



Serving the Transportation Needs of Westside Employers

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Flexcar Program Works Wonders for Westside Commuters

Thanks to Flexcar, employees of Norm Thompson Outfitters and OHSU's West Campus have a flexible alternative for getting around the Westside.

This year, Flexcar and TriMet launched partnerships with Norm Thompson Outfitters and OHSU. In January 2003,

Flexcar provided a Honda Odyssey minivan at the Orenco Station MAX stop. During commute hours, the minivan is used to shuttle Norm Thompson employees from the MAX station to Norm Thompson's headquarters. Between the commute hours, the minivan is parked at Norm Thompson for use by employees to run errands or provide transportation during lunch. At 7 p.m. and on weekends, the Flexcar minivan becomes available at the Orenco Station MAX stop for any Flexcar member to use.



Jeff Barr (left), driver for Norm Thompson, with fellow employee and Flexcar member Phillip Wiant

Jeff Barr, the Flexcar driver for Norm Thompson, tries to use MAX every day when commuting from his residence

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Car Free & Carefree Geared Up & Goin'

Let the challenge begin.

Westside Transportation Alliance launched its fourth region-wide Car Free & Carefree commute options contest July 14 with nearly 100 businesses and organizations registered to participate.

That figure opens the event to about 64,000 employees in the metro area who can take a shot at winning dozens of prizes, up to \$700 in value, by using alternative transportation to get to work three or more days over the next two weeks.



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Flexcar Program Works Wonders

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in Northwest Portland. Another Norm Thompson employee, Phillip Wiant, is a loyal Flexcar user.

"I love being able to leave my car at home, ride my bike, and still be able to get lunch. The terrific Honda Odyssey makes the experience even better," Wiant said.

Due to budget restraints, OHSU decided to partner with Flexcar and TriMet. Marilyn Lanier, Vice Provost for OHSU's West Campus, researched the program and considered it a good experiment.

"Our campus is growing," said Lanier. "Demand [for the Flexcar shuttle] will only increase." She is hoping that other institutes at the West Campus will promote the shuttle to their employees to increase ridership.

OHSU's West Campus, which began its Flexcar program July 1, has a set-up similar to Norm Thompson, but at the Willow Creek MAX station. OHSU's driver, Larry Martin, shuttles employees who work at the Neurological Services Institute, the Vaccine & Gene Therapy Institute, and

"Demand [for the Flexcar shuttle] will only increase."

the Primate Center between 8 and 9:30 a.m. and again at 4:30 to 6 p.m.

Martin, an OHSU employee for 25 years, enjoys the job immensely.

"I get to meet people from all over the world," he said.

Car sharing originated in Switzerland. The first car sharing program in the United States was CarSharing Portland, which merged with Flexcar. Flexcar is based in five major metropolitan areas: Portland, Seattle, San Diego, Los Angeles and Washington, D.C. With fully-automated reservation and access systems, Flexcar members have a rapidly-expanding fleet of cars, trucks, and vans available to them – day or night.



Larry Martin, driver for OHSU's West Campus

In the Portland metropolitan area, there are about 60 vehicles shared by 2,800 members. Portland's Flexcar members can choose from Honda Civics (including the hybrid electric versions), Mazda pickup trucks (for toting those large loads from your favorite store), Saturn sedans, minivans, Toyota Prius (another hybrid electric vehicle), and even a Mazda Miata convertible.

The newer cars have a keycard system with a chip that is used to unlock the cars. Once inside the vehicle, members must use a PIN to start the car. This high-tech approach helps keep the cars from being stolen since the vehicles will not work unless specific steps are taken to prove a member's identity.

"Here in Portland, new members are joining Flexcar at a rate of about 150 members per month," said Steve Gutmann, director of business development and sales in Portland.

It's easy to see why Flexcar is growing. A lifetime membership in Flexcar is \$25. Flexcar members can reserve a vehicle in any of the other Flexcar cities for their use.

Many members, who have completely given up their own cars, use Flexcar vehicles for errands, meetings or local trips. Members are billed at an hourly rate for the time they reserve the Flexcar vehicle. Gas, insurance and maintenance are built into the hourly rate. And, although the miles are not unlimited, each time members book a vehicle, 10 free miles are included.

