

Greater Redmond Transportation Management Association

EASTSIDE *COMMUTE* Newsletter

In this Issue:

- **520 Tolling Starts**, p. 1
- **Statistically Compelling R-TRIP data**, p.1
- **Commute Smart and Diamond Award Winners**, p. 2
- **2011 Commute Champions**, p. 3
- **Finding Your Winter ARP**, p. 3
- **Tour de Redmond 2011 Awards**, p. 4
- **Rideshare Online Award Winners**, p. 5
- **Keeping an Eye on the Bottom Line**, p. 5
- **RapidRide – New Service**, p. 6

Tolling Starts in December on the 520 Bridge

All-electronic tolling starts in December on the SR 520 Bridge. The revenue generated from tolls helps build a new, more reliable, safer bridge. 2014 is the target date for opening the new bridge.

Once tolling starts, you'll travel across the SR 520 bridge just like you do today. As you pass through the tolling area the system automatically detects your Good To Go! Pass or license plate in both directions. The toll is then deducted from your Good To Go! account. Those without a Pass such as visitors or infrequent users will Pay By Mail.

Source: <http://wsdot.wa.gov/goodtogo/>.

Statistically Compelling Data for R-TRIP

R-TRIP continues to be an exciting option for commuters to and from Redmond. Redmond's daytime population of 90,000+ means that traffic bottlenecks could be a real challenge for commuters. But R-TRIP's programs are making a difference. Currently, there are 20,813 active users of R-TRIP using alternate modes of commuting. This is an increase of at least 22% from last year at this time.

Driving this increase in alternate commuting modes are many factors—not the least of which is that the price of gasoline has stayed around the \$4 per gallon mark. In the current economy, monetary incentives

can also play a big part in helping people to find alternatives to driving alone to work. R-TRIP offers numerous incentives for taking a bus or vanpool, bicycling, walking, or forming a carpool.

The statistics just from the first 9-1/2 months of this year reveal that 547K trips have been reduced meaning 17M miles not traveled in single occupancy vehicles. This works out to 712K gallons of fuel saved for a total gasoline savings of \$9M. One has only to do the math to discover that this means an average gasoline savings by commuter of \$431 so far this year. On average, the active commuters registered in R-TRIP are participating at a rate that is 90% over last year's.

If these savings don't sway you in making alternate commuting choices, perhaps the environmental impact of your choices could. Environmentally conscious Washingtonians will be thrilled to learn that R-TRIP's myCommuteCalendar tracks not only trips and miles saved, gallons of gasoline not used, but also pollutants reduced. So far this year, VOC reduced is 52,080 lbs; NO_x, 29,259 lbs; CO, 387,677 lbs; PM₁₀, 208 lbs; PM_{2.5}, 194 lbs; and CO_{2e}, 15,616,813 lbs.

What is startling from last year's statistics is that though only 22% more active commuters are participating, the trips, miles, fuel savings, total dollars and pollutants reduced have increased by an average of 90% -- indicating that commuters who do choose to use alternative modes have increased their individual participation significantly over last year.

To find out how you can make a difference—both to your pocketbook as well as to the environment—go to www.GOrtrip.com and sign up for significant savings.

Congratulations to Microsoft!

Congratulations to Microsoft for receiving both the **2011 Governor's "Commute Smart" Employee Transportation Coordinator Champion Award** and **King County's Commute Challenge Diamond Award for Employee Transportation Coordinator Leadership**.

Both awards went to **Lynn Frosch, Jeff Aumell, Randall Williams, Daniel Heldring, Fred Martin, and Wendy Scholtz** for their achievement in commute trip reductions.

Thank you Microsoft for your leadership!

Congratulations to 2011 Diamond Award Winners!

Concur Technologies, Inc. was honored with the Diamond Award for Organizational Leadership. **Genie Industries** and **AT&T** were recognized as 2011 Pacesetters for their outstanding commitment and efforts toward a better environment in the Puget Sound region.

Thank you all for your continued efforts!

Eight Great Commuters Selected as 2011 Commute Champions. Looking for Four More for 2011.



L to R, top row: Russ Wiecking, Bicycle, Physio-Control--January; Gene Obie, Vanpool, Microsoft—February; Jeanne Morrissey, Vanpool, Aerojet—March; Wes Wahlin, Bicycle/Run, Microsoft—April; Bottom Row: Gabriel Klot, Carpool/Walker, Microsoft—June; Maggie Lovell, Bicycle/Carpool, City of Redmond—May; Pat Abdo, Vanpool/Telecommute, AT&T—July; and Max Czapanskiy, Bus, Microsoft—August.

Four more Commute Champions will be selected for 2011. Nominations forms are available on line at www.eastsidecommute.org. Nominators receive a \$25 gift card if their nominee is selected. Nominees receive a \$50 gift card.

WINTER REMINDER: Need an Alternate Ride Partner (ARP)—Justin Case.

An **Alternate Ride Partner this winter** is simply a good idea—a person you can ride with if your car is in the shop or just won't start one morning—or for any number of other reasons.

