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Congratulations to this year's Commuter Choice winners!



COMMUTER
CHOICE
AWARDS
2010

We recognized organizations, employers and individuals for their creative solutions in promoting alternatives to driving alone.

The 2010 Commuter Choice Awards were announced today (Wednesday, Nov. 10) at Thrivent Financial for Lutherans Corporate Center in downtown Minneapolis.

Congratulations to the [winners!](#)

See list of nominees [here](#).

ride to rewards

Introducing Ride to Rewards

Metro Transit has introduced Ride to Rewards, a program that allows our most loyal customers to get more out of every bus or train ride. Your co-workers or members of your organization could benefit from this new program!

Ride to Rewards is free and open to anyone with a Go-To Card, Metropass, U-Pass, College Pass or Student Pass. Earn points on Metro Transit or any suburban transit provider.

When you join Ride to Rewards, you earn reward points every time you pay a fare with your Go-To Card or pass. You can convert those points into stored value that can be added back to your Go-To Card or redeem points for gift cards.

There's no limit to the reward points you can earn and points never expire.

How to earn reward points

Every time you pay your fare with your Go-To Card or pass, your account is automatically credited with one half of a point (transfers don't earn points). Earn reward points faster by registering your favorite credit/debit card with Ride to Rewards. Use that card at one of our merchant partners and most often you'll receive a point for every dollar spent.

How to enroll

Enrollment is simple and free. Visit RideToRewards.com and enter your Go-To Card or pass number to set up your account.

Get more details at RideToRewards.com.

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Don't forget to track your trips

Track your trips for a chance to win weekly prizes. Every week you use the [Commuter Challenge calendar](#) to track at least one trip (other than driving alone), you'll be automatically entered to win a drawing for a \$50 gift card.

Ride the bus, light rail or Northstar, bicycle, walk, telework or carpool -- just track these trips online for a chance to win!

Plus, you can watch how much gas you're saving and how much you're reducing your carbon footprint.

Rideshare to Work Month

Thanks for helping us promote Rideshare to Work Month in October.

During the month, Metro Transit and the region's Transportation Management Organizations offered incentives to encourage more commuters to share the ride in a carpool or vanpool.

Winner of the prize for a portable DVD player was Lezlie Rabine, of Andover, who tracked 10 or more trips at mycommuterchallenge.org.

In addition, a new vanpool traveling to Starkey Labs in Glencoe from St. Louis Park received the \$300 gas gift card prize.

Congratulations!

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Carmichael Lynch employees played a pretend game of baseball during a social event on the company's rooftop deck.

EMPLOYER SPOTLIGHT

Carmichael Lynch

Sustainability is part of the corporate culture at Carmichael Lynch, the downtown Minneapolis advertising and public relations agency.

The firm provides a wide range of commuter benefits, including a subsidy for Metropass, free bike parking and sheltered bike storage, a locker room and incentives for those who walk to work, to name a few.

"We are serious about our commitment to the environment and do what we can to educate our employees on how to reduce their environmental impact as well as reduce road congestion," said Tracy Pleschourt, the agency's director of office services and sustainability.

The opening of Target Field stadium, just steps away from the firm's headquarters in the Warehouse District, provided Carmichael Lynch a new opportunity to engage its employees this year. When the call came out to help support the city's plans to reduce traffic congestion during Twins home games, employees responded in a big way.

The firm encouraged its 190 employees to commit to using an alternative to driving alone to work for 20 percent of the home games. Those who made the commitment were rewarded with an official Twins baseball cap, and social events were held on the company's rooftop deck during home game days. More than 60 percent of the agency participated.

A previous honoree in the Commuter Choice Awards program, Carmichael Lynch earned a Corporate Responsibility award this year for its leadership in promoting transportation options.

"Our employees like to get involved, live healthy lifestyles and build sustainable futures," Pleschourt said. "We want to find common connections with our employees, stand behind them and promote their

passions.”

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