

Employers Win BWC Distinction Employees Receive Commute Alternatives

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. The BWC program continues to evolve as it grows nationally. The Center for Urban Transportation and Research (CUTR) at the University of South Florida provides program management with support from the National Center for Transit Research and other sources.

North Carolina's 67 BWC employers represent more than 100,000 employees. Four employers are located in Asheville and three in Charlotte, and the remaining 60 BWC employers are based in the Triangle. One of those Triangle organizations was officially designated as a Best Workplace for Commuters during FY 2009. About one in seven Triangle employees works for a BWC employers. Those employees have substantial incentives to take an alternative way to work. Triangle Transit administers the Triangle Area BWC Program.

North Carolina BWC Employers

TRIANGLE

2Plus, Inc.
ARCADIS, Inc.
BASF Corporation
Blue Cross and Blue Shield of NC
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
Lenovo
McKesson Corporation
Meredith College
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



North Carolina has the distinction of having more BWC state government agencies – 20 – than any other state.

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 Secretary of State
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
Quintiles Transnational
Red Hat
The Redwoods Group
Research Triangle Foundation
RTI International
*Self-Help Credit Union
Syngenta Biotechnology, Inc.
Town of Carrboro
Town of Cary
Town of Chapel Hill
Triangle J Council of Governments
Triangle Transit
U.S. Environmental Protection Agency (RTP)
University of North Carolina at Chapel Hill
Wake County
Wyeth

ASHEVILLE

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

CHARLOTTE

Charlotte Area Transit System
Duke Energy
Mecklenburg County

*New in FY 2009

State Meets Goal of Reducing VMT Growth 2009 Annual Report on Progress Toward SB 953 Goals

Based on figures obtained for July 1, 2008 to June 30, 2009

The targeted reduction in growth of job-related miles traveled (VMT), established in the Ambient Air Quality Improvement Act of 1999, has been met. This goal was to reduce the growth of commuter VMT by at least 25 percent by July 1, 2009. According to FY 2009 figures, the projected growth of commuter VMT has been reduced by 25.2 percent. The reduction in growth has been calculated annually based on commuter trips via public transit, light rail, vanpool and carpool by the Public Transportation Division.

In order to reach and ultimately exceed the goal of reduction in growth of commuter VMT, the NCDOT's Public Transportation Division expanded the Transportation Demand Management (TDM) Program. The purpose of the TDM Program is to reduce demand for roadway space by influencing travel choices and the amount and timing of travel. The strategic approach of the TDM Program is to encourage more walking, cycling, use of public transit, carpooling, vanpooling and telecommuting. In 2004, NCDOT 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 and Piedmont Authority for Regional Transportation. New TDM programs joining that trio of systems included Cape Fear Breeze in Wilmington, University of North Carolina at Chapel Hill, N.C. State University, SmartCommute @ RTP and the City of Asheville.

25.2% Reduction in Growth of Daily Commuter VMT

From 2000 to 2009, with commuter trips being accommodated in carpools, vanpools and transit, daily commuter VMT increased by 16,655,626. From 2000 to 2009, with commuter trips not being accommodated in these alternative modes, daily commuter VMT would have increased by 20,851,011, representing a 25.2 percent reduction in projected growth of commuter VMT.

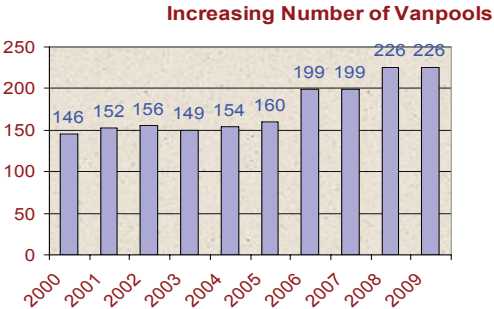
GoPass On the Go

The GoPass Program has been very popular with state government employees. In July and August of 2009, parking coordinators at state agencies distributed 3,500 GoPass cards to state employees.

Capital Area Transit (CAT) in Raleigh introduced the fare-free program 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 FY 2005 by Wake County workers and in FY 2006 by Meredith College students and staff. Between 2005 and 2009, annual state government ridership increased by 47 percent. Total GoPass ridership for all agencies has increased 53 percent, from 444,768 in 2005 to 681,389 in 2009, and now comprises 13.8 percent of the total CAT ridership.

