

2014 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.

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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 FY 2014 figures, the projected growth of commuter VMT has been reduced by 26.3%. This reduction in growth has been calculated annually based on commuter trips via public transit, light rail, vanpool, and carpool.

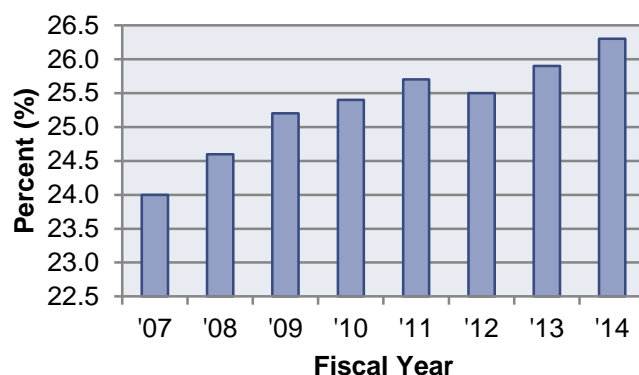
From 2000 to 2014, with commuters using carpools, vanpools and transit, daily commuter VMT increased by 26.27 million. If commuter trips had not been accommodated using alternative modes of transportation, daily commuter VMT during this time frame would have

increased by 33.18 million.

This represents a 26.3% reduction in projected growth of

commuter VMT. Interestingly, FY14 saw an increase in the amount of carpool and vanpool participation across the state.

Percent Reduction in VMT



SHARE THE RIDE NC

Share the Ride NC (www.strnc.org) is a statewide website that was created to help form carpools and vanpools. It is provided free of charge in support of the effort to improve air quality. In addition to providing ridematching services, Share the Ride NC houses the Emergency Ride Home program, the Commute Calendar tool, Single Trip Matching tool, and the upcoming GoPoints and GoPerks incentive programs. In FY14, there were 3,874 users, 80 Emergency Ride Home trips provided, and 17 confirmed carpools formed.



NORTH CAROLINA'S TRANSPORTATION DEMAND MANGEMENT PROGRAMS

In 2004, NCDOT officially initiated funding to local TDM programs, contributing 50% of their administrative costs. The goal of TDM is to focus on efforts to reduce demand for roadway space and reduce air quality impacts by influencing travel choice and the amount of and timing of travel. TDM aims to encourage more walking, cycling, use of public transit, carpooling, vanpooling, flex scheduling, and teleworking.

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 2014, 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 rack and ride bike rack promotion. CATS continues to partner with the Regional air quality programs 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.



Piedmont Authority for Regional Transportation



PART receives financial support from the cities of Greensboro, High Point and Winston-Salem and serves the Piedmont triad area. The goal of PART's Transportation Demand Management 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 47 businesses and local universities/colleges. The commuter services program was promoted through commercials, radio campaigns, website pages, Facebook, YouTube and Twitter. Marketing efforts included a mascot called Scooter the Commuter, promoting the park-and-ride lots and holding marketing events to promote the TDM Program. Staff partnered with Triad Air Awareness and a local coalition of partners to sponsor the Eighth Annual Triad Commuter Challenge with 5,680 participants reducing 2.8 million vehicle miles traveled.

Triangle Transportation Demand Management Program

In 2006-2007, 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 Council of Governments



The Triangle J Council of Governments (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. Triangle J is charged with administering this effort on behalf of the funding organizations. To ensure the most efficient use of resources and to be able to track progress, TJCOG coordinates the funding for TDM marketing activities and evaluates the effectiveness of TDM services and initiatives.

The Triangle TDM Program is comprised of the following programs:

GoTriangle (Regional Services)

Triangle Transit acts as both a Regional and Local Service Provider for Triangle-area TDM services. Some of Triangle Transit's regional services include buses, shuttles, and vanpools. The agency promotes other alternative commute modes such as biking, walking, and carpooling.

One example of a TDM benefit that Triangle Transit coordinates is the GoPass program, which allows employers to offer a bus pass to their employees that works on regional and local systems. 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.



GoTriangle services are also promoted by 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. GoTriangle conducts numerous campaigns that encourage commuters to try alternative modes of transportation and that recognize dedicated sustainable commuters. Triangle Transit has conducted marketing programs that market TDM services through mode-focused marketing as well as an individualized neighborhood and employer outreach marketing.

