



April 2010

In this issue:

- **June 2010 Service Change Update**
 - **2010 Smart Commuter Project Grant**
 - **Visionary Awards Winners**
 - **2010 Peer Advisory Board**
 - **Dates to Remember**
-

June Service Change Update

The June 2010 service changes affect every bus route in Community Transit's system and most riders will be impacted in some way. The plan approved by the board considered the substantial public input received as well as the necessity to close a \$5 million gap in the agency's budget this year (and \$11 million in 2011). The service change effective date is Sunday, June 13, 2010. To get a complete look at the upcoming service change, [click here](#).

2010 Smart Commuter Project Grant

The Smart Commuter Project Grant is available to CTR-affected and voluntarily affected worksites in Snohomish County and the City of Bothell that have an active Employee Transportation Coordinator. The total amount available through this grant program is up to \$5,000 per project. Employers may submit more than one grant application. The total grant funding to be awarded is \$40,000. Funding for selected projects is available June 1, 2010 through May 31, 2011. To receive a copy of the grant application, please contact Debbie Anderson at debbie.anderson@commtrans.org. Application deadline is April 20, 2010.

Visionary Award Winners

When faced with the decision last year to eliminate free bus passes for interested employees due to budget cuts, managers at Cypress Semiconductor near Lynnwood looked for an alternative solution. They found it in the new ORCA electronic fare card program.

By switching to ORCA (One Regional Card for All) early, Cypress was able to reduce its costs and increase its effectiveness, as the bulk rates offered through ORCA Passport programs allowed the company to give transit cards to all its employees. The resulting reduction in single-occupant vehicles being driven to its plant earned Cypress Semiconductor the 2009 Employer of the Year distinction at the Visionary Awards luncheon held February 25, 2010 and sponsored by Community Transit.

In addition to Cypress Semiconductor, Community Transit honored an Employee Transportation Coordinator of the Year and two SMART (Save Money and Reduce Traffic) Commuters of the Year – one involved in a CTR program and one who is not affiliated with a CTR program.

This year's winners were:

- Employer of the Year – **Cypress Semiconductor**, unincorporated Snohomish County
- Employee Transportation Coordinator of the Year – **Sara Poirot**, Trade Products & Specialty Manufacturing, unincorporated Snohomish County
- SMART Commuter of the Year, CTR – **Carrie Merkley**, ADP, Bothell
- SMART Commuter of the Year, CTR – **LeeAnn McMillen**, AT&T Bothell
- SMART Commuter of the Year – Non-CTR – **Marjorie Blaine**, Shoreline

[Click here](#) to nominate your Smart Commuter.

2010 Peer Advisory Board

The Peer Advisory Board's Mission is to provide a forum for discussing issues related to Commute Trip Reduction (CTR) in Snohomish County and the City of Bothell. Their duties also include developing recommendations for CTR program recognition, acting as a resource to fellow Employee Transportation Coordinators (ETC) and creating peer to peer educational opportunities for the ETC community in Snohomish County and Bothell.

In addition, the Board reviews requests for conflict resolutions between Major Employers and their jurisdiction regarding CTR related issues. Through discussions with the employer and jurisdiction, the Board will review the information and issue a non-binding recommendation for a resolution.

The Board is composed of five members and two alternates that were elected by current ETCs in Snohomish County and Bothell. Elected board members represent five different categories of Major Employers. These categories are:

- Public sector employers
- Private sectors employers
- Small business employers (less than 150 employees)
- Medium business employers (151 through 400 employees)
- Large business employers (401 or more employees)

Congratulations to our 2010 Peer Advisory Board members:

[Michael Manderscheid](#), SNC Lavalin

[Kemberly Espiet](#), US Navy Family Complex

[Sara Poirot](#), Trade Products & Specialty Manufacturing

[Sabrina Combs](#), City of Bothell

[Cindi Gyselinck](#), AT&T

[Laura Heavrin](#), ADP COS

[Kimberly Ringman](#), Comcast Cable

The Board meets regularly as needed over the course of the year in order to satisfy their responsibilities. ETCs are welcome to attend any Peer Advisory Board meetings. These ETCs are a valuable resource and you can contact them anytime with questions or ideas.

Dates to Remember

Wednesday, April 14, 2010

Marketing Bike To Work/Network Meeting

Marketing Bike to Work, Wednesday April 14, 2 – 4 p.m., Community Transit 2300 Kasch Road, Building A, 2nd Floor Training Room, Everett, 98204.

