

t o

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Summer  
2004

A Commuting Resource for Employers



## MAX Yellow Line is here!

After more than five years of planning, construction and testing, the much anticipated Interstate MAX Yellow Line opened to the public on May 1st. During the opening weekend, nearly 38,000 trips were taken on the line. The \$350 million project enhances transit service, sidewalks, streets and amenities along Interstate Avenue.



Dignitaries, neighborhood residents and rail enthusiasts from all over the region came out to celebrate. Jazz and blues bands played at the Albina/Mississippi Station, while the Kenton neighborhood celebrated its 100th anniversary at the Kenton/N Denver Ave Station. Japanese culture was the focus at the Expo Center Station, which featured Taiko drummers and traditional Japanese cuisine. The N Portland Blvd station included a TriMet transportation fair and the N Killingsworth St station celebrated with a multi-cultural festival.

The new MAX Yellow Line provides daily service every 10 minutes during rush hour, and every 15 minutes afternoons and evenings. Plan your trip on MAX Yellow Line at [trimet.org](http://trimet.org); printed schedules are available at the TriMet Ticket Office in Pioneer Courthouse Square as well as Fred Meyer, Safeway and Albertsons stores.



Sign up for email updates at [trimet.org](http://trimet.org) to get the latest on what's happening with MAX Yellow Line, the bus lines you ride or to stay informed about other TriMet news and information.

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## Park & Ride lots on MAX Yellow Line

### Delta Park/Vanport Station

1940 N Victory Blvd.

- 129 spaces next to the MAX station are open seven days a week during the hours of Yellow Line operation
- 175 additional spaces are available on weekdays only
- Sign posted at I-5 offramp indicates whether lot is open or full

### Expo Center Station

2060 N Marine Dr.

- 300 spaces are available on weekdays only
- Arrive before 10 a.m. to avoid paying a fee to park
- Park & Ride spaces are indicated by white lines; non-Park & Ride spaces have yellow lines



## Carefree Commuter Challenge July 12 - 25, 2004

During a two-week span in July, thousands of metropolitan-area employees will accept the challenge to try alternate ways of getting to work. Hundreds will be rewarded in the effort to ease road congestion, reduce pollutants in the atmosphere and conserve gasoline.



Rewards come in the form of saving on fuel costs, forming new exercise habits and, of course, prizes. Last year nearly 300 people from 96 participating employers won prizes like an annual TriMet pass, a digital camera, a weekend beach getaway, an electric scooter, a river cruise and a train excursion. In all, \$12,000 in prizes were awarded to employees who were up to the challenge.

The Carefree Commuter Challenge is created and organized by the Westside Transportation Alliance (WTA), and funded through sponsorships and contributions by agencies and businesses who see the Challenge as a tool for educating the public about air quality and transportation issues.

This is a great opportunity for employers to increase employee participation in their commute programs, and to educate employees about the array of cost-effective options they have to get to and from work. For information on how your organization can participate, contact Donna Schmidt from the WTA at 503-617-4844 or [donna@wta-tma.org](mailto:donna@wta-tma.org).

## New bike lockers at Yellow Line Stations

Each of the 10 new MAX stations along MAX Yellow Line includes bike locker spaces on or near the platform. The stainless steel lockers offer two bike spaces per unit, with four units at each MAX station. TriMet provides the lockers on a first-come-first-served basis, and you must provide your own lock. TriMet is not responsible for items lost or stolen from these lockers.



With a total of 80 new bike locker spaces, Interstate MAX riders have additional incentive to begin and end their commute with a healthy bike ride. For more information, contact Adam Argo with TriMet at 503-962-2143 or email [ARGOA@TRIMET.ORG](mailto:ARGOA@TRIMET.ORG).

# Save money with Passport

Looking for an employee benefit that's worth more than you pay for it and shows your company's commitment to eco-friendly alternatives? TriMet's Passport program allows your business to purchase a TriMet All-Zone Annual Pass for all qualified employees while paying only for those who are actually using transit. The pass is valid for travel on all buses, MAX and the Portland Streetcar for a full year. It's a cost-effective way to encourage employees to try other commute options instead of driving their cars.



The steps are simple. Your TriMet marketing representative will show you how to survey your employees to find out how they get to work. Then, based on those numbers, they will give you a price estimate. Once the contract is signed, all you have to do is distribute stickers that are placed on photo identification badges, which ensure that only your employees are using the transit pass you've provided. The program contracts and stickers are valid from September 1 through August 31, but employers who are new to the program may start at any time.

