

# Inside Lane

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## Get ready for the Commuter Challenge

Every year, our representatives host hundreds of commuter fairs at employer sites across the Twin Cities and answer questions about smarter ways of getting to work. The Commuter Challenge, which begins April 5, is an easy way to encourage your employees to drive alone less often and try healthy transportation choices instead.

Anyone can take the challenge by replacing a drive-alone trip and instead ride the bus or train, bicycle, carpool, walk, telework or vanpool. In addition to attending commuter fairs, your employees can sign up for the 2010 Commuter Challenge starting April 5 at [mycommuterchallenge.org](http://mycommuterchallenge.org).

Those who take the challenge by June 27 have a chance to win great prizes.

### Attend Commuter Challenge kick-off meetings

We're planning meetings to help companies get ready for this year's Commuter Challenge. At the meetings, we'll provide information on ways you can participate and update you on other transportation initiatives.

Here is the schedule:

#### Wednesday, March 3

11 a.m. to 1 p.m.  
317 on Rice Park  
317 Washington St., St. Paul  
Host: [St. Paul Smart Trips](#)

RSVP to 651-224-8555 or [here](#)

**Thursday, March 18**

11:30 a.m. to 1 p.m.

Anoka Technical College – Corporate Center

1355 W Highway 10, Anoka

Host: [Anoka County TMO](#)

RSVP to 763-862-4260 or [here](#)

**Tuesday, March 23**

11 a.m. to 1 p.m.

US Bank Plaza

220 S 6th St.

North Tower - 31st Floor, Minneapolis

Host: Commuter Connection

RSVP to 612-370-3987 or [here](#)

**Tuesday, April 6**

11 a.m. to 1:30 p.m.

Minnetonka Community Center – Banquet Room

14600 Minnetonka Blvd., Minnetonka

Host: [494 Commuter Services](#)

RSVP to 612-749-4494 or [here](#)

If you can't make it to the meeting in your area, contact your [representative](#) today for more information about this year's Commuter Challenge.

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## Telework and get a chance to win great prizes!

Twin Cities commuters can pledge to telework for one or more days per week between April 11-24 and get a chance to win a mini-notebook computer, an Apple iPad and other great prizes!

Telework Twin Cities is being promoted by eWorkplace, a state-sponsored initiative to help metro-area employers expand or begin telework programs.

To get started, you can access free telework training, download a sample proposal from [eWorkplace](#) and learn the business case for teleworking. Telework programs can reduce traffic congestion, save money and time and help the environment.

Check this [website](#) later in March to sign up.

To learn more, contact Adeel Lari, program director, University of Minnesota Humphrey Institute, at [lari001@umn.edu](mailto:lari001@umn.edu) or 612-624-7746.

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## A library for bikes

Bicycling saves money, saves time and improves fitness. Bikes are a great option for getting around the Twin Cities.

This spring, in an effort to give more people access to bicycling as a transportation choice, 494

Commuter Services is establishing a Bike Library.

The office is accepting gently used bicycles that will get inspected and tuned up by Penn Cycle. People who need a bicycle to get to work will then be able to check one out from the library.

For more details, contact Melissa Madison at 612-749-4494 or e-mail [melissa@494corridor.org](mailto:melissa@494corridor.org).

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## Minneapolis College of Art and Design

A reduction in parking spots on the campus of the Minneapolis College of Art and Design propelled members of the MCAD community into action.

Set in a residential neighborhood in south Minneapolis, the college shares its campus with the Minneapolis Institute of Arts. Early this year, the college lost access to an area parking ramp, and a new parking lot for the MCAD community only provided for 100 spaces.

That wasn't enough to meet the previous demand of MCAD's faculty, students and staff who commuted to campus.

MCAD already provided a robust set of commuter benefits, including Go-To College Pass for its students and Metropass for its faculty and staff. MCAD also regularly holds commuter fairs. A bike-commuter benefit rewards faculty and staff who regularly bike by offsetting a portion of maintenance costs.

A campus committee helped identify more strategies to reduce demand for parking.

"We had a charge to look for ways to reduce traffic on campus in general, but it didn't stop there," said Pam Newsome, MCAD vice president of administration.

The campus is now home to an HOURCAR vehicle, which students, faculty and staff can use through a membership with the car-sharing program. The

college purchased two new vans to provide routine trips for students who live on campus. MCAD plans to add 100 more bicycle parking spots and will join Nice Ride, a new Minneapolis bike-sharing program launching in May.

In addition, the college provides transportation information on its intranet.

All the options reflect a philosophy at MCAD, Newsome said.

"There's a huge value in sustainability in MCAD's culture. Commuter benefits for our students, faculty and staff express that in a tangible way."

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