

2013 Annual TDM Report

Reduction in Commuter Vehicle Miles Traveled

TDM Program Exceeds Goal

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, PTD expanded the TDM Program. 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 to vanpool programs at Charlotte Area Transit System (CATS), Triangle Transit and Piedmont Authority for Regional Transportation.

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.

According to FY 2013 figures, the **projected growth of commuter VMT has been reduced by 25.9 percent**. This reduction in growth has been calculated annually based on commuter trips via public transit, light rail, vanpool and carpool by NCDOT-PTD.

From 2000 to 2013, with commuters using carpools, vanpools and transit, daily commuter VMT increased by 24.34 million. If these commuter trips had not been accommodated using alternative modes of transportation, daily commuter VMT during this time frame would have increased by 30.64 million. This represents a 25.9 percent reduction in projected growth of commuter VMT.

North Carolina TDM Programs

Triangle J Council of Governments *

In 2006-2007, the Triangle Transit Authority brought together the Triangle organizations that were currently working on and/or funding Transportation Demand Management (TDM) projects with the goal of creating a long-term plan for improving TDM efforts. The result was the Triangle Region 7-Year Long Range Travel Demand Management Plan. This plan called for, among other things, the two Metropolitan Planning Organizations and the NC Department of Transportation to pool their funds and have a competitive call for TDM projects.

Triangle J is charged with staffing this effort on behalf of the funding organizations. In response, TJCOG developed the Transportation Demand Management Program to coordinate and evaluate regional TDM activities, including efforts by numerous partners to reduce traffic and air pollution by promoting commute alternatives such as mass transit, carpooling, biking, telework, and vanpooling. To ensure the most efficient use of resources and to be able to track

progress, Triangle J is taking the lead in coordinating funding for marketing activities and then evaluating the effectiveness of these projects.

The following programs comprise the Triangle TDM Program:

- **City of Raleigh**
The City of Raleigh's Public Works Department's Transportation division provides TDM services to downtown Raleigh, also known as Raleigh's central business district. The downtown Raleigh TDM program, or "Commute Smart Raleigh," promotes the use of vanpools, carpools, transit options and bicycles for commuters. The Commute Smart Raleigh Program conducts outreach for transit options such as the Capital Area Transit (CAT) bus and the downtown Raleigh free circulator service, the R-Line. The TDM Coordinator for downtown Raleigh works closely with local employers to conduct TDM outreach and inform them of alternative transportation options and services, such as Triangle Transit's regional bus pass, the GoPass.
- **Duke University**
Duke University offers its 30,000 employees and over 13,000 students TDM services such as vanpool, carpool, bicycle, and transit options. Duke University is a bronze level Bicycle Friendly University and Best Workplaces for Commuters member. The Parking & Transportation Department offers alternative transportation commuters a variety of benefits—carpools of four or more people receive free, convenient parking and the program is available to Duke staff, faculty and students that live off-campus and own a vehicle. Employee vanpoolers also park for free. More information on the benefits Duke provides to alternative transportation commuters can be found on the Duke parking/transportation website.

The Bull City Connector is a fare-free bus available to students, staff and faculty living near Duke's campus; the GoPass is also available free-of-charge to these groups and allows them to take regional and local transit through the Durham Area Transit Authority and Triangle Transit. Duke employees and students can also utilize Duke's GreenRide ridematching service to find carpool partners.

- **North Carolina State University (NCSU)**
WolfTrails is North Carolina State University's TDM program, which assists faculty, staff and students in accessing alternative transportation services such as carpooling, employee vanpooling, bicycling, walking and transit. Registered WolfTrails program users receive benefits such as free parking, Emergency Ride Home (ERH) services, preferential parking, and other benefits depending on the mode of transportation. Other services available include Zimride—a ridematching service for NCSU faculty, students and staff only; WolfWheels—a bike-sharing service; and the Wolfline—NCSU's free on-campus bus service. NCSU faculty, students and staff are also eligible for free GoPasses.

