Whatcom Smart Trips
A model for other urban areas

Last Updated:
April 11, 2014
All urban areas, whether small or large, can help community members reduce their vehicle trips.
Long-term Strategies

• Provide more transit service
• Provide better walking and cycling infrastructure
• Create greater density in land use
Ready to Do Now

Find people who:

• Want to drive less
• Have opportunity to drive less

Give them encouragement, assistance and a supportive environment
What is Whatcom Smart Trips?

Program that encourages and helps people to:

– Walk
– Bicycle
– Share rides
– Ride the bus

instead of driving alone.
Whatcom Smart Trips includes:

- Online trip diaries
- Incentives
- Emergency Ride Home
- Smart Trips Employer Partners
- Targeted Outreach
- School Smart Trips
- EverybodyBIKE
- Public Awareness Campaign
Walk, bike, share a ride or ride the bus. Make a difference anywhere you go.

**Log Your Trips**
We'd like to [help you](#) make Smart Trips, and to thank you when you do. Log your trips and you'll be entered to win valuable [rewards and prizes](#) such as $1000 cash and discounts at local businesses.

**FACT:** Smart Trips participants have recorded 649,698 ridesharing trips since June 2006!

Whatcom Smart Trips is having an [impressive impact](#) on our whole community!
Welcome to your Trip Diary, Kirsten

Next Milestone

1900 trips

You've logged 1921 trips since you joined SmartTrips on February 09, 2007

Very nicely done. Each and every Smart Trip makes a difference—to your wallet, to your health, to your environment. Look below to get an idea of how much gas money you've saved, calories you've burned, and total miles you've logged!

$2,012.20
259 thousand cal.
13,441 miles

View ALL of your impressive stats!

Share your stats with your friends on Facebook!

*Calories are calculated assuming a speed of 3.5 mph for walking, and 10 mph for biking. The calorie total can be calculated for a 180 or 200 lb person (national average weights for women and men.)
Welcome to your Trip Diary

Monday, January 06

Distance: 2.2 miles one way

Trip mode: Bike
Trip purpose: Work

AutoFill: Just this one trip, please

Save
Money saved: cha-ching! $2,012.20

Calories burned:
Based on speeds of 10 mph biking and 3.5 mph walking and a body weight of 160 lbs change to 200 lbs

259 thousand calories = 741 cupcakes

Keeping it clean.
The gallons you conserve make a big difference in protecting our environment.

Number of gallons of gas saved: 561

Number of pounds of hydrocarbons saved: 40.3
Number of pounds of carbon monoxide saved: 367
Number of pounds of particulate matter saved: 0.148
Number of pounds of carbon dioxide saved: 10,925

Your total Smart Trip miles: 13,441 miles

walk 238
bike 8,149
rideshare 4,363
bus 691

These numbers add up
See what a difference
16,247
Smart Trippers have made in Whatcom County!

Share your stats with your friends on Facebook!
Impressive!
Since the start of Whatcom Smart Trips on July 1, 2006:

16,385
people have made
2,957,255
Smart Trips

walk  573,707
bike  861,758
rideshare  738,211
bus  783,500

For a TOTAL of:

46,090,339 miles
or 193 trips to the moon.

Economic Benefits

Number of gallons of gas saved: 1.92 million
Dollars saved: $6,899,861.95

5 x as many jobs are created when we buy local goods and services instead of gasoline.
20 x as many jobs are created when we pay for transit fare as when we buy gasoline.

Health Benefits

8.47 million
walking and bicycling miles
1.2 million
hours of physical activity

Smart Trips reduce health care costs to local employers by 25%. In addition, they reduce:

heart disease by 60%
depression & anxiety by 47%
worsening of Alzheimer’s & dementia by 50%
arthritis pain by 47%

Environmental Benefits

69
Number of tons of hydrocarbons prevented:

629
Number of tons of carbon monoxide prevented:

0.253
Number of tons of particulate matter prevented:

18,731
Number of tons of carbon dioxide prevented:
What’s a Smart Trip?

Any trip made by walking, bicycling, sharing a ride, or riding the bus that replaces a drive-alone vehicle trip is a Smart Trip. Record these trips at WhatcomSmartTrips.org to earn valuable rewards and prizes.

Eligible trips must start or end in Whatcom County and be made by someone age 14 or older. Walking and bicycling for recreation are not eligible as Smart Trips. Walking and bicycling to leisure destinations, like dinner or the gym, are eligible as Smart Trips. Ridesharing is defined as two or more licensed drivers sharing any motor vehicle to the same destination or destinations along their path of travel.

What are the Rewards?

