

DA 2000 DART EMPLOYEE TRANSPORT (ETC) TOPDNTRE

Now showing

THE NEW ADDISON TRANSIT CENTER

The Addison Transit Center features ceiling murals reflecting the town's farming past and modern present through a collage of vintage and new photographs. The murals were designed by artist Philip Lamb with input from the Addison Art & Design Committee, part of DART's highly successful Art & Design Program.



CENTER STAGE YOUR LINK TO SHOPPING, DINING, & THE ARTS

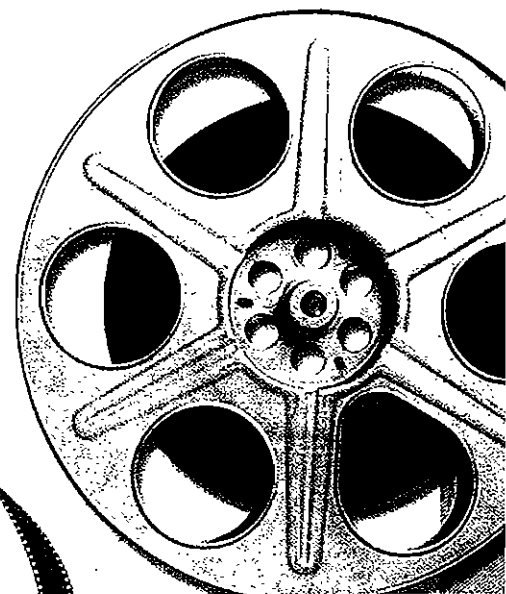
Located just off Addison Circle — on Arapaho Road, between Quorum Drive and Addison Road — the new Addison Transit Center is your link to work, shopping, or the arts, in and around Addison.

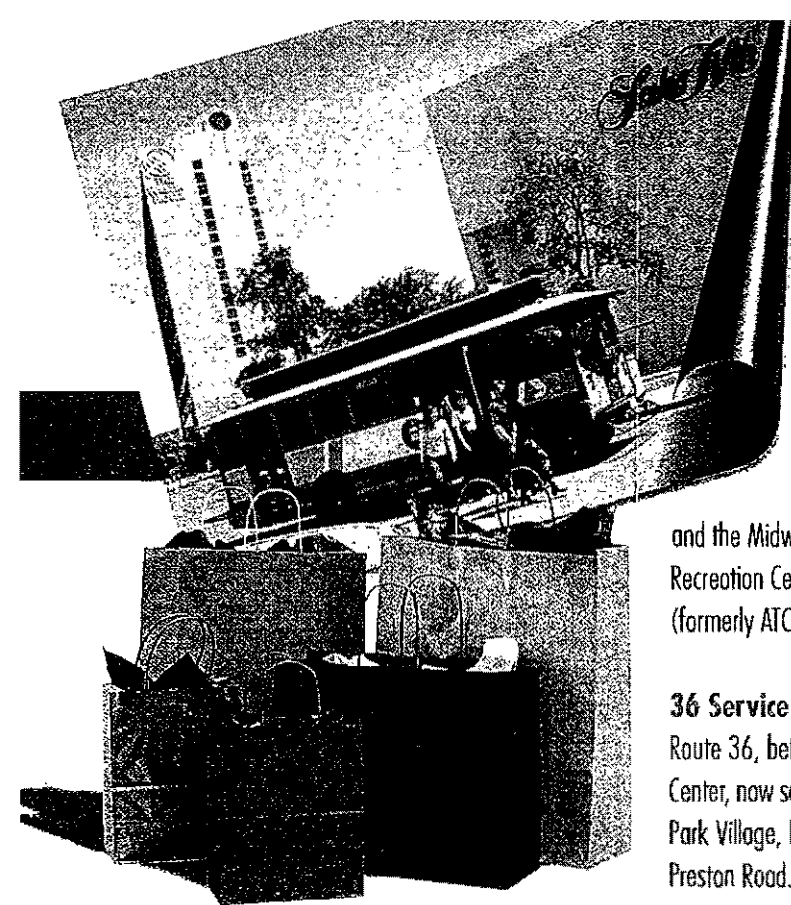
Whether you take your local bus route or park in one of 205 free spaces and ride, the Addison Transit Center makes it easy to reach popular destinations in Addison, Carrollton, Dallas, Farmers Branch, Garland, Irving, Plano and Richardson.

Plus, the Addison Trolley-Bus now provides shuttle service between the Addison Transit Center and area hotels, entertainment, and employment centers.

Staffed by a helpful DART Station Agent, the Addison Transit Center features a climate-controlled waiting area, restrooms, vending machines, news racks, drinking fountains, and passenger shelters for each of the eight bus bays.

You'll never have to wait long for your bus at the Addison Transit Center. The 16 bus routes serving the Center are scheduled to reduce your waiting time and make it as convenient as possible to transfer to another route.





TAKE THE FOLLOWING
BUS ROUTES AND
NEW TROLLEY-BUS SERVICE
TO AND FROM
ADDISON TRANSIT CENTER.

708 New Trolley-Bus Service

Trolley-Bus Route 708 is your best link to area employment centers and hotels, including the Candlewood Suites, Embassy Suites, Hotel Inter-Continental, Courtyard by Marriott, Dallas Marriott Quorum, Summerfield Suites, and the Westin Hotel and Galleria. Route 708 runs North and South between the Addison Transit Center and the Galleria during midday.

707 New Trolley-Bus Service

Route 707, from the Addison Transit Center to Westgrove Drive, serves the new Addison Circle, Addison Airport, Addison Conference and Theatre Centre, and all businesses along Addison Road and Quorum Road.

31 Service to Downtown Dallas

Between Addison and downtown Dallas, all trips on Route 31 have been extended to link the Addison Transit Center with DART's downtown West End Transfer Center. This crosstown route also serves the Oak Lawn and the Midway Road areas, with stops close to the Walnut Hill Recreation Center, Brookhaven College, and Aegis Communications (formerly ATC).

36 Service to Plano

Route 36, between downtown Dallas and the West Plano Transit Center, now serves the Addison Transit Center, with stops at Highland Park Village, Preston Center, and Valley View Mall along Preston Road.

183 Service to School, Shopping & Work

If you're heading to Jesuit College Preparatory School, the Galleria or Lincoln Center from downtown Dallas or Addison, Route 183 is the way to go.

205 Express Service to Downtown Dallas

Turn your trip downtown into down time, with Route 205, express bus service from the Addison Transit Center to downtown Dallas. Leave the driving to us and get some work done, read the paper, catch up on your sleep. We'll wake you when we get there.

321 Service to Farmers Branch

Farmers Branch and Brookhaven College are right around the corner with Route 321, weekday service between the Farmers Branch Park & Ride and the new Addison Transit Center.

322 Crosstown Service along Midway Road

Route 322, weekday service from the Farmers Branch Park Ride, now serves the Addison Transit Center. Service on this crosstown route has been expanded to include Midway Road and Skylane Drive, replacing the Skylane Drive extension of Routes 172 and 205. Businesses along Luno Road are served by Route 322 as well.

333 Service to Carrollton

Carrollton is now a hop, skip and a jump away. Hop on Route 333, service between the Addison Transit Center and the North Carrollton Transit Center along Frankford Road. Skip the traffic and the hassle. Jump for joy at the time and money you save.

341 Connections to Irving, Garland, Richardson, and Farmers Branch

Route 341, service between Rosemeade Parkway and Lina Street and the Addison Transit Center, with selected trips to the Frankford Apartments, is your connection to Irving, Plano, Garland, Richardson, Farmers Branch and downtown Dallas.

350 Service to Plano

Plano is closer than you think, with Route 350, weekday service between the East Plano and Addison Transit Centers. If you're heading to HCA Medical Center of Plano, Collin Creek Mall, or Plano Municipal Buildings from either Addison or Plano, Route 350 is the way to go.

361 Service to Richardson

Traveling between Addison and Richardson has never been faster or easier. Park free and ride Route 361 from the Addison or Richardson Transit Centers for a quick trip along Arapaho Road. If you're headed to the Richardson Civic Center or Library, this is your route.

