

SmartCommute CHALLENGE



April 15 — May 31, 2010

www.smartcommutechallenge.org



RIDE
THE
BUS

2010 Statistics & Totals

- Avoided the equivalent of 1,025 trips to the melting polar ice caps
- Avoided the equivalent of 16 trips to the moon
- Saved enough gas to fill up over 14,331 hybrid cars
- Saved enough gas to fill up 3,411 bathtubs



BIKE

PICTURE YOURSELF in a NEWCOMMUTE

- Reduced 3,410,890 pounds of CO² - the weight of 1,137 lady hippos
- Eliminated the carbon footprint of 85 Americans for an entire year
- 3 out of 4 people who previously drove alone said they would continue to SmartCommute.
- 85% enjoyed trying a smarter, greener commute



3,521 Surveys from 10,038 Challenge Participants (35%)
Results are applied to the Challenge based on the survey responses

Words from the Road

Commuter Stories

The Challenge is a campaign that provides motivation for thousands to think about their commuting needs and to try new ways to meet them. While the Challenge only comes once a year, you can always 'picture yourself in a new commute'!

Biking is a Great Way to Explore!

Biking to work let's me explore routes off the main busy roads and make my commute into a fun adventure.

~Cheryl M. in Carrboro

Create new memories during your bus ride.

I obtain great new memories every day I ride the bus. We enjoy having conversations that relax us before and after a busy day at work. Every day and every conversation is an immeasurable experience that fulfills my day with joy.

~ Denise W., Duke University

Biking to work and through life

During the Challenge, I biked 612 miles to work and running errands. These were miles of wear and tear I didn't put on my car and what I saved not filling up my tank.

~ James M, RTI International

By the number

Modes pledged to try during challenge

| | | |
|---------------|------|--------|
| Bus | 2900 | 28.89% |
| Bike/Walk | 2204 | 21.96% |
| Electric Bike | 35 | 0.35% |
| Rideshare | 3484 | 34.71% |
| Telework | 2946 | 29.35% |

How often do you plan to SmartCommute during the Challenge?

| | | |
|--------------------------------|------|--------|
| I'll try it once. | 1793 | 17.86% |
| I'll aim for once a week. | 2959 | 29.48% |
| I plan to do it every workday. | 2961 | 29.50% |

Do you already SmartCommute?

| | | |
|--|------|--------|
| No, I only drive alone. | 2127 | 21.19% |
| Sometimes, but I'd like to do it more. | 2382 | 23.73% |
| I already telework full-time. | 317 | 3.16% |
| I already SmartCommute on a regular basis! | 2817 | 28.06% |

Company Location:

| | | |
|---------------|------|--------|
| Durham County | 3410 | 33.97% |
| Orange County | 1298 | 12.93% |
| Wake County | 2798 | 27.87% |
| RTP | 2490 | 24.81% |

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