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SmartCommute Challenge Telework Week Encourages Commuters to Work at Home

RESEARCH TRIANGLE PARK, NC, May 5, 2008 -- What is the Triangle worker's dream commute? Perhaps a walk from the kitchen to a home office with coffee mug in hand. No time wasted in traffic. No pain at the pump. Who wouldn't want to trade in their miles on the road for a quick walk down the hallway to a productive home office with fewer distractions?

The SmartCommute Challenge's Telework Week (May 5th-9th) celebrates working from home.

If your company allows teleworking, but your manager isn't convinced that working from home will work for you, Telework Week is a golden opportunity to ask your manager to give it a try. First, come prepared; there are great fact sheets and case studies on-line at www.GoTriangle.org/Telework. Next, make the case to your manager to try working from home for a few days. When he or she says yes, make the best of your trial work arrangement by tracking your productivity and reporting to your boss often.

For those commuters who are lucky enough to bypass what Forbes magazine labeled the second worst commute for small-sized cities in the U.S. (http://www.forbes.com/2008/04/24/cities-commute-fuel-forbeslife-cx_mw_0424realestate4_slide_11.html?partner=email), taking the SmartCommute Challenge offers an additional incentive – the chance to win the grand prize -- a trip for two including airfare and a week's hotel stay, or a customizable laptop.

As of May 2nd, over 6,000 Triangle commuters have taken the Challenge to try the bus, to bike, walk, carpool, vanpool or telework at least once before May 30th. The goal of the campaign is to encourage 13,500 commuters to take the Challenge.

(more)



Teleworkers Available for Interviews

Please call Amy Armbruster at (919) 485-7478 to schedule an interview with a teleworker. Other smart commuters who ride the bus or bike, rideshare, or walk to work are also available for interview.

About the SmartCommute Challenge

The 2008 SmartCommute Challenge is a regional public awareness campaign to encourage Triangle commuters and college students to try a smarter, cheaper, and more environmentally friendly commute. The Challenge is a pledge to try a commute alternative at least once before May 30th, 2008. Eligible commute alternatives include:

- Carpool
- Telework (work from home)
- Bus
- Vanpool
- Bike
- Walk

While there are many great reasons to try a smarter commute, the Challenge provides an additional incentive: a chance to win the grand prize – a one-week trip for two anywhere in the continental U.S.

To take the Challenge, visit: www.smartcommutechallenge.org.

Presenting Sponsors

SmartCommute@rtp and Triangle Transit are responsible for the management and coordination of this campaign.

Challenge Sponsors and Partners

- 6 Gold Sponsors: BASF, CAT, Cisco, IBM, The News & Observer, RTI International
- Bus System Partners: Cary Transit, Capital Area Transit (CAT), Chapel Hill Transit, Durham Area Transit Authority (DATA), NCSU Office of Transportation, and Triangle Transit
- 10 Silver Sponsors: Bayer CropScience, Cherokee Investment Partners, Credit Suisse, Gillig Corporation, GlaxoSmithKline, EMC Corporation, NetApp, Progress Energy, Redwoods Group, US EPA
- 12 Bronze Sponsors



- Over 50 participating Triangle employers, representing over 100,000 area employees

About SmartCommute@rtp:

SmartCommute@rtp is the transportation management association (TMA) of The Research Triangle Park. Its purpose is to coordinate the transportation demand management (TDM) efforts of RTP employers to address common transportation concerns, reduce traffic congestion, and improve air quality. SmartCommute currently has 25 member employers, which account for over 80% of RTP employees. SmartCommute@rtp is staffed by the Research Triangle Foundation of North Carolina, owner and developer of The Research Triangle Park. For more information, visit www.SmartCommute.org.

About Triangle Transit:

Triangle Transit is a regional public transportation provider, offering a wide variety of transit and vanpool services to North Carolina's greater Triangle Region and outlying counties. Bus service is available to Apex, Cary, Chapel Hill, Durham, Garner, Hillsborough, RDU International Airport, Research Triangle Park (RTP) and Raleigh. For more information, visit www.triangletransit.org or call (919) 485-RIDE.

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