362 Connections to University of Texas at Dallas

Got class? Whether you're traveling from Addison or Richardson, Route 362, service between the Addison and Richardson Transit Centers, is the smartest and fastest way to the University of Texas at Dallas campus.

363 Service to the Galleria and Valley View Center

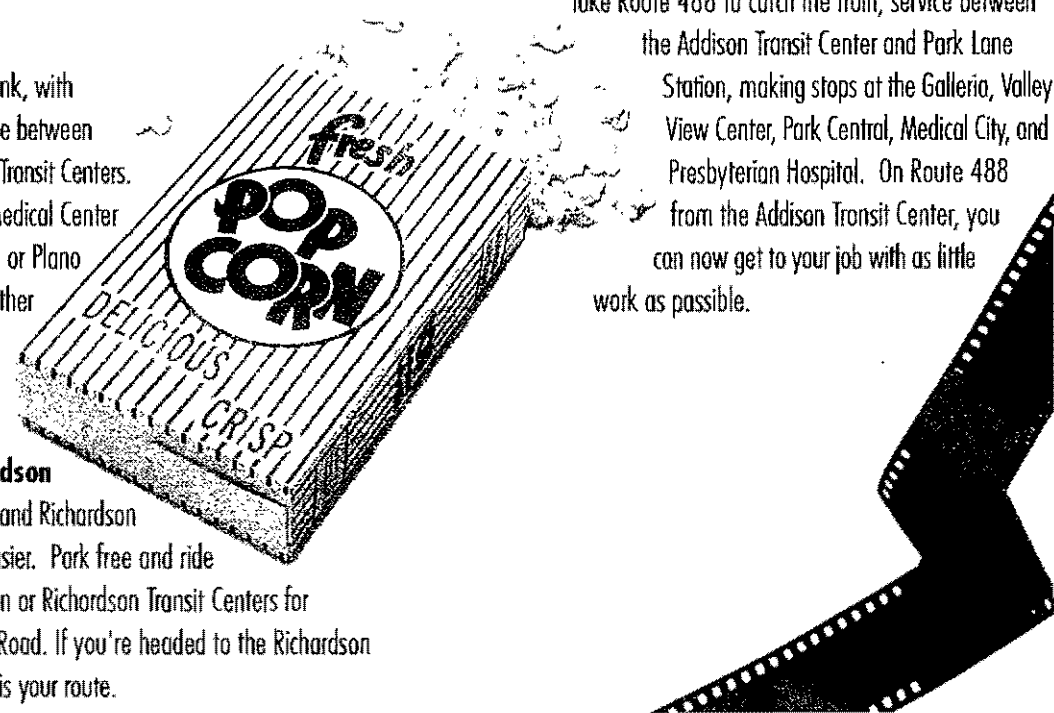
With Route 363, service to the Galleria, Valley View Center, and Blue Cross-Blue Shield, getting to work is easier than ever. Service from the Addison Transit Center operates Monday through Saturday.

400 Crosstown Service

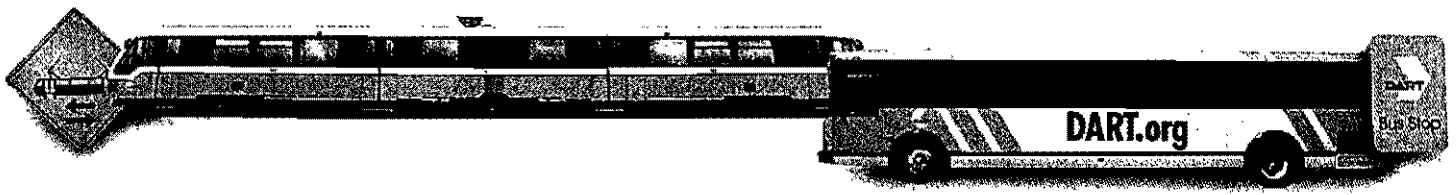
If you're headed from Addison to Garland, Richardson, Irving, Carrollton or Farmers Branch, DART's got your number - Route 400, crosstown service to and from the new Addison Transit Center. Route 400 also serves Garland Central, Richardson, and North Irving Transit Centers and downtown Carrollton six days a week, plus the Farmers Branch Park & Ride on Saturdays.

488 Connections to Rail at Park Lane

Take Route 488 to catch the train, service between the Addison Transit Center and Park Lane Station, making stops at the Galleria, Valley View Center, Park Central, Medical City, and Presbyterian Hospital. On Route 488 from the Addison Transit Center, you can now get to your job with as little work as possible.



The DART Report



Ridership

Systemwide (bus, rail, HOV, Paratransit services and vanpools combined)

- DART carried 24.1 million passengers during the first quarter of FY01 — a 4.2% increase over the first quarter of FY00.

Bus/Paratransit Service

- More than 11.9 million customers rode DART buses during the first quarter of FY01, with weekday ridership up about 1.0% compared to the same quarter last year. More than 166,000 passengers ride DART buses each weekday.
- In FY00, bus ridership rose 2.5% to more than 48 million annual passenger trips.
- DART's growing fleet of accessible buses and trains continues to attract customers with disabilities, lowering dependence on curb-to-curb Paratransit service. Paratransit use decreased 12.3% during the first quarter of FY01, compared to the same quarter last year.

DART Rail (light rail)

- Ridership on the 20-mile light rail starter system totaled 2.83 million during the first quarter of FY01, with weekday ridership up 0.8% compared to the same quarter last year. More than 38,000 passengers ride DART trains each weekday.
- In FY00, light rail ridership rose 0.8% to 11.4 million annual passenger trips.

Trinity Railway Express (commuter rail)

- Ridership on the newly expanded Trinity Railway Express grew 95.1% during the first quarter of FY01 to more than 290,000 passenger trips. Weekday ridership was 4,350.
- In FY00, Trinity Railway Express ridership grew 18.5% to 767,000 annual passenger trips.

High Occupancy Vehicle (HOV) Lanes

- HOV lanes on I-30, I-35, I-635 and a portion of I-35E/U.S. 67 posted a 12.6% gain during the first quarter of FY01, for more than 8.6 million commuter trips.
- HOV lanes served more than 33 million commuters in FY00.

Vanpool Program

- DART coordinated 79 vanpools during the first quarter of FY01, providing more than 300,000 commuter trips.

Federal Funding Status

- President George W. Bush has included \$71.2 million for DART projects in his FY02 federal budget request. The funds are earmarked as the fourth installment in a \$333 million Full Funding Grant Agreement with the Federal Transit Administration. The FFGA supports construction of the North Central light rail extension to Richardson in 2002 and Plano in 2003. Another light rail extension to Garland, opening in 2002, is 100% funded with proceeds from the local one-cent sales tax for public transit.

- Again this year, members of the North Texas congressional delegation, including House Majority Leader Dick Armey, Rep. Martin Frost, Rep. Ralph Hall, Rep. Eddie Bernice Johnson, Rep. Sam Johnson and Rep. Pete Sessions, have endorsed DART's appropriations request for light rail expansion.
- In December, DART obtained \$1 million in federal funding for real estate purchases along the planned Southeast Corridor light rail extension to Fair Park in 2006 and Pleasant Grove in 2007.

DART Highlights

- All contract opportunities over \$2,500 are now posted on DART.org.
- DART is extending "321 GO," an experimental Personalized Public Transit (PPT) service in Farmers Branch and Addison. Through mid-August 2001, between 9 a.m. and 3 p.m. weekdays, customers within one-third mile of Bus Route 321 can make reservations for pickups or drop-offs at their doors. Route 321 runs along Valley View Lane and Alpha and Inwood roads, between the Farmers Branch Park & Ride and the Addison Transit Center.
- As one of the nation's largest liquefied natural gas transit operations in the nation, DART recently hosted a conference on the use of the high-tech fuel. Representatives from six transit agencies reported increasing success with natural gas as a transit fuel. DART operates a fleet of 139 natural gas buses.
- Customers of DART and the Fort Worth T can now purchase the same monthly pass good for trips on all fixed-route services of the two transit agencies. Transit riders can also purchase money-saving passes online by visiting DART's website, DART.org.