**$250 Cash Prizes** Make at least five Smart Trips a month, and you’ll be entered in monthly drawings for $250 cash.

**$1,000 Cash Prizes** Keep it up for three months, and you’ll be entered to win $1,000 cash. $1,000 cash prizes are given away four times a year.

**Smart Trips Discount** Over 100 local businesses offer discounts to Smart Trips makers. After you make ten Smart Trips, you’ll receive a Smart Trips Discount Card. Cards are good until the end of each calendar year.

**Smart Trips Milestones** Each time you make 100 Smart Trips, you’ll receive a thank you gift from a local business.

**Emergency Ride Home** Frequent ride home if you make a Smart trip to work and you have a family or personal emergency that requires quick transportation home. Emergency ride home is available weekdays between 8am and 4pm. Some restrictions apply. Contact VOTA at 360-397-9777 for details.

**Recognition** Making 200 Smart Trips in a year shows you’re a real leader in our community. Smart Trips Leaders are recognized with special thank you gifts.

How do I record my trips?

1. **Online** at WhatcomSmartTrips.org. You may record up to one Smart Trip per day. A Smart Trip must be made on the stated date.
2. **With your smartphone.** Go to WhatcomSmartTrips.org.
3. **Use the paper entry form at right.** At the end of each week, mail your completed entry form to: Whatcom Smart Trips, 314 E. Chapin St., Bellingham, WA 98225. Monthly forms are also available.

Prize drawings are held at the beginning of each month. Entry forms must be received by the 5th of the month to qualify.

Smart Trips is a public service program. No personal information will be shared with any business, agency, or group. Telephone numbers and addresses are collected only for mailing incentives, such as Smart Trips Discount Card, and for contacting prize winners.

Visit WhatcomSmartTrips.org for details
thank you for making Smart Trips

Together we’re making a healthy, vibrant community. Now you can claim your reward—great discounts on products and services throughout Whatcom County. This brochure lists participating businesses and the Smart Trips Discounts they’re offering this year. To receive your discount, just show your Smart Trips Discount card or your WTA bus pass.

For more information about Smart Trips Discounts, visit WhatcomSmartTrips.org or call 360-756-TRIP (8747).

Bellingham

Art & Office Supplies — 1000 N State Street | 734-9465
Early bird special all day on self-serve color copies

Dakota Art Store — 1415 Cornwall Avenue | 734-8918
15% off all sketch pads, drawing pads & journals (Bellingham Store Only)

Gripps Office Supply — 102 W Champion Street | 736-1032
10% off most regularly price items

Automobile Parts & Services

Bellingham Auto Parts — 1905 N State Street | 734-0430
Free gallon of window washer fluid w/purchase of wiper blades

Final Touch Auto Spa — 1016 Iowa Street | 302-8576
25% off any one of three car detailing packages

Louis Auto Glass — 1512 N State Street | 734-3640
Dinner gift certificate plus FREE windshield wipers & glass cleaner ($100 value) with every windshield purchased & installed

Rising Sun Motors — 2120 Pacific Street | 734-9032
15% off any major service for 30K, 60K or 90K; Fuel injection cleaning service for $59.95

Unlimited Service Downtown — 1015 N Forest Street | 734-4610
10% off tune up, fuel injection cleaning & coolant recycling

Bike Shops

Earl’s Bike Shop — 1027 Meridian Street | 746-2601
10% off all commuting accessories

Fairhaven Bike & Ski — 1109 11th Street | 734-1125
10% off clothing

Fanatik Bike Co — 1012 N State Street | 734-1470
30% off safety lights

The Hub Community Bicycle — 9039 N State Street | 734-1707
FREE gear care

Jack’s Bicycle — 1012 Bellingham Avenue | 734-1466
10% off all bike accessories

Kaisha’s Bicycle — 1012 Bellingham Avenue | 734-1466
10% off all bike accessories

Smart Trips Discounts are not valid with any other offers, discounts, or specials.
personal milestone thank you gift

SMART TRIPS

One free SMART TRIPS t-shirt
This coupon good for one heavyweight 100% cotton t-shirt sizes S-XL, unisex or women's.
Available for pickup Mon-Fri 8am-5pm at Embroidery Inc., 11716 Ellis Street, Bellingham, 676-0053.
(located one block southeast of Bellingham High School off of Ohio Street)
Expires __________

FREE half-dozen bagels from
THE BAGELRY

The Bagelry is proud to support Whatcom Smart Trips
Coupon good for six bagels, any combination of varieties.
Expires __________ The Bagelry | 1319 Railroad Avenue, Bellingham | 676-5288
Thank you for being a Smart Trips Leader!

