

North Carolina's Transportation Demand Management Programs



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 promoted the ShareTheRideNC.org Web site through billboards and registration at on-site events. Employee Transportation Coordinators have been established at 12 businesses and universities/colleges. Staff partnered with UNC-Greensboro to conduct a campus commuter challenge. Staff provided complimentary transit passes and TDM marketing materials to JobLinks, which partners with the Employment Security Commission to provide job training and placement. Staff also participated in job fairs to market PART services, including the PART Express Bus service between High Point, Greensboro and Winston-Salem as well as ShareTheRideNC.org. The number of commuters registered in ShareTheRideNC.org increased to 3,471, a 50 percent increase from 2008. Staff partnered with Triad Air Awareness to administer the third annual Triad Commuter Challenge and experienced a 60 percent increase in the number of challenge participants. PART currently leases 44 vans.

SMARTCOMMUTE @ RTP



This Transportation Management Association, funded by the Research and Production Service Districts of Durham and Wake counties, funds 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 undertaken during FY 2009 included participating in the SmartCommute Challenge to encourage employees to try commuting alternatives, working with Triangle Transit on the Triangle Region Best Workplaces for Commuters Program, and providing temporary subsidies to new riders of SmartCommute

member employers for vanpool fares and transit passes. Staff also participated in outreach events including commuter fairs and Earth Day events and administers the Bike/Ped Listserv. Staff also redesigned the SmartCommute.org Web site.

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 undertaken in FY 2009 included distributing CAP brochures throughout the university and nearby student apartment complexes, participating in the ReDefine Travel campaign to encourage student ridesharing, bicycling and walking, and advertising university-subsidized Triangle Transit bus passes and vanpool rider fares. Staff promoted additional bus services including point-to-point shuttles and increased marketing and assessment of the Zipcar program. Staff also advertised the statewide rideshare matching program ShareTheRideNC.org as well

as the regional trip planning program GoTriangle.org.

TOWN OF CHAPEL HILL

Activities undertaken by the Town of Chapel Hill during 2009 were designed to promote TDM in the hot spot area of Chapel Hill/Carrboro. A "hot spot" is a term for a targeted area with the best potential for changing travel behavior based on a travel pattern analysis and a trip type analysis. The Town conducted presentations at GoChapel Hill Workshops, developed an Alternative Commute Brochure, a Downtown Chapel Hill Bicycle Map, a Chapel Hill Transit System Poster, and a Commute Calculations Card. The Town also conducted business surveys and conducted an "Alternative Transportation Coffee Discussion with the Mayor" event.

CITY OF WILMINGTON



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 undertaken during FY 2009 included promoting the Way2Go Club, a Web site that captures data regarding the usage of alternative modes; conducting the Third Annual Cape Fear Breeze Commuter Challenge to encourage employers, employees and the general public to take advantage of alternative methods of transportation. Staff also promoted 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.

Latest TDM News

Charlotte's LYNX Starts Strong Surpasses Ridership Estimates

The Charlotte Area Transit System's LYNX Blue Line began service on Nov. 26, 2007. North Carolina's first light rail system runs approximately 9.5 miles from Uptown Charlotte to Interstate 485/South Boulevard. It provides service at 15 stations and dozens of bus



Photo courtesy of CATS

routes are timed to connect with the train at each station. The first full year average daily ridership was 5,024,055 passengers. The LYNX ridership was projected to be 9,100 average weekday ridership, but actual ridership was more than 18,000 trips per day during 2008-2009.

GoTriangle Commuter Awards

At the Triangle Kick Gas Celebration, held in June, awards were given out for TDM Programs/Efforts in the Town of Chapel Hill, UNC-Chapel Hill, Research Triangle Park, Downtown Raleigh, North Carolina State, and North Raleigh. Awards were also given out for Durham County Employers. The Kick Gas Celebration was sponsored jointly by the GoTriangle Transportation Demand Management Partners: SmartCommute@RTP, N.C. State University's Transportation Department, UNC – Chapel Hill's Commuter Alternatives Program, the Town of Chapel Hill's Go Chapel Hill Program and Triangle Transit.

R-Line Begins Service in Downtown Raleigh

The R-Line service, a free circulator bus service in downtown Raleigh, began service on February 13. The service uses hybrid electric buses that connect employees, residents, and visitors with restaurants, retail, entertainment venues, museums, hotels, and parking facilities. The buses run every 10 to 15 minutes. During the year, there were 58,482 boardings, and passenger counts per week have risen from 2,135 the second week of service to 4,072 passengers for the week of June 21 – 27. The circulator is a joint effort of the Raleigh Transit Authority, the Downtown Raleigh Alliance, and the Greater Raleigh Convention and Visitors Bureau.

Wake Forest Transit Service Now Available

The Wake Forest-Raleigh express bus service and the Wake Forest Loop both began service on July 7, 2008. These two new routes provide free in-town service and a rush hour express.

The Wake Forest-Raleigh Express travels from a park-and-ride lot in downtown Wake Forest to downtown Raleigh during peak commute times with stops at Triangle Town Center and the State Government Complex before its final destination at Moore Square. Mid-day service is available between Wake Forest and Triangle Town Center on an hourly basis. The Wake Forest-Raleigh Express had 23,606 boardings during the year.

The Wake Forest Loop, a local circulator service that loops through the Town of Wake Forest and a portion of the Wakefield community, is fare free. These services are provided through a partnership among the Town of Wake Forest, the City of Raleigh and Triangle Transit.

Triangle Region Seven-Year TDM Plan

A consultant was hired to develop a seven-year TDM plan in the Triangle region. The Advisory Committee, comprised of NCDOT, metropolitan planning organization representatives and representatives from all of the Triangle TDM programs, determined that the purpose of the plan is to reduce regional growth in commuter vehicle miles traveled by 25 percent between 2008 and 2015. In order to achieve this reduction, the Triangle TDM plan will need to shift 6,000 regional commuters on a daily basis to non-single occupant vehicle modes by 2015.

The plan outlines a package of TDM strategies. These include the Triangle J Council of Governments assuming responsibility for contracting, call for projects, evaluation and monitoring of TDM in the Triangle. It also calls for the MPOs to provide additional funding for TDM activities and implementing a competitive call for projects in the region. The plan identifies six "hot spot" areas for TDM focus. During 2009, TJCOG assumed responsibilities for contracting, the Town of Chapel Hill was funded to promote TDM in one of the "hot spots", and work was started on an RFP for a consultant to provide a framework for monitoring and evaluation of all TDM projects/activities in the Triangle.

PART'S Service Growing

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 and to Surry County. PART also began an express service to the North Carolina Zoo in Asheboro on July 6, and expects to start express service to Davie County by the end of the year.