

Program Start: The Durham Trip Reduction Ordinance was developed as a congestion mitigation tool to address all the employees coming to work in Durham. With diligent administration and oversight, the program was a huge success, allowing Durham County to identify and measure changes to congestion levels and associated air quality conditions with a representative sampling of over 250,000 employees in Durham.

The ordinance was designed to run from 2000 to 2010. It required major employers – those with 100 or more employees -- to promote alternatives (to those using single occupancy vehicle commute modes) like carpooling, vanpooling, transit, cycling, walking, telecommuting, flexible schedules and compressed work weeks to reduce the number of cars on the road during peak commuting hours (7-9 AM and 4:30–6:30 PM).

Employers had three basic requirements to assist in measuring effectiveness:

1. To participate in an annual employee commuting survey, administered by GoTriangle (TTA at the time).
2. To complete an annual Commute Trip Reduction Report, an accounting of their parking and commuter benefit programs.
3. To pay a \$200 annual administrative fee, which contributed to the administration of GoTriangle staff to run the program.

The program established a baseline for managing our growth and success as a County, and to maintain our standards for quality of living and drawing business and economic development to the area.

By assessing congestion levels, we identified clear goals for achievement and success, helping to manage our growth.

Results:

We set two major target goals in our ordinance in the year 2000. By 2010, the 10th year and duration of the initial legislation, the program exceeded goals, with annual improvements of an average of 1½ % for both target goals.

Target Goal #1: Increase alternative commute mode use by 20%

Result: Achieved 22.7% alternative commute mode use!

Target Goal #2: Reduce VMT (vehicle miles traveled) by 15%

Result: Achieved 19% VMT reduction

Program Growth: The Commute Trip Reduction Ordinance began with the identification and management of about **45 major employers**. (including RTP/Durham companies and Duke University).

By 2010, the program had grown to about 60 employers, representing 73,000 employees.

- o Use of every alternative commute mode had progressively increased since 2005 (walking remained constant)
- o Durham County reduced its single occupancy vehicle (SOV) use to 77%; in 2005, with 87% of employees driving alone to work

- 487,000 VMT miles were saved and over 11,000 vehicles removed daily from the roads.

In 2015, the now *voluntary* survey participation went from 82 employers to 16, with almost the same number of employees participating as in prior years, due to downsizing, companies relocating from Durham, mergers, etc. This was not a negative though, because we reviewed our outreach and addressed new concerns with new partnerships, collaborating to design a mobility management program that positively addresses the area's congestion, associated air quality issues and parking constraints as a result of our growth.

We continue to educate the community about transportation options, focused on livability and place-making, with sustainable, accessible, and convenient transportation options as the *first choice*, instead of an afterthought.

Final Thoughts:

The program established under the ordinance set the tone for the collaborative work that continues today.

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Since the ordinance ended in 2010 GoTriangle has stayed actively involved with employers, and has developed commuter programs with:

- American Tobacco Campus – including 2015 GoPass, major partner in events and campaigns
- American Underground – major partnering efforts for cycling and transit
- NC Central University – including 2015 GoPass
- Durham Tech – including 2014 GoPass
- Durham VA Medical Center: Major programming effort 2015
- FHI360: Major participation in campaign efforts
- Bronto: Increased participation with transit and onsites
- Alliance Behavioral Healthcare: Including 2015 GoPass as a GoTriangle tenant
- Duke University: Including 2011 GoPass
- City of Durham: Including 2010 GoPass
- Research Triangle Regional High School: including 2012 GoPass

Continued to grow programs and participation with:

- The City of Durham
- Blue Cross Blue Shield of NC
- Self-Help Credit Union

Established deeper partnerships with:

- Durham Chamber
- City of Durham Economic Development
- Durham County Government
- Downtown Durham Inc.
- City-Duke-GoTriangle programming partnerships (3 entities partner to promote Durham specific programming and campaigns)

A majority of the 16 companies participating in the 2015 survey were in Central Durham, representing almost 20,000 employees. Duke University & Healthcare participated in the survey, representing about 50,000 employees.

Today, we support commuter programs with eleven “champion” employers in Durham County, including GoTriangle, and approximately **7,000** riders hold GoPasses or travel to work by vanpool.

One of those employers, American Underground, was recently featured in a GoTriangle video series highlighting riders who have found viable options to “GoTogether” and the employer who support those options: <https://www.youtube.com/watch?v=Gi--LR4HJIU>

GoTriangle staff meets regularly with Durham County property managers, employers and city and county leaders to discuss and promote commuter options.

Our Transportation Demand Management team also provides free consultation to help employers identify and develop mobility solutions for employers and employee commuters.

History: In 1999, the NC General Assembly passed a State law that set goals for both reducing emissions of nitrogen oxide and the growth of vehicle miles travelled or VMT by 25% by 2009.

Parsons Brinkerhoff, a consulting firm hired by NCDOT, set a target of completing commuter studies and a regional program, and between Durham County Government and the Durham Chamber of Commerce, developed a Commute Trip Reduction Ordinance, adopted in 2000 and implemented in 2001 for a duration of 10 years, through 2010.

Durham County contracted with then the Triangle Transit Authority to be the lead agency for implementation due to the rapid growth in Durham and the Triangle in the 90's that led to serious congestion on roads like I-40, 54, and 15-501. Business leaders in Research Triangle Park went to former Governor Jim Hunt in the late 90's requesting relief. The state asked businesses to identify solutions to better manage traffic. The Research Triangle Foundation began to develop a Smart Commute Program.

Regional Growth in Transit ridership: Since 1996, regional transit ridership has grown 242%, exceeding over a million boardings in 2010. Vanpool ridership has grown 100%, with 418,000 boardings in 2010