In the past year, 594 committed Smart Trips participants have each logged 200 or more trips. As one of these Smart Trips Leaders, you are making a big difference in our community! Leaders alone have logged 2,692 trips and racked up more than 2 million “miles not driven.”

And don’t forget, just by walking, biking, sharing rides or riding the bus instead of driving alone—you provide invaluable motivation to your family, neighbors, coworkers and friends.

Please join us for a short celebration in your honor.

Who: Mayor Dan Pike will express his appreciation, addressing the group of Smart Trips Leaders

When: Saturday, September 27 from 11:30 am to 11:30 am

Where: Bellingham Farmers Market, at the intersection of Railroad and E. Maple

Note: We have a special prize for the most creative Smart Trips leader!

Family and friends welcome.

SMART TRIPS LEADER appreciation gift

$15 of Bellingham Farmers Market produce or merchandise

Redeem this coupon for $15 Market Bucks any Saturday at the information booth located in the Depot Market Square building on Railroad and Chestnut. Market Bucks may be used to purchase produce or merchandise at the Saturday Downtown market or the Wednesday Fairsquare market.

Expires December 23, 2008
www.bellinghamfarmers.org | 360/671-2990
What is Emergency Ride Home?
The Emergency Ride Home program can provide you with a free taxi ride for an emergency if you arrived to work by bus, vanpool, carpool, bicycling or walking.

Who can use it?
You are eligible if you are 1) a current WTA bus pass holder, or a registered Smart Trips participant and 2) if you arrived to work (on the day of the request) by bus, vanpool, carpool, bicycling or walking. Eligible participants can receive up to three Emergency Rides Home per calendar year.

When can you use it?
- You or a family member becomes ill during your work day
- Your supervisor requires you (unexpectedly) to work past your normal quitting time
- Your carpool or vanpool driver experiences any of the above situations
- 8am to 8pm on weekdays
- Up to one brief stop can be made between the worksite and final destination (for example, in the event a family member needs to be picked up from a school or medical facility and taken home)
- Emergency Ride Home trips CAN NOT be booked for personal errands, scheduled medical or other appointments, transit delays, rain or inclement weather, expected or foreseeable overtime

How do you use it?
- Call #3RIDE to book your ride
- The WTA Customer Service Representative will confirm that you are a current WTA bus pass holder or a registered Smart Trips participant
- The WTA Customer Service Representative will request your travel information, assign you an authorization number and book a taxi pick-up for you
- When the taxi arrives, give them your authorization number and show your current bus pass (if applicable)
Our community is healthier thanks to the following Smart Trips Employer Partners. They encourage employees in Whatcom County to walk, bicycle, share rides, and ride the bus.
TASTY
SEXY
LOCAL
COOL

YOU’RE GOING TO WANT IN ON THIS

Whatcom Smart Trips, your employer, and many other local businesses have put together an amazing list of prizes for our Fall Prize Campaign—and you’ve got great chances of winning! Tell your co-workers. This is a special promotional campaign just for the employees of our Smart Trips Employer Partners.

Walk, bicycle, share a ride or ride the bus—instead of driving alone—for ANY of your local trips (not just work trips). Make two or more Smart Trips September 15—28, record them in your trip diary, and you’ll be automatically entered to win.

Check out the prizes!

On to my trip diary >
## Reports

**Date**
- 2013-01-01 to 2013-12-31

**Trip Purpose**
- Work

**Trip Mode**
- Any

**Number of Trips**
- 1

- (at least this many)

- □ Select random winners

- Run Report

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<th>Bus</th>
<th>Rideshare</th>
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<th>Bike</th>
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- Print Report
- Download for Excel
Confident City Cycling
Tips for safe cycling on city streets

SMART TRIPS
Make a difference anywhere you go

map of Bellingham

www.WhatcomSmartTrips.org

transit guide
Effective Sept. 22, 2013

WTA
School Smart Trips

Trip Diary Log in

School Email:
fake.teacher@schoolname.edu

Password:

LOG IN

Walk, ride your bike, or take the bus—and log your trips!

Smart Trips activities
play games and videos
Smart Trips statistics for Whatcom County
Walk

$100

$200

$300

$400

$500

Bike

$100

$200

$300

$400

$500

Bus

$100

$200

$300

$400

$500

Drive

$100

$200

$300

$400

$500

Rules of the Road

$100

$200

$300

$400

$500

Go to Double Jeopardy

Replay

End Round

Go to Final Jeopardy
Whatcom Middle School - Randy Holmes 1 - Mr. Randy Holmes

Way to go! Your group has walked, biked and ridden the bus for a total of **4614.38** miles! When you make Smart Trips instead of riding in a car, you save lots of gas and prevent pollution in our air and water. Look what you have accomplished!

