

SPECIAL INTEREST ARTICLES:

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NEWS AND INFORMATION:

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"EASTSIDE EXPRESS" IS A
PUBLICATION OF GREATER
REDMOND TMA, A PRIVATE
NON-PROFIT ASSOCIATION

LINDA BALLEW, EXECUTIVE
DIRECTOR

CINDI GYSELINCK, PROGRAM
COORDINATOR

BJ RAYNES, R-TRIP PROGRAM
COORDINATOR

DANIELLE SEMPLE,
MARKETING ADMINISTRATOR

CONGRATULATIONS DIAMOND AWARD WINNERS!

Commuter Challenge 2005 has just named three Redmond organizations as "Diamond Award Winners" for their leadership in commute trip reduction:

Microsoft
SNC Lavalin
WorldMark, the Club

Two individuals have also been named "Diamond Award Winners" for their outstanding accomplishments and leadership as ETCs:

Brady Clark, Safeco
Josh Castle, Safeco

Each winner is being recognized through a direct mail brochure to King County's largest employers, a public relations program, the Commuter Challenge Web site and newsletter, and, finally, at an awards ceremony on May 4th.

Congratulations to these outstanding companies and individuals!

For more information about these and other winners, log onto www.commuterchallenge.org.

PROPOSED TRANSIT CHANGES TO IMPACT REDMOND COMMUTERS

Your comments and concerns needed ASAP

King County Metro and Sound Transit are working together to propose potential changes to bus service in Bellevue, Kirkland, Redmond, Juanita, Finn Hill, Kingsgate, Woodinville, and Duvall.

The changes include some new services, changes to existing routes, and discontinuation of other services.

Concerns from Redmond commuters have been expressed about the proposed discontinuation of **Route 291** to Willows Road. No replacement service is being proposed. This would leave Willows Road with no bus service.

You may send your comments by email to Barbara.demichele@metrokc.gov or

call their message line at 206-684-1146.

Written comments can be mailed to King County Department of Transportation Community Relations & Communications, KSC-TR-0824, 201 S. Jackson St., Seattle, WA 98104.

Proposed changes are expected to be phased in between 2007 and 2009.

All proposed changes are available for viewing at <http://transit.metrokc.gov>.

**2006 WHEEL
OPTIONS WINNERS:**

**\$100 REDMOND TOWN
CENTER GIFT CARD**
SPONSOR: CITY OF
REDMOND

- URSULA WRIGHT,
MICROSOFT
- JORDAN TIGANI,
MICROSOFT

**\$100 NORDSTROM GIFT
CARD**
SPONSOR: GROUP HEALTH
COOPERATIVE

- NANCY KELLY,
ASTRONICS

**\$50 HOME DEPOT GIFT
CARD**
SPONSOR: GREATER
REDMOND TMA

- LORRAINE BARDEEN,
MICROSOFT
- STEVEN CHESTER,
MEDTRONIC ERS

**\$50 BELLEVUE SQUARE
GIFT CARD**
SPONSOR: HONEYWELL

- CAROLANNE MILLER,
HONEYWELL

**\$50 COMMUTER BONUS
VOUCHER**
SPONSOR: SAFECO

- JANET HANNAFORD,
NINTENDO

**4 EVERETT AQUASOX
TICKETS**
SPONSOR: EVERETT
AQUASOX

- DEREK HILBORN,
HONEYWELL

\$25 TULLYS GIFT CARD
SPONSOR: WILLOWS
COMMERCE PARK

- STEVE ROUNTREE, CITY
OF REDMOND
- KATHY SHELTON, LAKE
WASHINGTON SCHOOL
DISTRICT
- MICHAEL JENNINGS,
NINTENDO
- TOM HASTINGS,
HONEYWELL

**NINTENDO DS BUNDLE
PAK**
SPONSOR: NINTENDO

- MALISA FILES, CITY OF
REDMOND

**AAA OF WASHINGTON 1-
YEAR MEMBERSHIP**
SPONSOR: AAA OF
WASHINGTON

- ANTHONY EAYRS, CITY
OF REDMOND

MAY IS BIKE TO WORK MONTH!

Remember how great you felt when you were bicycling to work last summer? Well, with the price of gasoline skyrocketing, you're going to feel even better this summer—so "Grin and Bike It!"

Cascade Bicycle Club Education Foundation is sponsoring the Starbucks **Bike to Work Day, Friday May 19 – 6am to 9am.**

There are 37 Commute Stations throughout the region where you can pickup water bottles, snacks, maps and other useful goodies.

If one day is not enough, the **Group Health Commute Challenge** lasts from May 1-31.

Check out the web site at www.cbcef.org for more information. Prizewinners will be announced in June.

"TOUR DE REDMOND" AND FREEDOM BIKE RALLY

The GRTMA and its member businesses in Redmond are joining together to encourage a competitive spirit all summer long with the "Tour de Redmond" and the FREEDOM Bike Rally.

The "Tour de Redmond" bicycling challenge is going out to all GRTMA members. Bicyclers are encouraged to form teams during the months of June, July and August and compete in several categories to win the "Tour de Redmond".

