

Annual Report on Progress Toward SB 953 Goals

By the N.C. Department of Transportation, Public Transportation Division

Session Law 1999-328, The Ambient Air Quality Improvement Act, established statewide goals for reducing the growth of vehicle miles traveled (VMT) in the state. The legislation directed the N.C. Department of Transportation to develop a plan to reduce VMT growth by 25 percent by July 1, 2009, focusing on job-related travel.

In April 2004, Secretary Tippet announced the completion of the Statewide Transportation Demand Management Plan. The plan was the culmination of work guided by a panel appointed by Governor Easley. From this work, guidelines were developed.

The goal of transportation demand management (TDM) is to focus on efforts to reduce demand for roadway space by influencing travel choices and the amount and timing of travel. TDM aims to encourage more walking, cycling, use of public transit, carpooling and telecommuting.

In 2004, NCDOT officially initiated funding to local TDM programs, awarding 50 percent of their administrative costs. Prior to that time, the department gave similar support for vanpool programs at Charlotte Area Transit System, Triangle Transit Authority and Piedmont Authority for Regional Transportation. New TDM programs joining that trio of systems were Cape Fear Breeze in Wilmington, University of North Carolina at Chapel Hill, N.C. State University, SmartCommute @ RTP and the City of Asheville.

Savings Resulting from the Use of Transit, Vanpools and Carpools from 2000 to 2007

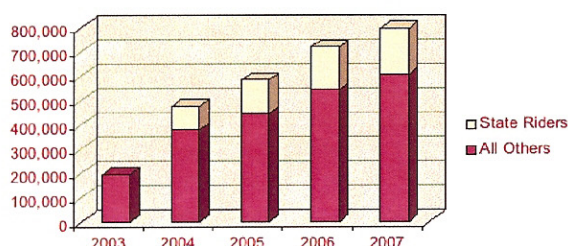
1,130,419,575 – VMT
5,632,000 lbs. (2,816 tons) – NO_x

GoPass On the Go

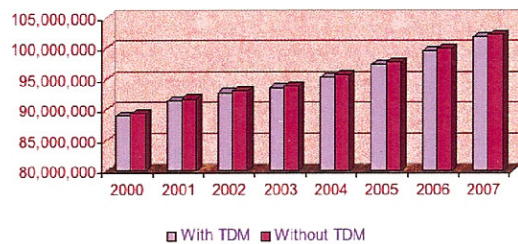
Capital Area Transit (CAT) in Raleigh introduced a fare-free program, now known as GoPass, in September 2002 for students and staff at N.C. State University. One year later, state and city employees began enjoying the benefit and were followed in fiscal year 2004-05 by Wake County workers and in 2005-06 by Meredith College students and staff. State employee ridership has increased 95 percent and total ridership has increased 212 percent over five years.

Following the success of CAT, Triangle Transit Authority began its GoPass program for state employees in October 2005 and has met with phenomenal success.

CAT GoPass Ridership



Daily Commuter Vehicle Miles Traveled

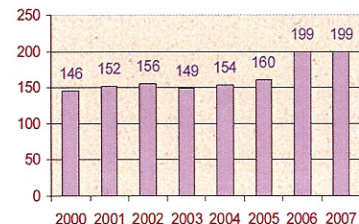


24% Reduction in Growth of Daily Commuter VMT

From 2000 to 2007, with commuter trips being accommodated in carpools, vanpools and transit, daily commuter VMT increased by 12,811,040 VMT. From 2000 to 2007, with commuter trips not being accommodated in these alternative modes, daily commuter VMT would have increased by 15,908,080 VMT, representing a 24 percent reduction in projected growth of commuter VMT.

More Vanpools, Carpools On the Road in North Carolina

Increasing Number of Vanpools

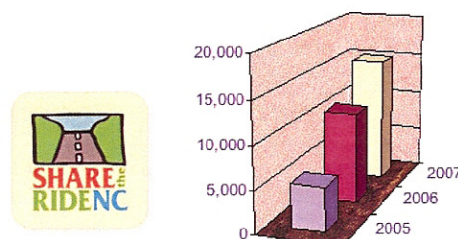


Vanpools and people interested in carpooling are increasing.

Between 2000 and 2007, the number of vanpools in North Carolina increased more than 27 percent. Vanpool programs are operated by the Charlotte Area Transit System, the Triangle Transit Authority, the Piedmont Authority for Regional Transportation and NCDOT, which contracts for service for the rural vanpool program.

The number of registrants in Share The Ride NC, the statewide Web-based rideshare matching program, grew 190 percent between 2005 and 2007.

