

Share the Ride, Clean the Air!

March 10, 2012 - June 10, 2012

Record-Breaking Performance!

The Piedmont Authority for Regional Transportation in partnership with Triad Air Awareness hosted the 6th annual Triad Commute Challenge March 10, 2012 through June 10, 2012. This three-month targeted effort improved air quality by challenging people to try an alternate commute option at least one time instead of driving alone. Last year, 4,676 people pledged to carpool, vanpool, ride the bus, bike, walk or telecommute. The Piedmont Triad region rallied to show support through media coverage and allowing a presence at 63 area events! This year was yet another record-breaking performance with 5,676 people, representing 579 employers, colleges and universities, doing their part to Share the Ride and Clean the Air!

Off to the race...

For the third consecutive year, the Commuter Dash 5K Race served as the kick-off for the Triad Commute Challenge. This year's event was hosted in downtown Winston-Salem with Mayor Allen Joines welcoming participants to the great city!



It was a day filled with fun activities and plenty of exercise as participants from across the region united in support of a more sustainable future! Even mascots, Scooter the Commuter and the Air



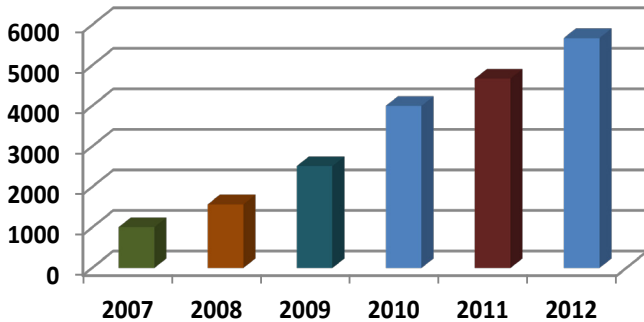
Avenger, were on hand to educate the public on how to use alternate modes of transportation! Of course the Lone Rider attempted to crash the event, but to his dismay Winston-Salem's finest quickly responded!



At a time when the cost of commuting places a significant burden on families, and mobile sources continue to be the primary source of air pollution; efforts like the Triad Commute Challenge are more vital than ever.



Triad Commute Challenge Pledges



AT A GLANCE

- 5,676 Participants
- 579 Employers & Schools represented
- 68% Previously Drove Alone
- 4.4 Million Vehicle Miles Traveled (VMT) Reduction
- \$759,279 Fuel Savings
- 2,914 Tons of Emissions Reduced
- 91% will continue to use alternate forms of transportation

Coordinating Partners



Winston-Salem



AIR QUALITY BENEFITS

Triad Commute Challenge participation reduced emissions by 2,914 tons compared to 2,030 tons during 2011.

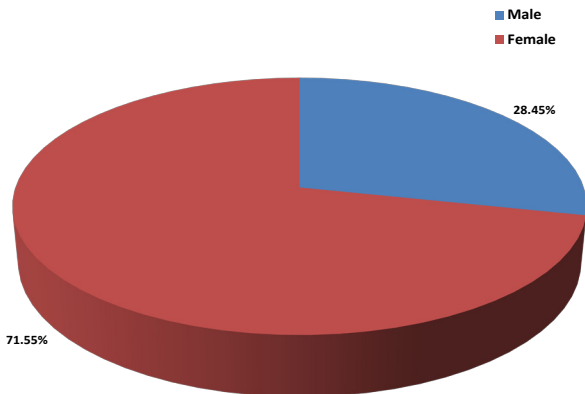
More specifically, Greenhouse gas (CO₂) emissions were reduced by 2,822 tons; Criteria air pollutant emissions for oxides of nitrogen (NO_x) were reduced by 16,478 lbs; oxides of sulfur (SO_x) were reduced by 991 lbs; carbon (CO) emissions were reduced by 150,181 lbs; volatile organic compounds (VOCs) were reduced by 14,870 lbs; and coarse particulate matter by 431 lbs.



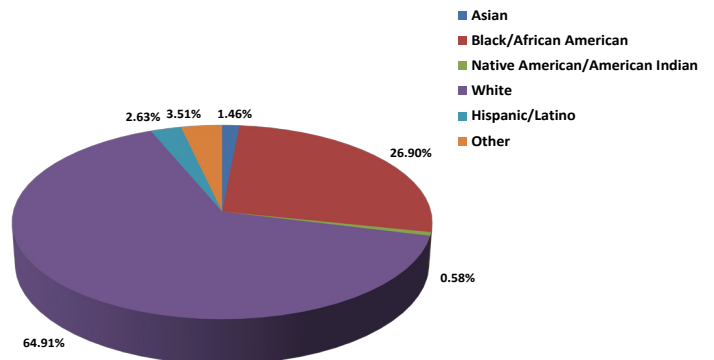
“Using alternative transportation has allowed me to cut my household expenses and afford to send my daughter to college. I support the Triad Commute Challenge because it benefits my family and the environment.” **2012 Triad Commute Challenge Participant**

Survey Results

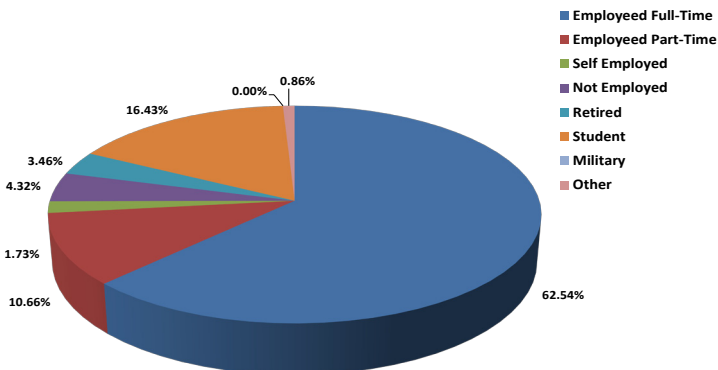
What is your sex?