Marketing Bike to Work: ETCs are faced with the constant challenge of implementing and promoting commute alternatives to their employee population with increasingly limited resources. Bicycle commuting is one of the most cost effective program elements that can be supported by worksites affected by CTR Efficiency Act.

This training will discuss ways you can create and enhance your current bike commute program. Topics included in this training will be ways of making a strong argument for management support of a bicycle program as well as maximizing your efforts by utilizing bicycle events and incentives such as Bike to Work Day and the Bike Commute Challenge.

If you are interested in attending this class, please contact mark.melnyk@commtrans.org by Monday April 12, 2010.

Thursday, April 22, 2010

ETC Basic Training

ETC Basic Training: This one day course (9 a.m. – 4 p.m.) provides ETCs with the necessary tools to develop and promote a successful CTR program including understanding CTR, promoting commute alternatives and supporting strategies, administering your CTR program and developing and selling your program.

This course is offered free and is held at Community Transit, 2300 Kasch Park Road, Building A, 2nd Floor Training Room, Everett, 98204. Snacks and lunch are provided.

If you would like to attend Basic Training, please contact mark.melnyk@commtrans.org by Monday, April 19, 2010.

Thursday, April 29, 2010

Bike to Work Kick Off Event

Bike to Work Kick Off Event, 3 - 6 p.m., Longfellow Large Annex located on 3715 Oakes Avenue Everett, WA 98201.

Community Transit, Everett Transit, local bike shops and many more will be attending in order to get you ready for this year's Bike to Work events. Stop by for a

snack and check out the commuter bike display while you pick up Bike to Work brochures, posters and other incentives to educate and encourage your co-workers.

This will be your first opportunity to get your hands on the *New Snohomish County Area Bike Map*. In addition, registered Bike Commute Challenge team captains can pick up their Bike to Work t-shirts.

Wednesday, May 12, 2010

The New Rideshareonline

Rideshareonline hands-on training, 2 – 4 p.m., Community Transit IT Training Room, 2300 Kasch Park Road, Building D, Everett, WA 98204.

RideshareOnline.com is a self-serve ridematching tool where commutes can enter their commute information and find matches.

RideshareOnline.com provides a free, comprehensive online tool to assist employers in managing their employee transportation program. The tool can help them develop and implement a customized employee benefit program that lowers employer costs, increases productivity, distributes incentives online and helps protect the environment.

Attend this training and learn how to utilize Rideshareonline at your worksite. Please RSVP to debbie.anderson@commtrans.org by Wednesday, May 5, 2010. This class is limited to 12 participants.

Monday, May 17 – June 18, 2010

Bike Commute Challenge

Commit to biking to work at least once a week during this 5 week challenge, motivate your co-workers to do the same and win great prizes. Simple.

Why Ride?

- Improve your own health and the health of the planet all while discovering the freedom and mobility that comes with bicycle commuting.
- Bike Commute Challenge teams compete against each other to win team prizes and individual prizes.
- Italian Dinner for the team that logs the highest average of miles per team member during the Bike Commute Challenge.
- \$100 in bicycling gear – Raffle for all participants who complete at least five roundtrips.
- Team pizza party – Raffle for teams that complete the challenge.

Friday, May 21, 2010

Bike to Work Day: Biking: it's tubular!

Do it for yourself and the planet, man! Biking to work gets your body in the groove and totally helps to green up Mother Earth. It's righteous for your wallet too.

Bike to Work in Snohomish County gives first-time bike commuters, die-hard regulars and fair weather cyclists a chance to ride and celebrate together.

Bike to Work Day is Friday, May 21. There will be several Celebration Stations around Snohomish County. Watch for materials coming soon.

Wednesday, June 16, 2010

Management Support Training: It's Good Business

Management Support Training, It's Good Business: This two hour course (2 to 4 p.m.) will review the business case for CTR programming at your worksite. Included in this training will be a discussion about the different employer and employee benefits associated with CTR programs that will assist ETCs as they approach management to gain support for their planning and implementation efforts.

This course is offered free and is held at Community Transit, 2300 Kasch Park Road, Building A, 2nd Floor Training Room, Everett, 98204. If you would like to attend this training please contact debbie.anderson@commtrans.org by June 11, 2010.