Growth in Share The Ride NC Registrants



North Carolina's Transportation Demand Management Programs

Program

Program Description

ASHEVILLE, CITY OF



The City of Asheville implemented its Blue Ridge Commuter Connections in FY 2006. The purpose of the program is to reduce emissions and congestion in the Asheville area by decreasing the number of single-occupancy vehicles for commuter traffic into and around the city. The goals of the program for FY 2008 are to promote the Best Workplaces for Commuters Program, promote the Web-based rideshare matching software program ShareTheRideNC.org, investigate the Zipcar Program for downtown Asheville, design and promote a Commuter Club program, hire an intern to set up a commuter challenge for the 2008 Strive Not to Drive campaign, develop a TDM Web site with links to adjacent county Web sites,

form a group of business leaders and government officials to provide input and guidance on the TDM work plan, and work closely with the French Broad River MPO and the local transit agency to locate park-and-ride lots.

CHARLOTTE, CITY OF



The City of Charlotte will continue to provide and promote alternate ways of commuting to the citizens who live and work in or near the Charlotte-Mecklenburg region. Activities to be undertaken in FY 2008 include promoting the Best Workplace for Commuters Program, expanding the mini-vanpool program, conducting transportation fairs to increase awareness of various transportation alternatives, increasing usage of the Charlotte Area Transit System (CATS) by bicycle riders, increasing Employee Transportation Coordinator membership, and increasing the use of vanpools in the Charlotte region. In addition, the TDM program will continue to advertise and utilize the Web-based rideshare

matching program ShareTheRideNC.org for Mecklenburg County and surrounding counties. ~ The TDM program is housed at CATS and currently leases 78 vans. During FY 2006, it provided approximately 244,800 passenger trips on 80 vans, which averaged 89 miles per day, saving more than 21 million vehicle miles of travel.

N.C. STATE UNIVERSITY



The Transportation Department at N.C. State University implements travel demand management measures to maintain air quality and improve mobility options for the campus. Activities to be undertaken during FY 2008 include administering the U-Pass program; promoting the Wolftrails program and Web site through promotional items, articles in employee publications, the Technician newspaper, quarterly newsletters and brochures; participating in a spring promotional event in conjunction with Earth Day as well as Employee Appreciation Day to increase awareness of transportation options and register persons in the Web-based rideshare matching program; conducting an annual transportation survey to track commuter behavior; participating in the SmartCommute Challenge; assisting Triangle J Council of Governments and other coalition partners in promoting/recruiting Best Workplaces for Commuters

members; and conducting presentations to university employees to explain commute options supported by the university. NCSU will also work with TTA on the ReDefine Travel campaign to increase ridesharing and transit usage among students.

PIEDMONT AUTHORITY FOR REGIONAL TRANSPORTATION



PART receives financial support from the Cities of Greensboro, High Point and Winston-Salem. The goal of PART's Commuter Services Program is to increase the use of alternative transportation in the region by providing individuals and employers with information on transit, carpooling, vanpooling, park-and-ride lots and the Emergency Ride Home Program. PART will initiate a new hire pass program in the airport hub area and develop TDM initiatives for students at universities and colleges in the area. It will also participate in job fairs to market PART services, including the PART Express Bus service between High Point, Greensboro and Winston-Salem, and advertise the Web-based rideshare matching program ShareTheRideNC.org. It partnered with two other agencies to administer the first annual Triad Commuter Challenge and is expanding the coverage of the Emergency Ride

Home Program to cover all alternative commuters instead of just vanpoolers. In addition, it will be developing a Best Workplaces for Commuters campaign. ~ PART currently leases 35 vans. During FY 2006, PART provided approximately 211,680 passenger trips on 28 vans, which averaged 64 miles each day and saved 6.7 million vehicle miles of travel.

RESEARCH TRIANGLE REGIONAL PUBLIC TRANSPORTATION AUTHORITY



TTA will continue to manage and operate the Triangle Area Rideshare Program which offers rideshare matching services, guaranteed ride home, van leasing for vanpools, and transit and park-and-ride information to employees and the general public in the three-county (Durham, Orange and Wake) and the greater Triangle area. Additional activities to be undertaken during FY 2008 include administering the statewide Web-based rideshare matching program ShareTheRideNC.org, providing assistance to employers in becoming designated as Best Workplaces for Commuters, organizing the SmartCommute Challenge, conducting Lunch and Learn events, distributing new hire packets to area employers, administering the employee commuter survey for the Durham Trip Reduction Ordinance, and promoting ridesharing and transit on campuses with the ReDefine Travel campaign. TTA will also continue promoting the GoTriangle.org Web site, which provides trip-planning information. ~ TTA currently leases 61 vans. During FY 2006, TTA provided approximately 398,602 passenger trips on 65 vans, which averaged 70 miles each day, saving 12.9 million vehicle miles of travel.

