June 2010

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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**. There will be no Community Transit service on Sundays and major holidays. Customer information and the RideStore at Lynnwood Transit Center will be closed on weekends and major holidays. To get a complete look at the upcoming service change, click here.

2010 Smart Commuter Project Grant

The Smart Commuter Project Grant was 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. Congratulations to our grant recipients:

ADP COS Division, Eileen Howard, ETC

There is little incentive offered to ADP COS employees who switch to an alternate form of transportation. ADP does not offer subsidies for carpools, vanpools, or transit. In addition, their leased facility offers 8 carpool spaces, but also provides plenty of free parking located near the entrances. ADP COS will provide commute alternative incentives in the form of subsidies, recognition, contests and other events to encourage their employees to try an alternative to driving alone and identify the benefits to the employees. The goal of the project is to reduce their current SOV rate by 15% as well as using their success to open up a dialogue with management on increaseing the organization's support for ridesharing at their worksite.

City of Bothell, Sabrina Combs, ETC

"Get on the Bus" wil promote using the bus as part of an employee's commute to work by offering one free ORCA card with up to a $90 monthly e-voucher for employees not currently riding the bus. Employees must pledge to ride the bus at least 18 days or 85% of their work days during that month. The promotion will coinside with Wheel Options and other events to encourage employees to try the program and use the free pass to get started. This program will also create a financial record for leadership to show how increasing the amount of the program would increase participation in their ridesharing program.

City of Edmonds, Bertrand Hauss, ETC

In order to increase the number of city employees using the rideshare option, the city will provide incentives to those users. An employee becomes eligible in the Commute Trip Reduction program by ridesharing at least twice a week in a month. Once an employee has completed the first month of participation, they are provided with a start-up incentive of $40. At the end of every month, a $20 incentive is provided to the employee with the highest participation. Additionally, every eligible employee is entered into a monthly prize drawing. Finally at the end of the year, a Commute Trip Reduction award is provided to the employee with the highest annual participation. The incentives range from ORCA cards, car wash coupons and Visa gift cards.

Puget Sound Energy, Melissa Burkett, ETC

Puget Sound Energy will add a carpool program to its commute program. Currently only employees who ride the bus, vanpool or take the ferry can participate in PSE's Commute Program. With ample free parking in Bothell, it has been very difficult to encourage employees to use a commute alternative. Adding a carpool element to their program will help them to achieve this.

The program will be completed in two phases. Phase 1 will be a two week pledge period. In order to sign up, employees will be required to register on www.RideshareOnline.com. Once registered, they will sign a pledge stating that from July 26th-August 6th, they will commute to and from work at least 2 times by carpool. Those who fulfill their pledge will be invited to a lunch.

Phase 2 will be a full scale carpool program. Similar to the pledge, all participating employees will be required to register on www.RideshareOnline.com. Those who commute by carpooling at least 15 times a month will receive a $40 gift card. Employees will be required to log their trips on www.RideshareOnline.com commute calendar.

University of Washington Bothell, Ruth Honour, ETC

The Bothell campus population has increased rapidly over the past year resulting in 85-100% use of parking facilities and increased traffic. It is anticipated that the increasing campus population will exceed the parking capacity by 2011. The current rideshare subscriber list, "Rideshareuwb", was introduced Fall Quarter, 2008 and has not attracted the membership and activity which had been anticipated. The proposed Zimride Program intends to overcome this barrier by utilizing its unique integration with web based social networking facilities.

Zimride demonstrated through its current customers that a significant barrier to ridesharing can be overcome by providing profile information among potential ridesharing parties, reducing uncertainty and perceived risk. Rideshare candidates have full control of the amount of personal information they chose to disclose to potential rideshares.

For more information on any of the awarded projects, please contact Debbie Anderson (425-348-7185) at debbie.anderson@commtrans.org or Mark Melnyk (425-348-2304) at mark.melnyk@commtrans.org.

Bike to Work Day Winners

Hundreds of bicyclists braved dark clouds to enjoy a healthy commute on May 21. Thanks to our many Celebration Station sponsors including CTR affected worksites such as the Boeing, City of Bothell, University of Washington Bothell Campus and US Naval Station cyclists were greeted at each station and rewarded for their accomplishments. There were scones from Great Harvest, hot coffee, key chains and water bottles, bike shop mechanics, bike maps and a chance to win a new bicycle from Harvy's Bike Shop. Every year there is a Bike to Work Day raffle open to all cyclists that biked to one of celebration stations. This year's raffle winners are:

- **Grand Prize:** Raleigh Detour 3.5 Bicycle, courtesy of Harvy's Bike Shop - **David Reed of Intermec**
- Shimano M520 pedals, courtesy of Gregg's Cycle- **Julia Piasecki of Amgen Bothell**
- $100 gift card, courtesy of Bicycle Centres - **Susan Lahti of Mountlake Terrace High School**
- Basil bike pannier, courtesy of Gregg's Cycle.- **Erin Burke of Boeing**
- Cycle glasses, courtesy of Gregg's Cycle. - **Julie Houghton, Mill Creek Resident**

For more information about Bike to Work Day and other bike related events, please visit us at http://www.commtrans.org/Programs/BikeToWork.cfm

Dates to Remember

Wednesday, June 30, 2010, Noon to 1:15 p.m.

Webinar: "Using Qualified Transportation Fringe Benefits Successfully - Examining the Law, Practices and Issues"

Looking to improve the effectiveness of the commuter tax benefits provided to your employees? Have questions about the how to provide these benefits? You will want to attend Best Workplaces for Commuters' next web conference to learn more about "Commuter Tax Benefits".

Please join us for "**Using Qualified Transportation Fringe Benefits Successfully - Examining the Law, Practices and Issues"** web conference on Wednesday, June 30, 2010 to hear Larry Filler who has been involved in transportation and commuter benefit programs

for almost thirty-five years and was President and CEO of TransitCenter, Inc., a nonprofit organization, for over 22 years.

Location: Community Transit Kasch Park Base, 2300 Kasch Park Road, 1st Floor Building A, Automotive Conference Room. Please pre-register for this course by contacting Debbie Anderson (425-348-7185) at debbie.anderson@commtrans.org or Mark Melnyk (425-348-2304) at mark.melnyk@commtrans.org