



Clean Commute Chronicle

August 2009



In This Issue

Clean Commute Challenge	1
1st Clean Commute YouTube Filming in Downtown Lansing	1
Featured "Commuter" of The Month	2
Open Carpools & Vanpools	3

Don't forget the Clean Commute Challenge Sept. 14-18, 2009!

September 2009 Clean Commute Challenge & Campus Challenge Week!

Once again, we are pleased to announce that the Clean Commute Challenge Week will be held this September, along with the Campus Challenge. The Challenge Week will take place September 14-18 with activities highlighting a different form of commuting each day. For the Campus Challenge, our local MSU and LCC colleges will compete against other college campuses from across Michigan, competing to log the most bus, carpool, vanpool, bike or walking trips.

- Monday, Sept. 14:** Bicycling Day-Okemos students leading a Bike to School Event
- Tuesday, Sept. 15:** "Jump in the Pool" carpool/vanpool day - Special press announcement!
- Wednesday, Sept 16:** Walking Day- Noon walk with Joan Bauer. Meet at Capitol steps
- Thursday, Sept. 17:** Bring a Buddy, Ride the Bus
- Friday, Sept 18:** Favorite Clean Commute Mode & Clean Commute Chow-Down Celebration - Restaurant TBA!

In addition, BIGGBY Coffee will once again be a big supporter of the Challenge Week. All Greater Lansing BIGGBY locations will offer a BOGO coupon for every time that you log-in your clean commute mode. If you walk into a BIGGBY location and show them your bus pass, bike helmet, bring in your carpool partners, or mention Clean Commute Options, you will then receive \$1.00 off any grande drink! BIGGBY, along with MichiVan, and Q'Doba Mexican Grill have generously donated prizes that will be given out at the Friday "Chow-Down" Celebration, so please make sure you have logged in your "clean commutes" all week and come out to chow-down and celebrate your participation in the Challenge.

We encourage all of you to participate in the Challenge Week and log your commutes at cata.org, for a chance to win fabulous prizes! A finalized schedule of events and locations will be included online and in an early edition for next month's newsletter, or you may join us on Facebook or Twitter for updates. Please feel free to contact the Program Coordinator regarding these events via phone at 517-393-RIDE or email cleancommute@cata.org.



Join us on September 2nd for the First Ever YouTube Clean Commute Filming!



September 2nd will mark a first for the Clean Commute Options Program and Greater Lansing Area. Join us for this community event and you could even be caught on film for a few seconds of fame! We will be at City Hall Plaza on the corner of Capitol & Michigan the morning of September 2nd at 11:30 am to film our first ever YouTube piece! The piece will use local dancers, real-life clean commuters, community partners, and others, all joining together to celebrate how easy and enjoyable clean commuting can be!

If you are interested in having your carpool or vanpool involved, bicycling or walking by, please let me know by August 28th, and we will provide you with additional details. We need men and women of all ages and experiences to take part! If you just want to come and watch what's happening, feel free to stop by and enjoy the fun! For additional questions or concerns, contact the Program Coordinator at 393-RIDE or email cleancommute@cata.org.

We will share a link to the finished YouTube piece via our website, Facebook page, and an email with the YouTube link can be sent out to all interested individuals and our partners! Thanks to all that you do to contribute to a cleaner commute and a cleaner community, because *it all adds up to cleaner air!*



Contact Us

Clean Commute Options
4615 Tranter Street
Lansing, MI 48910

Phone: (517) 393-7433
Fax: (517) 394-3733
Email: cleancommute@cata.org
Web: www.cata.org

Visit us on Facebook & Twitter!



Other Alternative Transportation Providers

CATA: 517-394-1000
MichiVan: 800-VAN-RIDE
EATRAN: 517-543-3040
Clinton Transit: 800-800-5938
TCBA: www.biketcba.org

Vanpool Anniversary!

This month we are featuring not an individual person, but an entire vanpool! Vanpool #29429 is a 10 passenger vanpool commuting from Brighton to Lansing 5 days per week.

Clean Commute Options often talks about the many benefits related to clean commuting. Cost savings, environmental benefits, and exercise all add up to incredible savings! Please read the announcement from the primary driver of the Brighton vanpool below. Alex even combines modes by walking or riding his bike to meet the van each day. One morning while walking down the path, a skunk ran right in front of him. Fortunately the skunk did not get "friendly." Another time he was returning home on his bike, and suddenly found himself in the middle of a bike race in the park. He was given a free water bottle, and told to turn around to finish the race!

The update below couldn't demonstrate more clearly the many benefits that result from choosing a cleaner commute! Great job MichiVan vanpool # 29429!

"Next week will be the first anniversary of our Brighton-to-Lansing van. In one year our MichiVan drove 25,000 miles. With an average of 8 riders, we saved a combined total of 8 x 25,000 = over 200 thousand miles of driving with our cars.

We saved over 8 thousand gallons of gasoline, which helps the environment.

Based on MDOT driving cost estimates, our group saved about \$100,000 in automobile driving expense, while paying about \$13,000 to ride a MichiVan. That is a net savings of over \$86,000 for our group in just one year of operation!

I also turned this into a great exercise program by walking 2 miles a day roundtrip from my house to the van lot. In one year I have walked over 500 miles.

That is the "vanpool difference." Congratulations to all of you, and I am looking forward to another great year!!"

Alex MichiVan #29429

Carpools Looking for More Riders

- Ann Arbor-Lansing
- Brighton-MSU
- Charlotte-Lansing
- Corunna/Bancroft-Lansing
- Durand/Corunna-Lansing
- Durand/Perry-MSU
- Jackson-Lansing
- Eaton Rapids-Lansing
- Eaton Rapids-East Lansing/MSU
- Jackson-East Lansing
- Kalamazoo/Battle Creek-Lansing
- Lowell/Ada-Lansing
- Novi-Lansing
- Owosso-East Lansing/MSU
- Owosso-Lansing
- Portland/Eagle-West Lansing
- Portland/Ionia/Eagle-MSU
- Saint Johns-Lansing
- Spring Arbor/Jackson-Lansing

Vanpools Looking for More Riders

- Ann Arbor-Lansing
- Brighton-Lansing
- Canton-Lansing
- Grand Rapids-Lansing
- Highland/Novi/Brighton-Lansing
- Howell-Lansing
- Ionia/Saranac-Lansing
- Jackson-Lansing
- Lapeer-Flint-Lansing
- Lennon/Flint-Lansing
- Milford/Southfield-Lansing
- Southfield-Lansing

Contact Clean Commute Options by calling (517) 393-7433 or email cleancommute@cata.org for more information on how to join.