Regional Economic Impact

- To date, nearly \$1 billion has been invested in private development along DART's existing and future light rail lines.
- A University of North Texas study projects DART's current expansion program and operations will pump \$3.7 billion into the regional economy and support approximately 32,000 jobs through 2003.
- Between 1996 and 1998, taxable values for properties near light rail stations were about 25% higher than comparable properties not served by rail, according to another study by University of North Texas economist Dr. Bernard Weinstein.

System Expansion Activities

North Central Light Rail Extension

- Construction of this 12.5-mile light rail line is on schedule and on budget. Service is scheduled to Richardson in summer 2002 and Plano in summer 2003. DART, the City of Richardson, Hunt Petroleum and Nortel are incorporating a rail transit plaza in the Glatyn Park expansion of the Telecom Corridor.

Northwest Corridor

- Construction of this 11.2-mile line is on schedule and on budget. Service is scheduled to begin between Mockingbird Station and White Rock Station on Sept. 24, 2001, extending to LBJ Freeway in spring 2002, and to downtown Garland in fall 2002.

Trinity Railway Express Commuter Rail Expansion

- In September 2000, DART and the Fort Worth T opened a 17-mile extension of the Trinity Railway Express with service to the new West Irving Station, CentrePort/DFW Airport Station, Hurst/Bell Station and Richland Hills Station. Service is scheduled to extend to downtown Fort Worth this fall.

I-35E / U.S. 67 High Occupancy Vehicle (HOV) Lanes

- DART and the Texas Department of Transportation are developing 11 more miles of HOV lanes, stretching south of downtown Dallas along I-35E and U.S. 67 to I-20. Portions of the new lanes opened last summer. Both north and southbound lanes between Camp Wisdom Road and Loop 12 are open 24 hours a day. The southbound lane starting at Louisiana St. is open weekdays from 4 p.m. to 7 p.m. Commuters should expect to save about 14 minutes daily when the full 11 miles open in winter 2002.

Northwest Corridor

- DART's plans for the Northwest Corridor include a 17.5-mile light rail line extending from downtown Dallas to Farmers Branch in 2007 and to Carrollton in 2008. A 13-mile branch from Northwest Highway is projected to reach the Las Colinas Urban Center in 2009 and DFW Airport in 2010.

Southeast Corridor

- DART's plans for the Southeast Corridor include a 10.2-mile light rail line extending from downtown to Fair Park in 2006 and to Pleasant Grove in 2008.

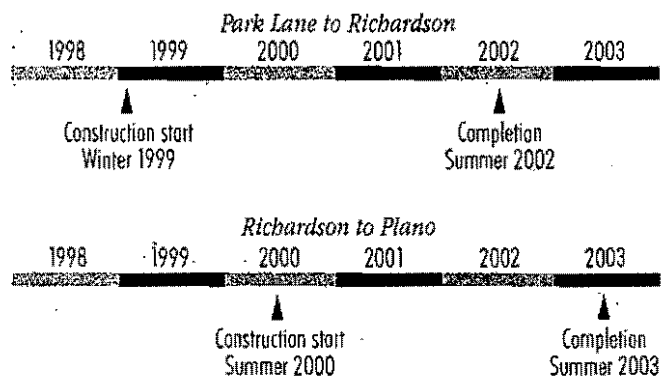
North Crosstown Corridor Preliminary Feasibility Study

- The North Central Texas Council of Governments (NCTCOG) conducted a North Crosstown Corridor Preliminary Feasibility Study to determine alternative alignments linking Plano, Richardson, Addison, Carrollton and DFW Airport. As a result, the NCTCOG has identified a need for a Major Investment Study (MIS) to fully analyze mobility options within the corridor.

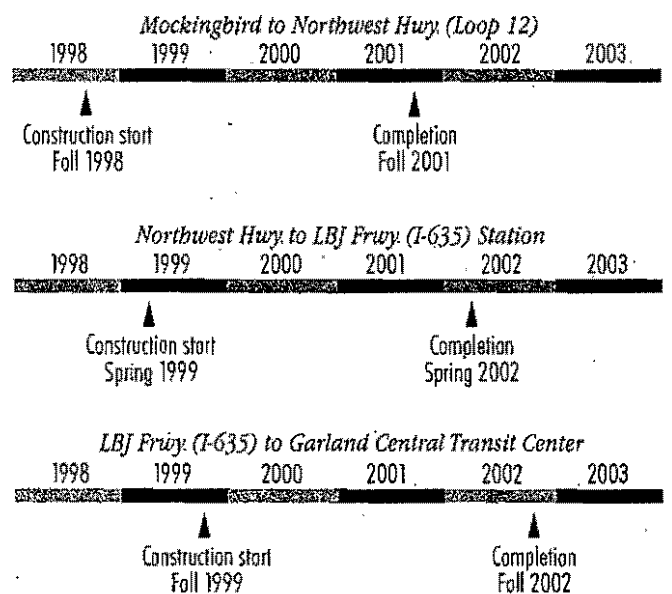
The DART Speakers Bureau/Education Programs

- Want to learn more about the latest developments in public transit? Get on board with the DART Speakers Bureau or our Education Programs. From presentations for civic clubs and organizations to transit safety classes for school children, we've got a presentation just right for you. Just call us at 214-749-3372.

North Central Rail Extension



Northeast Rail Extension



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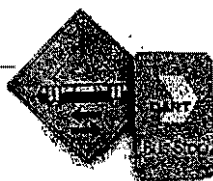
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For more information, visit our website at DART.org, or request a free subscription to our quarterly InMotion magazine by calling 214-749-2506.



Roger Snoble
President/Executive Director

Printed on recycled paper



Randy

10/19
This was prepared by
DART

Recommendations

Based on the survey results, 14.2% of Town of Addison employees reside within the DART service area and have access to DART's bus/rail services. For the 56.0% of Town of Addison employees who live in communities within the DART service area but not close to the services and those outside of DART's service area, consider vanpools and carpools. The Town of Addison's main concern on how to impact air quality and traffic congestion was presented to the employees as a question. Of the 134 employees surveyed, 34.3% of employees responded that they *did not know* if they would be able to commute on public transportation if a transit pass was provided by their employer, DART recommends a combination of rideshare options. Carpools, vanpools and public transit as well as education and information about the DART system.

RIDEMATCH:

By using the Density Plot Map, employees can be matched by zip code with other employees who live, work and share similar work schedules. Each employee surveyed will receive a personalized matchlist. This list can be used by the employee to contact fellow employees for ridesharing opportunities.

VANPOOLS:

Vanpooling is an option for those who choose to ride together and live longer distances from the worksite. Employees have a choice between an 8 passenger van or 15 passenger van. The \$400 per month cost of the vehicle is divided between the riders. DART supplies everything, the vehicle, maintenance, a gasoline allowance and insurance. Town of Addison supplies the driver and the group. The DART vanpool can go anywhere as long as the work or home destination is within Dallas, Denton or Collin county. Vanpools can travel on the HOV lanes. This program can be subsidized by the employer and comes equipped with an Emergency Ride Home.

PASS PROGRAMS:

Monthly Pass

Programs can be easily implemented with or without employer subsidies. Passes can be sold at the worksite. The passes are good for unlimited use during the calendar month. The passes are issued on a pre-payment basis with a return option on orders of 11 or more purchased per month. With company subsidies DART will give a \$2 discount on every pass purchased. This program is a pre-tax benefit to your employees and a tax write off to the Town of Addison.

Annual Pass

The E-pass is an annual pass program effective for the calendar year. Companies provide the pass as an employer benefit to the employee. Pricing is based on DART service and company size. This program utilizes group rate pricing to provide the lowest priced pass program available. Unlimited transportation on all of DART's fixed services. Includes an Emergency Ride Home.

