

# DOWNTOWN:

## On the go!

A Program of the Tacoma-Pierce County Chamber, City of Tacoma, & Pierce Transit

## Candidates' Transportation Forum

Thursday, October 1st

On October 1st, please join The Tacoma-Pierce County Chamber, Transportation Choices Coalition, and other co-sponsoring organizations for a citywide Candidates' Transportation Forum.

Because our transportation and land use policies have dramatic impacts on economic development, air quality, greenhouse gas emissions, community health, and quality of life, these topics pose some of the greatest challenges facing Tacoma's City Council. At this forum, candidates will respond to questions about the future of Tacoma's transportation system (transit, bikeways, roads, parking, etc.) and related land-use implications.

The forum is open to the public, and transportation related questions for the candidates can be submitted prior to the event to [juliap@tacomachamber.org](mailto:juliap@tacomachamber.org).

### EVENT INFORMATION:

#### When:

Thurs, Oct 1<sup>st</sup>, 6:30-8:30pm

#### Where:

Carwein Auditorium, UWT

*Please note: This forum is intended for the education of the public on candidates' views on transportation and land use issues. It is not meant to endorse or support particular candidates. All candidates were invited, though not all candidates will choose to attend.*



On October 1, 2009, candidates for Mayor of Tacoma and Tacoma City Council will answer your questions about transportation and land-use in Tacoma.

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### Did you know?

- Automobiles emit more than just carbon dioxide. They also spew fine particulate matter, ozone, carbon monoxide, and nitrogen dioxide into the air that we breathe.
- ORCA cards are ready for you! The new cards are an easy and convenient way to pay your fare on 7 of the region's transit systems. Order your free card at this website: [www.orcard.com](http://www.orcard.com)

### Upcoming Events

RIDShare promotion ends  
September 18th

**PARK(ing) Day**  
September 18th, 10-2pm  
In front of the UWT Bookstore

**Summer Lunch Series & Transportation Fair**  
September 25th, 11-2pm  
Tollefson Plaza

**Tacoma Candidates' Transportation Forum**  
October 1st, 6:30-8:00pm

**Pierce Transit Community Design Workshops**  
(throughout Oct & Nov)  
[PTtomorrow.org](http://PTtomorrow.org) for more info

## PARK(ing) Day ~ Friday, September 18th

### A Day to Recognize that Parking Spots = Public Spaces

Calling all businesses, organizations, and persons interested in public space—Friday, September 18th is PARK(ing) Day, a global day in which parking spots are turned into temporary public parks. The message: space is valuable, and every bit of space given over to the auto is space that could be used for other purposes, such as public spaces.

PARK(ing) Day is meant to promote thoughtfulness about how we use space while also

engaging the community and having fun. Currently, several organizations will host a "park" spot in front of the UWT Bookstore. Other independent organizations will take up spots in front of their own buildings, turning these into their own temporary public parks.

Want to get involved? Either stop by the "park" in front of UWT to show your support, or create your own in front of your business. We are asking

participants to host their "park" between the hours of 10am and 2pm, and to be sure to review the information at [www.parkingday.org](http://www.parkingday.org) for ideas and guidelines.

And of course, if you are hosting your own "park", please let us know so that we can include you in our tour of all parking spaces turned into public spaces—if only for a day!

Contact:  
[juliap@tacomachamber.org](mailto:juliap@tacomachamber.org)

## RIDeshare Online Promotion until September 18th

Have you considered sharing the ride for your next commute? Well, now is the time to do it! The Washington State Ridesharing Organization and your local transit agency are pleased to bring you the annual Summer RideshareOnline.com promotion.

Register at [www.RideshareOnline.com](http://www.RideshareOnline.com), start or join a carpool or vanpool between August 10 and September 18, 2009, share the ride at least 2 days per week, and you could be eligible to win a weekend getaway to Washington or Idaho for two - three days, two nights AND a \$50 gas card for travel expenses.

Not ready to commit? Just register and learn about sharing the ride, and you'll be entered to win a \$50 gift card.

And, if you are already registered on [www.RideshareOnline.com](http://www.RideshareOnline.com), you are halfway to winning a prize! Just go to the website, update your information if necessary and click on 'Find Matches'. You'll be automatically included in the weekly drawings for a \$50 gift card.

For more information about the promotion, click [here](#). For more information on Pierce County vanpools, click [here](#).



Did you know that Pierce Transit maintains a fleet of 300 vanpools serving a variety of employers and employees in Pierce County? Sixty of those vanpools serve Tacoma, with a significant number coming right Downtown.

