

t o

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Fall  
2004

A Commuting Resource for Employers



## Take the Bike Commute Challenge September 1-30, 2004



The Bicycle Transportation Alliance is opening minds and roads to bicycling through the 2004 Bike Commute Challenge. During the month of September,

businesses compete with one another to get their employees to cycle to work and win valuable prizes—while spreading the word that bicycling is a healthy, low-cost way to commute.

To get started, register your company online at [bikecommutechallenge.com](http://bikecommutechallenge.com) (or if online registration isn't an option, call 503-226-0676 or email [brita@bta4bikes.org](mailto:brita@bta4bikes.org)). The website offers easier registration and expanded resources to help coordinators get the word out, encourage people to ride and build a biking community at their workplace.

The next step is to get your colleagues riding! Encourage fellow employees to sign up and track their rides on the Bike Commute website (or distribute tally cards if employees don't have web access). Even a one-way trip

counts, and employees can use TriMet for part of their commute (for example: bike to a MAX station, ride MAX into town and then bike the rest of the way to work). Employees submit totals to their coordinators by October 1. The coordinator submits a web form (or faxed form) to the Bicycle Transportation Alliance by October 10.

What's in it for bikers? Everyone who rides at least seven days during the month is eligible to receive a 10% discount on bike gear and parts from participating bike dealers. Prizes will be awarded in categories based on type of organization (business or public agency) and size (1-4 employees, 5-24 employees, 25-99 employees, 100-499 employees and 500+ employees), with a special category for bike shops.

BTA will announce the winners at the Bicycle Hubbub on October 14 from 6-8 p.m. at the Bridgeport Brew Pub, 1313 NW Marshall St. Bring the whole family! Find out more at [bikecommutechallenge.com](http://bikecommutechallenge.com) or contact Brita Johnson at the BTA, 503-226-0676 or email [brita@bta4bikes.org](mailto:brita@bta4bikes.org).

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TRIMET

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t o l i v e

# TriMet ticket machines get a facelift

TriMet's ticket machines are getting a new look! They're easy to spot with the bright orange, yellow and blue color scheme. The new machine faces will be installed at all MAX stations by September 1.



## Using the new ticket machines is as easy as 1-2-3:

1. Select your fare type
2. Deposit your money (Visa/MasterCard/Discover accepted at most TVMs)
3. Collect your ticket(s)/pass and any change

All single tickets purchased from the machines are pre-validated (stamped with a date and expiration time). If you purchase a set of 10 tickets, be sure to validate your ticket prior to boarding MAX. Validators are located next to each TVM. All fares purchased from ticket machines are valid on bus, MAX and Portland Streetcar up until the time stamped.



## Please—no smoking in shelters!

TriMet needs your help! There has been a wave of complaints recently about people smoking in TriMet bus and MAX shelters, particularly in the downtown area. We are asking employers to help us get the word out and ask their employees to refrain from smoking inside the shelters. These public spaces are shared by all of us and second-hand smoke can be offensive, even dangerous, to some riders. A smoke-free environment is a benefit to us all. Thank you!

# A fare to remember

Starting September 1, 2004, we're making some changes to help simplify the fare system for riders. A small standard price increase will also take effect.

## Most fares increase slightly

TriMet regularly increases fares to help keep pace with inflation. This year, most single fares will increase by a nickel and monthly passes by \$2, as shown in the chart below.

	Single-Ride Ticket		Monthly Pass	Annual Pass
	1 Ticket	10 Tickets		
Adult • All Zones	\$1.65	\$16.00	\$60.00	\$660.00
Adult • 2 Zones	\$1.35	\$13.00	\$49.00	\$539.00
Adult • 1 Zone	\$1.35	\$12.50	—	—
Honored Citizen All Zones	\$0.65	\$ 6.00	\$17.00	\$187.00
Youth/Student All Zones	\$1.05	\$10.00	\$17.00	—
	All-Day Ticket			
All Riders • All Zones	\$3.50	—	—	—

*2-Zone Monthly Passes must be purchased for Zones 1-2 or Zones 2-3. • Honored Citizen fare eligibility: Age 65+ or Medicare or TriMet Honored Citizen Card. ID required when boarding. • Youth/Student fare eligibility: Youth ages 7-17 and students in high school or pursuing a GED. ID required when boarding for students grades 9-12 or GED and youth ages 15-17.*

## All-Day Ticket price reduced to \$3.50

The All-Day Ticket price will be reduced from \$4 to \$3.50—an excellent value for visitors, shoppers and event-goers. It gives you the freedom of unlimited rides on buses, MAX and Portland Streetcar in all zones until the end of the service day. TriMet's 6-Hour Quik Tik will no longer be sold.