COMMUTER BENEFIT:

The IRS allows employers to subsidize their workers' bus/rail passes and vanpool fares up to \$65 per month per employee tax-free. The law is designed to promote the use of public transit by commuters. A transportation fringe benefit allowable by the IRS (IRS Section 132(f) allows companies to purchase monthly discount passes (through DART's Employer Program) annual photo ID bus/rail passes (through DART's E-pass) and/or vanpool fares (through DART's vanpool program) The first \$65.00 of value is tax free. Private employers, non-profit organizations and public agencies can provide the benefit to employees tax-free. Federal government employees and members of the military services are also eligible to receive the transit benefit.

Chapter & Verse

Jim

Job	Start Time	Usage	Phone Number or ID	Type	Pages	Mode	Status
443	9/15 10:28AM	0'30"	972 450 7096	Send.....	1 / 1	EC144	Completed.....

Total 0'30" Pages Sent: 1 Pages Printed: 0

Randy *This was prepared by DART* ⁷⁰⁹⁶

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COMMUTER BENEFIT:

The IRS allows employers to subsidize their workers' bus/rail passes and vanpool fares up to \$45 per month per employee tax-free. The law is designed to promote the use of public transit by commuters. A transportation fringe benefit allowable by the IRS (IRS Section 132(f)) allows companies to purchase monthly discount passes (through DART's Employer Program) annual photo ID bus/rail passes (through DART's E-pass) and/or vanpool fares (through DART's vanpool program). The first \$45.00 of value is tax free. Private employers, non-profit organizations and public agencies can provide the benefit to employees tax-free. Federal government employees and members of the military services are also eligible to receive the transit benefit.

Chapter & Verse
Jim

Jim Pierce

From: Jim Pierce
Sent: Tuesday, April 04, 2000 11:23 AM
To: 'Keating, Doranne'
Cc: Robin Jones
Subject: RE: Addison Recycling information/Vanpools

Robin Jones can be reached at 972-450-2849 or rjones@ci.addison.tx.us
For vanpool info contact Brenda Whitaker at DART at 214-749-2724;
bwhitaker@dart.org Hope this helps. If you can get a vanpool going, I
would really like to know about it. Perhaps we could get you and the
vanpool riders some recognition, and that would be a way to create more
interest. Jim.

-----Original Message-----

From: Keating, Doranne [<mailto:Doranne.Keating@Tricon-Yum.Com>]
Sent: Tuesday, April 04, 2000 8:34 AM
To: 'jpierce@ci.addison.tx.us'
Subject: Addison Recycling information

Dear James,
It was a pleasure meeting you this past weekend at the Sustainable
Dallas
conference. I found the conference to be very informative.

I am helping to organize an environmental awareness week at my building
and
would like to get some information. As discussed, can you forward me
the
contact details for Robin Jones in the solid waste division? I would
like
to get his e-mail address, in addition to his phone number. I found out
that we already have some information on recycling in Addison, but it
would
be helpful to know who to contact in case we have more questions.

During the conference, you mentioned your interest in public
transportation.
What information can you share about the DART vanpools, etc.? We might
be
able to address such a topic in my building.

Thank you for your time.

Regards,
Doranne Keating
Tricon Restaurant Services
phone: 972-338-6794

plenty of questions

the other schools, said Bob Thomas, the school district's attorney on the

they're supposed to do," Ms. Coffman said. "We can't get science equip-

money is disbursed," Mrs. Hromadka said.

DANN 12-7-99

L. Travis
in Japan and the Na
ng from the military,
employed by Southland
until 1981.
is survived by his wife
relean R. Travis, sons A.
of Hurst and Phil D.
; seven grandchildren,
grandson.

CITAN
M., 76, of Dallas, a retired
umonia. Services 11 a.m.
The Lord's Missionary
h, Dallas.
Alexander, 58, of Grand
d auto mechanic, of trau-
1 a.m. Wednesday, Oak-
y, Waco.

ified Obituaries
4-977-8672

Deaths, Funerals A1



**VASQUEZ-
MORGAN**
MARIE CHAVOZA of
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uch from her. All mom
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mily to be happy. She
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eryone that knew her
ve and generosity. Sur-
ved by Sons: Charles R.
isquez, Richard G.
isquez and wife, Alicia,
e Vasquez and wife,
rolyn, daughter: Sylvia
ntreras and husband,
se. 10 Grandchildren
1 11 Great Grandchil-
n. Sister Carmen Her-
idez. Brothers: Mike
1 Rudy Chavoza, as
ll as numerous Nieces
1 Nephews. Marie will
re six Grandsons as
bearers. A Rosary will
held on Tuesday De-
cember 7, 1999, 7:00 P.M.
the Hughes Funeral
me location. Services
l be on Wednesday De-
cember 8, 1999, 10:00 A.M.

More people using DART buses, trains and HOV lanes, figures show

Population increase, acceptance of public transit are credited

By Tony Hartzel
Transportation Writer of The Dallas Morning News

More people are choosing buses, trains and HOV lanes to get around North Texas, say new DART ridership figures.

Total ridership grew 6.5 percent on Dallas Area Rapid Transit in the fiscal year that ended Sept. 30. Bus use grew by 3.3 percent and showed increases in 11 of 13 of DART's member cities, and light rail grew by 3.6 percent.

Commuter rail service on the Trinity Railway Express reported the largest increase. It was partly because of added Saturday service that began last December. In addition, about 25 percent of all commuter rail riders travel from downtown Dallas to Irving in the morning and return in the evening, said Lonnie Blaydes, DART's vice president for commuter rail.

Ridership grew because the region has more people, more congestion and a growing acceptance of public transit, said DART president and executive director Roger Snoble.

"More and more people are experiencing more congestion, and that makes them look at other alternatives," Mr. Snoble said. "And because our buses and trains are very visible, people are more conscious about those options."

The improved figures marked the third consecutive year that DART's totals grew, but it was the first year for direct comparisons of light-rail service. In previous years, the agency

DART RIDERSHIP GAINS

	1999	1998	% change
Bus	47,405,540	45,888,970	3.3
Light rail	11,345,640	10,946,590	3.6
Trinity Railway Express	647,620	503,080	28.7
HOV lanes	30,930,200	27,524,560	12.4
Van pool	303,790	161,700	87.9
Paratransit	597,040	669,930	-10.9
Totals	91,229,830	85,694,830	6.5

SOURCE: Dallas Area Rapid Transit for fiscal year ending Sept. 30, 1999

The Dallas Morning News

added light-rail service to new areas, making year-end parallels difficult.

DART bases most of its ridership figures on actual counts. Light-rail figures are derived using a tested statistical sampling method.

Last year's rail and bus figures are slightly lower than what DART expected. The difference is not expected to have much impact. DART originally forecast 11.8 million light-rail riders last fiscal year but drew only 11.3 million riders. It also predicted 15,000 more commuter rail users and 700,000 more bus riders than were recorded.

Among DART cities, Addison showed the largest bus use increase — 21.1 percent higher than in 1998. Planners attribute most of the increase to the opening of a new bus transfer center there this summer.

The transfer center serves the new Addison Circle mixed-use development. It also helps Addison's large service-industry employment base attract more workers, Mayor Scott Wheeler said.

"It's exceeding our wildest expectations," he said. "The new transfer cen-

ter is so much more user-friendly than the previous."

Irving, Glenn Heights and Plano also showed increases of 6.8 to 8.7 percent. Those improvements can be traced to the growing popularity of express bus routes, Mr. Snoble said. Farmers Branch and Rowlett showed slight dips in bus use.

The upsurge in ridership brings demands for DART to expand its services. The agency is in the middle of a five-year plan to buy about 500 new buses. Work has started on rail extensions to Garland, Richardson and Plano.

As demand grows, DART could increase the frequency of some trains. It recently extended its blue line to serve the heavily used Mockingbird Lane station. The recent purchase of 55 new rail cars is giving train riders more elbow room during peak commute times, Mr. Snoble said.

"We can keep up pretty well," he said, adding that DART may eventually consider special express trains or more frequent service from future suburban light-rail locations.

Redevelopment of arena site touted as EPA holds 'brownfields' conference

Continued from Page 29A.

growth into our cities because we have the added burden of dealing with these environmentally challenged properties," he said. "We have found some very unique ways in which to make these properties once again economically viable."