## Remember to Log Onto PierceTrips.com

If you ever carpool, vanpool, bus, walk, bike to work, or telecommute—even occasionally—you should check out Pierce County's trip-tracking calendar at [PierceTrips.com](http://PierceTrips.com).

PierceTrips.com calculates the emission reductions and cost savings that result from your alternate commute choices, all while entering you into great prize drawings.

And of course, data entered into the calendar provides our transit, city, county, and state organizations with a better understanding of how programs like Downtown: On The Go! affect commuters' choices and habits.

It only takes a few minutes to sign up and fill out the calendar. Visit it now at [PierceTrips.com](http://PierceTrips.com)!

*On The Go! Rewards for entering trips into PierceTrips.com will be back in October—we're just waiting on our grant funding to bring great rewards back to you!*

## Transportation Fair @ the Final Summer Lunch Series

Please join the Chamber of Commerce in their final *Summer Lunch Series: Lunch on the Plaza* on Friday, September 25th anytime between 11:00am-2:00pm. This final lunch event will include delicious food vendors Upper Crust Bistro, Pacific Grill, and Papa Eddie's Barbecue, as well as the sounds of a local music artist.

As an added bonus, a Transportation Fair will take place at this Summer Lunch Series event. The Downtown: On The Go! team will be there to meet, greet, and discuss your commute. As well, Pierce Transit will

have information on the new ORCA card and their redesign effort, and Transportation Choices Coalition and the Tacoma Wheelman will also offer great resources.

So, come on out during your lunch hour, buy some food, listen to music, and learn about alternate commute options.

**Transportation Fair @ The Summer Lunch Series**  
**Where: Tollefson Plaza**  
**When: Friday, September 25th, 11-2pm**

*Summer Lunch Series: Lunch on the Plaza is organized by the Chamber of Commerce and takes place on Fridays at Tollefson Plaza. On September 25th, the Lunch Series will include an informative Transportation Fair.*



# 101 Reasons to Kick Your Car to the Curb

## Reason #1: Cost-Savings

Have you calculated both the direct *and* indirect costs of owning and driving your car? Have you assessed that total as a portion of your income?

The truth is, although gas is often the only cost we consider when it comes to driving, it is a fraction of our driving related expenses. Cars are expensive, both in the costs that directly affect our individual pocketbook, and the indirect costs that are distributed throughout the population and are therefore easier to ignore.

For instance, in the U.S., motor vehicle related injuries kill more children and young adults than any other single cause of death. The costs of all of those car related accidents and injuries totals to more than \$150 billion in the U.S. each year.

Not only does driving have implications for human safety, but also human health. Nationwide, motor vehicles are the leading

contributor to air toxics. These pollutants exact a significant physical and financial toll on human health.

According to the 2007 Consumer Expenditure Survey of the Bureau of Labor Statistics, the average citizen in the Western U.S. spends \$9161 per year on car-related transportation. This is 3x as much healthcare, 3x as much as entertainment, 4x as much as clothing, 9x as much as education, \$2000 more than food, and nearly as much as shelter. And to think, so many of us have other options—like transit, biking, and walking—that would reduce this cost, allowing us to spend more dollars elsewhere.

So, imagine your life without your “money pit” of a car, and consider making a change in your commute. And, if you’re not convinced, take a look at this [True Cost of Driving](#)\* estimator to get a ballpark figure for your commute and driving habits.



### Direct Costs of Driving:

Purchase costs, depreciation, insurance costs, license fees and tags, finance charges, gas and oil, maintenance and repairs, parking fees and tolls, traffic/parking fines, extra items for vehicle.

### Indirect Costs of Driving:

Gasoline tax (highway maintenance), sales/property tax (arterial road maintenance), tax benefits/subsidies to oil companies, traffic policing and emergency services, accidents, effects of air and water pollution, not-so-free parking costs captured in the cost of goods/services, time in traffic.

\*[www.commutesolutions.org/calc.htm](http://www.commutesolutions.org/calc.htm)

## DOWNTOWN: On the go!



### The Downtown: On the Go! Program

The Downtown: On the Go! Program is an active partnership between the Tacoma-Pierce County Chamber, the City of Tacoma, and Pierce Transit. Leveraging their resources and relationships, these organizations work together with employers, commuters, and the Downtown: On The Go! Partnership to promote alternate commuting options. Together they aim to keep Downtown moving efficiently, growing in economic vitality, and improving in air quality.

In addition to the programs available through Pierce Transit, the Chamber offers resources and incentives specific to Downtown commuters and businesses. From informational presentations, individualized employee/employer consultations, commuter rewards, socials, and more, the Downtown: On The Go! Program supports you in exploring your commute options!



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