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FOR IMMEDIATE RELEASE

Kick Gas Celebration Winners Announced

RESEARCH TRIANGLE PARK, N.C. (June 27, 2008) – This year's Kick Gas Celebration winners promoted a variety of fuel-saving and congestion-alleviating commuting alternatives. The awards were presented on Thursday, June 26th at a ceremony at the headquarters of The Research Triangle Park.

"These awards are a way of thanking workplaces and the transportation coordinators across the Triangle who offer commuter benefits and transportation information to their employees. Their efforts truly change employees' lives by making their commutes cheaper, less stressful and more environmentally friendly," said Amy Armbruster, Triangle Transit's TDM Marketing Coordinator.

Durham Commute Trip Reduction Program Awards

Innovator Award - Small Company: Eisai, Inc. 300 Employees

Eisai Inc. (pronounced ē-zī) is a U.S. pharmaceutical company located in RTP. Eisai communicates alternative commuting information through new hire orientations and employee presentations, posting CTR promotional materials, conducting transportation fairs and sending emails. Some on-site amenities include an on-site cafeteria, designated carpool/vanpool parking and teleconferencing capability. Eisai offers employees the option of a 4/40 compressed work schedule and flex-time.

This year Eisai formed an environmental committee which will facilitate additional cross-departmental representation of their CTR program and provide greater promotion of activities. They will pilot a telework program for select employees. When their new facility is completed, designated car/vanpool spaces will double, and bike racks will be installed. Eisai will evaluate and consider implementing a subsidy for transit and vanpools.

Eisai holds two \$150 drawings for employees enrolled in their "Travel Smart" program as an incentive to increase participation. They also require carpools to register, and those cars not registered as carpools are ticketed if parked inappropriately in designated priority parking spaces. Multiple tickets prompt notification to the employee's management!

Innovator Award - Medium Company: bioMérieux 520 Employees

bioMérieux is part of the Mérieux Alliance group, the mission of which is to provide health professionals with innovative solutions, derived from biology, and spanning the range of healthcare: prevention, diagnosis, prognosis, immunotherapy and clinical follow-up. They are located in the Treyburn Industrial Park in Northern Durham County.

bioMérieux sends all users emails about commute options, displays posters throughout the worksite, hosts employee fairs where transportation information is disseminated, and provides new employee introduction to alternative modes during orientation. In addition, their amenities include a full service cafeteria, cash machine, sundry shop, and teleconferencing capabilities. bioMérieux is currently considering a 4/40 work schedule in addition to expanding their current limited telework policy so that more employees may take advantage of it.

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The company has formed a “Green Team” as a result of a corporate sustainability initiative. This team focuses on finding ways to decrease environmental impact of operations through water reclamation, recycling of paper, plastic, aluminum and electronics equipment, and increased emphasis on commute trip reduction. One important initiative of this group will be coordinating with other nearby companies on a vanpooling program.

Innovator Award - Large Company: Duke University and Duke Medical Center, 20,000+ Employees and 12,000 Students

As you can imagine, Duke, being the diverse academic and medical institution it is, has incomparable amenities for employees and students - shopping, restaurants, cafeterias, child care, transit pass sales, campus transit, the Robertson Scholars bus, and much more. Duke had the largest participation in the Employee Commuting Survey, with 5,622 respondents.

Employees are provided with alternative mode information through electronic announcements, the campus newspaper, and several department newsletters. New employees are provided with alternative commuting information during orientation.

Duke participates in the Emergency Ride Home program provided by Triangle Transit. In the coming year, they will continue to fine tune their web site to attract more attention to alternative commuting. They will also strengthen the employee carpool program by adding ride matching software and additional marked carpool spaces in preferential lots. They currently offer \$25/month for vanpoolers and \$12.50 for carpoolers and also give them \$72 worth of free day parking passes for days they must drive alone. As an effort to encourage carpooling for remote parkers, they offered \$100 to the group with the largest mile reduction. The Duke Bikes program is a free bike loan program for students. Duke has set an aggressive goal of increasing their employee use of alternative modes by 10%, and are examining the possibility of implementing a ZipCar program for employees and students.

Self Help Credit Union- Durham, 151 Employees

The nonprofit Center for Community Self-Help and its financing affiliates Self-Help Credit Union and Self-Help Ventures Fund provide financing, technical support and advocacy for those left out of the economic mainstream. Since its founding in 1980, Self-Help has reached out to female, rural and minority borrowers across North Carolina, in Washington, D.C., California, and many other states. Their local offices are located in downtown Durham.