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Gas is made from oil deposits below ground and beneath the ocean floor. It is expensive to extract and we have limited supplies, so it's good to use as little as we can. Thanks for saving gas by making Smart Trips!

96.21 gallons

Too much carbon in the earth's atmosphere traps heat from the sun and overheats our planet. An overheated planet can cause big changes in long term weather patterns that are unhealthy for plants, animals and people. Thanks for reducing carbon dioxide pollution by making Smart Trips!

1875.23 pounds
Correct lane positioning makes you:

Visible
Predictable
Flow easily with traffic
Host a Smart Trips Party!

Whatcom Smart Trips
Whatcom Smart Trips is a local program aimed at helping people make more of their trips by walking, bicycling, sharing rides and riding the bus.

Host a Smart Trips Party!
Whatcom Smart Trips provides education, assistance and incentives for people of ages. Smart Trips Parties are lively, fun “Ladies Nights” introducing woman to this popular program with excellent benefits for individuals and our community!

For Women Only
Here’s how it works: one woman agrees to host a group of her friends at her home. Smart Trips provides background on the program (including our 5-minute DVD), a fun transportation trivia game (to spark relevant conversations), goodie bags (including maps depicting bike, walking and bus routes to destinations in the neighborhood) and homemade brownies. The host provides: wine, any other food, a DVD player, confirmed participation of eight to ten friends, and a festive atmosphere.

Please contact us at 756-TRIP (8747) or info@WhatcomSmartTrips.org if you’re interested in hosting a Smart Trips Party.
Pedal Power

Your bike looks good on you.

Free bike classes, tips & inspiration. Check out EverybodyBike.com
Dude Magnet

Your bike looks good on you.

Free bike classes, tips & inspiration. Check out EverybodyBike.com
Rock & Roll

Your bike looks good on you.

Free bike classes, tips & inspiration. Check out EverybodyBikes.com
Guided Bus Trips

Wednesday, March 12, 2014
WWU Planetarium and Sustainability Tour

Learn how easy it is to get to Western Washington University by bus. (No parking hassles!) Enjoy a short demo at the Planetarium and a tour led by Seth Vidana, Campus Sustainability Manager. We'll see the newest sustainability initiatives on campus, including a green roof and solar panels.

Meet in the waiting room of the downtown bus station at 10:25. We will catch the bus to campus and go directly to the Planetarium. We have a room reserved in the Viking Union Building for lunch after the tour. You can buy lunch from a variety of food vendors, or pack your own brown bag lunch. We will return to the downtown station by 2:00.

To reserve a spot for this trip please call SMART TRIPS at 676-6974

ITINERARY:

10:25 Meet at downtown bus station
10:40 Depart #190 to WWU
Noon Lunch in room VA464
1:02 Depart WWU for downtown arriving downtown 18 minutes later
(later departures are possible at 1:16 and 1:32)
1:16 Optional—Catch #14 and ride the loop through Fairhaven, arrive downtown at 1:50

www.WhatcomSmartTrips.org
Here's how:

1. Shop on foot by walking to and from Meridian Haggen three times between now and 9/30/09.
2. Record the date, approximate mileage, and duration of your trips in the spaces provided below.
3. Bring this completed card to Greenhouse at 1755 Cornwall Avenue by 9/30/09. You'll receive a FREE Smart Trips reusable grocery bag and be entered to win a "Hook and Go" shopping cart valued at $55.95 (see photo, reverse side).

Thank you for shopping on foot!

For details on how to save money, cut stress, and earn rewards by making other trips by walking, biking, or riding the bus, visit www.whatcomsmarttrips.org

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greenhouse
SMART TRIPS

Make three walking trips to your neighborhood Haggen and receive this Smart Trips shopping bag FREE!
everybodyBIKE is the bicycle education program for Whatcom Smart Trips. We offer free bike rides, events and classes for all ages.
gear up for spring cycling

In our February “Full Cycle” class, learn everything you’ll need to know to get around on two wheels—for errands, work, school or fun. When Spring comes...just add sun!

Friendly, supportive everybodyBIKE instructors will show you what you need to know. Classes are on February 4th, 6th and 9th. Can’t make the class? Request an everybodyBIKE Bike Buddy for individualized instruction. Details at everybodyBIKE.com or call 671-BIKE.
Enjoy Autumn by bike!

Learn the essentials for getting around on two wheels—for errands, work, school or fun. Friendly, supportive everybodyBIKE instructors show you what you need to know. *First Gear*, our two-hour introduction to bicycling, is offered every month.

Can’t make the class? Request a Bike Buddy for a personalized session on safe riding and your best routes to work, school, or errands.

