyclists can also search for other bike commuters with a similar skill level or for mentors.

- Emergency Ride Home (ERH), a service available to employee STRNC registrants who use alternative commute modes, provides a voucher for a taxi cab or rental car in the event of an emergency that prevents participants from utilizing their regular alternative commute mode for their trip home.
- GoLive Transit Real-Time Predictions System, which allows users to access real-time bus route information through the live.gotriangle.org mobile website, the GoLive TransLoc App, or the GoLive text messaging system.
- GoPerks incentive program that provides an incentive to start a smart commute or for loyal smart commuters to track trips for smart commuting with the opportunity to earn points. Points can be redeemed as entries in monthly prize drawings.



GoTriangle (Local Service)

GoTriangle conducts TDM outreach in Durham County and portions of Wake County; specifically, the North Raleigh/I-440 Corridor, areas impacted by the I-40/440 road reconstruction project (Fortify) and some major employment areas not covered by another local Service Provider. The two main programs that Go Triangle support are Wake County Hot Spot and Central Durham Hot Spot, which are described below.

- Wake County Hot Spot: With the population in Wake County topping a million in 2014 and continuing that growth throughout 2016, congestion and the demand on current resources has been a big focus. Road construction on I-440, known as the Fortify Project, has compounded traffic congestion concerns. The Wake County TDM program services all municipalities within Wake County. The focus has been on reducing vehicle miles traveled (VMT) through employer commuter benefits programming and outreach due to the Fortify Construction project. Along with the efforts put forth to educate residents about the Fortify project, greater working relationships with the employers in North Hills and Perimeter Park, SAS, Rex Healthcare and other business centers have grown to work toward achievement of reduced SOV rates in Wake County.
- Central Durham Hot Spot: With employment growing rapidly in Durham County, particular attention is given to congestion levels and associated air quality. Durham employers contribute by committing to sustainable commuter benefits for employees and hosting multiple regional programs promoting sustainable mobility options that contribute to growing transit ridership and reducing parking demand. Durham's voluntary commute trip reduction program and dedicated outreach has made them champions of TDM.



Go Chapel Hill (Local Service)

The Town of Chapel Hill, in partnership with the Town of Carrboro, provides coordinated TDM services through the GO Chapel Hill program. Chapel Hill's Transportation Management Plan program is designed to assist building owners in incorporating TDM best practices at their building locations while contributing to reduction in the community's drive-alone rate. Go Chapel Hill offers free membership to its Commute Club, promoting the use of alternative transportation and encourages members to pledge to use alternative commutes.

Chapel Hill and Carrboro promote GoTriangle's vanpool program, Emergency Ride Home (ERH), ShareTheRideNC, Go Perks program and other regional services. Chapel Hill Transit provides fare free transit service to the University of North Carolina-Chapel Hill, Carrboro, and Chapel Hill.

Additionally, Chapel Hill and Carrboro are both Bicycle Friendly Communities. Bicycle commuting is increasing in popularity and cycling is encouraged through commuting events such as Annual Bike Night, Bicycle Breakfast, Open Streets Day, Bike on Bus, Lighten Up Cruiser Ride, safety workshops and more.



Unpark Yourself (Local Service)

Duke University's Unpark Yourself program offers TDM services to more than 35,000 employees and nearly 15,000 students on the main campus as well as worksite locations between Duke and downtown Durham. TDM services such as vanpool, carpool, Enterprise CarShare, Zagster bikeshare, and transit options are offered through the Parking & Transportation Services department. Two and three-person carpools are discounted, while four or more people receive free, convenient parking. All registered alternative commuters receive occasional parking as needed, and registered bicycle commuters are automatically enrolled in the national Bicycle Benefits program.

Duke offers the GoPass free-of-charge to students and at a low cost of \$25 to employees for access to unlimited rides on regional and local transit systems. In addition, Duke Transit operates 10 fixed daytime transit routes as well as after-hours transport services within the Duke Vans coverage boundary when transit is not in service. The Bull City Connector is a fare-free bus available to students, staff and faculty living near Duke's campus.

The Unpark Yourself program promotes all of these campus benefits, SharetheRideNC, and more through regular outreach at new employee orientations, partnerships with a variety of Duke departments, and participation in numerous campus events each year.



WolfTrails (Local Service)

The WolfTrails program assists students, faculty and staff in accessing transportation services such as carpooling, employee vanpooling, bicycling, walking and transit. Full-time students and employees participating in the carpool program receive access to premium decks and lots, a discounted parking permit, and free occasional parking passes. Students and employees enrolled in the transit/bike/walk commuter incentive program receive two free parking passes per month. Employees who reside more than 20 miles from campus are eligible to join the vanpool program. Vanpool participants receive a \$20 monthly subsidy, free van parking and free occasional parking passes. Employees enrolled in WolfTrails receive access to emergency ride home (ERH) services.