North Carolina's Transportation Demand Management Programs

Program

Program Description

SMARTCOMMUTE @ RTP



employers, and providing leadership and administrative support for the SmartCommute @ RTP Committee.

This transportation management association, funded by the Research and Production Service Districts of Durham and Wake counties, will continue a transportation demand management program in the Research Triangle Park area with the overall goal of increasing the percentage of RTP employees using commute alternatives. Activities to be undertaken during FY 2008 include participating in the SmartCommute Challenge to encourage employees to try commute alternatives, hiring an intern to assist with the SmartCommute Challenge and on-site events, working with TTA on the Triangle Region Best Workplaces for Commuters Program, providing temporary subsidies for vanpools and transit passes for new riders of SmartCommute member employers, participating in outreach events including commuter fairs and Earth Day events, being a resource for non-SmartCommute member

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL



The Commuter Alternatives Program (CAP) at the University of North Carolina at Chapel Hill promotes TDM by providing information and incentives to those who do not purchase a university parking permit. CAP markets the commuter options of park-and-ride lots, transit, vanpools, carpools, walking and bicycling. Activities to be undertaken in FY 2008 include distributing CAP brochures throughout the university and nearby student apartment complexes; participating in the ReDefine Travel campaign to encourage student ridesharing, bicycling and walking; advertising university-subsidized TTA bus passes and vanpool rider fares; holding open houses with Chapel Hill Transit, TTA and Zipcar; promoting additional bus services including point-to-point shuttles; increasing marketing and assessment of the Zipcar program; and advertising the statewide rideshare matching program ShareTheRideNC.org as well as the regional trip planning program GoTriangle.org.

WILMINGTON, CITY OF



The City of Wilmington will continue the Cape Fear Breeze Transportation Demand Management Program. The purpose of the program is to develop and promote alternatives to single-occupant vehicle use for target groups, including employers and employees, visitors and the general public. Activities to be undertaken during FY 2008 include promoting the Way2Go Club, a Web site that captures data regarding the usage of alternative modes; conducting the Second Annual Cape Fear Breeze Commuter Challenge to encourage employers, employees and the general public to take advantage of alternative methods of transportation; working with UNC-Wilmington to implement a faculty carpooling program and formalize an emergency ride home program; working with New Hanover County to implement a transit pass program as well as implement preferential carpool permits and an emergency ride home program; and promoting registration in the ShareTheRideNC.org database by creating customized employer page log-ins for new employees and registering employees using laptops during all outreach events. In addition, the program will promote the Best Workplaces for Commuters Program to employers in the region and continue to coordinate with the New Hanover Transportation Services and the Wilmington Transit Authority.

Survey Documents Success In Commute Trip Reduction

An annual Durham County employer survey has found that more employees are making commuter trips by modes other than single-occupant vehicles. In FY 2007, the figure had climbed to 17.5 percent of total commuters from 15.6 percent the previous year and 13.4 percent in 2004-05.

Sixty-eight employers, representing 67,944 employees, completed the survey administered by the Triangle Transit Authority as a part of the Durham Commute Trip Reduction Ordinance.

The program was instituted in 2000 for employers with 100 or more employees.

Mode shifts reported in the survey resulted in a reduction of an additional 50,000 vehicle miles per day, or 12.5 million vehicle miles per year.



Greensboro Students Cool It with HEAT

Since its inauguration in August 2006, Greensboro's Higher Education Area Transit (HEAT) has served over 130,000 passengers, all students enrolled in one of eight major colleges and universities in Greensboro and Jamestown. Students ride for free.

Participating schools are Bennett College, Elon University School of Law, Greensboro College, Guilford College, Guilford Technical Community College (GTCC Jamestown and Greensboro campuses), North Carolina A&T State University and the University of North Carolina at Greensboro.

HEAT, supported primarily by federal and state grants, is a partnership among the Greensboro Transit Authority, the City of Greensboro and the participating schools. More than 40 similar transportation programs for institutions of higher learning are operating around the country. HEAT decreases demand for on-campus parking, enhances air quality in Greensboro and the Triad region and reduces dependence on private vehicles for local transportation needs.

Employers Claim BWC Distinction

The Best Workplaces for Commuters (BWC) Program is a public/private partnership that publicly recognizes employers whose outstanding commuter benefits meet the U.S. Environmental Protection Agency's National Standard of Excellence to reduce traffic and air pollution and improve health and the quality of life for commuters. The focus of the program is to increase the number of employer-based transportation programs aimed at reducing vehicle miles traveled and air pollution by identifying innovative solutions to commuter needs.