Get more class details at everybodyBIKE.com or 671-BIKE.
Promotional Campaign

- Print advertising
- Radio advertising
- Television advertising
- Posters
- Bus interiors and exteriors
- Community Relations
Anjali, Bellingham

Started making Smart Trips: July 2006
Mode of choice: walking, bicycling, and the occasional bus trip
Miles logged so far: over 3,100
Reduced carbon emissions by: 6,342 pounds
Gallons of gas saved: 125
Gas money saved: $1,190

Log your trips at whatcomsmarttrips.org. You can earn rewards, win prizes, and start tracking stats of your own.

Michael, Bellingham

Started making Smart Trips: December 2006
Mode of choice: bicycle
Miles logged so far: over 3,500
Gallons of gas saved: 283
Gas money saved: $1,041.44
Reduced carbon emissions by: 3,512 pounds

Log your trips at whatcomsmarttrips.org. You can earn rewards, win prizes, and start tracking stats of your own.
WOW. YOU’RE GOOD.

Smart Trips participants in Whatcom County have made more than 334,500 Smart Trips since July 2008.

That’s 5.4 MILLION miles not driven.
That’s making a difference, anywhere you go.

Learn more at whatcomsmarttrips.org.

A Smart Trip is any trip you make by walking, biking, sharing a ride or riding the bus–instead of driving alone. Log your trips at whatcomsmarttrips.org for your chance to earn rewards and win prizes.

WhatcomSmartTrips.org | 756-TRIP

City of Bellingham | Whatcom County | WhatcomSmartTrips.org | City of Bellingham | Whatcom County | WhatcomSmartTrips.org
Ed, Bellingham
Mode of choice: bike
Miles logged: 2,558
Gas money saved: $566

Mary, Burlington
Mode of choice: bus
Miles logged: 17,640
Gas money saved: $3,867.68

Jeff, Bellingham
Mode of choice: bike
Miles logged: 5,918
Gas money saved: $1,449
Small Business Owner
RARE BIKE COLLECTOR
TEENY HANDWRITING EXPERT
Father & Husband
SECRET SKILL:
CAN SQUAT LIFT
420 lbs
Gets around on his BIKE

everybody BIKE

Add "bicyclist" to your repertoire with free bike classes, & loads of tips at everybodyBIKE.com, or 671-BIKE.
Professional Musician
Home away from home: YMCA
the glass is: HALF-FULL
Secret skill:
remembering your name
grandpa
gets to work
by bike

Add "bicyclist" to your repertoire with free bike classes & loads of tips at everybodyBIKE.com, or 671-BIKE.
MASSAGE THERAPIST EXTRAORDINAIRE
little sister
Deep Sea Diver
Roller Coaster Enthusiast
thirty-something
SECRET SKILL: Kung-Fu
star sign: PISCES
RUNS ERRANDS BY BIKE

Add *bicyclist* to your repertoire with free bike classes, brochures & loads of tips at everybodyBIKE.com, or 671-BIKE.
Neighborhood Smart Trips

• Educational campaign that takes Smart Trips to the doorstep

• Creates a dialogue with people interested in reducing their vehicle trips

• Gives personal attention and individualized assistance
Thank you for your interest in making Smart Trips! The resources below can help familiarize you with your Smart Trip options, as well as provide you with support and assistance. Please check the boxes below to order materials and services for your household.

**SMART TRIPS MAP**
- This special map shows walking, biking and bus routes to work, play, shopping & other destinations like pharmacies, coffee shops, mail services & more.

**PUBLIC TRANSPORTATION**
- Stop-Specific Bus Schedules
  Departure times for the WTA bus stop nearest your home.
- WTA Transit Guide
  Maps & schedules for all routes in Whatcom County, plus route 60X to Mt. Vernon.
- WTA System Map
  A fold-out color map depicting all bus routes, county wide.
- Take the Bus to Parks & Trails
  A brochure highlighting how to reach 14 popular parks by bus.
- Whatcom County Trails
  Local information & descriptions of trails in Whatcom County.
- Specialized Transportation
  Information about WTA's point-to-point services for elderly & disabled riders.
- Emergency Ride Home
  Information on WTA's Emergency Ride Home program, which provides bus pass holders with a free emergency taxi ride home when they commute to work by bus.