Program elements: SHCU educates employees and encourages alternative commuting through new employee orientation using the New Hire Packets provided by Triangle Transit and through promotion of the annual SmartCommute Challenge. This year, Self Help held an employee “Pool Party” to encourage car and vanpool use and began internal ride matching in addition to signing up to be a participating employer in Triangle Transit’s Emergency Ride Home program. One of their most important initiatives was to develop a policy offering employees who give up their parking pass a \$45 per month subsidy to use toward transit and vanpools. Currently 14.8% of employees are using an alternative commute mode.

Leadership Award - Medium Company: Wal-Mart, Inc. New Hope Commons - 288 employees and Wal-Mart, Inc. Oxford Commons - 235 employees

Wal-Mart, Inc. is one of the largest multi-department retail establishments in the U.S., with two locations in Durham County. Their National Rideshare Coordinator creates programs which are then implemented on the local level by Transportation Coordinators.

Employees are informed about alternative commuting options through new hire orientations and employee presentations, via a commuter information center and through a Rideshare Newsletter. Program implementation guidelines are posted on the company intranet for the local Transportation Coordinators.

Wal-Mart embarked upon a “Personal Sustainability” corporate-wide promotion which includes bike, walk, and carpool promotion. And it works! 23% of New Hope Commons’ employees carpool and 9% use transit. 16% of employees at Oxford Commons use some form of alternative commuting.

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Over the next year, Wal-Mart will update their program recognition pins for Rideshare participants. They also have planned a Rideshare poster contest for children and grandchildren of associates, and to increase their Personal Sustainability projects to include recycling and exercise.

Leadership Award - Large Company: IBM 13,351 Employees

IBM has held the Triangle Best Work Places for Commuters designation since 2004.

Program elements: IBM has an extensive alternative commuting program called "IBMRides." They have onsite commuter information centers and use their electronic messaging terminals throughout the sites to post alternative commuting information. The work sites offer various amenities including cafes, banking services, sundry shops, a fitness center, 173 designated preferred parking spots for carpools and vanpools, discounts on transit passes through SmartCommute@rtp, and a \$30 per month vanpool subsidy. IBM offers an emergency ride home program internally in addition to promoting the Triangle Transit Emergency Ride Home program. They plan and coordinate several onsite transportation fairs such as the SmartCommute Challenge, and the annual Earth day celebration. IBM offers FREE high-speed internet for the 21.5% of the employees that telework.

Over the next year, IBM is exploring the possibility of increasing the vanpool subsidy and adding new bike racks. Another important initiative will be to expand reserved parking to include vehicles with a high "Smartway" score, as defined by the U.S. EPA.

Employee Transportation Coordinator of the Year: Renée Marshall, U. S. Environmental Protection Agency

US EPA has an impressive alternative commuting program, having held the Triangle Best Workplaces for Commuters designation since 2004.

US EPA has an onsite commuter information center unlike any other that we've seen in the Triangle and under Renée's leadership, have developed a more user-friendly transportation Web site for employees. The work site offers various amenities including cafes, banking services, sundry shops, and a fitness center, 85 designated preferred parking for carpools and vanpools, on-site transit pass sales and up to \$115 per month subsidy for employee use of vanpools and transit. EPA is a participant in the emergency ride home program offered by Triangle Transit. They plan and coordinate several onsite transportation fairs such as the Smart Commute Challenge, and the annual Earth day celebration.

As previously mentioned, Renée was instrumental in starting five new vanpools, increasing EPA's growth in vanpool participation by 70%. Renée also offered guidance to employees from other companies (SAS and GSK) on how to start vanpools to their worksites. The list goes on... Renée contacted County government offices to facilitate a relationship so that a disabled employee would have the support needed to continue employment. This demonstrates an incredible amount of dedication and Renee's efforts are truly appreciated.

Downtown Raleigh Awards

Capital Commuter Champion of the Year: Ricky Tart - NC Department of Secretary of State

Ricky Tart has worked for NC State Government for the last 28 years, and is currently working at the Secretary of State's Office as a facility planner. His commitment to sustained alternative commuting for more than 20 years has earned him this award for:

Carpooling: Ricky has led by example in alternative commuting when he began carpooling the majority of his commutes from Coats, NC (in Harnett County), years ago, maintaining four-person carpools.