"Across the country, there are far too many sites that have been abandoned, that have sat idle because of contamination," she said. "Making them productive again has been a priority of President Clinton and Vice President Gore. This administration has pledged that the future of

Corp. Developers envision commercial and residential use, in addition to the arena.

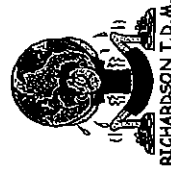
City taxpayers are contributing \$125 million to the arena's cost, but none of that goes toward the cleanup. Under Hillwood's agreement with the

One Thousand Mile Club

1999

*The City of Richardson's
Travel Demand Management Program
is pleased to present this certificate to*

*In recognition of outstanding effort towards the use of alternative modes of
transportation that in turn saved over 1,000 vehicle miles of travel.*





T.D.M.

Express

August/September 1999

RICHARDSON T.D.M.

In this issue:

**You can run, but you cannot hide!*

**T.D.M. Trivia*

**T.D.M. Awards Luncheon*

**Ernie's Extra*

**Tune-Up Reminder*

**The Means of Getting to Work*

**T.D.M. Winners*

You can run,



but you cannot hide!

Are you one of the many people that escaped to the beach or the mountains this summer thinking you were getting away from the bad air in the city? Are you someone who thinks that since you live in the suburbs bad air quality doesn't effect you as much as those that live in the big city? When you're driving in traffic, do you keep your windows rolled up and your air conditioner on thinking it will help you avoid the smoke coming from the vehicle in front of you? Well guess what? You couldn't be more wrong!

There was a time when a visitor to the Great Smokey Mountains National Park could see for more than 60 miles. Last summer, the air was so bad they deemed it unhealthy 43 days and visibility often was down to 12 miles. It is now common for the air in our national parks to be worse than the air in many of our major cities. Suburbanites suffer from the same misconception. Many people believe that by living in the suburbs they are avoiding the worst of the bad air. In both cases, what people do not take into account is the wind. Pollution does not stay where it was made, it migrates with the air currents. Depending on wind speed and direction, pollution made in Houston may find its way to Dallas, or vice-versa. To get a more graphic picture of the hour-by-hour air quality changes in our area, log on to:

[Http://www.tnrcc.state.tx.us/cgi-bin/monops/ozone_animation?04](http://www.tnrcc.state.tx.us/cgi-bin/monops/ozone_animation?04)

Pick a date and watch the progression of ozone accumulations. Dates where the air quality standard was exceeded provide a very realistic picture of how bad the air is getting (Example: August 5, 1999). Pay particular attention to the short amount of time the air quality is actually "good".

The air inside your car is not much better. The typical driver will roll up the car window, turn on the air conditioner and go about their commute feeling protected from the dirty air outside. Unfortunately, this is far from the truth. Studies are now showing that levels of toxic materials (like benzine and carbon monoxide) are two to ten times higher inside a vehicle than on a congested freeway or major street. Automakers say they have been concentrating on what comes out of the exhaust, not what gets inside. So, the next time you're stuck behind a smoking vehicle roll down your windows, take out a pen and paper and copy the license number and location of the vehicle. When you get home, call 1-800-453-SMOG (1-800-453-7664). The Texas Natural Resource Conservation Commission will handle the rest. Remember that it's your air, too!

T.D.M. TRIVIA



August Question:

Gasoline mowers produce 2 to 5 percent of our air pollution. They can emit as many hydrocarbons in one hour as a new car does in _____ miles.

September Question:

Public transportation trips represent about 25% of all urban trips in Europe. What percent of all urban trips occur on public transportation in the U.S.?

June Answer:

How much does it cost for a City of Richardson employee to purchase a DART local monthly bus pass?

\$15 for a local monthly bus pass!

July Answer:

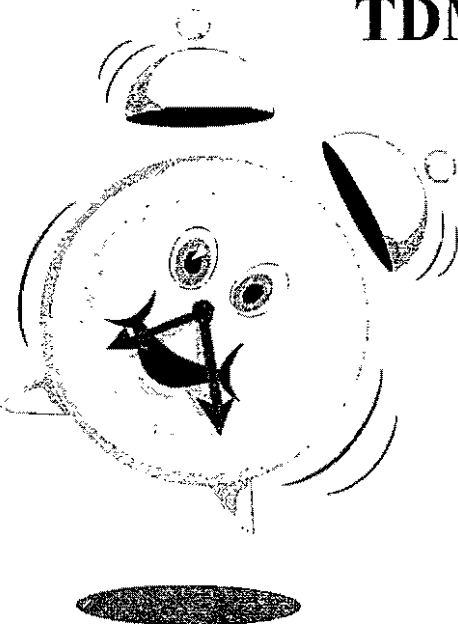
What percentage of all driving consists of trips of less than five miles?

50% of all driving trips are less than 5 miles!

TDM Awards Luncheon Coming Soon!

On September 29, 1999, the annual TDM Awards Luncheon will be held at Richardson City Hall for those employees that have put forth the extra effort to do their share for cleaner air! Records from the TDM Database will be used to determine the top participants and invitations will be distributed in mid-September.

Will you be one of the top participants?





Ernie's Extra

The City of Richardson has a new participant in the fight for cleaner air. His name is Ernie Ramos, and he is now in charge of Fleet for the City. Ernie is no stranger in the fight for cleaner air. Before coming to the City of Richardson, Ernie spent over five years with the City of Coppell as the Fleet Manager, and over eight years as 2nd shift fleet manager for the Coca Cola Bottling Company. Ernie will be providing tips on the best way to keep our vehicles running at their peak performance and giving out timely information on alternative fuels. Please be sure to look for Ernie's Extra in future T.D.M. Express editions!

And now, ERNIE'S EXTRA

The quality of the air in and around the Metroplex is getting worse every day. Soon the Metroplex is going to be reclassified from a serious to a severe non-attainment area for air quality. As a result, several restrictions could be placed on local governments effecting many operations. Vehicles using unleaded gasoline could be prohibited from refueling between 6:00 and 10:00 a.m., and City vehicle use could be restricted to business use only (no City vehicles being taken home).

Along with Travel Demand Management, the City's commitment to alternative fuels is helping to reduce emissions and increase air quality in the Metroplex. As an employee, you can help by continuing to use alternative fuel and compressed natural gas (CNG), which several City vehicles are capable of using. Our organization's use of alternative fuels is very important to both the community and the environment. By law, each vehicle that can use CNG must do so 90% of the time. If your vehicle can use CNG, a renewed commitment from you to do so is a step in the right direction. If the City vehicle you drive doesn't operate well on CNG, please contact Fleet Services and make arrangements for repairs when possible.

If your vehicle does not use alternative fuel, the next time you're pumping gas think about your driving habits. For better fuel economy, avoid rapid starts; last-second stops; making unnecessary trips during rush hour; attempting a left turn in heavy traffic; unsteady driving speed; driving at speeds exceeding the posted limit; excessive idle time; warming up your vehicle in the driveway, and gunning the engine before shutting it off.

Technology and the commitment of all staff will help to improve air quality in the Metroplex. Remember that we all have to do our share for cleaner air!

