Focus

- Transportation mode choice
- Durham, Orange, & Wake counties
- Local Service Providers
- Major Travel Generators
  - Employers
  - Universities
Partnerships

Employer-based
- Chapel Hill
- Durham
- Raleigh
- Wake County

Universities
- Duke University
- North Carolina State University
- University of North Carolina
- Wake Technical College
- Others

Special Projects
- Fortify Road Construction Project

Transit Partnerships
- C-Tran
- Chapel Hill Transit
- GoTransit
- Universities
Rebranding

triangle transit → GO Triangle → go triangle → GoSmart
What is GoSmart Outreach?

GoSmart
Desired Results
How do we do this successfully?
(General) Timeline For TDM Program Participation

**Identify**
- Sustainable Commute Planning, Promotion, GoPerks
- Biennial Commute Survey & Bike Month Prep
- Bike to Work Month Survey Results Review
- Winter – 1Q
- Winter/ Spring – 2Q
- Winter – 4Q

**Review/Analyze**
- Golden Modes
- Think Transit Month
- Lighten Up
- Student Commute Challenge
- Golden Mode Awards

**Participate**
- Bike Month
- Local area Campaigns

**Implement**
- Summer/Fall – 3Q
- Program Dev. Events; Special Programs
- Fall – 4Q
- Identify Exemplary Commuters; Program Dev. & Promo

**Survey Reviews**
- TDM Action Plans
- Program/Campaign Planning
- Golden Modes Planning

*Survey Reports to Employers (biennial)*
- Report Review
- Parklet Campaign
Tools & Resources

**GoSmart Tools**
- ETC Training
- Local/Regional Campaigns
- On – Site Promotion
- ERH
- GoPerks
- STRNC Ridematching
- Individualized Transit Plans
- Cost Savings Calculator

**GoTriangle Tools**
- Real-Time Transit Arrival
- BOSS
- Wi-fi on Buses
- GoPass
- Trip Planner
- 485-RIDE
Successful TDM Employer Outreach

- Relationship “marketing”
- Networking
- Consistency and follow-up
- Dynamic program initiatives and campaigns
- Useful tools and resources for commuters and employers (GoSmartNC.org)
- Perseverance and patience facilitating social change
Millenials – Trends

Who we all are...

- Boomers (1946-1964): 50 – 68 years
- Generation X (1965-1980): 35 - 49 years
- Generation Z: rising
- Silent Generation: over 70

Myths and Misconceptions

- Career goals are different
- Want constant acclaim
- Online addicts
- Can’t make individual decisions
- Job hop as soon as unsatisfying

American Planning Association study ; Harris Poll
The Truth of the Matter

- **Personal time** is important to them
- **Flexibility** in work schedules
- **Location** – walkability
- **Career Goals**: Most just want to make a positive impact
- **Entrepreneurial**
- **Acclaim**: Fair vs awarding
- **Digital learning**: Prefer educational events and collaborative learning
- **Individual decisions**: To the contrary.
- **Job Tenure**: Will leave for money and creativity
- **Sharing**: Resources, time, open environment
## Generations at a Glance

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Behavior</strong></td>
<td>Challenge the rules</td>
<td>Change the rules</td>
<td>Create the rules</td>
<td>Customize the rules</td>
</tr>
<tr>
<td><strong>Training</strong></td>
<td>Preferred in moderation</td>
<td>Required to keep me</td>
<td>Continuous and expected</td>
<td>Ongoing and essential</td>
</tr>
<tr>
<td><strong>Learning style</strong></td>
<td>Facilitated</td>
<td>Independent</td>
<td>Collaborative and networked</td>
<td>Technology-based</td>
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<tr>
<td><strong>Communication style</strong></td>
<td>Guarded</td>
<td>Hub and spoke</td>
<td>Collaborative</td>
<td>Face-to-face</td>
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<tr>
<td><strong>Problem-solving</strong></td>
<td>Horizontal</td>
<td>Independent</td>
<td>Collaborative</td>
<td>Entrepreneurial</td>
</tr>
<tr>
<td><strong>Decision-making</strong></td>
<td>Team informed</td>
<td>Team included</td>
<td>Team decided</td>
<td>Team persuaded</td>
</tr>
<tr>
<td><strong>Leadership style</strong></td>
<td>Unilateral</td>
<td>Coach</td>
<td>Partner</td>
<td>Teaching</td>
</tr>
<tr>
<td><strong>Feedback</strong></td>
<td>Once per year, during the annual review</td>
<td>Weekly/daily</td>
<td>On demand</td>
<td>Consistent and frequent</td>
</tr>
<tr>
<td><strong>Change management</strong></td>
<td>Change = caution</td>
<td>Change = opportunity</td>
<td>Change = improvement</td>
<td>Change = expected</td>
</tr>
</tbody>
</table>

**Sources:**
- Bruce Tulgan, founder, RainmakerThinking
WHAT WORK-LIFE BALANCE MEANS TO MILLENNIALS

- Enough leisure time for my private life
- Flexible working hours (e.g., not limited to office hours)
- Recognition and respect for the employees
- Flexible working conditions (e.g., home office)
- Convenient work location

PERCENTAGE OF RESPONDENTS

80% -

Africa
Asia-Pacific
Central & Eastern Europe
Latin America
Middle East
North America
Western Europe

SOURCE "MILLENNIALS: UNDERSTANDING A MISUNDERSTOOD GENERATION"
HBR.ORG

Modes of Travel By Generation (Index)

Millennials are 60% more likely than all U.S. adults to travel by bus

SOURCE: Scarborough USA+ Study, Release 2, 2012
A Changing Landscape: Millenial Commuting Trends

- How and why this affects travel behavior
- Local outreach efforts changing to accommodate
  - How, what, when, link
  - Few if any printed materials
  - Net it out, short and sweet, but informative
  - Casual
Difference in Perspectives

- Presentations and onsites
- Public events
- Lunch & Learns
- Emails and electronic info.
- Interpersonal relationships

- Entrepreneurial - incubators
- Clustering: collaborative sharing
- Open workspace
- Group presentations
- Public events – participation
- Minimal to no paper takeaways
- Trend towards transit
- Trend towards cycling
- Most live within cycling distance
- Fewer own a car at all
- Interested in impact info.
- Make it happen – results vs how
Free Emergency Ride Home
6,547 Registered Users

Fully Registered Users
- Active / Looking For Matches: 3,453
- Active / Not Looking For Matches: 3,094
- Deactivated Users: 0

User Locations

Map Showing User Locations in North Carolina, Virginia, and Maryland.
FY 2015

• 5,146 Active Users
• 54,000+ trips tracked
Last Week

• 16,222 VMT Reduction
• 697 gallons of gas saved
• 13,731 lbs. GHG reduction
Q4 FY2015

- 241,538 VMT Reduction
- 9,816 gallons of gas saved
- 193,375 lbs. GHG reduction

STRNC
share the ride nc

GP
GO PERKS
ride. track. repeat.
Thank You!

Shelly Parker  
GoSmart  
Sustainable Travel Services Manager  
919-485-7439  
mparker@gotriangle.org

Stephanie Loyka  
GoTriangle – GoSmart  
Central Durham TDM Outreach Coordinator  
919-485-7463  
sloyka@gotriangle.org