Vanpooling: For the last 14 years, Ricky has been vanpooling, and even relinquished his parking space at the State Government Complex. Ricky vanpools virtually every day, and is the driver for the 15-person vehicle. There are currently five people on the waiting list to join the Coats-to-Raleigh

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vanpool as well! Riders originate from Coates, Angier, and Fuquay on the way to their Downtown Raleigh destination.

Ricky estimates having driven over 7,000 vanpool miles with the van last year, and that he may have already been able to buy a new vehicle with the cumulative savings!

Capital Commuter Champion for Promotion: NC Department of Environment and Natural Resources (DENR)
The DENR Sustainability Team was founded in 2000 with the goal of making DENR a more sustainable agency. As the environmental regulator for the State of NC, DENR has a responsibility to “walk the talk” and educate by example. Some of DENR’s most active projects and policies involving commuter and transportation savings include:

Promotion of Commute Alternatives and TDM Initiatives:

- DENR provides staff and resources annually to promote the SmartCommute Challenge and Air Awareness campaigns. This year, DENR held at least three on-sites to promote the SmartCommute Challenge with Triangle Transit staff and on their own. As a result, almost 250 employees took the pledge to try an alternative commute to work. Their dedicated staff helped to explain the importance of the Challenge for reducing congestion, vehicle miles traveled, and improving air quality throughout the Triangle.
- In 2005 DENR was designated as a Best Workplace for Commuters Employer for offering exemplary commuter benefits such as free transit (GoPass) and a \$15 vanpool subsidy. They are committed to maintaining and improving their goals to reduce vehicle miles traveled and number of vehicles on the road through the benefits offered to maintain the BWC designation.
- DENR supports teleworking for employees, as applicable.
- DENR has established and updated a 4-day work week/9-80 compressed work week.
- Several DENR agencies are conducting pilot programs for a statewide teleconferencing network to avoid fuel usage and travel time to meetings and training.
- DENR is currently working to establish a secure intranet portal that employees can access to find carpool/vanpool partners specific to DENR employees locally and statewide.
- DENR is currently developing a Brown Bag Lunch and Learn session called the Green Commute Information Fair to further educate employees of all of the commuting options available to them, including the GoPass, Park and Ride locations, Triangle Transit vanpools, and Free Emergency Ride Home through Triangle Transit.

Other initiatives for renewable energy:

- DENR leads all other state agencies in meeting the 20% goal for the “Non-Renewable Fuels Reduction Requirements” mandated by the State Legislature in 2006.
- DENR is providing updated maps of renewable fuel stations to all its employees for State vehicles. DENR tracks employee fuel purchase locations in order to recommend a renewable fuel station close to where they normally fill up.
- DENR is actively lobbying State Motor Fleet Management to provide more fuel-efficient cars, is pursuing permission for the purchase of hybrid cars, and encourages DENR agencies to purchase alternative fuel vehicles.
- DENR has a program to educate DENR employees to “Slow Down” using window stickers and information key chains for DENR vehicles.

Capital Commuter Champion for Promotion: North Carolina Department of Transportation

The North Carolina Department of Transportation practices what it preaches. In the 1970s, the department began ridesharing programs in the Triangle, Triad and Charlotte areas. The Ambient Air Quality Improvement Act of 1999 established statewide goals for reducing the growth of vehicle miles traveled in the state.

The legislation directed NCDOT to develop a plan of action, and in April 2004, Secretary Tippet announced the completion of the Statewide Transportation Demand Management Plan. Deputy Secretary for Transit, Roberto Canales, and The North Carolina Department of Transportation continue to be committed to the goals and benefits of transportation demand management. As one of the largest departments in state government, NCDOT supports and promotes TDM measures
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“in house” through a variety of ways:

