

## **RISING FUEL PRICES SIGNAL IT'S TIME TO "GO SMART" SMART COMMUTE CHALLENGE BEGINS SEPTEMBER 1**

Research Triangle Park, NC (August 29, 2012) – With fuel prices inching upward, Triangle commuters can try an alternative commute and save money. The SmartCommute Challenge begins on September 1 with an “official” kickoff on Friday, September 7 at 2:30 P.M. at the Research Triangle Park headquarters at 12 Davis Drive.

The annual campaign, brought to you by GoTriangle and SmartCommute@RTP, encourages commuters to ditch driving alone to work or campus and ride the bus, carpool, vanpool, telework, bike or walk. This year’s theme is “Go Smart” and emphasizes that with what a commuter saves, they can go anywhere. Participants can use a savings calculator to see how much they can save by using an alternate commute. It only takes one day to GoSmart and save.

According to the Daily Fuel Gauge Report at [aaa.com](http://aaa.com), last month’s price for regular fuel in the Triangle averaged \$3.40 a gallon. Today it’s \$3.80.

The Challenge will highlight several commute methods between September 1 and October 15:

- Pedal vs. Metal between September 10-16, tracking miles saved by walking, biking and skateboarding daily trips
- Try Transit Week from September 17-23, with a commuter hunt for the GoSmart pig around the Triangle and online

- PARKing week September 24-30, will highlight what commuters can creatively do with the parking space they save by ridesharing – uploading their photos to social media
- The Battle of the Brains from October 1 to 15, calls on the Tarheel, Blue Devil, Eagle and Pack faithful to join together and GoSmart – students and employees tracking their trips can lead to recognition as the “smartest” school in the Triangle.

The 2011 Smart Commute Challenge saved an estimated 50,000 gallons of gas and 468 tons of carbon dioxide (CO<sub>2</sub>).

More information about GoSmart and the 2012 SmartCommute Challenge can be found at: [smartcommutechallenge.org](http://smartcommutechallenge.org). During the campaign, Facebook, Twitter, Pinterest, Instagram, and Google Plus will keep participants up to date on their progress.

The Challenge thanks the following sponsors, providing financial support and prizes for this year’s participants:

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## **About Go Triangle**

GoTriangle is a partnership of Capital Area Transit (CAT), Cary Transit (C-Tran), Chapel Hill Transit, Duke University Transit, Durham Area Transit Authority (DATA), NCSU Wolfline and Triangle Transit funded to promote commuter benefits in the Triangle region of North Carolina. This “family of services” provides public transportation, ridesharing, bicycling, and teleworking services, incentives, and resources. GoTriangle partners work together to provide viable commuting options that enhance the quality of life in the region and improve accessibility to our communities’ assets while reducing roadway congestion, air pollution, and oil consumption. With GoTriangle, your trip starts here.

## **About Smart Commute@RTP**

SmartCommute@rtp is The Research Triangle Park's transportation management association (TMA) that is part of the RTP Owners & Tenants Association. The initiative, in coordination with the NC Department of Transportation, represents the efforts of 27 member employers that represent the majority of RTP's 38,000 full-time employees. The purpose of SmartCommute@rtp is to coordinate, address and reduce traffic congestion and improve air quality.