## Already have Passport?

It's time to renew your annual contract to ensure prompt delivery of your new stickers, which take effect September 1, 2004. Depending on when you signed up, you may need to survey employees on their commute methods this year before you can renew.

For more information about TriMet's Passport program or to find out if you need to survey your employees this year, contact your TriMet marketing representative at 503-962-7670 or [employerprograms@trimet.org](mailto:employerprograms@trimet.org).

# Clean Air Action—get involved!

More than 550 businesses in the Portland-Vancouver region participate in the Clean Air Action Day program by encouraging their employees to reduce activities that contribute to smog formation. This region-wide effort is important because about 80 percent of air pollution comes from activities that we do every day!



## What is a clean air action day?

When air pollution threatens to hit the highest levels of the year, the Oregon DEQ teams up with the Southwest Washington Air Pollution Control Authority to issue smog advisories. Local TV and radio stations, plus participating area businesses, receive these advisories via fax and email.

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## Transportation Management Associations

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.

### Gresham Regional Center TMA

[gresham.org/transit.htm](http://gresham.org/transit.htm)  
503-665-3827

### Lloyd District TMA

[ldtma.com](http://ldtma.com)  
503-236-6441

### Swan Island TMA

[swanislandtma.org](http://swanislandtma.org)  
503-745-6563

### Troutdale TMA

[athompson@westcolumbiagorgecc.org](mailto:athompson@westcolumbiagorgecc.org)  
503-669-7473

### Westside Transportation Alliance

[wta-tma.org](http://wta-tma.org)  
503-617-4844

The logo for Transportation Management Associations (TMA), featuring the letters "TMA" in a bold, italicized, sans-serif font inside a white circle.

## TC Spotlight

### Gina Eska-Reed of Holiday Inn Portland

Great transportation coordinators know that the best way to promote transportation options is to use



those options themselves. For Gina Eska-Reed, transportation coordinator at the Holiday Inn in the Lloyd District, leading by example has

proven to be quite effective. Each morning Gina takes MAX and the bus to work, dropping off her young son at daycare along the way.

By showing employees how easy it is to use the transit system, Gina has also been a significant force in the implementation and retention of the Passport program at Holiday Inn Portland. "Our employees are very pleased with Passport," Gina says with a broad smile. Passport has given Holiday Inn staff an incentive to take transit, freeing up parking spaces for hotel patrons and reducing neighborhood congestion.

Gina's dedication to commute options was so inspirational that she was a

recent recipient of the Lloyd District TMA's Commuter of the Year award, which recognizes a shining example of personal commitment to commute options.

But Gina's efforts go far beyond her personal commitment. She has employed several aggressive methods to illustrate the importance of commute options to her staff. "One of the most important things you can do," says Gina, "is show employees the money they can save by leaving their cars at home, or not even owning one." Making sure her staff realizes how much money they can save and what they could do with that money has had a tremendous impact on the Holiday Inn's ability to keep the Passport program and build interest in it each year.

Gina hasn't always had these programs or options at her disposal. Having lived in Arizona and San Francisco, she's had a great deal of exposure to other transit systems and the people who choose to take advantage of them. "Portland's system is by far the best," she says. "What makes Portland so different is the community's willingness to use the options they have."

"Clean Air" continued from p. 3

### How can I get on the list?

To sign up, just go to [www.deq.state.or.us](http://www.deq.state.or.us). You'll also find lots of good ideas on how to get the message out to your employees. Encouraging commute alternatives like bus or MAX, carpooling, walking, biking or telecommuting is a great way for everyone to take action. Your efforts will make the difference!

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

## Log on, Match up, Drive off



Even two people can form a carpool, and arrangements can be as flexible as you want—even just one day a week.

Log on to  
[www.CarpoolMatchNW.org](http://www.CarpoolMatchNW.org)  
now for a potential carpool match.

SHARE THE RIDE • SAVE MONEY & TIME

## 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 ..... 503-962-7644

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

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

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

To Work is published quarterly by the TriMet Marketing Department  
For more information about employer transportation programs, contact TriMet Marketing at  
503-962-7670 or [employerprograms@trimet.org](mailto:employerprograms@trimet.org) • FAX 503-962-6469 • [trimet.org](http://trimet.org)



See where it takes you.