

Inside Lane

September 2012

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Submit a nomination for a Commuter Choice Award



COMMUTER
CHOICE
AWARDS
2012

We're honoring organizations, employers and individuals for their great work in promoting alternatives to driving alone.

To help us do that, we'd like to hear from you! We're accepting nominations for the 2012 Commuter Choice Awards.

Commuter Choice Awards honor top organizations and employers with successful programs that promote alternate transportation options. Awards for individuals recognize those who demonstrate a commitment to transportation options in their workplace, school or community.

Go to the [nomination form](#) now. Nomination deadline is Oct. 5.

2012 Commuter Choice Awards luncheon

Wednesday, Nov. 7
11 a.m. - 1 p.m.
Murzyn Hall
530 Mill Street NE
Columbia Heights, MN 55421
[See map.](#)

Watch for invitations later this month.

October is Rideshare to Work Month

We're getting ready for Rideshare to Work Month in October.

In October, if your employees explore sharing the ride in a carpool or vanpool, they could win a Kindle Fire or Netbook.

We maintain a list of people who are interested in sharing the ride. To see possible matches for a trip,

just set up a [commuter account](#) with us and enter a commute.

If you're interested in learning more ways to participate in Rideshare to Work Month, contact your [employer outreach specialist](#). We'll work with you on ideas for fun events and promotions at your worksite.



Now's a great time to try Northstar!

If you haven't heard, weekday Northstar commuter rail [fares](#) were reduced effective Aug. 1. We put the train on sale to encourage more people to find out how easy it is to commute to work on the train. These fares are valid through April 30, 2013.

To help your employees sample the service, Metro Transit is offering two days of roundtrip rides. They can experience – at no cost to you or to them – the smooth ride and reliable travel time the train offers. To receive a supply of free-ride coupons you can distribute to potential Northstar riders, contact us [here](#) right away.

New Metropass sign-ups can begin riding immediately!

We're also making it easier for companies to get new Metropass enrollees onboard. When an employee joins Metropass through September, that person can use one of the temporary passes you have on hand. Your employees can ride as much as they like until receive their permanent Metropass – through the end of October if needed. Contact us [here](#) for additional information.

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Commuter Challenge 2012: How did participants do?

We ended this year's Commuter Challenge with great results – more than 17,500 pledges were recorded. Participants also noted that they are driving alone less often as a result of taking the Challenge.

Here are some key findings from a survey of Commuter Challenge participants:

- Nearly 62 percent were first-time participants
- More than 28 percent completed their pledge more than once a day, with 22 percent twice per week
- Since participating in the Commuter Challenge, 26 percent are choosing alternate transportation options just about every day
- Taking transit was the most popular transportation option, followed by biking, carpooling and teleworking

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EMPLOYER SPOTLIGHT

Target



Target hosted a commuter fair to help get information to team members on transportation options.

One of the challenges of a company moving employees to a new location is how to help them get ready for a new work commute.

Earlier this year, Target Corporation enlisted Metro Transit's assistance to strategize on transportation options for nearly 1,500 IT team members who moved this summer from the retailer's corporate headquarters in downtown Minneapolis to Target Northern Campus (TNC) in Brooklyn Park.

"Working with Target employees, it was important to talk about a variety of options – including car- and vanpooling – since bus service to TNC is limited," said Metro Transit Employer Outreach Specialist Suzan Forsberg.

Target formed two internal transportation committees, one addressing short-term needs for those who moved this summer and one on long-term planning for two more waves of team members moving to the north campus in 2014.

The committee used various channels to get the word out, including an internal news feed that Target team members can subscribe to, said Tim Milne, a technical architect at Target and member of the transportation committee.

"Those who follow our feed can join the conversation at any time," Milne said. "Some pose questions to the group, others answer, and we also use this to push official communications."

Among other outreach tactics, a commuter fair was held in August, where approximately 400 team members received information on transportation options.

As a result of the partnership, Metro Transit also adjusted bus service TNC. In addition, two new Metro Vanpools have been formed and the number of carpools tripled – 56 have been registered so far – since early this summer.

"The partnership with Metro Transit has really worked out well," said Greg Ault, building operations manager at Target and member of the transportation committee.

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