Partnerships between Flexcar, TriMet and employers such as Norm Thompson Outfitters and OHSU solve three problems simultaneously: 1. It's an

economical way to extend transit service to low-density suburban office parks. 2. A "company" car is available to commuters while they are at work. 3. Flexcar is able to expand into lower-density suburban areas, such as Washington County.

For more information on Flexcar, visit www.flexcar.com.

Flexcar, TriMet Bring New Commute Options to Suburbs

Flexcar and TriMet have teamed up to offer a new vanpool program that combines the efficiencies of vanpooling with the flexibility of car sharing.

Here's how it works:

- Each of 5-7 vanpoolers pays an affordable monthly fee to participate (except the driver, who pays nothing).
- Flexcar and TriMet pay all other costs, including the cost of the van, insurance, gas, maintenance and cleaning.
- On evenings and weekends, the van "lives" in a designated parking spot, which can be at or near the home of the vanpool driver, a MAX stop or another pre-arranged place. The van's location is listed on Flexcar's Web site for any Flexcar member to reserve and use during non-vanpool hours.
- The driver gets in the van in the morning, and picks up the other 4-6 riders and drives them to work.
- Once the vanpoolers arrive at work, the van is available as a "pool car" for use by any Flexcar member who works at that company.
- At the end of the workday, the vanpoolers are driven home, and the van gets parked back at its regular location.

For more information about the program, call Steve Gutmann of Flexcar at 503-572-4487.

Car Free & Carefree Sponsors

The following businesses and agencies are on board in support of the 2003 Car Free & Carefree – *the* commuter challenge presented by Westside Transportation Alliance in partnership with the Swan Island Transportation Management Association.

Premier



Portland General Electric



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Nike • Intel • Sun Microsystems • Equity Office • Portland Office of Transportation Options • Columbia Sportswear • Cyrano Marketing Solutions

Gold

Flexcar • SMART Transit • Portland Office of Sustainable Development • TriMet • Metro • Tuality Healthcare • Marquam Hill Partnership • Swan Island Dairy • Lithtex Printing • Oregon DEQ • adidas

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Planar Systems Inc. • Vernier Software & Technology • City of Beaverton • City of Tigard • Washington County • OGI School of Science & Engineering • Community Newspapers Inc. • The Bike Gallery • Multnomah County Sustainability • Vista Balloon Adventures • Norm Thompson • Natural Spaces • Lazerquick • Rogue Ales • Crazy Legs • Wacker Siltronic

Car Free & Carefree Geared Up and Goin'

(continued)

Enthusiasm is running high, especially for those signing on for the first time. The phones have been ringing and e-mail is coming in at a brisk clip as work site coordinators gear up for employee participation.

Among the communities that participating companies and organizations have registered are Wilsonville, Beaverton, Hillsboro, Tigard, Tualatin, Portland, Swan Island, Lake Oswego and Forest Grove.

Participants include companies in the high-tech sector, government agencies, professional services, the hospitality industry, manufacturing, education, health care, retail and others.

For more information on Car Free & Carefree, visit our web site:

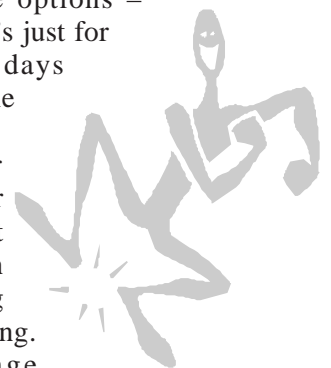
www.wta-tma.org/carfreehome.htm



Tips for Car Free Coordinators

Keep Car Free & Carefree enthusiasm in high gear

- Use the samples in the TC Toolkit or create your own messages to motivate and encourage employees through regular e-mails over the two-week challenge.
- Remind them of the fantastic prizes that they could win this year.
- Hold an internal promotional event.
- Issue a friendly challenge to another department or nearby participating business.
- Don't forget about the community and environmental values employees are making a contribution toward by using commute options – even if it's just for three days during the contest.
- Summer weather goes great with walking or bicycling. Encourage people to give it a try.
- Encourage employees to team up and form a car pool. Bonus: conversation, friendship and preferred parking.
- Participants are saving energy and money – always popular.
- Celebrate with your participants at the end of the challenge. Everyone's a winner.



