



You are late for work. Again.

You miss your kid's softball game. Again.

All because you were stuck in traffic.

Isn't it time to change the outcome?

IMAGINE  
THE FUTURE

# THE SITUATION



New approaches are needed to manage congestion.

The Triangle has distinguished itself as one of the "best places" in the country to live and work. Over the years, the region has lured thousands of families and companies who move here to take advantage of the area's excellent business climate—as well as North Carolina's rich history, diverse culture and natural beauty.

While this growth brings many benefits, the increasing number of automobiles on our highways is threatening the Triangle's quality of life. Like a lot of growing regions throughout the nation, North Carolina is struggling with what to do about increasing traffic congestion caused by the tremendous influx of citizens.

Today, our highways are packed beyond capacity—and the population of the region is expected to almost double over the next 25 years. North Carolina has one of the most aggressive and efficient construction programs in the country. But only expanding our highway system isn't the answer.

More and more transportation studies show that even with significant investment in new highways and improvement to existing ones, congestion will continue to worsen.

As a result, the traveling public, the daily commuter, and the concerned citizen want alternatives to building or widening highways. There is a growing awareness in the community that new approaches are needed to manage congestion.

Another serious concern stemming from traffic congestion is the impact to our environment—particularly the quality of the air we breathe. In addition to the adverse health effects of poor air quality, not managing congestion can result in federal transportation sanctions. Developing strategies for managing congestion is more important than ever.

# THE STUDY



In 1999,  
NCDOT  
took steps  
toward a  
better future.

In 1999, the N.C. Department of Transportation, in partnership with regional transportation agencies, took steps toward a better future for the region by initiating a congestion management study of one of the region's most important transportation arteries, Interstate 40.

The I-40/ High Occupancy Vehicle (HOV) Congestion Management Study was commissioned to review a broad range of strategies for addressing congestion in the region, and identifying those that would have the greatest potential for success.

Phase I of the study concluded that there is no true solution for highway congestion. With the region's projected high rate of growth, it will only increase. However, while congestion in the region cannot be eliminated, it can be managed--and alternatives to avoid it provided.

There are many strategies that when combined and coordinated, can provide alternatives.

Some of these strategies can ensure a faster and more reliable trip. Others can lessen the inevitable deterioration of our state's highway system.

The overall approach to managing congestion must be multi-dimensional to achieve a cumulative effect with noticeable impacts--and the effectiveness of these alternatives depends on the willingness of travelers to change their habits and alter their expectations.

The strategies considered in this study range from moving traffic more efficiently to reducing the demand for travel in single-occupant vehicles.

Phase II of the study will further examine alternatives and eventually will be integrated into a Congestion Management Plan for I-40. The plan will involve short and long-term actions including a comprehensive public involvement and education program.