## New Youth/Student fare, pass price reduced

TriMet's existing Youth and School fares are being combined to form a new Youth/Student fare. The price of a Youth/Student Monthly Pass will be only \$17, year-round. The Summer Youth Pass and Youth Annual Pass will no longer be offered.

Youth/Student fares are discounted fares for youth ages 7-17 and students in high school or pursuing a GED. Students grades 9-12 (or GED) and youth ages 15-17 must also show valid ID to the bus operator when boarding.

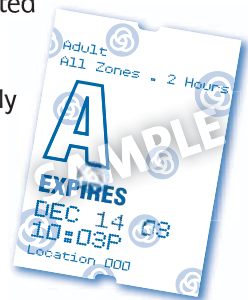
## Only unvalidated tickets go in the farebox

Starting September 1, only tickets without a time stamp should be placed

in the farebox when boarding a bus. Do not place validated tickets in the farebox: instead, show the operator the front of the ticket and keep it with you until you complete your trip.

## New single-ride tickets larger, easier to read

You'll notice ticket machines dispensing larger single-ride tickets. About the size of a credit card, these tickets come pre-validated with the expiration time clearly stamped



on the front.

When you board a bus, just show the operator the front of the ticket and keep it with you until you complete your trip.

## New Half-Month Pass available

Starting on the 15th day of each month, monthly passes will be available for half price. These "Half-Month Passes" will be sold only at the TriMet Ticket Office at Pioneer Courthouse Square.

## Children ages 6 and under ride free

There is no longer a limit on the number of children who may ride free. Starting September 1, any number of children ages 6 and under may ride for free with a paying passenger.

## Annual passes are a Snap

Want to provide a valuable benefit to your employees who take transit? Something with minimal administrative requirements and low overhead? TriMet Snap Pass may be just what you're looking for. Here's how it works:

1. You contract with TriMet to purchase annual transit passes for your company's transit commuters.
2. For every Snap Pass you buy in September, you'll get 12 months for the price of 11. **New this year:** passes purchased at other times of the year will get a prorated discount, so you can start the program or add employees whenever it is convenient.
3. If you pay your invoice in full within 30 days, you'll get an additional discount. Some businesses may be eligible for a quarterly payment plan (no discount applies).
4. You choose whether and how much to subsidize the passes, and then resell them to your employees at the price you set.
5. Your employees receive an ID badge and annual validation sticker so you can be sure they are using the Snap Pass for *their* commute.

The TriMet Snap Pass is a great way for you to reward employees who already know the value of transit commuting. It can help reduce single-occupancy car trips to your worksite, and the potential tax savings for you and your employees can be substantial. For more information, contact your TriMet marketing representative at 503-962-7670 or [employerprograms@trimet.org](mailto:employerprograms@trimet.org).

## TC Spotlight:

### Mark Gorman at Intel Corporation



Most people know Intel as the company that makes microprocessors for computers. They employ 50,000 people in the U.S.—and over 14,500 right here in the Portland metro area. It's a full-time job for one man and his website to encourage Intel employees to make use of commute options.

Intel relies on its Commute Reduction Manager, Mark Gorman. Mark directs Intel's national commute options program from his office at the Hawthorne Farm worksite in Hillsboro. He promotes a variety of options including transit, biking/walking, vanpool, carpool, telecommute and flexible start times. In the Portland area, Intel also operates a shuttle from two nearby MAX stations. "Being one person running a national program is a big challenge," he says with a smile, "but communication is the key."