- SmartCommute Challenge: This year, NCDOT held three SmartCommute Challenge on site events to promote alternative commuting, as well as promoted the campaign at an Employee Appreciation Cookout in May. As a result, almost 300 DOT employees took the pledge at Century Center, Division of Motor Vehicles and the Downtown Transportation Building, to try an alternative commute to work. NCDOT staff did a great job promoting the Challenge and educating employees about the benefits of alternative commuting, such as saving money and gas and reducing harmful emissions and congestion in the Triangle.
- The Challenge was promoted and announced in a routine e-mail notification to Raleigh-area employees, and follow-up notices were also sent as reminders in addition to posters throughout the locations. Tamra Shaw, Public Transportation Division staff, coordinated on sites and promotion for all DOT locations.
- The April 2008 issue of "In the Loop," the department newsletter, included an article featuring all TDM programs statewide, including the SmartCommute Challenge. A state-wide perspective was important since the department has employees throughout the state.
- Go-Pass: In 2003, NCDOT joined the N.C. Department of Administration and the N.C. Department of Environment and Natural Resources, in cooperation with Capital Area Transit, in announcing GoPass, a fare-free program for state government employees. Approximately 300 Raleigh area NCDOT employees are currently enjoying the benefit, and many of them were made aware of the GoPass program through SmartCommute Challenge.
- Best Workplaces for Commuters: In 2004, NCDOT was designated as a Best Workplaces for Commuters Employer, indicating that they offer exemplary commuter benefits for their employees. The primary benefits that qualified them were the free transit pass (GoPass) and vanpool subsidy. In addition, the use of ridesharing tools and free Emergency Ride Home services through Triangle Transit and continual promotion of the benefits helps them maintain their designation.
- Compressed Work Week: A new alternative work schedule policy, effective May 6, 2008, allows full-time employees to work four 10-hour days a week. This compressed work schedule, and other work schedule variations, are a means to assist in reducing traffic congestion and provide extended services to the public.
- Statewide Promotion: NCDOT's Public Transportation Division has worked with the State Budget Director in making department heads and other state government leaders aware of commute alternatives. In mid-June 2008, NCDOT distributed a news release on ShareTheRideNC.org, the statewide web-based rideshare matching program that was picked up by media throughout the state. During National Transportation Week in May, the department distributed a news release announcing a new NCDOT website linking citizens to transit systems statewide, in an effort to increase awareness during a time of increasing fuel prices and a desire for alternatives to driving alone.
- Funding: Transportation demand management programs receive NCDOT funding of over \$1 million annually to promote Best Workplaces for Commuters, commuter challenge campaigns, the ShareTheRideNC.org online rideshare matching program, and vanpool programs in urban areas.
- Demonstrating the Board of Transportation's commitment to environmental stewardship, \$25 million in Congestion Mitigation and Air Quality (CMAQ) funds were awarded in May to seven urban and regional transit systems.

Best Workplaces for Commuters: Cherokee

Cherokee is a private equity firm specializing in brownfield investments with a focus on transit-oriented and sustainable redevelopment. They have invested nearly \$100 million in transit-oriented developments across the country and hope to do the same in the Triangle. Cherokee offers exemplary commuter benefits that have earned them the Best Workplaces for Commuters designation:

- Relocated their LEED PLATINUM HQ building adjacent to the Moore Square bus terminal in downtown Raleigh, to help facilitate increased transit ridership by their employees.
- Provide free transit via the GoPass for all employees to further encourage transit use, both locally and regionally.

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- Provide onsite bicycle racks and showers for staff who regularly run, bike and walk to work.
- Centrally located close enough to walk to local amenities.
- Educate employees about, and promote the benefits of mass transit and other alternative transportation options during internal lunch and learn sessions and also educate employees about their collective carbon footprint and steps they can take both individually and collectively, to reduce it.
- Participated in the Triangle Transit Employer TDM Survey this year, to learn more about staff's commuting behavior and to set a baseline from which they could measure their progress in increasing the use of mass transit and other alternative commute methods.
- Hosted a SmartCommute Challenge onsite for all employees, promoting participation in the Challenge and encouraging employees to "take the pledge," which many employees did!
- Participate in EPA Climate Leaders Program to assess and offset Cherokee's corporate carbon footprint. They encourage alternatives to auto transit and purchase renewable energy certificates (RECs) to utilize and support renewable energy resources, and 100% carbon offsets for employee commuting and business travel.
- Support Piedmont Biofuels in Carrboro, through Sterling Planet.
- Support corporate wellness, energy conservation at home, and a "green" corporate procurement program
- Maintain investment and corporate initiatives designed to reduce the ecological impact of the built environment. Cherokee designs communities that are pedestrian-friendly, reduce VMTs (vehicle miles traveled), create walkable places, and encourage use of alternative energy resources.

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