**ADDITIONAL SERVICES:**
- Need help taking the bus?
  One-on-one advice on how to plan and complete a bus trip.

**BICYCLING**
- Bicycle Map
  Up-to-date map shows the best routes for bicycling for transportation.
- Bicycling Resources
  A description of everybodyBKE classes and services to help children and adults learn how to bicycle safely in Whatcom County.
- Confident City Cycling
  Tips for sharing the road safely and confidently with motorists.
- Bicycle Commute Guide
  In-depth information on riding a bike for transportation. Includes clothing, choosing and outfitting a bike, carrying gear and more.
- Bicycle Express
  Easy instructions on how to load your bike onto WTA's bike racks.
- From A to Z by Bike
  A colorfully illustrated activity book that instructs kids of all ages how to ride safely.
- Bicycle Traffic Laws
  Your rights & responsibilities as you share the road in Washington State.
- Shopping gift card from local bike shops

**ADDITIONAL SERVICES:**
- Get Bicycle-Ready
  Meet up with a regular rider who can show you the ropes on routes near you and provide one-on-one advice about maintaining your bike and bicycling for transportation.

**WALKING**
- Shopping on Foot and by Bike
  Handy tips for making shopping trips by bike or on foot.
- Walking Safely
  Facts and safety tips for walking.
- Walk and Bicycle to Better Health
  Facts and tips for using active transportation modes.
- Active Transportation for Children
  Learn how children can bike, and how to prepare them for safe, fun, active transportation.
- Bellingham Parks, Trails and Natural Areas
  City map with trail & park facility descriptions.
- Discount Card for a Pedometer

**ADDITIONAL SERVICES:**
- Walking for Transportation
  Personal tips on walking destinations in and around your neighborhood or work.

**SMART TRIPS**
- Smart Trips Rewards
  A description of the benefits available to you when you register to log your Smart Trips at WhatcomSmartTrips.org, including discounts at local merchants, incentive gifts and drawings for monthly and quarterly cash prizes.
- Emergency Ride Home
  Information on WTA's Emergency Ride Home program, which provides Smart Trips participants with a free emergency taxi ride home when they commute to work by walking, biking, sharing ride or riding the bus.
- Smart Trips Discounts
  A list of local merchants and service providers who offer special discounts to those who log their Smart Trips at WhatcomSmartTrips.org.
Thank you for requesting your stop-specific time table

The tables below are for the bus stop(s) nearest your home.
For complete information on these routes, look them up in the Transit Guide
or at www.ridewta.com using the route numbers listed below.
Or call 676-RIDE for personalized trip planning advice.

We look forward to serving you!

Custom Bus Schedule for: 708 NEWELL ST

<table>
<thead>
<tr>
<th>Bus Stop: Maple at Newell</th>
<th>107 Samish/Downtown</th>
<th>Weekdays</th>
<th>Saturdays</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7:42 am</td>
<td>9:42 am</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8:12 am</td>
<td>10:42 am</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8:42 am</td>
<td>11:42 am</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9:12 am</td>
<td>12:42 pm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9:42 am</td>
<td>1:42 pm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10:12 am</td>
<td>2:42 pm</td>
<td></td>
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<tr>
<td></td>
<td>10:42 am</td>
<td>3:42 pm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11:12 am</td>
<td>4:42 pm</td>
<td></td>
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<tr>
<td></td>
<td>11:42 am</td>
<td>5:42 pm</td>
<td></td>
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<tr>
<td></td>
<td>12:12 pm</td>
<td></td>
<td></td>
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<td>12:42 pm</td>
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<td></td>
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<td>1:12 pm</td>
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<td>1:42 pm</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>2:12 pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bus Stop: Maple at Newell</th>
<th>108 Samish/WWU</th>
<th>Weekdays</th>
<th>Saturdays</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7:14 am</td>
<td>8:59 am</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8:14 am</td>
<td>9:59 am</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9:14 am</td>
<td>10:59 am</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10:14 am</td>
<td>11:59 am</td>
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<tr>
<td></td>
<td>11:14 am</td>
<td>12:59 pm</td>
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<tr>
<td></td>
<td>12:14 pm</td>
<td>1:59 pm</td>
<td></td>
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<tr>
<td></td>
<td>5:14 pm</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>6:14 pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Active Transportation for Children

Confident City Cycling
Tips for safe cycling on city streets

Shopping on Foot and By Bike
Are these programs working?

• Online trip diaries
• Incentives
• Smart Trips Employer Partners
• School Smart Trips
• Targeted Outreach
• EverybodyBIKE
• Public Awareness Campaign
• Neighborhood Smart Trips
### New Participants in Online Trip Diaries

<table>
<thead>
<tr>
<th>Year</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>3,188</td>
</tr>
<tr>
<td>2007</td>
<td>2,675</td>
</tr>
<tr>
<td>2008</td>
<td>2,963</td>
</tr>
<tr>
<td>2009</td>
<td>1,995</td>
</tr>
<tr>
<td>2010</td>
<td>1,178</td>
</tr>
<tr>
<td>2011</td>
<td>1,737</td>
</tr>
<tr>
<td>2012</td>
<td>1,055</td>
</tr>
<tr>
<td>2013</td>
<td>1,440</td>
</tr>
</tbody>
</table>
Miles Not Driven

