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We're calling attention to your creative work!



**COMMUTER
CHOICE
AWARDS
2010**

We're putting the spotlight on organizations, employers and individuals for their creative work in promoting alternatives to driving alone.

To help us do that, we'd like to hear from you! We're asking for nominations for the 2010 Commuter Choice Awards.

Awards honor those organizations and employers with successful programs that promote transit, bicycle commuting, carpooling or vanpooling. Awards for individuals pay tribute to those who support smart commuting options in their community or workplace.

We've added a separate category for organizations this year. If you've done work to encourage transportation options outside of an employee audience, this category is for you!

[Get nomination forms here.](#)

Nomination forms must be received at Metro Transit by 3 p.m. on Monday, Oct. 11. Winners will be recognized at an awards luncheon in November. Details about the location and date of the event will be available soon.

Interested in being a judge? We're looking for a few more volunteers to help us on panels that decide the award winners. You can submit a nomination and be a judge, too! We'll make sure you are on a panel that doesn't review nominations in your category. Interested? Contact [Rachel Dungca](#) or call 612-349-7536.

Help us promote two fall campaigns

We're gearing up for two campaigns in October – Rideshare to Work Month and Twin Cities Bike Walk Week.

The campaigns can help get your employees more

involved in transportation options. Consider holding events to promote Rideshare to Work Month at your worksite or form a team to participate in Bike Walk Week.

Here's an easy way to get started with Rideshare to Work Month. If your employees create commuter accounts with our Rideshare Planner, we'll send them a \$10 gift card. When they start sharing the ride, they can track their trips at mycommuterchallenge.org for a chance to win a \$50 gift card. Vanpools formed in October will be eligible for one month's worth of free gas.

With [Twin Cities Bike Walk Week](#), your employees can join in this fall's celebration of bicycling and walking in the metro region! Activities are planned Oct. 2-10 to encourage more people to get around by bicycling, walking, taking the bus or train or sharing the ride.

If you're interested in learning more ways to participate, contact your [employer outreach specialist](#).

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Transit pass programs are easier with Go-To Cards

We're helping companies and organizations convert their transit pass programs to offer Go-To Cards in place of SuperSavers.

Using Go-To Cards will benefit your clients or employees and will make administration easier. With the conversion to Go-To Cards, you can offer transit benefits without the hassle of ordering and mailing SuperSavers individually.

If you have more than 25 riders, you can enroll in the Fares Direct program. It takes very little time and effort on your part!

How Fares Direct works

We'll provide you with a spreadsheet formatted to your specific needs. Using this spreadsheet, you record your employee's name, Go-To Card serial number and the desired value to be loaded to the card. The values will be in a pre-populated dropdown list for easy selection. This sheet should be completed monthly then sent to Metro Transit to be uploaded into our system.

Fares Direct requires a \$500 per month sales minimum.

Note: If your company has 10+ employees, you also may be eligible for our [Metropass](#) program.

For more details about Fares Direct, contact [Mary Capistrant](#), 612-349-7631.

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Employer Spotlight

Taking transit to campus has become a familiar message at orientation sessions for new students at metro-area colleges, community colleges and trades schools. Among the reasons to promote taking transit, schools want to relieve parking pressures on campus and help students reduce their carbon footprint.

At more than 40 schools, the talk with students includes an overview of Metro Transit's **College Pass** program. Thanks to the program, participating schools have another way to encourage students to take transit not only to campus, but to work, errands or entertainment.



First launched in 2006, the College Pass program offers local colleges and trade schools a chance to sell students a discounted semester-long transit pass. Schools can subsidize a portion of the pass to lower costs even more to students.

At **Normandale Community College**, marketing the program has become second nature, said Public Transportation Coordinator Ken Bursaw. "We promote it every chance we get," he said.

The college talks about the program at new student orientation, sends out e-mails to students and advertises the program in the student newspaper. In addition, 494 Commuter Services hosts a commuter table at the college the first week of every semester to promote taking transit, biking and carpooling.

North Hennepin Community College takes a similar approach. The college advertises the program during its welcome week on campus, on its website and in e-mail messages to students.

When the program was launched at the school last fall, North Hennepin featured the College Pass in its magazine, which is sent out to 180,000 students and community members, said Director of Marketing and Communications Carmen Shoquist.

At **Inver Hills Community College**, students learn about the College Pass at orientation programs throughout the summer. Signs about the program are also posted on campus, said Susan Rasmussen, director of retail services at the college.

Even though Inver Hills has limited bus service to its campus, the college expects to sell about 100 College Passes this fall. "It's a great service for our students," Rasmussen said.

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