

Inside Lane

July 2013

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Thanks for helping us promote the Commuter Challenge

If your company or organization participated in this year's Commuter Challenge, thank you for your help!

We appreciate your efforts to encourage your employees to replace drive-alone trips and instead ride the bus or train, bicycle, carpool, walk, telework or vanpool. We recorded more than 14,500 pledges in this year's Commuter Challenge, which ended June 30.

Thanks for all that you did to assist Metro Transit and the region's Transportation Management Organizations, whether it was hosting a commuter fair, planning a special event for your employees, posting promotional materials or helping in other ways.

Here are the prizewinners:

Kindle Fire HD

Tania A., Eagan
Dave H., Minnetonka
Bruce L., Anoka County
Julie L., Minneapolis
Amy S., Minneapolis

Galaxy Tab 2

Pat L., Forest Lake
Eric M., Minneapolis
Jean R., Minneapolis
Jason Y., Apple Valley

Wii U

Theodore E., Minneapolis
Carol H., St. Paul

Galaxy Note

Dianna G., Coon Rapids

To be eligible for prizes, winners have to live or work in the Twin Cities. Two additional winners were being confirmed as *Inside Lane* went to press.

Encourage your employees to keep tracking their trips

Even though the Commuter Challenge ended June 30, you can still track every trip you take.

Set up a free [Trip Tracker account](#) and chart how many ways you find to replace driving. Whether you take transit, bike most days or carpool – you can monitor what you're saving in gas, miles and more!

PLUS every month you log at least one trip (other than driving by yourself) in the Trip Tracker, you're automatically entered in our monthly \$100 gift card drawing.

Commuter Choice Awards luncheon set for Nov. 6

Mark your calendar for our annual event to recognize creative commuting champions. It's our chance to put the spotlight on organizations, employers and individuals for their great work in promoting alternatives to driving alone.



The 2013 Commuter Choice Awards luncheon is set for 11 a.m. – 1 p.m. on Wednesday, Nov. 6, at St. Anthony Main Event Centre (219 SE Main St., Minneapolis). The keynote speaker will be KARE 11 Meteorologist Sven Sundgaard.

If you started or enhanced commuter benefits programs at your company or organization this year or know of an individual who advocates for transportation options, consider submitting a nomination for an award! [Get the nomination form here](#). The nomination deadline is Friday, Aug. 30.

We're promoting carpooling in October

We're planning a campaign in October to highlight carpooling. It will be a great time to help your employees discover all the benefits associated with carpooling to work, instead of driving alone.

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, commuters are encouraged to check back often.

Watch for more details about the campaign in the next *Inside Lane* newsletter.

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