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FOR IMMEDIATE RELEASE

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DUKE UNIVERSITY TO BEGIN OFFERING TRANSIT PASS PROGRAM

Research Triangle Park, N.C. - Duke University will begin offering the "Go Pass" to its community for bus rides on DATA in Durham, Triangle Transit, C-Tran in Cary and Capital Area Transit in Raleigh.

The pass will be available at no charge for Duke staff and faculty on the East, West, Central and Medical Center campuses; the American Tobacco Campus; and within one-half mile of the East, West and Central Medical campuses. All Duke undergraduate, graduate and professional school students are eligible.

In announcing the program with the university, Triangle Transit General Manager David King said, "Duke's investment in "GoPass" is consistent with its heightened environmental consciousness and efforts to encourage energy conservation. We're proud to partner with Duke as it builds upon its reputation as a green employer."

Triangle Transit has been working with Duke on ways transit can better serve the needs of its employees and students. The University will pay Triangle Transit a discounted rate for bus trips taken and the revenue will be shared with Durham, Raleigh, and Cary based on the bus riding activity levels on each service.

Brian Williams, Duke's transportation demand management coordinator, said he hopes the GoPass can help reduce parking congestion on Duke's main campuses. "We want to offer students and employees many options to help them save money and get to Duke in a more sustainable manner than driving alone in a car."

Duke's main campus and Medical Center are served by two local DATA routes, four regional Triangle Transit routes and the Bull City Connector.

Triangle Transit is undertaking a system-wide look at local and regional bus services this year called Designing Better Bus Service for Durham. An analysis of improved services to Duke will be a part of the study. Triangle Transit entered into a contract with the City of Durham to oversee the DATA system in October 2010.

More information is available at: http://parking.duke.edu/buses_vans/gopass/, online regionally at gotriangle.org or by calling the GoTriangle Regional Transit Information Center at 919-485-RIDE (7433).

Triangle Transit improves the region's quality of life by connecting people and places with reliable, safe, and easy-to-use travel choices that reduce congestion and energy use, save money, and promote sustainability, healthier lifestyles, and a more environmentally responsible community.

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