County Begins Nighttime Road Striping Program

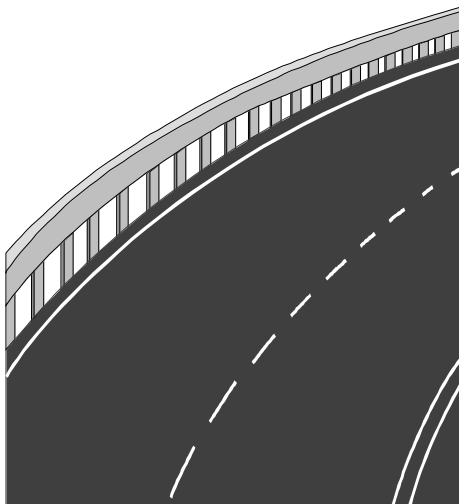
Ever wonder where the stripes on the road come from?

Washington County's Department of Land Use and Transportation maintains almost a 1,000 lane miles of road striping. Because traffic wears the paint away, county crews repaint the stripes on heavily traveled roadways each year. Road striping must be done when the road surface is dry and the weather is relatively warm.

From July 13 through Aug. 15, county crews will be working nights repainting the stripes on arterial roads. Work will begin at 9 p.m. and end by 5:30 a.m. Scheduling this work at night when there is less traffic will reduce delays on the most heavily traveled roadways.

After Aug. 15 county crews will stripe rural and lower traffic volume urban roads during daytime hours, weather permitting. Daytime striping work begins at 7:30 a.m. and ends by 4:30 p.m.

Motorists should use caution when they encounter a road striping operation. Do **not** drive across the stripes between the striper and the shadow vehicles.



Road Alert!

Construction, closures, and trip tips



- Glencoe Road between Harewood and Hornecker in north Hillsboro will be closed July 15 to 22 to allow rebuilding of two culverts under the roadway. Washington County suggests using Evergreen Road to 25th Avenue and Cornell Road as a detour route.

Two four-foot corrugated metal pipes have carried water under Glencoe Road for years. One had collapsed; the other was only held in place only by a strategically placed beaver dam. Once the beaver dam was removed last winter, that culvert collapsed also, causing a large sinkhole.

The culvert replacement will cost about \$80,000 and be paid for by road maintenance (state gas tax) funds.

- Nighttime road striping began Sunday, July 13.
- Southwest 170th Avenue is now open between Blanton Street and Tualatin Valley Highway. Lane widening and other improvements are still under way on 170th between Farmington Road and Alexander Street on the north side of TV Highway.

Repair of the railroad tracks at 170th and TV Highway, which closed the street between Blanton and the south side of TV Highway for two months, is now complete.

- The first chip seals of the season start the week of July 14 on Scoggins Valley Road and Gales Creek Road.

Help Minimize Summer Air Pollution

Summer's warmer temperatures can mean increased smog, but practicing a few good habits can help keep air pollution levels below the federal health standard.

Citizens can help prevent smog by reducing pollution from cars, mowers, paint and aerosol sprays.

Here are some things you can do to reduce smog:

- Turn off your engine when your vehicle is parked or waiting in line.
- Wait until the heat wave breaks to use gas-powered mowers and yard equipment.
- To the extent possible, limit driving or use public transportation. For instance, carpooling even one day a week

makes a positive contribution. Smog-sensitive people should consider limiting strenuous or prolonged outdoor activity, especially between 3 and 6 p.m., when air pollution is heaviest.

- On very hot summer days, pollution from cars, other gas-powered engines, and smog-producing chemicals in paints and aerosol sprays can create unhealthy levels of smog.

DEQ uses the U.S. Environmental Protection Agency's Air Quality Index that classifies air quality according to color, with green as good air quality, yellow as moderate smog levels, and orange as high smog levels.

For Air Quality Index levels, visit www.deq.state.or.us/aq