



# Clean Commute Chronicle

September 2009

## In This Issue

Clean Commute Challenge

BIGGBY Asks Commuters To B Clean!

Featured Commuter of the Month

2010 Vanpool Pricing

1st Clean Commute YouTube Filming in Downtown Lansing

Open Carpools & Vanpools

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

## B Challenged!

We are excited to challenge all of our registered commuters, business partners, community organizations, and others, to "Get On Board!" and participate in this year's Clean Commute Challenge Week. This year's Challenge will occur September 14-18, 2009, with different activities occurring each day, highlighting the different modes of clean commuting. **Log-in all of your bus, carpool, vanpool, bike, or walking trips taken each day** to receive BIGGBY COFFEE discounts. In addition, each time you log-in one of your clean commute trips, you will be entered for a chance to win fabulous prizes including gas cards, a bus pass, bicycle gift certificates, free coffee, Q'Doba discounts, and more!

### Monday, September 14: Bicycling Day

- "Pedal Pushers" bicycle commuting class held at MSU Bike Shop from 6 to 7p.m. under Bessey Hall off Farm Lane. Please RSVP to Attend!
- LCC Bicycle Commuting Class from 12:00-1:00pm at Main Campus
- Okemos H.S. students holding a "Bike to School" Day.

### Tuesday, September 15: Carpool/Vanpool Day

- "Jump in the Pool" ride-matching event held outside the MSU International Center from 11:00am-2:00pm.
- Select parking meters in downtown Lansing will be bagged to provide free parking for carpool and vanpool participants all week long!
- 2:00pm press conference announcing a special incentive for carpool & vanpool participants traveling into downtown Lansing.

### Wednesday, September 16: Walking Day

- Noon walk in downtown Lansing! Walk begins at the Capitol steps at 12:00 noon, so come join us to bring more awareness to walking.

### Thursday, September 17: Bring a Buddy, Ride the Bus

- CATA encourages everyone to bring a buddy on the bus with you today  
*Log the most bus trips and you could win a free bus pass!*
- EATRAN & Clinton Transit are offering "Bring a Buddy, Ride Free!" promotions

### Friday, September 18: Anti-Idling & Clean Commute Celebration!

- Anti-idling campaign kicks off with Be Spartan Green! and Clean Commute Options
- Clean Commute Chow-Down Celebration! At Tavern on the Square from 4-6 p.m. Come out to meet other commuters, sign up, or just enjoy free appetizers!  
*Winners of the Clean Commute Challenge will be announced & prizes will be awarded!*

**Be sure to log all of your "clean commutes" at [cata.org](http://cata.org) to be entered for prizes! All college participants can also help their campus win the Campus Challenge by logging their commutes on CATA's website!**





## BIGGBY Encourages Everyone to B Clean!

BIGGBY COFFEE and the Clean Commute Options program are teaming up to encourage everyone to “B clean!” and choose a clean commute alternative such as riding the bus, biking, walking, carpooling, or vanpooling. All individuals who register or log-in their commutes, will be entered to win prizes and will receive a “Buy One, Get One” coupon each time you log-in your one-way commutes. That means you can get at least 2 coupons and 2 entries, each day, for your commute into work, and your return trip! To help sweeten the commuting experience, all Greater Lansing BIGGBY locations will offer \$1.00 off a grande beverage of your choice, just for mentioning Clean Commute, showing your bus pass, bike helmet, or bringing in a carpool or vanpool friend.

Visit [www.cata.org](http://www.cata.org) to log-in your commutes and receive discounts on your favorite BIGGBY beverages, and be entered for a chance to win fabulous prizes!



### Featured Commuter of the Month

Madonna is an experienced clean commuter who understands what it takes to create a successful ride-sharing experience. This month’s featured commuter of the month commutes every day from her home in Lennon, Michigan, to downtown Lansing.

Madonna commutes in one of our MichiVan vanpools with 10 other people. She is the main contact for the van, providing reports to the other poolers, discussing just how the vanpool operates with interested commuters, and providing information to MichiVan and Clean Commute Options, etc.

With a one hour commute, each way, Madonna is happy to be sharing the ride, as it helps to make the time go by. She has been clean commuting for almost three years, and the vanpool situation has proven to be one that works out well for her. Not only is she saving money on the wear and tear on her own personal vehicle, but she is able to receive the Emergency Ride Home benefit as well. So what is Madonna’s advice for a successful pooling experience?

“Never forget that this is just a ride to work and back home, with people you hopefully enjoy being with. Don’t take bumps in the road too seriously, and don’t expect to be bosom buddies with everyone on the van. It’s like a new pair of shoes – some fit really great and you could wear them all day while others, you wish you had never bought. Not that we’ve ever had those kinds of shoes on OUR van!” laughs Madonna.