Year | Miles Not Driven
--- | ---
2006 | 2,262,709
2007 | 5,240,003
2008 | 7,251,644
2009 | 6,930,160
2010 | 5,972,566
2011 | 6,333,856
2012 | 5,398,303
2013 | 5,701,368

Make a difference anywhere you go
March 31, 2014

- 16,452 total registrants
- 2,977,693 trips
- 46,405,837 miles
  - 18,858.76 tons Carbon Dioxide
  - 69.51 tons Hydrocarbons
  - 633.74 tons Carbon Monoxide
  - 48.55 tons Nitrogen Oxides
  - 0.27 tons Particulate Matter (PM10)
What are we hoping to achieve?

- 8 – 12% decrease in SOV trips
- More pedestrians and cyclists
- More walking and bicycling trips
- More bus riders
- More bus trips
- Significant reductions in greenhouse gases
- Community prepared for future transportation system and land use
Bellingham Mode Use
City-wide Mode Shift 2004 – 2009

<table>
<thead>
<tr>
<th>Mode</th>
<th>2004</th>
<th>2007</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>11</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Bicycle</td>
<td>5</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Car as driver</td>
<td>57</td>
<td>58</td>
<td>55</td>
</tr>
<tr>
<td>Car as passenger</td>
<td>24</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>Bus</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Neighborhood Smart Trips
2008 Project – Target Area Mode Shift

<table>
<thead>
<tr>
<th>Mode</th>
<th>Target Group 2007</th>
<th>Target Group 2009</th>
<th>Relative Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>16</td>
<td>20</td>
<td>+22%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>8</td>
<td>11</td>
<td>+35%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>0</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Car as driver</td>
<td>51</td>
<td>44</td>
<td>-13%</td>
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<tr>
<td>Car as passenger</td>
<td>21</td>
<td>19</td>
<td>-3%</td>
</tr>
<tr>
<td>Bus</td>
<td>4</td>
<td>5</td>
<td>+10%</td>
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</tbody>
</table>
Neighborhood Smart Trips
Mode Shift by Smart Trips Diary Participants

<table>
<thead>
<tr>
<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Walking</td>
<td>19</td>
<td>23</td>
<td>+17%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>14</td>
<td>17</td>
<td>+16%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>1</td>
<td>1</td>
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</tr>
<tr>
<td>Car as driver</td>
<td>41</td>
<td>33</td>
<td>-20%</td>
</tr>
<tr>
<td>Car as passenger</td>
<td>19</td>
<td>19</td>
<td>+1%</td>
</tr>
<tr>
<td>Bus</td>
<td>6</td>
<td>7</td>
<td>+6%</td>
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</table>
## Neighborhood Smart Trips

### Increase in Physical Activity

<table>
<thead>
<tr>
<th>Hours of physical activity per person per year</th>
<th>Target Group 2007</th>
<th>Target Group 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>122</td>
<td>153</td>
</tr>
</tbody>
</table>

| Relative increase                             | 25%               |
Neighborhood Smart Trips
Reduction in Vehicle Miles Traveled

<table>
<thead>
<tr>
<th></th>
<th>Target Group</th>
<th>Target Group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2007</td>
<td>2009</td>
</tr>
<tr>
<td>Personal Vehicles</td>
<td>16,400</td>
<td>16,400</td>
</tr>
<tr>
<td>Miles per day</td>
<td>11.4</td>
<td>9.7</td>
</tr>
<tr>
<td>Miles per year (341 days)</td>
<td>63.7 million</td>
<td>54.2 million</td>
</tr>
</tbody>
</table>

| Reduction (miles per year) | -9.5 million |
| Relative reduction         | -15%         |
| Reduction of CO₂ (per year)| 3,500 tons   |
Program Costs

Where do you get the funding?
What do the individual programs cost?
## Revenue Sources