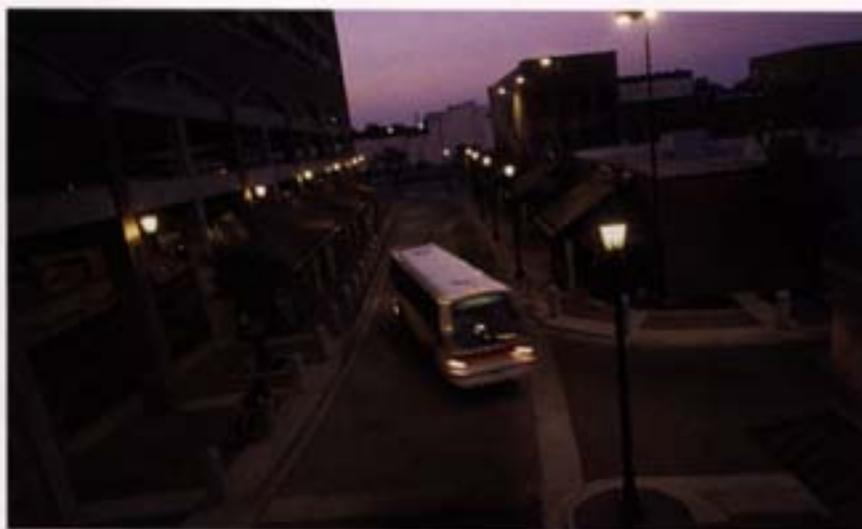
# THE STRATEGIES

- Traditional capacity improvement—adding more capacity to the highway system
  - Managed lanes—High Occupancy Vehicle lanes, High Occupancy Toll lanes, express lanes
  - Transit system improvements
  - Freeway management—Intelligent Transportation Systems such as traffic cameras, overhead message signs and reversible lanes
  - Transportation Systems Management—efficiency improvements to highways including exclusive turn lanes at intersections and incident management systems
  - Transportation Demand Management—ride sharing, incentives to discourage motorists from driving alone
- Real-life initiatives in the Triangle today*
- NCDOT's Transportation Management Centers and N.C. Smartlink  
[www.ncsmartlink.org](http://www.ncsmartlink.org)
  - Research Triangle Park's "Smart Commute@RTP: The Smart Way to Work"  
[www.rtp.org](http://www.rtp.org)
  - Durham County's Travel Demand Management Program
  - Regional Transit Services including Triangle Transit Authority (TTA)  
[www.ridetta.org](http://www.ridetta.org)

Strategies range from moving traffic efficiently to reducing travel demand.



# THE NEXT STEP



Congestion management is an idea whose time has come.

The N.C. Department of Transportation stands as a regional partner in the crusade against congestion.

As stewards of the state's transportation system, the department plans to set an example for other state agencies and the private industry by actively working to reduce transportation demand.

NCDOT pilot projects such as alternative work schedules and telecommuting offer employees flexible ways to limit traffic during peak hours. Secretary of Transportation David McCoy has set a goal for 10% of Raleigh-based employees to telecommute by July 1, 2000.

RTP officials and employers recognize the need to change the way we approach transportation. They understand as we do, that the economic vitality of the region will be severely hampered if we cannot show prospective employers and employees that we have a firm grip on managing congestion.

RTP employers offer their employees ways to improve, and sometimes avoid, the daily commute to work. Their "Smart Commute@RTP: The Smart Way to Work" program offers employees a variety of options such as flex time, teleworking, and guaranteed rides home programs for carpoolers, just to name a few.

Congestion management is an idea whose time has come. The strategies identified in the study are compatible with local and regional proposed smart growth strategies. They also support the integration of land use and transportation. These alternatives can be implemented to enhance planned construction or long-range projects such as regional rail or other forms of mass transit.

We're working with RTP officials and employers, local governments and regional planning organizations to develop safe and reliable alternatives for addressing traffic congestion in the region. We are looking to the future and we are relying on YOU to help us create the future our children deserve.

# THE FUTURE

**W**hat can you do? Try something new. Start a carpool or work from home a few days a week.

Whether you take a bus to work, ride alone or work from home, your decisions and choices help determine the future of the Triangle. Congestion management strategies encourage all of us to do our part in creating a more livable future.

Everyone from RTP employers, planning organizations, transit service providers and commuters have a vested interest in making sure that congestion management strategies for I-40 and other corridors are investigated and implemented.

Time is critical. We must act now.

We want your help. We can't do this alone. There is no single solution, but each of us can make a difference.

*Think about what is important.*

*Think about what matters most.*

*Sitting in traffic robs us of our joy, time, and control. Traffic routinely increases our levels of stress and feelings of helplessness. The pollution generated by traffic harms our air, our environment and affects our health.*

*Imagine what you could do if you weren't sitting in traffic day after day . . .*