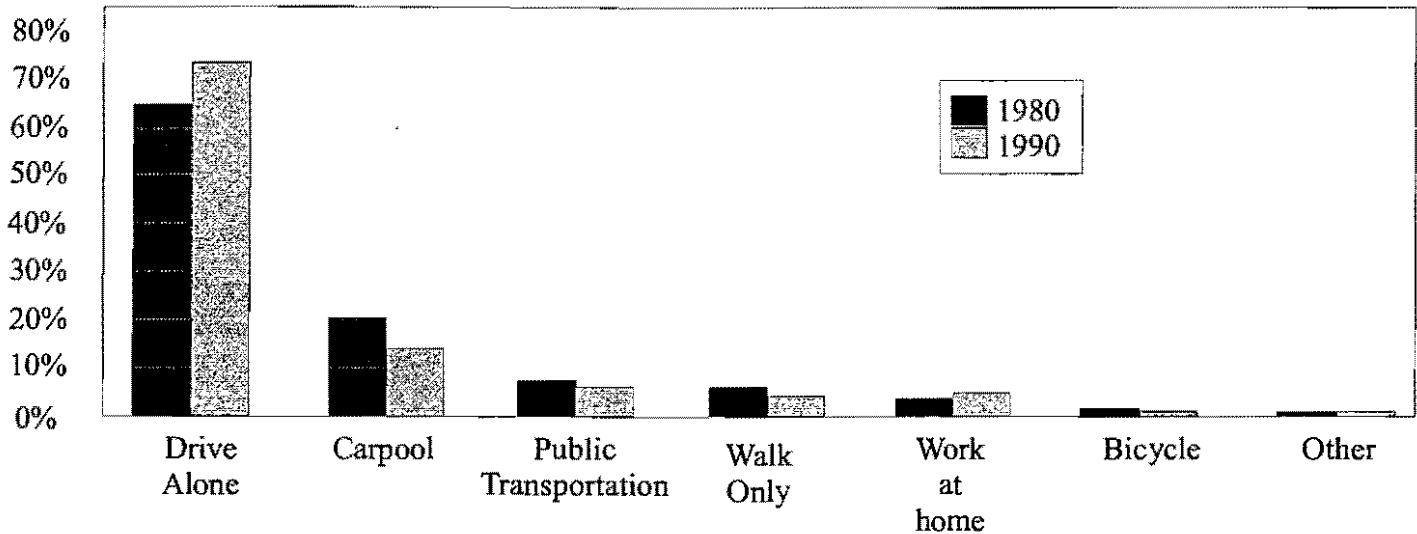


Tune-up Special

Don't forget to send in your receipts for tune-ups, oil changes, tire purchases or anything else that helps your vehicle run more efficiently. Each receipt (up to two) will give you an extra entry into the monthly TDM prize drawing. If you turn in your monthly tracking form with two receipts you will have three chances to win!

Means of Transportation to Work in U.S., 1980 and 1990

Between 1980 and 1990, there were only two growth areas for commuting - "drive alone" and "work at home." The percent of people who drove alone to work increased from 64.1 percent to 73.2 percent, while the percent of people that carpool dropped from 19.7 percent to 13.4 percent and the percent of people using public transportation dropped from 6.4 percent to 5.3 percent.



T.D.M. Monthly Participation WINNERS

May Winners:

Alvin Meissner, Streets - Travel Mug
 James Jones, Parks - 1 Qt Cooler
 Lavonne Schwartz, HR - Lunchbag
 Jason Wittenbach, Parks - \$10 Blockbuster
 Jimmy Morman, Streets - Pen & Pad Set
 Ryan Flud, Streets - Dinner (2) El Chico
 Greg Dismore, Parks - COR Umbrella
 David Dybdahl, Streets - Candy Mug
 Ron Landers, Parks - Toolite
 William Estrada, Streets - Lunch @ McDonalds
 Cathy Walker, Cust Svc - Ranger Tickets
 Jackie Davidson, Parks - Ranger Tickets

June Winners:

Peggy Rusterholtz, Bldg Insp - \$25 Walmart
 Tom Schmitz, Traffic - Lunch @ McDonalds
 Elaine Klobe, Library - Toolite
 Joy Cash, Records - Pen & Pad Set
 Ron Tower, Streets - Travel Mug
 Roxanna Brown, HR - 1 Qt Cooler
 Tim Dorney, Parks - Candy Mug
 Kenneth Cline, Parks - Beanie Bear
 Rocky Glover, Water - Texas Ranger Tickets
 Rodney Smith, Traffic - Lunch Bag
 Ken Jones, CITV - Lunch Bag
 Cathy Walker, Cust Svc - Stationary Set
 Michael Pyles, Parks - COR Umbrella
 Adrienne Ciletti, CIS - \$10 Blockbuster
 Tom Stone, Cap Proj - Pick of Prize

Richardsons Program:

10/98

Have 3 van pools running - subsidize
 $\frac{1}{2}$ the cost of the van

Provide Bus passes with a \$13⁰⁰ per
month subsidy - Cost to Employer \$15/month

Daily Bus passes given free for city business

Have additional emergency ride home money
available

Have a monthly drawing for prizes between all
participants

Have an annual luncheon for participants that
save 100 miles/year or more

Tracks participants mileage saved and
pounds of pollutants therefor not emitted
to atmosphere

Has one employee dedicated $\frac{1}{4}$ time to
the program.

Produce a bi-monthly newsletter

Commuting Employee of the year gets
a day off with pay.



DARTVan/Richardson VAN POOL PRICING INFORMATION

R

CURRENT COST PER MONTH

15 - Passenger Van (Captain and 10 - 14 Paying Riders)*

Average Daily Mileage	1-90 Miles	91-95 Miles	96-100 Miles	101-105 Miles	106-110 Miles	111-115 Miles	116-120 Miles
Total Van Cost	\$1246	\$1316	\$1386	\$1456	\$1526	\$1596	\$1666
DARTVan Portion	\$846	\$846	\$846	\$846	\$846	\$846	\$846
C.O.R. Payment	\$200	\$235	\$270	\$305	\$340	\$375	\$410
# of Riders	Rider Portion						
	<small>All rider fees have been rounded up to the next dollar amount for collection purposes for the van captain. Any extra monies collected will be used towards fuel.</small>						
14	\$15	\$17	\$20	\$22	\$25	\$27	\$30
13	\$16	\$19	\$21	\$24	\$27	\$29	\$32
12	\$17	\$20	\$23	\$26	\$29	\$32	\$35
11	\$19	\$22	\$25	\$28	\$31	\$35	\$38
10	\$20	\$24	\$27	\$31	\$34	\$38	\$41

8 - Passenger Van (Captain and 6 - 7 Paying Riders)*

Average Daily Mileage	1-90 Miles	91-95 Miles	96-100 Miles	101-105 Miles	106-110 Miles	111-115 Miles	116-120 Miles
Total Van Cost	\$910	\$980	\$1050	\$1120	\$1190	\$1260	\$1330
DARTVan Portion	\$510	\$510	\$510	\$510	\$510	\$510	\$510
C.O.R. Payment	\$200	\$235	\$270	\$305	\$340	\$375	\$410
# of Riders	Rider Portion						
	<small>All rider fees have been rounded up to the next dollar amount for collection purposes for the van captain. Any extra monies collected will be used towards fuel.</small>						
7	\$29	\$32	\$39	\$44	\$49	\$54	\$59
6	\$34	\$40	\$45	\$51	\$57	\$63	\$69

*Current costs effective until Oct 1, 1998

~~Phil Weston~~
Colonnade Meeting

Kam Davis
Tricia McQuinn
Brenda Whitaker
Jep

Parking 37.50/month/Space
Fees 5.00/day on a daily basis

10-6-99

A certain number of "free" spaces come with the lease
over that, spaces must be paid for.

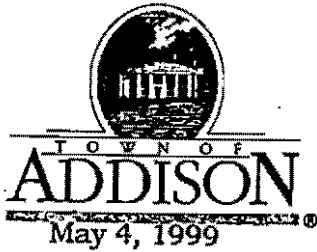
(E Pass \$30/person/year from Brenda)

Colonnade very interested in
Van Pools
Car Pools

Re-Routing Trolley to Bldg.

They are running out of parking spaces
will provide a forum for a DART
presentation to the various tenants

✓ Call Brenda & Colonnade re
Car America's Interest



PUBLIC WORKS DEPARTMENT

Post Office Box 9010 Addison, Texas 75001-9010

(972) 450-2871

16801 Westgrove

MEMORANDUM

To: Ron Whitehead, City Manager
From: Jim Pierce, Assistant City Engineer *J.P.*
Subject: Travel Demand Management

I have attached a copy of my letter to James McCarley regarding our scorecard. We could have scored higher if we subsidized the cost of vanpools or participated in DART's Discount Bus Pass Program. While we do not have our employee survey info back yet from DART (due to a software upgrade problem), I have a sense there is not too much interest in vanpools. However, if the Town subsidized the vanpools, there may be more interest.

