

Inside Lane

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Get ready for the Commuter Challenge!

If you represent an employer or organization that wants to encourage transportation options at your worksite, we can help!

The Commuter Challenge, which runs April 1 through June 30, is an easy way for your employees or colleagues to try smart commute options.

Individuals can participate in the Commuter Challenge by pledging to replace drive-alone trips at least one time and instead take the bus or train, bicycle, carpool, walk, telework or vanpool. Those who take the Commuter Challenge have a chance to win some great prizes.

There are two ways to sign up. Starting April 1, go to MyCommuterChallenge.org or text PLEDGE to 21970 (message and data rates may apply).

Contact us today to set up a commuter fair. Companies and organizations often plan fun activities that feature the Commuter Challenge. We have marketing and promotional materials that you can use to encourage people to sign up.

Ready to get started? Contact your [employer outreach specialist](#) today.

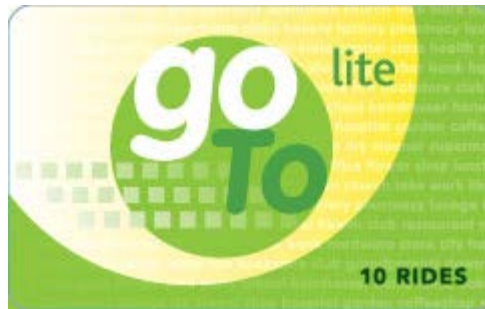
Take a behind-the-scenes look at Metro Transit

We've recently introduced a new blog called *Rider's Almanac*.

It's a place for conversation about the growing Twin Cities transit system and where you can get a behind-the-scenes look at Metro Transit.

Among the topics covered so far in *Rider's Almanac*, we've featured our Lost & Found department, provided information on why we offer free rides to some events and highlighted Commuter Choice Award winner Charlie Stark, who was recently in a *Star Tribune* story about vanpooling and transit tax benefits.

Send your story ideas to RidersAlmanac@metrotransit.org.



Go-To *lite* Cards: Another easy way to pay fares

If you have clients or employees who will be using transit for a limited time period, consider Go-To *lite* Cards.

Go-To *lite* Cards work just like Go-To Cards, but are thrown away after their use.

Because these cards are designed to be thrown away, customers should not register or add value to them. Lost or stolen Go-To *lite* Cards cannot be refunded or replaced.

These Go-To *lite* Cards are available:

- 10-Ride for adults
- 10-Ride for students (k-12)
- 31-Day Passes (\$85 or \$113.50)

Note: The \$85 and \$113.50 SuperSaver 31-Day Passes are no longer available for sale.

For more information on setting up a wholesale account, contact [Bill Wilken](#).

Transit tax benefit increased

In case you missed it: The financial incentive for commuters to take transit got bigger this year.

Under the fiscal cliff legislation approved by Congress, commuters who ride the bus or train or use vanpools to get to work are eligible for up to \$245 per month in a pre-tax transit benefit.

Previously, the commuting costs that transit customers could claim as tax deductible had been reduced to a maximum of \$125 per month, well below the \$240 that car commuters could claim to offset monthly parking costs.

The new level for the federal transit tax benefit is only temporary and will expire at the end of 2013 unless Congress extends it.

[Learn more here](#) or check with your tax adviser.