NC State offers the GoPass program to all students, faculty, staff and Centennial Campus affiliates. GoPasses are free for students and \$60 for employees and can be used on all GoRaleigh and GoTriangle buses. In addition, the WolfLine is the university's transit system that operates 10 daytime routes and 4 evening routes. Other services available include Share the Ride NC (the regional ridematching service), Zipcar (a carsharing service) and WolfWheels (a bike-rental program).



CommuteSmart Raleigh (Local Service)

The CommuteSmart Raleigh program aims to reduce the use of single occupancy vehicles (SOV) through strategies and policies that promote travel behavior change. Strategies can include, but are not limited to, biking, walking, car/vanpooling, transit, flexible hours and teleworking.

This program is housed in the City's Transportation Operations Division, which also includes GoRaleigh. The program also works closely with the Office of Transportation Planning, specifically the City's Bicycle and Pedestrian Coordinator.

The CommuteSmart Raleigh program enables two TDM Coordinators working as a team to oversee the project and serve as the points of contact for two City sectors: Downtown Raleigh and Inside the Beltline, and to regional partners.

The CommuteSmart Raleigh program recently received national recognition at a TDM conference for the success of one of their innovative partnerships with Red Hat.



SmartCommute@RTP (Local Service)

Established in 1999, SmartCommute@rtp is the transportation management association (TMA) for the Research Triangle Park. There are currently 200 member companies in the SmartCommute@rtp program, 29 of which have identified an internal Employee Transportation Coordinator (ETC) and promote TDM initiatives. Membership is automatic for companies within RTP's boundaries. There are more than 39,000 full-time and 9,000 contract workers in Research Triangle Park.

SmartCommute@rtp promotes employee vanpools, telework, Emergency Ride Home (ERH), carpools, and bicycle facilities. New transit and vanpool commuters are eligible to apply for one free \$25 stored-value bus pass and a 30-day vanpool subsidy. Many RTP companies also have strong telework and compressed workweek policies and internal benefits to employees that choose alternative transportation for their commute. SmartCommute@rtp also provides member employers with air quality resources and materials to keep employees informed of local air quality updates.



CAP-UNC (Local Service)

UNC-Chapel Hill promotes the use of alternative transportation through the Commuter Alternative Program (CAP). The Program is free to employees of the University and UNC Health Care, and to commuter students living off campus. Alternative modes and services promoted through the University include free bus service through Chapel Hill Transit, numerous regional transit systems, ShareTheRideNC ridematching service, Zipcar carsharing program, carpooling, vanpooling, bicycling and walking.

Commuter subsidies include \$20 per month off the fare for GoTriangle and PART vanpools, a free bus pass to ride Chatham Transit's Pittsboro Express (PX), and a free GoPass for CAP members living outside Chapel Hill Transit's service area. The GoPass can be used on GoTriangle and PART regional buses, as well as GoDurham, GoRaleigh, and C-Tran buses. Park & Ride lots are also available in the Chapel Hill/Carrboro area, which allow commuters to shorten their drive-alone distance for a nominal fee.

The services listed above are promoted at various events on campus, the CAP e-newsletter, advertisements, campaigns and welcome packets. CAP helps UNC keep the campus walk-able and bike-able by reducing traffic and the need for parking facilities. CAP also supports UNC's goal to be a sustainable campus and a Best Workplace for Commuters.



Zoom- Wake Tech CC (Local Service)

Wake Technical Community College's ZOOM program (Zeroing Ozone Output Measures) is designed to encourage the use of alternative commute modes such as transit, carpool, bicycling and walking. ZOOM supports Share the Ride NC and works closely with local and regional transit agencies to improve upon and develop alternative transportation initiatives. Employees and students at Wake Tech can ride the GoRaleigh 40X bus free with their Wake Tech ID card, and curriculum students can get a GoPass to ride any other GoRaleigh bus routes for free. Employees can also take advantage of Wake Tech's summer compressed work schedule, which allows them to work longer days but only four days a week.

“TDM treats mobility as a means to an end, rather than an end in itself. It emphasizes the movement of people, rather than motor vehicles, and so gives priority to more efficient modes (such as walking, cycling, ridesharing, public transit and telework), particularly under congested conditions.”

TDM Encyclopedia, Victoria Transport Policy Institute

Best Workplace for Commuters



Triangle J Council of Governments provides a coordinator for the Best Workplaces for Commuters program developed by the Center for Urban Transportation Research. Best Workplaces for Commuters is an innovative membership program which provides qualified employers with national recognition and

an elite designation for offering outstanding commuter benefits, such as a free or low cost bus pass, vanpool fares and strong telework programs. Best Workplaces for Commuters improves the way people get to and from work by recognizing forward thinking employers and celebrating their commitment to providing mobility options for their employees while improving our region and environment. The program provides public recognition and promotion of exemplary workplaces, as well as technical assistance, training, web-based tools, and forums for information exchange. Continuing its successes, the program now serves approximately **100,000 employees** at designated BWC locations in the Triangle region.