I would like to suggest the Town put some money in next year's budget for vanpools and the discount bus pass program.

And, if we really want to take a bold step forward, I suggest DART's E-Pass Program. E-Pass is an annual photo I.D. bus/rail pass the Town would purchase for Town Council and ALL employees that provides unlimited use of DART bus/rail facilities. The program includes 2 free emergency rides home per quarter via taxi. A ballpark estimate of cost to the Town for this program to cover Council and all employees is \$20,000/year. DART believes this program would really get people to use the system who otherwise would not use it.

If the Town would subsidize these programs it could be counted as another valuable employee benefit and would demonstrate "corporate" good will. A subsidy would also enhance recruitment and employee retention. Interestingly, the first \$65/month of any benefit funded by the Town is not counted as income to the employee, which makes the benefit even more valuable. Other benefits to the Town are less vehicular traffic, less parking space required, less air pollution, and each participant is provided reliable transportation. Participation by the Town would show strong support of the DART transit system.

These programs can be paid for out of our DART LAP/CMS funding if so desired. If we subscribed to the E-Pass program, we would be the first Member City to do so. I'm sure we could get some good publicity while we underscore our leadership position.

Cc: John Baumgartner, Director of Public Works

Contents

- Introduction
- Survey Findings
- Commute Information
- Recommendations
- ETC Job Description
- Survey Sample
- Sample Density Plot Map
- Attachments

Introduction

The following is a transportation plan for the Town of Addison. This proposal contains a summary of the results of a survey administered to the Town of Addison employees. DART would like to thank James Pierce, Assistant City Engineer, for his assistance in administering this survey.

Survey Findings

Employees returned at total of 200 surveys of which 134 were usable . The following are highlights of the employee survey administered in February, 1999. Below are the results of the site analysis:

Origin and Destination Information

- 14.18% have a trip origin within the City of Dallas
- 55.97% have a trip origin within the DART Service Area
- 29.85% have a trip origin outside the DART Service Area but within the Rideshare Service Area (both DART and the T)

Commute Information

- 61.9% start the work day between the hours of 7:00 and 8:00am; 65.7% leave work between 4:00 and 6:00pm; 67.0% work a regular work schedule; 33.0% work a flex schedule and 91.3% work Monday through Friday
- 95.5% drive alone
- 20.1% rideshare occasionally; 3.7% rideshare regularly
- 11.2% would be able to commute on public transportation; 34.3% "Do Not Know" if they would be able to commute on public transportation

Recommendations

Based on the survey results, 14.2% of Town of Addison employees reside within the DART service area and have access to DART's bus/rail services. For the 56.0% of Town of Addison employees who live in communities within the DART service area but not close to the services and those outside of DART's service area, consider vanpools and carpools. The Town of Addison's main concern on how to impact air quality and traffic congestion was presented to the employees as a question. Of the 134 employees surveyed, 34.3% of employees responded that they *did not know* if they would be able to commute on public transportation if a transit pass was provided by their employer, DART recommends a combination of rideshare options. Carpools, vanpools and public transit as well as education and information about the DART system .

RIDEMATCH:

By using the Density Plot Map, employees can be matched by zip code with other employees who live, work and share similar work schedules. Each employee surveyed will receive a personalized matchlist. This list can be used by the employee to contact fellow employees for ridesharing opportunities.

VANPOOLS:

Vanpooling is an option for those who choose to ride together and live longer distances from the worksite. Employees have a choice between an 8 passenger van or 15 passenger van. The \$400 per month cost of the vehicle is divided between the riders. DART supplies everything, the vehicle, maintenance, a gasoline allowance and insurance. Town of Addison supplies the driver and the group. The DART vanpool can go anywhere as long as the work or home destination is within Dallas, Denton or Collin county. Vanpools can travel on the HOV lanes. This program can be subsidized by the employer and comes equipped with an Emergency Ride Home.

PASS PROGRAMS:

Monthly Pass

Programs can be easily implemented with or without employer subsidies. Passes can be sold at the worksite. The passes are good for unlimited use during the calendar month. The passes are issued on a pre-payment basis with a return option on orders of 11 or more purchased per month. With company subsidies DART will give a \$2 discount on every pass purchased. This program is a pre-tax benefit to your employees and a tax write off to the Town of Addison.

Annual Pass

The E-pass is an annual pass program effective for the calendar year. Companies provide the pass as an employer benefit to the employee. Pricing is based on DART service and company size. This program utilizes group rate pricing to provide the lowest priced pass program available. Unlimited transportation on all of DART's fixed services. Includes an Emergency Ride Home.

COMMUTER BENEFIT:

The IRS allows employers to subsidize their workers' bus/rail passes and vanpool fares up to \$65 per month per employee tax-free. The law is designed to promote the use of public transit by commuters. A transportation fringe benefit allowable by the IRS (IRS Section 132(f) allows companies to purchase monthly discount passes (through DART's Employer Program) annual photo ID bus/rail passes (through DART's E-pass) and/or vanpool fares (through DART's vanpool program) The first \$65.00 of value is tax free. Private employers, non-profit organizations and public agencies can provide the benefit to employees tax-free. Federal government employees and members of the military services are also eligible to receive the transit benefit.

Employee Transportation Coordinator (ETC)

WHAT IS AN ETC?

In an effort to work with area employers in developing and implementing employee transportation programs, a link must be established at the employer level to ensure that employee-demand services are delivered. This vital link is the Employee Transportation Coordinator (ETC).

WHY HAVE AN ETC?

Technology alone cannot fix our traffic problems nor clean the air we breathe. Neither can we spend our way out of these problems. While technology and dollars are essential parts of the eventual solution (more efficient engines, alternative fuels, traffic flow improvements, etc.) these problems also require that we change the way we are accustomed to getting to and from work. But changing habits is hard to do. What we need are personal "change agents," or ETC's. The ETC's provide the human touch needed to remedy our traffic congestion and air quality problems.

With the exception of a few dedicated self-starters, new RideShare arrangements are unlikely to form without the personal intervention of an ETC. Simply distributing RideMatch lists generated by a computer is insufficient. RideSharing arrangements personally initiated and implemented by an ETC are far more likely to succeed.

WHAT DOES AN ETC DO?

- **Personally assists employees in selecting and utilizing a commute method that fits their individual needs.**
- **Shows employees how to save money through reducing commuting costs, such as parking, fuel maintenance, insurance, etc.**
- **Assists employees by making them aware of the convenience and comfort of commuting by avoiding the hassles caused by driving alone.**
- **Assists to increase company productivity and improve employee moral by reducing employee stress, tardiness, absenteeism and turnover associated with commuting difficulties.**
- **Assists to improve the company's ability to recruit and retain skilled employees by expanding access to skilled workers throughout the area.**

new DARTVan Program

FARES¹

- Captain rides free in exchange for driving and collecting fares.
- Captain can use van after work and has 250 free personal miles.

15-Passenger Van (Captain and 10 - 14 Paying Riders)

# of Riders	1 - 90 Miles	91 - 95 Miles	96 - 100 Miles	101 - 105 Miles	106 - 110 Miles	111 - 115 Miles	116 - 120 Miles
14	\$29	\$34	\$39	\$44	\$49	\$54	\$59
13	\$31	\$37	\$42	\$47	\$53	\$58	\$63
12	\$33	\$40	\$45	\$51	\$57	\$63	\$68
11	\$36	\$43	\$49	\$56	\$62	\$68	\$75
10	\$40	\$47	\$54	\$61	\$68	\$75	\$82

← Per Day Round Trip
 } Monthly Cost per Rider

8-Passenger Van (Captain and 6 - 7 Paying Riders)

# of Riders	1 - 90 Miles	91 - 95 Miles	96 - 100 Miles	101 - 105 Miles	106 - 110 Miles	111 - 115 Miles	116 - 120 Miles
7	\$57	\$67	\$77	\$87	\$97	\$107	\$117
6	\$67	\$77	\$87	\$97	\$107	\$117	\$127

FUEL²

15-Passenger Van - \$100 per month fuel allowance

8-Passenger Van - \$60 per month fuel allowance

EMERGENCY RIDE HOME

Personal Emergencies	Work Related Emergencies
<ul style="list-style-type: none"> o Rider gets sick or injured on the job. o Rider's child gets sick or injured. o Rider's family member gets sick or injured. o Rider has personal crisis at home. 	<ul style="list-style-type: none"> o Unexpected business appointment. o Unexpected overtime. o Normal vanpool arrangement fails to operate on the trip home.

