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FOR IMMEDIATE RELEASE

SmartCommute Challenge Announces Final Results and Prize Winners Kick Gas Celebration Planned for June 26th, 2008

RESEARCH TRIANGLE PARK, N.C. (June 23, 2008) – This year's SmartCommute Challenge used prizes and incentives to encourage Triangle drivers to try a variety of fuel-saving and congestion-alleviating commuting alternatives.

The results of this year's Challenge will be announced at a Kick Gas Celebration on June 26th at 11:30 a.m. at The Research Triangle Park Headquarters (12 Davis Dr. in RTP).

This year, 12,210 Triangle area residents participated in the SmartCommute Challenge. "Reviewing our post-Challenge surveys, we estimate that the SmartCommute Challenge eliminated 1.9 million commuter miles in the Triangle and saved almost 86,500 gallons of gas," according to Amy Armbruster, Triangle Transit's TDM Marketing Coordinator. For comparison, 1.9 million miles is equal to 135 round trips to Beijing.

Participation by County/Area:

- Durham – 14%
- Orange – 11%
- RTP – 37%
- Wake – 34%
- Other/Not given – 4%

Participation by Transportation Mode*:

- Carpool/Vanpool - 52%
- Telework - 48%
- Public Transit - 39%
- Bike/Walk - 24%

(*note: percentages total more than 100 because participants could use more than one alternative transportation mode to fulfill their pledge)

Environmental Impact:

In addition to the 1.9 million miles saved by participants of the Challenge, 86,485 gallons of gas were saved. At \$4 per gallon, that means Triangle residents had an additional \$345,940 in their pockets at the end of May.

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Environmental Impact (cont'd):

In addition to cost savings, the environmental impacts were significant: more than 2,765 kilograms LESS of VOCs (Volatile Organic Compounds) and 2,233 kilograms LESS of NOx (Nitrous oxides, including NO2) were emitted into our local air.

For comparison, 2,233 kg of NO2 is equivalent to 157 households' worth of energy generated annually by NC power plants.

Survey Results: (27% of pledgers took the survey):

- 82% of participants rated their experience using a smarter commute as excellent or very good.
- 63% of participants were NEW pledgers who did not participate last year.
- 50% had never tried a smarter commute before the Challenge.
- 56% of existing Smart Commuters used an alternative mode more often during the Challenge.
- 91% have a car available for commuting but chose to use a smart commute.
- 97% followed through on their pledges and used a smart commute before May 30th.
- 77% were willing to continue smart commuting at least once a week.

SmartCommute Challenge Winners:

By signing the pledge, everyone who participated in the Challenge between April 15th and May 30th was entered into a drawing for a chance to win a free vacation anywhere in the continental, contiguous U.S. and other great prizes. The winners of the 2008 SmartCommute Challenge Grand Prize are:

Ruth d'Entremont (The News & Observer) and Radhika Bhatnagar (IBM)

Ruth used the Challenge as an opportunity to ask her boss to telework. Since the Challenge, she's been able to telework about once a week. "I have a sales job and my territory is in Cary, where I live, so it makes a lot of sense for me to work from home," said d'Entremont.

Radhika Bhatnagar carpooled from her home in Cary to RTP to fulfill her Challenge pledge. Both grand prize winners chose to each take the \$2,500 in cash to plan their own trips.

Kick Gas Celebration:

The SmartCommute Challenge Final Celebration will be part of a larger regional transportation demand management (TDM) event, the Kick Gas Celebration. This event is planned for June 26th, 2008 from 11:30 a.m. to 1:30 p.m. at The Research Triangle Park Headquarters (12 Davis Dr, RTP 27709).

The event is being held jointly by the GoTriangle Transportation Demand Management Partners - SmartCommuter@rtp, NCSU's Transportation Office, UNC – Chapel Hill's Commuter Alternatives Program, the Town of Chapel Hill's Go Chapel Hill Program and Triangle Transit. At the event, outstanding commuters and workplaces with exceptional transportation programs will be recognized with a Kick Gas Award. Cherokee, a downtown Raleigh firm, will be awarded the Best Workplaces for Commuters designation.

The Durham Trip Reduction Ordinance award-winners will also be recognized.

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“This event is our way of thanking the transportation coordinators at the many workplaces across the Triangle who offer commuter benefits and transportation information to their employees. Their efforts truly change employee’s lives by making their commutes cheaper, less stressful and more environmentally friendly,” said Triangle Transit’s Amy Armbruster.

About the SmartCommute Challenge:

The annual SmartCommute Challenge is a regional public awareness campaign to encourage Triangle commuters and college students to try a smarter, cheaper, and more environmentally friendly commute. The Challenge is a pledge to try a commute alternative at least once during the period (April 15th and May 30th, 2008). Eligible commute alternatives include:

- Carpool
- Telework (work from home)
- Bus
- Vanpool
- Bike
- Walk

Presenting Sponsors:

SmartCommute@rtp and Triangle Transit are responsible for the management and coordination of this campaign.

About SmartCommute@rtp:

SmartCommute@rtp is the transportation management association (TMA) of Research Triangle Park. Its purpose is to coordinate the transportation demand management (TDM) efforts of RTP employers to address common transportation concerns, reduce traffic congestion, and improve air quality. SmartCommute currently has 25 member employers, which account for over 80% of RTP employees. SmartCommute@rtp is staffed by the Research Triangle Foundation of North Carolina, owner and developer of The Research Triangle Park. For more information, visit www.SmartCommute.org.

About the Triangle Transit:

Triangle Transit is a regional public transportation provider, offering a wide variety of transit and vanpool services to North Carolina’s greater Triangle Region and outlying counties. Bus service is available to Apex, Cary, Chapel Hill, Durham, Garner, Hillsborough, RDU International Airport, Research Triangle Park (RTP) and Raleigh. For more information, visit www.triangletransit.org or call (919)485-RIDE.

Challenge Sponsors and Partners:

- 6 Gold Sponsors: BASF, CAT, Cisco, IBM, The News & Observer, RTI International
- Bus System Partners: Cary Transit, Capital Area Transit (CAT), Chapel Hill Transit, Durham Area Transit Authority (DATA), NCSU Office of Transportation, and Triangle Transit
- 10 Silver Sponsors: Bayer CropScience, Cherokee Investment Partners, Credit Suisse, Gillig Corporation, GlaxoSmithKline, EMC Corporation, NetApp, Progress Energy, Redwoods Group, US EPA
- 12 Bronze Sponsors
- Over 50 participating Triangle employers, representing over 100,000 area employees

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