Triangle Best Workplaces for Commuters (Regional Services)



The Best Workplaces for Commuters Program is a national public/private partnership that recognizes employers who offer outstanding commuter benefits and ensure that their employees do not drive alone to work at least 14% of the time. Participating employers offer commuter benefits (e.g., a telework program, a compressed work week, or a transit or vanpool subsidy). Triangle J Council of Governments administers the program regionally in concert with GoTriangle and local service providers to add local support and recognition to the national program.

Triangle BWC program staff collaborates with TDM Coordinators throughout the region to ensure that employer outreach is most efficient and effective. Close to 20 employers have attained BWC membership, and many of them have been in the BWC program for ten years or more. Because of Triangle BWC, more than 62,000 employees have better alternative commute options. In FY14, their efforts comprised more than 2 million alternative commute trips across the Triangle.

Town of Chapel Hill/Carrboro (Local Services)



The Town of Chapel Hill and Town of Carrboro provide TDM outreach for employees located in the towns' limits. The Go Chapel Hill-Carrboro TDM program strives to reach the community goal of being a "Town within a Park;" in other words, a healthy community for citizens to work, play, and live. As part of this goal, the Town of Chapel Hill offers fare-free service to everyone, a key TDM benefit for University students and employees, as well as residents of Chapel Hill and Carrboro. Chapel Hill and Carrboro are nationally designated Bicycle Friendly Communities.

Go Chapel Hill coordinates with the Town of Carrboro to offer a community-wide TDM program. The program offers free membership to the Commute Club, which promotes the use of alternative transportation and which brought in over 400,296 new miles pledged to not drive in 2014. Go Chapel Hill also coordinates the Transportation Management Plan for the Town of Chapel Hill, which assists building owners in strategies to reduce the drive-alone rate and incorporate TDM practices in the 104 participating business buildings. Go Chapel Hill encourages and offers training to TDM Coordinators with the annual Go Chapel Hill Conference, which trains leaders on the latest strategies for getting TDM information out to employees.

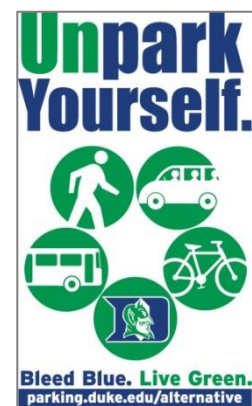
Central Durham (Local Services)



Triangle Transit provides TDM outreach for Durham employers in the central business district through partnerships with Durham entities such as the Durham Bicycle & Pedestrian Advisory Commission, Downtown Durham Inc., American Tobacco Complex, developers, and Durham City and County governments. Staff collaborate and participate in community events, regional campaigns such as Bike Month, and employer functions to promote regional transit (including GoPass agreements), vanpooling, ridematching, bike-ped commute options, and the regional ERH program. The program focuses on helping employers develop and implement effective commuter benefits programs that contribute to improved air quality and reduced congestion throughout Durham County and the region.

Duke University (Local Services)

Duke University offers its 35,000 employees and over 15,000 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 a variety of benefits to commuters using alternative transportation to reach campus destinations—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. Bicycle commuters have access to showers across campus and free membership into the national Bicycle Benefits program. All alternative commuters receive 2 free daily parking permits for occasional parking needs.

In addition, Duke operates a full-service transit system, called Duke Transit, and provides a GoPass to students and eligible employees for unlimited rides on local and regional buses. The Bull City Connector is partially funded by Duke and offers a fare-free bus ride between Duke and downtown Durham to students, staff, faculty, and visitors. Duke employees and students can also utilize ShareTheRideNC and Ridepost ridematching services to find carpool partners for regular commute trips and one-time shared rides.

North Carolina State University (Local Services)



North Carolina State University (NCSU) administers the WolfTrails 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, 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, staff, and students are also eligible for GoPasses, allowing holders to ride fare-free on all Triangle Transit and Capital Area Transit routes.

Downtown Raleigh (Local Services)

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 program, or "Commute Smart Raleigh," promotes vanpools, carpools, transit, and bicycling as commute options. The Commute Smart Raleigh Program conducts outreach for transit 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 employees of alternative transportation options and services, such as the GoPass.



