

Inside Lane

July 2012

IN THIS EDITION

- [Northstar fares reduced effective Aug. 1](#)
- [Changing commuting habits, one pledge at a time](#)
- [Save the date! Commuter Choice Awards luncheon set for Nov. 7](#)
- [Coming in October: Rideshare to Work Month](#)
- [Send us your story ideas!](#)

NEWS LINKS

- [Get ready for the State Fair](#)
- [Enter our video contest: you could win free rides for a year](#)

HELPFUL WEBSITES

- [Ride free to three art fairs Aug. 4-5](#)
- [Your commuter transportation solution partners](#)



→ FORWARD TO A FRIEND



Northstar fares reduced effective Aug. 1

Good news! Regular weekday fares on Northstar will be reduced temporarily starting on Aug. 1.

The fares will be in place through April 30, 2013, during a nine-month evaluation period. Weekend, Family Pass and mobility fares are not changing.

Northstar fares (effective Aug. 1)

One-way fares to/from downtown Minneapolis

Station	Weekday Fare
Big Lake	\$6.00
Elk River	\$4.50
Ramsey (opens late 2012)	\$3.50
Anoka	\$3.00
Coon Rapids-Riverdale	\$3.00
Fridley	\$3.00
Station-to-Station	\$3.00

Attention Metropass employers!

If you offer [Metropass](#) at your company, employees who ride Northstar between Anoka, Coon Rapids or Fridley stations and Target Field Station will no longer have to add value to their Metropass. The new one-way fare of \$3.00 is entirely covered by their pass.

If you don't currently offer Metropass, now is a great time to sign up! You'll give your employees who live in the Northstar corridor a chance to ride the train, which is a fast, reliable, safe and affordable alternative to driving.



Changing commute habits, one pledge at a time

This year's Commuter Challenge is another one for the record books. We recorded 17,505 pledges in the challenge, which ended June 30. That's an increase of 11 percent — or 1,770 pledges — over 2011.

Does pledging really work? Our prize drawing is a great way to get commuters to take the Challenge, and we've found that written pledges do result in long-term behavior changes. According to a survey of Commute Challenge participants last year, nearly 60 percent who drove alone prior to the Challenge continued taking alternate transportation more than twice a week after the Challenge ended.

We appreciate your efforts to encourage employees to replace drive-alone trips and instead take the bus or train, carpool, walk, telework or vanpool. Thanks to all the companies and organizations for hosting commuter fairs, posting promotional materials or creating in-house events to highlight the challenge.

Prizewinners will be announced later in July.

Save the date! Commuter Choice Awards luncheon set for Nov. 7

Please save the date for our annual event to recognize organizations and individuals for creative solutions in promoting smart commute options. The 2012 Commuter Choice Awards luncheon is set for 11 a.m. – 1 p.m. on Wednesday, Nov. 7, at [John P. Murzyn Hall](#) (530 Mill Street NE, Columbia Heights).



COMMUTER
CHOICE
AWARDS
2012

We're providing an early notice so you can think

about submitting a nomination for an award. If you started or enhanced commuter benefits programs at your company this year or know an individual who advocates for transportation options, consider submitting a nomination! Watch for more details in the next *Inside Lane* or check with your [employer outreach specialist](#).

[BACK TO TOP](#)



Coming in October: Rideshare to Work Month

We're celebrating Rideshare to Work Month in October. It's a great time to help your employees discover all the benefits associated with carpooling or vanpooling to work, instead of driving alone.

If your employees create a [commuter account](#) on our Rideshare Planner during the month, they'll be eligible to win a prize!

Our research shows that more commuters who drive alone to work would carpool to work if they could find a rideshare partner. Our online system helps make finding a carpool partner easier. If a match isn't found at first, users are encouraged to check back often. The number of potential matches grows every day as new accounts are added.

Learn more about [sharing the ride](#).

[BACK TO TOP](#)

Send us your story ideas!

Inside Lane is sent to nearly 1,000 commuter benefits coordinators in the Twin Cities. Do you have best practices to share with your colleagues? We'd appreciate hearing from you.

Let us know what efforts worked to promote transportation options at your workplace. We want to feature success stories in an upcoming edition.

Send your story ideas [here](#). Thanks!

[BACK TO TOP](#)