North Carolina's 58 BWC employers represent more than 91,000 employees. Six employers are located in Asheville and Charlotte, and the remaining 52 BWC employers are based in the Triangle. The state has the distinction of having more BWC state agencies – 19 – than any other state. Triangle J Council of Governments administers the Triangle BWC Program.

Best Workplaces for Commuters

TRIANGLE

2Plus, Inc.
 ARCADIS, Inc.
 BASF Corporation
 Blue Cross and Blue Shield of North Carolina
 Capital Area Transit
 Cato Research
 Chapel Hill District
 Cisco Systems
 City of Durham
 City of Raleigh
 Downtown Raleigh Alliance
 Durham County
 EMC Corporation
 First Environments
 GlaxoSmithKline
 IBM
 National Institute of Environmental Health Sciences
 News and Observer
 Nortel
 N.C. Administrative Office of the Courts
 N.C. Community College System
 N.C. Department of Administration
 N.C. Department of Agriculture and Consumer Services
 N.C. Department of Commerce
 N.C. Department of Crime Control and Public Safety
 N.C. Department of Cultural Resources
 N.C. Department of Environment and Natural Resources
 N.C. Department of Health & Human Services
 N.C. Department of Insurance
 N.C. Department of Justice
 N.C. Department of Juvenile Justice and Delinquency Prevention
 N.C. Department of Revenue
 N.C. Department of State Treasurer
 N.C. Department of Transportation
 N.C. General Assembly
 N.C. League of Municipalities
 N.C. Office of Information Technology Services
 N.C. Office of the State Auditor
 N.C. State University
 N.C. Wildlife Resources Commission
 The Redwoods Group
 Research Triangle Foundation
 RTI International
 Syngenta Biotechnology, Inc.
 Town of Carrboro
 Town of Chapel Hill
 Triangle J Council of Governments
 Triangle Transit Authority
 U.S. Environmental Protection Agency (RTP)
 University of North Carolina at Chapel Hill
 Wake County
 Wyeth

ASHEVILLE

City of Asheville
 NOAA's National Climatic Data Center
 UNC-Asheville

CHARLOTTE

Charlotte Area Transit System
 Duke Energy
 Mecklenburg County



LYNX Is Coming

The Charlotte Area Transit System's LYNX Blue Line will initiate service Nov. 26. North Carolina's first light rail system will run 9.6 miles from Uptown Charlotte to Interstate 485/South Boulevard. The first full year average daily ridership is projected to be 9,100. By 2025, ridership is expected to double.

More Commuters Taking the Challenge

A commuter challenge is a campaign designed to increase general public awareness of alternate commuting options through aggressive marketing and employer site visits. Campaigns have shown that about 10 percent of employees who try a commute alternative will make it a regular practice. Currently four TDM programs sponsor commuter challenges: Cape Fear Breeze, SmartCommute @ RTP, Triangle Transit Authority (TTA) and Piedmont Authority for Regional Transportation (PART). TDM programs at Charlotte Area Transit System, University of North Carolina at Chapel Hill, N.C. State University and the City of Asheville are expected to launch their campaigns in 2008.

Cape Fear Breeze conducted its first campaign in April with 298 participants. PART's first effort, Triad Commute Challenge, began May 1 and continued through Aug. 31 with more than 1,000 participants.

SmartCommute and TTA sponsored a Triangle-wide SmartCommute Challenge in 2005 and 2006. The 12,780 participants in 2006 saved 2.3 million commuting miles – the equivalent of 92 trips around the world and almost five trips to the moon.

PART Growing Its Service

The Piedmont Authority for Regional Transportation continues to expand in a 10-county area. Among its services are express buses connecting points in Winston-Salem, High Point and Greensboro and linking the Triad to points along U.S. 421 on the Mountaineer Express; Surry County; and UNC Hospitals, Duke University Medical Center and nearby medical facilities.

N.C. Public Transportation Serves 56 Million Passengers in 2006

NCDOT's Public Transportation Division is getting North Carolinians where they want to go with 101 transit systems statewide, including 83 in rural areas, 16 in urban areas and two serving urban regional areas in the Triangle and Triad. These systems provided more than 56 million passenger trips in FY 2006, operated over 2,600 vehicles and traveled 72 million miles of revenue service. Ridership in 2006 increased nearly 11 percent over 2005. Since 2001, transit ridership has increased 39 percent.

Public Transportation Passengers