- SmartCommute@RTP

Established in 1999 in coordination with the NC Department of Transportation, SmartCommute@rtp is the transportation management association (TMA) for the Research Triangle Park. There are currently 29 member companies in the SmartCommute@RTP program which are required to identify an internal Employee Transportation Coordinator (ETC) and promote TDM initiatives. Membership is free for companies within RTP's boundaries.

Some of SmartCommute@rtp's TDM programs are employee vanpools, carpools and bicycle facilities. New transit and vanpool commuters are eligible to apply for temporary transit passes 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. The SmartCommute@rtp TDM Coordinator also provides member employers with air quality resources and materials to keep employees informed of local air quality updates.

- Town of Chapel Hill/Carrboro

Fare-free service is one of the main TDM benefits for University of North Carolina students and employees as well as residents in Chapel Hill and Carrboro. Chapel Hill and Carrboro are also Bicycle Friendly Communities. Chapel Hill's TDM program, Go Chapel Hill, offers free membership to its Commute Club which promotes the use of alternative transportation. Chapel Hill has a Transportation Management Plan to assist building owners in contributing to reducing the drive-alone rate and incorporating TDM practices in their buildings. Chapel Hill employees can participate in Triangle Transit's vanpool program.

- Triangle Transit

Triangle Transit acts as both a Regional and Local Service Provider for Triangle-area TDM services. As a Local Service Provider, Triangle Transit conducts TDM outreach in Durham and portions of Wake County, specifically the North Raleigh/I-440 Corridor. Some of Triangle Transit's services include buses, shuttles and vanpools, and the agency promotes other alternative commute modes such as biking, walking and carpooling.

A number of Triangle Transit services are promoted by other Local Service Providers. The Triangle Transit vanpool service covers the cost of gas, insurance and vehicle maintenance; the primary driver does not pay toward the monthly fare. Commuters can purchase a GoPass which is a regional transit pass, and the Apartment Finder Map is a resource for commuters which assist them in finding housing with easy access to transit. The SmartCommute Challenge is an annual campaign which encourages commuters to try alternative modes of transportation and compete to win prizes and awards. Triangle Transit has conducted marketing programs which market TDM services through mode-focused marketing, and individualized neighborhood and employer outreach marketing. Individualized neighborhood marketing, for example, utilizes customized materials to connect with commuters through their neighborhood community.

Triangle Transit also oversees management and promotion of the ShareTheRideNC Ridematch (STRNC) database which matches commuters interested in carpooling together and allows commuters to track their alternative transportation commute trips. The Emergency Ride Home (ERH) service is available to STRNC registrants who use alternative commute modes; ERH participants can apply for reimbursement to use a taxi cab or rental car in the event of an emergency which prevents them from utilizing their regular alternative commute mode.

- **University of North Carolina at Chapel Hill (UNC)**
The University of North Carolina at Chapel Hill promotes the use of alternative transportation through the Commuter Alternative Program (CAP). The Program is free to University employees and students living off campus. CAP also offers benefits to members such as discounts with local vendors, and is promoted through advertisements, contests, welcome packets, etc.

Alternative modes and services promoted through the University include carpool and PART Vanpool Program options, free transit service through Chapel Hill Transit, Zimride ridematching service, and free GoPasses for CAP members living outside Chapel Hill Transit's service area and within Triangle Transit's service area. The GoPass can also be used on DATA buses in Durham. The Chatham-Pittsboro Express (PX) pass is available for free to CAP members in the PX service area. Five subsidized park and ride lots are also available in the Chapel Hill area and allow commuters to shorten their drive-alone distance.

- **Wake Technical Community College (WTCC)**
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 and vanpool. The ZOOM Program is promoted on campus at a variety of events and through the ZOOM website. Employees and students and Wake Tech can ride the CAT 40E bus free with their Wake Tech ID card. Some employees can also take advantage of Wake Tech's compressed work schedule which allows them to work longer days but only four days a week.