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<tr>
<td>City of Bellingham</td>
<td>100,000</td>
<td>100,000</td>
<td>100,000</td>
<td>50,000</td>
<td>25,000</td>
<td>25,000</td>
<td>25,000</td>
<td>25,000</td>
</tr>
<tr>
<td>Conoco Phillips</td>
<td>30,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>FHWA - STP Enhancement</td>
<td>24,041</td>
<td>27,326</td>
<td>25,633</td>
<td>-</td>
<td>-</td>
<td>36,231</td>
<td>43,769</td>
<td>87,041</td>
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<tr>
<td>NW Clean Air Agency</td>
<td>-</td>
<td>10,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
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<tr>
<td>Puget Sound Energy</td>
<td>35,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
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<tr>
<td>USDOT</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>180,975</td>
<td>164,310</td>
<td>259,970</td>
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<tr>
<td>WSDOT</td>
<td>75,000</td>
<td>150,000</td>
<td>650,000</td>
<td>150,000</td>
<td>150,000</td>
<td>75,000</td>
<td>150,000</td>
<td>-</td>
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<tr>
<td>WCOG</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>156,217</td>
<td>95,909</td>
<td>30,736</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Whatcom County</td>
<td>20,000</td>
<td>20,000</td>
<td>20,000</td>
<td>-</td>
<td>20,000</td>
<td>20,000</td>
<td>20,000</td>
<td>-</td>
</tr>
<tr>
<td>WTA</td>
<td>-</td>
<td>50,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>WSDOT CTR Office</td>
<td>80,000</td>
<td>80,000</td>
<td>80,000</td>
<td>74,482</td>
<td>79,060</td>
<td>76,658</td>
<td>76,658</td>
<td>104,458</td>
</tr>
</tbody>
</table>

<p>| Total Revenue                       | 364,041| 437,326| 875,633| 430,699| 369,969| 444,600| 479,737| 476,469|
| WTA (in-kind)                       | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 |
| Total revenue available             | 439,041| 512,326| 950,633| 505,699| 444,969| 519,600| 554,737| 551,469|</p>
<table>
<thead>
<tr>
<th>Expenditures</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>-</td>
<td>8,959</td>
<td>6,823</td>
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<td>Bicycle Education</td>
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<td>101,076</td>
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<td>160,421</td>
<td>150,116</td>
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<td>Commute Trip Reduction</td>
<td>78,971</td>
<td>93,302</td>
<td>70,721</td>
<td>75,600</td>
<td>76,889</td>
<td>71,833</td>
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<td>Emergency Ride Home</td>
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<td>1,900</td>
<td>1,500</td>
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<td>1,500</td>
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<td>Incentives</td>
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<td>60,933</td>
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<td>67,296</td>
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<td>Neighborhood Smart Trips</td>
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<td>525,656</td>
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<td>10,434</td>
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<td>School Smart Trips</td>
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<td>156</td>
<td>25,618</td>
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<td>Smart Trips Employer Partners</td>
<td>16,820</td>
<td>45,181</td>
<td>96,683</td>
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<td>19,801</td>
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<td>41,714</td>
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<td><strong>Total Expenditures</strong></td>
<td>382,669</td>
<td>539,039</td>
<td>982,134</td>
<td>410,485</td>
<td>521,910</td>
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<td><strong>Cost per County Resident</strong></td>
<td>2.08</td>
<td>2.86</td>
<td>5.14</td>
<td>2.13</td>
<td>2.59</td>
<td>2.43</td>
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</table>
Level of Investment

- $2 – 3 per year per resident
- $5 – 6 per resident with Individualized Marketing
- 2+ FTEs
  - program manager
  - employers and schools program coordinator
  - bicycle events coordinator
  - clerical
Replicating Whatcom Smart Trips in other communities

- What are the essential preconditions?
- What are the important design factors?
- What are the essential program elements?
Essential Preconditions

- Accessible community destinations
- Community-oriented and supportive transit
- Receptive community members
- Local Champions – elected officials, staff and activists
- Partnerships with serious financial commitment
- Organizational home for the program
- Implementers with skills and passion
Important Design Factors

- Target audience is entire community
- No targeted trips
- Design for the community’s needs
- Goals are positive, not negative
- Positive messaging only, no guilt
- Contemporary, mainstream, attractive, professional
Essential Program Elements

• Baseline and follow-up measurements
• Trip tracking
• Incentives
• Mode-specific educational materials
• Bicycle education programs
• Public Awareness campaign
• Neighborhood education campaigns
Make a difference anywhere you go

Whatcom Smart Trips
314 E. Champion Street, Bellingham, WA 98225
Phone: 360-756-TRIP (8747)  Fax: 360-738-6232
info@whatcomsmarttrips.org

Program Coordinators

Susan Horst
Smart Trips Program Manager
Whatcom Council of Governments
Phone: 360-676-6974
susan@wcog.org

Mary Anderson
EverybodyBIKE Events Coordinator
Whatcom Council of Governments
Phone: 360-676-6974
mary@everybodyBIKE.com

Kirsten Wert
Smart Trips Employers and Schools Coordinator
Whatcom Council of Governments
Phone: 360-756-TRIP (8747)
kirsten@wcog.org

Maureen McCarthy
Manager of Marketing and Community Relations
Whatcom Transportation Authority
Phone: 360-676-6843
maureenm@ridewta.com