Mark's most effective communication tool is Intel's Rideshare website, which he created and now maintains. The site, which is part of the company's Intranet, combines information on commute alternatives with interactive pages where employees can not only

learn how to share a ride to work, but also share their commute experiences. One of the more popular features is the "Road Rage" page, where employees can post frustrating (and sometimes humorous) commuting experiences. Mark says their stories help him understand the obstacles encountered during a commute and give him ideas for how his office can help.

Intel participates in TriMet's In-House Sales program, which allows their employees to purchase subsidized monthly transit passes through a secure website. The website makes it easy for employees from different worksites to purchase TriMet passes online, freeing up Mark's valuable time for other tasks. "This website is indispensable," says Mark. "I couldn't do my job effectively without it."

In addition to his full-time job at Intel, Mark is active in community transportation forums. He sits on the board of directors for the Westside Transportation Alliance and is often asked to speak at transportation events. He recently addressed the Regional Council of Governments in Washington, D.C. and the Midwest chapter of The Association for Commuter Transportation in Chicago.

The result of Mark's hard work is profound: 90 percent of Intel's U.S. employees are offered subsidized transportation options. They can learn about commuting and share their experiences through a fun, interactive website that saves money and sets the example for Intel worldwide. All of which makes Mark Gorman uniquely qualified to be in the TC Spotlight.

## New! Transit Tracker by phone

Soon, you'll be able to find out when your bus or MAX train is coming, right over the phone. Just dial 503-238-RIDE from any touch-tone phone, and you can get a Transit Tracker™ arrival countdown for any bus stop or MAX station.

Transit Tracker monitors the actual location of your bus or train, so you'll know exactly when to catch your ride. Plus, each stop will have its own ID number so you can save time the next time you call. Watch for announcements this fall.



# TMA activities update

Transportation Management Associations (TMAs) are organizations that educate employers about transportation issues and commute alternatives. Getting involved with your local TMA is one of the best ways to get ideas and support for promoting your company's transportation program.

## NEW! Troutdale TMA

Transportation coordinators in East Multnomah County now have a new TMA to help educate employers about transportation issues and commute alternatives. For more information, contact Allyson Thompson at 503-669-7473.

## Clackamas Regional Center TMA

After a brief hiatus, the CRC-TMA has returned to support employers in the Clackamas area who want to promote transportation programs and options. The Clackamas Link shuttle service is no longer being offered. For more information, visit their website at [crc-tma.com](http://crc-tma.com) or call Wilda Parks at 503-654-7777.

## Gresham Regional Center TMA

Information on current events can be found at the Gresham Regional Center TMA website, [Gresham.org/transit.htm](http://Gresham.org/transit.htm) or call Kathy Everett at 503-665-3827.

## Lloyd District TMA

On Thursday, October 21, the Lloyd District TMA Bike Committee hosts their annual "Bike Bash" from 4:30 p.m.-6:30 p.m. at B.J.'s Brewhouse, 825 NE Weidler St. There will be free food and a no-host bar. Information on other Lloyd District TMA events and programs can be found at [ldtma.com](http://ldtma.com) or call Moira Green at 503-236-6441.

## Swan Island TMA

The Swan Island TMA is currently working with Alta Planning & Design to devise a workplan for a network of bike and pedestrian trails to and through Swan Island. For more information, visit [swanislandtma.org](http://swanislandtma.org) or call Lenny Anderson at 503-745-6563.

## Tualatin TMA

The Tualatin TMA operates a peak-hour shuttle for participating Tualatin businesses that is free to employees. For information about current events at Tualatin TMA, visit [tualatinchamber.com/whynot/tma.htm](http://tualatinchamber.com/whynot/tma.htm) or call 503-692-0780.

## Westside Transportation Alliance

Information on current events can be found at the Westside Transportation Alliance website, [wta-tma.org](http://wta-tma.org) or call Dan Aberg at 503-617-4844.



## Contact TriMet

**TriMet information** (weekdays, 7:30 a.m.–5:30 p.m.) ..... 503-238-RIDE  
TTY 503-238-5811

- Trip planning
- Lost & found
- Snow & ice

Bikes on TriMet..... 503-962-7655

Senior & disabled citizens..... 503-962-2455

Carpool information..... 503-227-7665

[carpoolmatchnw.org](http://carpoolmatchnw.org)



See where it takes you.