Team award categories:

- Most total bicycle miles traveled by a team
- Most bicycling days by any team
- Largest team bicycling (minimum 15 days in three months)
- Team bicycling the longest daily roundtrip commute

Individuals can also win in the following categories:

- Most miles traveled
- Most number of days traveled

Each team or individual must record and track their own participation monthly and report their final results by September 5.

The company or organization who has the most percentage of bicyclists participating will receive a special recognition award.

Successful teams are invited, along with their families and friends, to gather at the FREEDOM Bike Rally at Redmond Town Center on Saturday, September 9, to be recognized and receive prizes for meeting their challenge.

Every bicycler who participates at least 15 days over the summer will receive a Certificate of Recognition and a gift.

MOTORCYCLES AS CARPOOLS? WELL...NO.

Motorcycles are permitted by federal law to use HOV lanes, even though they typically carry only one passenger. The reason is that allowing motorcycles to use HOV lanes keeps them moving, and it is considered safer to keep two-wheel vehicles moving than it is to have them traveling in start-and-stop traffic conditions. The federal law allowed

individual states to override this provision if they determine that there is an inherent safety risk by allowing motorcycles to use HOV lanes. While most motorcycles may use less fuel, they actually produce more air pollution than

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IN SEARCH OF COMMUTE “CHAMPIONS”

Are you one? Do you know one?



Is there someone you respect and admire who bicycles, carpools, vanpools or rides public transit to work?

Could this person serve as a role model to inspire others to follow his or her example?

You may have discovered a potential

commute “champion.”

If you have, or if you think you may be one yourself, please let your ETC know as soon as possible.

The GRTMA, in partnership with member companies, is sponsoring a campaign to identify and recognize these “champions.”

This recognition will take multiple forms. Their pictures will be posted inside their respective companies to identify who they are and what form of commuting they do.

They may also be asked to participate in a Redmond-wide campaign to help change thinking and behavior with regard to commuting.

And, of course, there will be some nice gifts for these “champions.”

DO YOU KNOW WHO YOUR EMPLOYEE TRANSPORTATION COORDINATOR (ETC) IS?

IF NOT, LOG ONTO WWW.GRTMA.ORG AND FIND THE ETC AT YOUR COMPANY.

YOUR ETC CAN OFTEN HELP YOU IDENTIFY COMMUTING RESOURCES, ANSWER QUESTIONS, TELL YOU ABOUT THE LATEST PROMOTIONS, AND GENERALLY HELP YOU TO MAKE YOUR DAILY COMMUTE MORE ENJOYABLE AND ECONOMICAL.

RIDESHAREONLINE.COM – YOUR LIFELINE AWAY FROM HIGH GAS PRICES?

In the Puget Sound region, gas prices are an average of 54 cents more a gallon than they were this time last year. If you haven't done the math, then you probably don't know that you could be spending, on average, \$500 more a year just for gasoline.

Increasing congestion, due in part to spectacular growth in Redmond, and construction happening on our roadways are combining with gas prices to make a convincing argument to find a carpool partner.

So now you are ready, but how do you find a partner? Check out www.RideshareOnline.com for starters.

Signing up is so easy. You choose whether you want to give out your home or work telephone numbers. And, if you prefer, you can put in different hours for each commute day. A new feature lets

you pull down a menu of worksites which makes it so quick to complete—about two minutes. If time is money, isn't two minutes worth \$500? Think about it.

RideshareOnline.com
The easy way to ride
or drive with someone else.



15592 NE 36TH STREET
REDMOND, WA 98052
PHONE: 425.702.8001
FAX: 425.702.9628
E-MAIL:

LINDABALLEW@GRTMA.ORG
CINDIG@GRTMA.ORG
DSEMPLE@GRTMA.ORG
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WE'RE ON THE WEB!

SEE US AT:

WWW.GRTMA.ORG

NEW FACES AT THE GRTMA

The GRTMA is happy to announce the addition to staff of Danielle Semple and BJ Raynes. Both Danielle and BJ come with a wealth of marketing experience to help the GRTMA meet its members' goals.



Danielle Semple, Marketing Administrator, has her BA in Business from the University of Washington and is working on her MBA. Danielle has a broad range of experience in marketing, promotions, and communications.



BJ Raynes, Program Coordinator, has over 20 years of achievement in project management, marketing, operations, promotions, and communications. Her BS is in Education from Kent State University

We feel privileged to find and hire these two talented ladies. Look for them at R-Trip and GRTMA events.

Continued from page 2 - **MOTORCYCLES...**

many passenger vehicles. The California Air Resources Board (CARB) reports that motorcycles now produce up to 15 times the emissions per mile as the average new car or light-duty truck. The EPA reports that motorcycles produce more harmful emissions per mile than driving a car or even a large sport utility vehicle (SUV) and adopted, in December 2003, national standards for motorcycle exhaust emissions.

Simply put, motorcycles are allowed to use HOV lanes for safety, not because they are less polluting.

Source: www.dsa.csupomona.edu/parking/questions

ABOUT OUR ORGANIZATION...

The GRTMA is a non-profit membership association serving business in the greater Redmond area. This award-winning organization seeks to provide marketing, promotions, transportation demand management, and a range of other services to help employers comply with CTR and TMPs while growing their businesses and meeting their goals and objectives.