Madonna even wrote a poem for her fellow vanpoolers regarding the Furlough Days:

#### THE MORN BEFORE FURLOUGH

‘Twas the morn before furlough and all thru the van  
Not a female was stirring, not even a man  
The riders were boarded and strapped in with care  
In hopes that Madonna would get them all there

Each rider was snuggled all safe in their seat  
While dreaming of furlough, their budget to meet  
With me at the helm and Dawn by my side  
The others just slept thru the very long ride

When out on the road all the brake lights came on  
I knew in a moment that something was wrong  
Then what to my watchful eyes should appear  
But a Buck and a Doe and three tiny stray deer

First Rhonda, then Tracie and Rosemary too  
They all started screaming, it seemed like a zoo  
I rolled down my window and looked down the road  
I feared for a minute that I would explode

So laying the law down, in my special way  
I told them to shut-up or surely they’d pay  
To the farthest pick-up, I’d make them all walk  
And make a new rule that no one could talk

They all settled down and went back to sleep  
I knew some were faking, I heard not a peep  
So placing my hands carefully back on the wheel  
I drove on to Lansing with much added zeal

I dropped each one off at their usual place  
They all prob’ly thought, “Boy she’s a real case”  
I smiled as they left and said “Have a good day”  
Thinking “Me, drive home, there ain’t no way.”

## 2010 vanpool and seat pricing

MichiVan operates the commuter vanpool program under contract to the Michigan Department of Transportation (MDOT). The vanpool program continues to enjoy success as a result of the popularity of the passenger seat pricing program. On an annual basis MDOT reviews the pricing structure and subsidy levels in order to maintain the programs viability for commuters statewide.

Effective October 1, 2009, new seat prices shown below will take effect. Because MichiVan charges fares in advance, the new rates will be reflected on amounts due September 15, 2009, for checking customers and September 20, 2009, for credit card customers.

Pricing involves many factors which are tied to federal and state subsidy dollars. Fares are used to offset Federal and State subsidy dollars, which in turn allows the program to grow and serve more commuters. MDOT remains committed to rates that encourage ridesharing while also promoting the use of larger passenger vehicles requiring less subsidy dollars and removing more vehicles from Michigan roads.

Our expectation is that the new seat pricing schedule will remain in effect until the end of the fiscal year on 9/30/2010. However it is important to note, prices remain the purview of MDOT and may be changed at any time subject to 30 day notification period.

Listed below are the new monthly seat prices effective for the month of October 2009. Prices are shown without applicable sales tax. Gas and Parking are also not included. Price difference from 2009 prices is noted parenthetically in Table 1 and Table 2. The price difference between Table 2 and Table 3 is noted parenthetically in Table 3.

**Table 1-Proposed FY2010 MichiVan Monthly Per Seat Pricing –  
Commuter Vanpools (Volunteer Drivers)**

One Way Miles	7 Passenger	8 Passenger	10 Passenger	12 Passenger	15 Passenger
0 – 30	\$80 (+4)	Not available*	\$74 (+5)	\$68 (+5)	\$60 (+5)
31 – 60	\$124 (N/C)	Not available*	\$95 (+5)	\$87 (+5)	\$80 (+4)
61 – 90	\$220 (+6)	Not available*	\$155 (+5)	\$136 (+5)	\$123 (+5)

**Table 2-Proposed FY2010 MichiVan Monthly Pricing Per Van – Commuter Vanpools  
(Employer Sponsored)**

One Way Miles	7 Passenger	8 Passenger	10 Passenger	12 Passenger	15 Passenger
0 – 30	\$720 (+41)	Not available*	\$592 (+40)	\$680(+75)	\$720 (+60)
31 – 60	\$744 (+65)	Not available*	\$760 (+40)	\$870 (+50)	\$960 (+5)
61 – 90	\$1320 (+65)	Not available*	\$1,240 (N/C)	\$1,360 (+50)	1,534 (N/C)

## Contact Us

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**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](http://www.biketcba.org)

## Special First-Time Event in Downtown Lansing a Success!

We were so excited by the quick responses that we received for volunteers to participate in the first-ever Clean Commute filming event! The event took place on Wednesday, September 2, at 11:30 a.m. at City Hall Plaza. Thank you to everyone who volunteered to participate as a vanpool rider, carpool rider, bus rider, bicyclist or staged walker!

It was a beautiful day in downtown Lansing and we had a good turn out! Dancers from Rising Star Studio of Dance Arts in Greater Lansing, had a choreographed routine that they began with, and after a while we had some of our beloved clean commuters and community partners, all jumping in to join the dance and celebrate clean commuting! It was wonderful to see so many of you that we haven't had a chance to meet yet, getting together, dancing, laughing, smiling, and overall having a good time taking part in the event.

It looked great, and we are excited to begin the editing process to really make the piece shine. As soon as the piece is edited and ready to be posted on YouTube, our website, Facebook page, etc. I will send the link to you via email so you can watch it yourselves and forward on to others.

### Carpools Looking for More Riders

- Ann Arbor-Lansing
- Brighton-MSU
- Canton-State Secondary. Complex
- Charlotte-Lansing
- Corunna/Bancroft-Lansing
- Durand/Corunna-Lansing
- Durand/Perry-MSU
- Eaton Rapids-Lansing
- Eaton Rapids-East Lansing/MSU
- Fowlerville-Lansing
- Jackson-East Lansing
- Jackson-Lansing
- Kalamazoo/Battle Creek-Lansing
- Lowell/Ada-Lansing
- Lyons/Portland-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
- Grand Rapids-MSU/E.L
- 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](mailto:cleancommute@cata.org) for more information on how to join.