North Carolina BWC Employers

American Tobacco Campus (Durham, NC)

BASF, Corp. (Raleigh, NC)

Capital Area Transit (Raleigh, NC)

City of Durham (Durham, NC)

City of Raleigh (Raleigh, NC)

Duke University (Durham, NC)

FHI360 (Durham, NC)

GoTriangle (Research Triangle Park, NC)

IBM (Research Triangle Park, NC)

Lenovo (Morrisville, NC)

North Carolina Department of
Environmental Quality (Raleigh, NC)

North Carolina State University (Raleigh,
NC)

Precor Strength (Whitsett, NC)

Public Broadcasting Service (Raleigh, NC)
Research Triangle Foundation of North
Carolina (Research Triangle Park, NC)
RTI International (Research Triangle Park,
NC)

Town of Chapel Hill (Chapel Hill, NC)

Triangle J Council of Governments
(Research Triangle Park, NC)

Triangle Transit Authority (Research
Triangle Park, NC)

University of North Carolina at Chapel Hill
(Chapel Hill, NC)

UNC Healthcare (Chapel Hill, NC)

Veterans Affairs Medical Center
(Durham, NC)

Wake Tech Community College (Raleigh,
NC)



Beginning in March 2016, the Land of Sky Region in Western North Carolina began its Transportation Demand Management (TDM) program. The program, spanning Buncombe, Henderson, Haywood, Transylvania, and Madison counties, is aimed at reducing Vehicle Miles Traveled (VMT) through supporting four behavioral shifts: Park and Ride carpool commuting, Transit commuting, Vanpool commuting, and Active commuting.

Much of the TDM program's efforts during its first six months of existence have been promotional in nature. A brand, GO Mountain Commuting, was established to give TDM efforts a public face. Through GO Mountain messages are distributed to the public encouraging the use of Park and Ride lots and Carpool behavior. Each municipality's transit system has received heightened public awareness through GO Mountain, and the carpool incentive tool Share The Ride NC has been promoted on social media and in print publication ads.

The Land of Sky TDM program is participating in a few efforts to quantify VMT reduction in future years, included but not limited to: Park and Ride Lot Use Counts, Active Transportation Counts, Aggregated Transit Passenger Mile Counts, Share The Ride NC Usage Tracking. We are also well underway in establishing several Vanpool programs. One is an in-house system for Transylvania Vocational Services, and the other two would leverage a third-party program offered by Enterprise Rental Car. These vanpool efforts will increase in FY17.

Below are VMT baseline figures. FY16 VMT Reduction Projection for the Region are:

Buncombe: 2,890,055
Henderson: 1,162,408
Transylvania: 276,312
Madison: 227,464
Haywood: 955,333
Regional Total: 5,511,572

Work Cape Fear



The Cape Fear TDM program started in January 2016 with funding to implement their TDM plan, "Work Cape Fear: Expanding Commuter Options in the Cape Fear Region". The purpose of this plan is to provide guidance to various Cape Fear Region businesses and organizations that answers the question: "How do we attract and retain talent through enticing opportunities to get to and from work?" Some of Cape Fear's key partners include University of North Carolina Wilmington, New Hanover Regional Medical Center, Cape Fear Community College, and New Hanover County Schools. Several of the priorities outlined in the plan include alternative work schedules, carpool/vanpool, development review, Park & Ride lots, a full-time TDM coordinator, transit amenities, bicycle & pedestrian infrastructure, and a bike share program. Cape Fear now have two vanpools running and two Park & Ride lots available to the public. They are also working with schools in the region to create custom carpool sites in ShareTheRideNC. Cape Fear is also in the process of contracting with a firm to assist with the development of a strategic marketing plan and branding materials for their

program. Like Go Mountain, the Cape Fear TDM program looks forward to see the rewards of their marketing and outreach efforts in future years.

The Wilmington Area vanpool, known as “Wave Pool”, currently runs two vanpools with 11 employees in each van. The vanpool vans travel 110 miles round trip every workday. If each person was to drive alone the same distance to/from work, it would cost approximately \$375/month. On average, each vanpool participant is saving \$290.84 per month in transportation costs. Regarding vehicle miles saved, both vanpools save an estimated total of 495,000 vehicle miles traveled per year.

Cape Fear has now capitalized on the Wilmington community’s long-standing affinity for biking by initiating Bike to Work Week. Forty-Six employers supported 254 people to bike their 6,882 commute miles during the weeklong event. The Cape Fear TDM Program has been very involved in the implementation of a bike-share program utilized by the UNCW community and aim to expand this program outside of the campus in the future.