Following the success of CAT, Triangle Transit began it's GoPass Program with NCSU in 2002. The GoPass Program was expanded to UNC-Chapel Hill in 2004, State Government employees in 2005, and the City of Raleigh and Wake County in 2007. State government ridership in the GoPass Program increased by 47 percent from 2008 to 2009. GoPass ridership for all agencies in the program during 2008-2009 comprised 40.7 percent of the total Triangle Transit ridership.

More Vanpools, Carpools On the Road in North Carolina



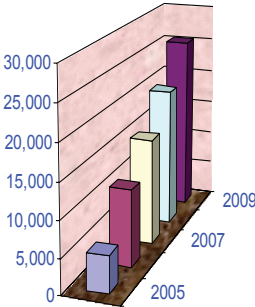
Vanpools and people interested in carpooling are increasing.

Between 2000 and 2009, the number of vanpools in North Carolina increased by 55 percent. Vanpool programs are operated by Charlotte Area Transit System, Triangle Transit, Piedmont Authority for Regional Transportation and NCDOT, which contracts for service for the rural vanpool program.

The number of registrants in ShareTheRideNC, the statewide Web-based rideshare matching program, increased by 28 percent between 2008 and 2009. There are now more than 25,000 commuters registered on the ShareTheRideNC database for ride-matching services. This on-line program allows commuters to input information about their work hours and location and instantly receive a matchlist. Recent improvements have allowed users the option to match only with co-workers and to sign up for the Emergency Ride Home Program and print travel vouchers.

Increasing Number of Registrants in ShareTheRideNC

Growth in Share the Ride NC Registrants



North Carolina's Transportation Demand Management Programs

CITY OF ASHEVILLE



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. During 2009, the program promoted the Best Workplaces for Commuters Program and promoted the Web-based rideshare matching software program ShareTheRideNC.org. Staff also conducted a Strive Not To Drive Campaign, which involved the mayor participating in a

bicycle ride and the Transit Commission hosting a Transit 101 class to educate people on how to ride the bus, transfer, and read a transit schedule. Staff contacted employers about providing discounts to Commuter Club Program members and is in the process of making changes to the Emergency Ride Home Program to provide on-line coupons for rides home. Staff also promoted the Passport Program, in conjunction with Asheville Transit. This program operates like the GoPass Program in the Triangle, where employees of participating employers can ride transit for free. Buncombe County began participating in the Passport Program.

CITY OF CHARLOTTE



The City of Charlotte continues to provide and promote alternate ways of commuting to the citizens who live and work in or near the Charlotte-Mecklenburg region. The TDM program is housed at the Charlotte Area Transit System (CATS) and currently leases 81 vans for vanpooling. Activities undertaken in FY 2009 included promoting the Best Workplaces for Commuters Program, expanding the mini-vanpool program, and conducting transportation fairs to increase awareness of various transportation alternatives. A survey was issued to the local bicycle coalition to gather information about biking to

work. Another goal was to promote the CATS Employee Transportation Coordinator (ETC) Program and increase the number of ETC's at employer sites. CATS was able to add nine new ETC's, a 15 percent increase over the previous year. CATS also utilized billboards to promote the ShareTheRideNC.org Web site and created a ShareTheRideNC.com brochure. The number of Charlotte area commuters registered on the ShareTheRideNC Web site increased to 7,826, a 13 percent increase from 2008.

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 undertaken during FY 2008 included administering the U-Pass program to allow students and faculty to ride Capital Area Transit and Triangle Transit for free, promoting the Wolftrails program and Web site through promotional items and articles in employee publications, the *Technician* newspaper, quarterly newsletters and brochures. The Wolftrails Web site was updated and Wolftrails brochure was redesigned and distributed at new employee orientation and building liaison meetings. Staff also participated in the Employee Appreciation Day to increase awareness of transportation options and register persons in ShareThe RideNC. In addition, staff conducted an annual transportation survey to

track commuter behavior; participated in the SmartCommute Challenge; assisted Triangle J Council of Governments and other coalition partners in promoting/recruiting Best Workplaces for Commuters members; and conducted presentations to university employees to explain commute options supported by the university.