*Imagine a shorter commute to the office.*

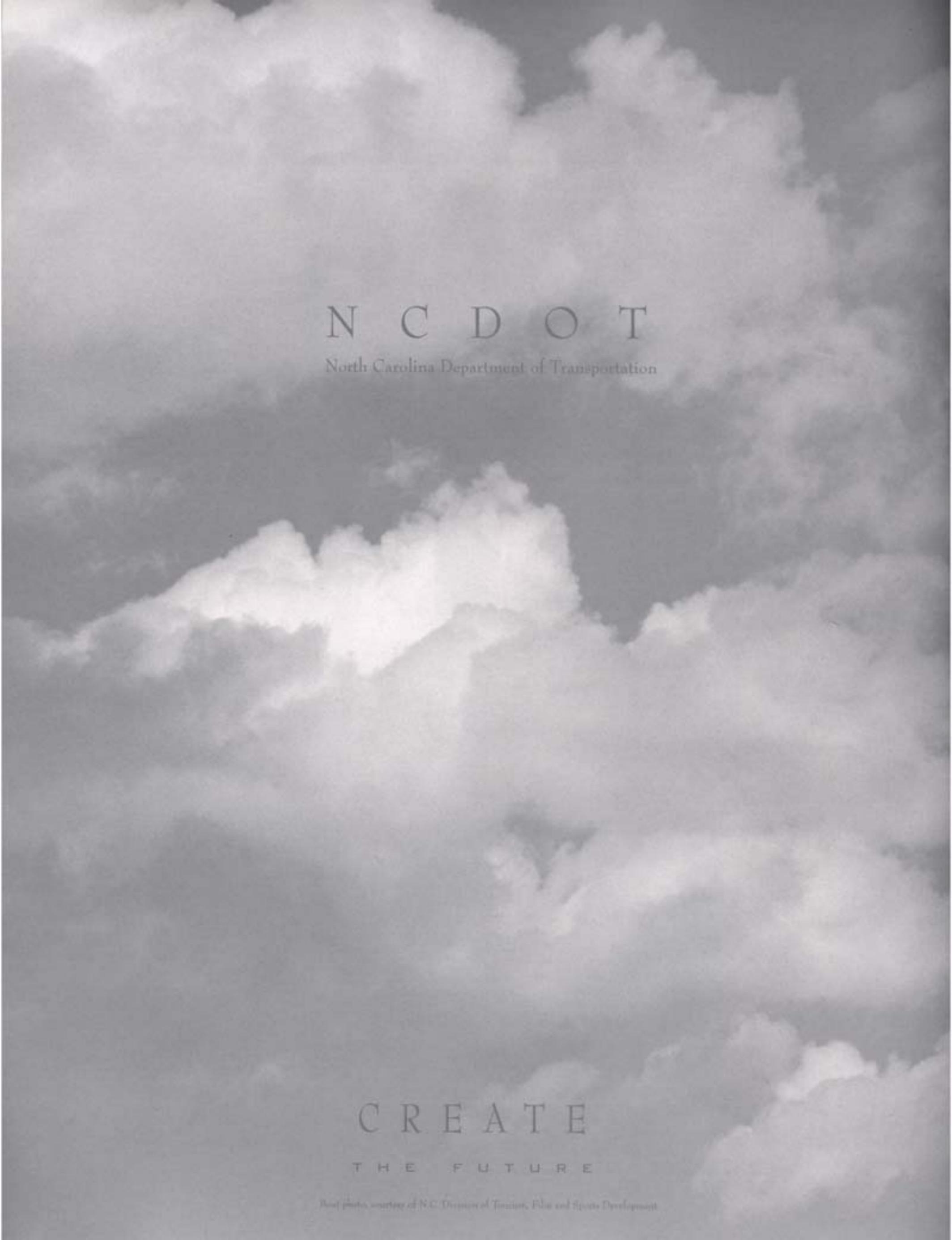
*Imagine a transportation system that exists in harmony with nature.*

*Imagine freedom. Imagine the future.*

For more information, contact the NCDOT Project Development and Environmental Analysis Branch at (919) 733-7844 ext. 265

Think about  
what matters  
most.





N C D O T

North Carolina Department of Transportation

CREATE

THE FUTURE

*Real photo, courtesy of N.C. Division of Tourism, Film and Sports Development*