*Information from *Impact Evaluation of Triangle Transportation Demand Management Programs* FY2012, August 2013

Piedmont Authority for Regional Transportation (PART)

PART receives financial support from the cities of Greensboro, High Point and Winston-Salem and serves the greater triad area. The goal of PART's Commuter Services Program is to increase the use of alternative transportation by providing individuals and employers with information on transit, carpooling, vanpooling, park-and-ride lots and the Emergency Ride Home Program. PART promoted ShareTheRideNC.org through radio ads, print and banner ads, and custom made storefront solicitation boxes. ETCs have been established at 38 businesses and local

universities/colleges. The commuter services program was promoted through commercials, radio campaigns, Triad Today Show segments, website pages, Facebook, YouTube and Twitter. Marketing efforts included a mascot called Scooter the Commuter, promoting the park-and-ride lots and holding marketing event to promote the TDM Program. The number of commuters registered on ShareTheRideNC.org increased by 357 over FY12. Staff partnered with Triad Air Awareness to sponsor the Seventh Annual Triad Commuter Challenge and exceed their goal of 6000 pledges.

City of Charlotte

The city of Charlotte continues to provide and promote alternate ways for commuters to get to and from work in the Charlotte-Mecklenburg region. The TDM program, housed at Charlotte Area Transit System, currently has 79 vanpools in operation. In FY 2013, TDM conducted several transportation fairs and campaigns promoting the TDM Program and ShareTheRideNC.org. CATS partnered with local organizations for Bike Week and increased the number of people participating in their Bike Rack contest. CATS continues to work with the Regional Clean Air Works program to support TDM and clean air initiatives. In addition, Operation Life Saver promoted safety procedures in and around light rail stations and track crossings for LYNX users.

Best Workplaces for Commuters

Best Workplaces for Commuters (BWC) is an innovative membership program that provides qualified employers with national recognition and an elite designation for offering outstanding commuter benefits, such as free or low cost bus passes and vanpool fares and strong telework programs. Employers that meet the National Standard of Excellence in commuter benefits—a standard created by the National Center for Transit Research (NCTR) and the U.S. Environmental Protection Agency (EPA)—can get on the list of Best Workplaces for Commuters and receive high level programs and services.

North Carolina is home to 25 BWC employers. As BWC employers, they agree to several items, including ensuring a minimum level of employee participation, designating a central point of contact for employee questions, providing an Emergency Ride Home for participating employees, and offering a choice of Commuter Benefits.

North Carolina BWC Employers

BASF Corp. (Raleigh, NC)
Cato Research (Durham, NC)
Charlotte Area Transit System (Charlotte, NC)
Cherokee (Raleigh, NC)
Cisco Systems, Inc. (Research Triangle Park, NC)
City of Asheville, (Asheville, NC)
City of Raleigh (Raleigh, NC)
Downtown Raleigh Alliance (Raleigh, NC)
Grifols, Inc. (Clayton, NC)
Duke University (Durham, NC)
Duke University Health System-Main Campus (Durham, NC)

IBM (Research Triangle Park, NC)
National Institute of Environmental Health Sciences (Research Triangle Park, NC)
North Carolina Department of Transportation (Raleigh, NC)
North Carolina State University (Raleigh, NC)
Pfizer Inc. GreenWheels (Sanford and Morrisville, NC)
Piedmont Authority for Regional Transportation (Greensboro, NC)
Precor Strength (Whitsett, NC)
Research Triangle Foundation of NC (Research Triangle Park, North Carolina)
RTI International (Research Triangle Park, NC)
The University of North Carolina at Greensboro (Greensboro, NC)
TransLoc Inc. (Durham, NC)
Triangle J Council of Governments (Research Triangle Park, NC)
Triangle Transit (Research Triangle Park, NC)
University of North Carolina Chapel Hill Department of Public Safety (Chapel Hill, NC)