

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%

Thank you to our Gold Sponsors