Don't know someone who can be your **ARP**, go to www.GOrtrip.com and sign up for **myRidematch** to find possible ridematches. Also, try www.Rideshareonline.com to find a ridematch. Or, just start asking around. But whatever you do, find that person **BEFORE** you need the ride. Maybe coffee or just a quick texting back and forth to introduce yourself. We bet they will be glad you contacted them.

Tour de Redmond 2011's 2-Month Challenge Ends With Personalized Award Presentations and Lots of Tips and Testimonials.



Microsoft Tour de Redmond Team "MSFIT 1"

Tour de Redmond's 2011 summer bicycle commute challenge to companies and their bike riders was a 2-month challenge this year—through June and July. Both dedicated and new riders competed for numerous trophies and prize drawings.

Twenty-six member organizations, 557 riders, making 15,447 bicycle commute trips, eliminated 134,760 automobile miles. In so doing, they eliminated 70 tons of pollutants from our air and made driving to work a little easier for the rest of us. Full Statistics along with trophy and prize winners can be found at <http://www.eastsidecommute.org/tourDeRedmondStats.asp>.

Summer 2012 will be the 7th Annual Tour de Redmond. GRTMA is accepting design ideas for T-Shirts. Ideas can be submitted to lballew@grtma.org. If your design is chosen, you will receive a \$250 American Express gift card.

GRTMA thanks its co-sponsors, **Microsoft** and **Cascade Bicycle Club**, for their continued support.

Catch the award presentations and rider tips at www.facebook.com/TourDeRedmond.

Thank you to all of the participants for making this year's Tour de Redmond a success!

RideshareOnline.com's Give Gas Prices a Knockout Punch Prize Winners!

The following **GRTMA member employee winners** carpooled or vanpooled at least 2 days/week between August 15th and September 18th, and added those trips to the tracking calendar in RideshareOnline.com during the promotion period (8/15/11-9/18/11).

Srinivasa Puvvada – Vanpooler, Microsoft, Redmond, won the Coeur d'Alene Resort, ID weekend trip;

Fatima Valentine – Vanpooler, AT&T, Redmond Town Center won the Salish Lodge, Snoqualmie, weekend trip; and

Laura Pickens – Vanpooler, AT&T, Bothell, won the Apple iPad2

Keeping An Eye On the Bottom Line

The Business Benefits of Trip Reduction

Commuters seem to have little difficulty finding good reasons to leave their cars at home and ride their bicycles, carpool, vanpool, walk or take a bus. But the benefits to employers may be even more significant with major savings to businesses as an enticement to engage in helping employees choose alternates to driving alone.

Just a few of these are listed here:

- Reducing Employer taxes – Employers who provide commuting subsidies are allowed tax deductions for these expenditures.
- Hiring and retention. When competing for the best employees, companies who provide commute incentives are more attractive to applicants.
- Reducing the cost of parking. Parking spaces are costly; employees who use alternate commute options reduce the demand for and cost of parking.
- Reducing facilities costs. Employers who offer teleworking options can hire a larger work force without providing more office space resulting in major savings, not to mention greater access to the talent pool.
- Making room for customers. A congested area or lack of parking are detrimental to enticing customers. By offering incentives to employees to choose commute alternatives, traffic and parking congestion are reduced.

- Delivering the goods and services. When mobility is impaired and goods and services delayed due to traffic congestion, it has a direct impact on the business' bottom line. Reducing commuting trips can ease this congestion.
- Improving work force attendance. Flexible work schedules, alternative commuting choices, teleworking--all improve attendance, reduce tardiness and help employees to be more ready for work when they arrive.
- Improving morale for better productivity. Employees appreciate an employer who supports their alternative choices for commuting. Employers who offer these incentives, including but not limited to bus and vanpool tax-free subsidies, carpool incentives, bicycle amenities like showers and lockers, and emergency ride home demonstrate to their employees their concern for their quality of life.

If you work for an employer who offers incentives, maybe you should send your management a note of thanks and appreciation. If you don't, perhaps you should send them this list. Also, remind them that as a Redmond employer they can apply for a grant up to \$5,000 from the City of Redmond's R-TRIP Employer grant program to begin providing incentives for alternate commuting and test whether these bottom-line benefits are in fact ones that could benefit their business.



RAPIDRIDE-B – Always There! New Service for Redmond.

RapidRide buses come so often, you don't need a timetable. Just show up to your closest RapidRide stop and a bus will arrive shortly to take you on your way. You don't need to rely on a schedule or worry about catching a particular trip.

- Service at least every 10 minutes during the busiest morning and evening travel hours.
- 15 minute service during off-peak periods.
- Scheduled service for late night/early mornings.
- Full service seven days a week!

For more information: <http://metro.kingcounty.gov/travel-options/bus/rapidride/>

This is a publication of the Greater Redmond Transportation Management Association, a non-profit Washington Corporation, 8563 154th Avenue NE, Redmond, WA 98052. (425)702-8001. www.eastsidecommute.org. Editor: Linda Ballew

© 2011, Greater Redmond TMA