SmartCommute@rtp (Local Services)



Established in 1999 in coordination with the NC Department of Transportation, SmartCommute@rtp is the transportation management association for Research Triangle Park. There are currently 29 member companies in the SmartCommute@rtp program. Membership is free for companies within RTP's boundaries.

Some of SmartCommute@rtp's TDM programs are promotion of employee vanpools, carpools, and bicycle facilities. New transit and vanpool commuters are eligible to apply for temporary transit passes and a 90-day vanpool subsidy. Many RTP companies also have strong telework and compressed workweek policies as well as 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.

University of North Carolina at Chapel Hill (Local Services)

The University of North Carolina at Chapel Hill (UNC) promotes the use of alternative transportation through the Commuter Alternative Program (CAP). University employees and students living off campus are eligible for benefits such as discounts with local vendors and occasional parking passes for days when alternative commuting is not feasible. The program is promoted through advertisements, contests, welcome packets, and events. Alternative modes and services promoted through the University include PART and Triangle Transit Vanpool Programs, free transit service through Chapel Hill Transit, ridematching services through Zimride and ShareTheRideNC, and free GoPasses for CAP members living outside Chapel Hill Transit's service area. The Pittsboro Express (PX) pass is available for free to CAP members in the PX service area. Park & Ride lots are also available in the Chapel Hill area to shorten commuters' drive-alone distances.



Wake Technical Community College (Local Services)



Wake Technical Community College's ZOOM (Zeroing Ozone Output Measures) program encourages the use of alternative commute modes such as transit, carpool, and vanpool. The Program is promoted on campus at a variety of events and through the ZOOM website.

Employees and students at Wake Tech can ride the CAT 40X bus free with their WakeTech 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.

Fortify I-40/440 Reconstruction Project (Local Services)

With additional support from NCDOT, Triangle Transit staff conduct outreach in Wake County to address congestion due to a three-year roadway construction project where more than 110,000 vehicles travel daily. The program uses and promotes

GoTriangle tools to provide and promote commute options other than driving alone. Additionally, Triangle Transit will have staff designated to support the other Local Service Providers in the Triangle with information, presentations, and on-site

support for the road construction project. NCDOT has a goal of removing 30,000 vehicles from the construction zone, and 10,000 of those will be removed as a result of TDM.



“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 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



To determine levels of eligibility for participating in the program, employers complete the BWC application. As part of the application, employers 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)
Capital Area Transit (Raleigh, NC)
Charlotte Area Transit System (Charlotte, NC)
Cherokee (Raleigh, NC)
Cisco Systems, Inc. (RTP, NC)
City of Asheville, (Asheville, NC)
City of Raleigh (Raleigh, NC)
Downtown Raleigh Alliance (Raleigh, NC)
Duke University (Durham, NC)
Duke University Health System-Main Campus (Durham, NC)
IBM (RTP, NC)
Lenovo (Morrisville, NC)
National Institute of Environmental Health Sciences (RTP, 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 (RTP, North Carolina)
RTI International (RTP, NC)
TransLoc Inc. (Durham, NC)
Triangle J Council of Governments (RTP, NC)
Triangle Transit (RTP, NC)
University of North Carolina Chapel Hill Department of Public Safety (Chapel Hill, NC)
University of North Carolina at Greensboro (Greensboro, NC)

2014 TRIANGLE BWC AWARDS

On June 25, Triangle J Council of Governments recognized 20 Triangle employers as Best Workplaces for Commuters. They were honored for making the Triangle a better place to commute by giving their more than 62,000 employees alternative commute options. Over the course of a year their efforts added up to over 2 million alternative commute trips across the Triangle.

Representatives from the national BWC program were on hand to recognize the four new BWCs in the Triangle and the existing 16 members for their longevity.

"Congratulations to all of our Triangle Best Workplaces. Over more than 10 years, these employers have invested time and resources towards improving their employees' commutes. Letting someone else drive saves you money, and avoids one of the most stressful times in our day. They've shown the leadership and innovation that makes this region successful."

Brennan Bouma, Triangle BWC coordinator and Energy and Environment Planner at TJCOG