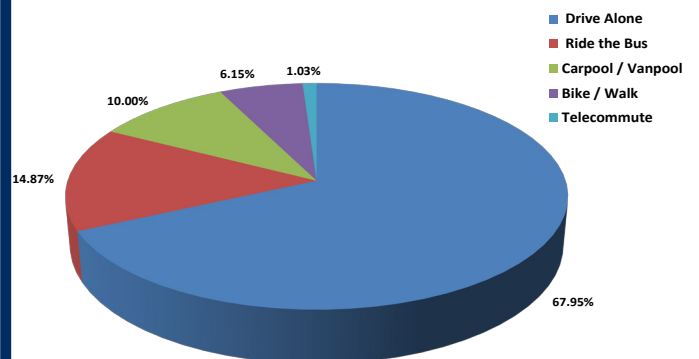
What best describes your race?



Which best describes your employment status?

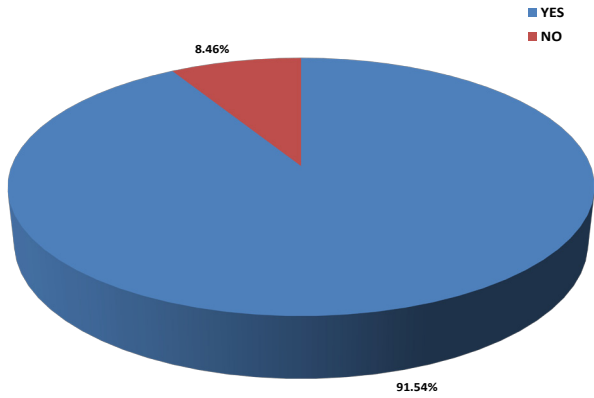


BEFORE you took the Challenge, how did you typically get around?

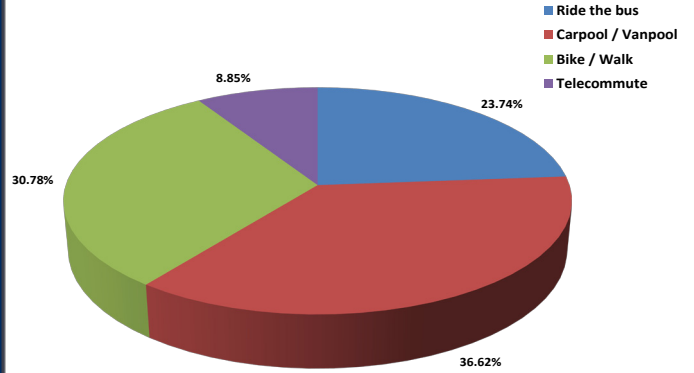


Survey Results (Con't)

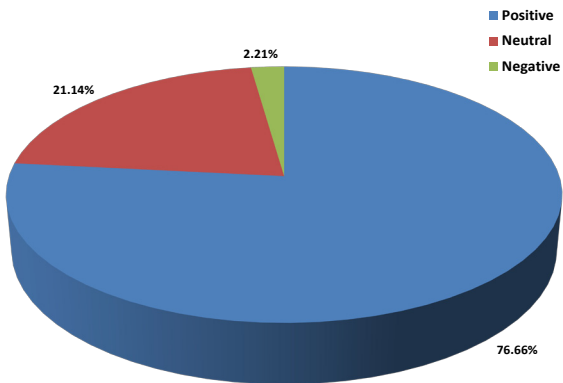
Did you fulfill your pledge by using an alternative form of transportation?



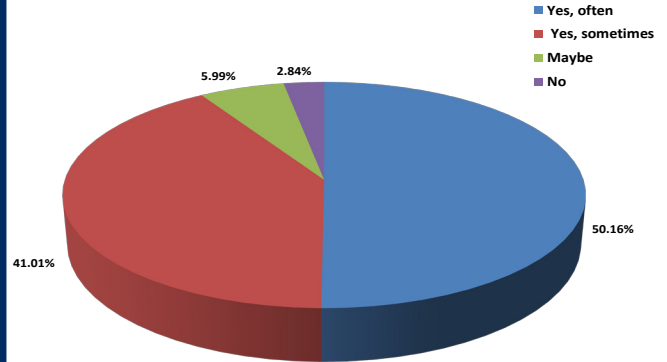
DURING the Challenge, what form(s) of alternative transportation did you use?



How was your experience with alternative transportation?



Will you continue to use alternative transportation?



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