TRIANGLE TRANSIT



Triangle Transit continues to manage and operate the Triangle Area Rideshare Program, which offers guaranteed ride home, van leasing for vanpools, transit, and park-and-ride information to employees and the general public in the three-county area that includes Durham, Orange and Wake counties, as well as the greater Triangle area. Additional activities undertaken during FY 2009 included administering the statewide Web-based rideshare matching program ShareTheRideNC.org, 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. Staff also determined the needs of downtown Raleigh employers for tailored marketing or promotional materials, worked on development of a Regional Tracking and Incentive Program for TDM, and identified five major businesses in the North Raleigh area for individualized marketing or promotional materials. There was also a consultant hired to develop a new marketing brand for the GoTriangle program that provides TDM information for the entire Triangle Area. The number of commuters registered on ShareTheRideNC.org increased to 11,887, a 30 percent increase from 2008. Triangle Transit will also continue promoting GoTriangle.org, which provides trip-planning information. Triangle Transit currently leases 78 vans.

Latest TDM News (continued)

Survey Documents Trip Reduction

An annual Durham County employer survey shows that 23.3 percent of employees are making commuter trips by modes other than single-occupant vehicles (SOV), surpassing the goal of achieving the 20 percent non-SOV travel by 2010 as outlined in the Durham County Trip Reduction ordinance.

The Durham Trip Reduction Ordinance Program was instituted in FY 2000 for employers with 100 or more employees. Employers participating in the Durham Commute Trip Reduction Survey represented nearly 75,000 employees. More than 14,000 responses were received. The survey was administered by Triangle Transit.

Hybrid/Alternative Fuel Buses

There are 10 urban transit sytems that have incorporated hybrid and alternative fuel buses into their fleet. These transit systems include AppalCART, Asheville Transit, Capital Area Transit, Chapel Hill Transit, Fayetteville Area System of Transit, Gastonia Transit, Greenville Transit, Salisbury Transit, Wilson Transit, and Winston-Salem Transit Authority. They operate a total of 135 Bio-Diesel Buses and 26 Hybrid Buses currently in operation and 58 Alternative Fuel/Hybrid Buses are on order or to be ordered. This comes to a total of 219 Hybrid/Alternative Fuel Buses in the State.



Greensboro Area College Students Ride for Free

In August 2006, Greensboro Transit began the Higher Education Area Transit (HEAT), a free service for all students enrolled in one of eight major colleges and universities in Greensboro and Jamestown. Ridership on the HEAT service was 199,431 in FY 2009, a 53 percent increase since the new service began in 2007. 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.

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 commuter challenge campaigns are conducted in four areas of the state, Wilmington, the Triangle, the Triad and Asheville. Total commuter VMT reduced due to the challenges conducted in 2008-2009 was 3.4 million miles.

Cape Fear Breeze in Wilmington conducted its first campaign in April 2007. The campaign had nearly 3,500 alternative transportation trips made by members of seven teams. The Second Annual Challenge was held Sept. 15 through Oct. 17, 2008. During that challenge, 4,288 commuter trips were reduced, resulting in a decrease of 31,895 miles of commuter VMT.

SmartCommute@RTP and Triangle Transit sponsored a Triangle-wide SmartCommute Challenge for the six-week period of April 15 to May 30. During the challenge, 11,074 Triangle area employees and college students participated. Of those, 97 percent followed through on their pledges and 50 percent were willing to continue using an alternative form of commuting at least once a week. Participants eliminated 2.19 million commuter miles and saved 77,321 gallons of gas.

The Piedmont Authority for Regional Transportation (PART), based in Greensboro, was the first TDM program to kick off its challenge in FY 2009 during festivities on March 24. PART partnered with Triad Air Awareness for its three-month Triad Commute Challenge, which ran through June 23. Total pledges were 2,517, a 60 percent increase over the previous year. Participants eliminated 1.2 million commuter miles of travel.

Blue Ridge Commuter Connections held a Strive Not To Drive Week May 11-15. The Blue Ridge Bicycle Club assisted with the Mayor's Bicycle Ride on May 11. A Transit 101 how to ride demonstration was held on May 13 and a 25 cent transit ride as well as a bicycle corral was held on May 15. New to the event in 2009 was a PASSport program challenge, where employers who participate in the PASSport Program challenged each other to see who had the greatest percentage increase from the prior week. A total of 113 pledges were made.