2 per quarter
 Provided by Enterprise Car Rental under contract to DART

¹ IRS allows employers to subsidize vanpool fares up to \$65 per month per employee and not count the subsidy as added income and amount can be deducted as a business expense.

² Fuel cost above allowance, as with tolls and parking will be shared by riders.



RICHARDSON T.D.M.

T.D.M.

Express

June/July 1999

In this issue:

** Trip Chaining*

** Vehicle Maintenance Receipts*

** T.D.M. Trivia*

** Early Entry Survey Winners*

** New T.D.M. Mascot*

** T.D.M. Crossword Fun*

** T.D.M. Survey Reminder*

** T.D.M. Form on the web*

** Monthly Winners*

TRIP CHAINING

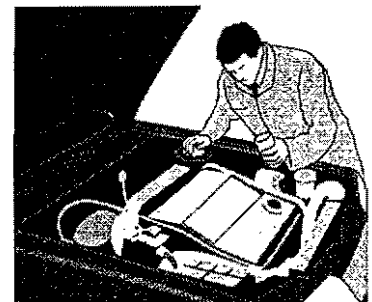
FACT: 50% of all driving consists of trips of less than 5 miles!

It's Saturday morning and you have the usual 15 errands to run that are, of course, in 15 different locations. Do you accomplish your tasks throughout the day in many little separate trips, or do you have a plan that combines your errands into one single, sensible trip?

The process of combining your errands into one trip is called "Trip Chaining", and it is one of the three Travel Demand Management areas being addressed in the "It All Adds Up to Cleaner Air" campaign. As one of 14 communities chosen for the campaign, the D/FW area will receive a federal grant to help "increase awareness about how personal travel choices affect traffic congestion and air quality".

As a City of Richardson employee, you are already aware of (and maybe even participating in) the other two elements of the campaign which are regular vehicle maintenance and methods of alternative transportation. For more information on Trip Chaining or any other method of T.D.M. please call 238-4276.

Don't forget to send a copy of your vehicle's maintenance receipts along with your monthly TDM form. For each receipt you send (up to 2 per month) for oil change, tune-up or other maintenance (even if you do the work yourself), you will get an additional entry into the monthly TDM drawing.



T.D.M. TRIVIA



June Question:

How much does it cost a City of Richardson employee to purchase a DART local monthly bus pass?

July Question:

What percentage of all driving consists of trips of less than five miles?

April Answer:

How many "Ozone Alerts" were issued for our area during the 1998 ozone season?
28 Ozone Alerts in 1998!

May Answer:

How many vehicle miles traveled did COR employees save by carpooling to lunch from April through December 1998?
4,713 vehicle miles were saved!

Early Entry Survey Winners!

The following people won a prize for sending in their 1999 TDM Survey before the May 7th early entry deadline.
Congratulations!

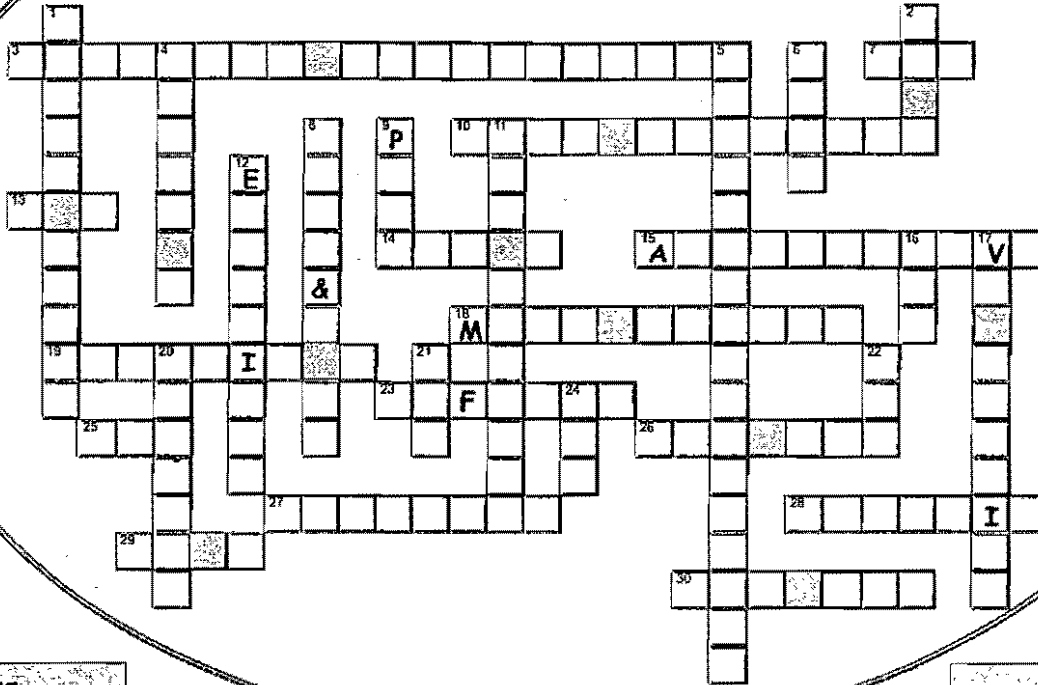
- * \$25 WalMart - Sylvia Kendra, Pub Svcs
- * \$25 Blockbuster - Joy Cash, CMO
- * Dinner for 2 at El Chico - Donnie Love, Traffic
- * Texas Ranger Tickets - Angie Nations, Cust Svc
- * COR Prize Pack - Keith Biggs, Dev Svcs

Coming Soon. . .

Don't stink
up the air,
Rideshare!



TDM CROSSWORD FUN



Across

Down

- 1. What does V.M.T. stand for?
- 2. Abbreviation for High Occupancy Vehicle.
- 3. "Doing your share _____"
- 4. Abbreviation for one person riding in a car.
- 5. New animal mascot for TDM program.
- 6. Another name for TDM travel methods.
- 7. DART provides _____
- 8. Name of monthly "pick your brains" contest.
- 9. \$ cost (spelled out) of monthly local DART pass for a COR employee.
- 10. Year that DART Light Rail service begins in Richardson, 200? (spell out last digit)
- 11. Title of TDM Newsletter (TDM _____)
- 12. Nearest light rail Park & Ride to City Hall
- 13. Without TDM you're stuck in _____
- 14. Current beanie animal prize
- 15. Larger than carpool, group of 8 or more riders in same vehicle.

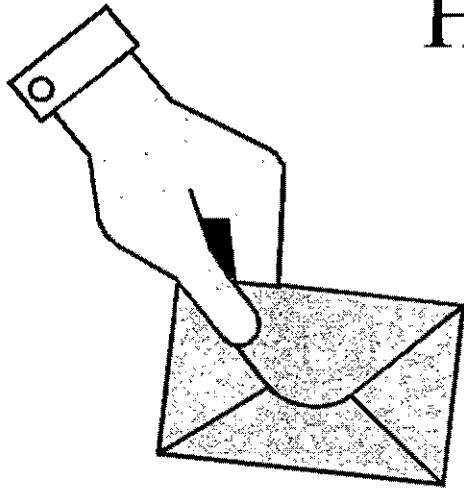
- 1. Stay home and work.
- 2. Number (spell out) of COR vanpools
- 3. 2 or more people in car.
- 4. What COR skunk says ("_____ Rideshare")
- 5. Abbreviation for mass transit provider in D/FW
- 6. Name of place you leave your car to ride DART
- 7. To ride DART you need a _____
- 8. Warning given for possible bad air day? (_____ DAY)
- 9. Another name for tailpipe trash (_____)
- 10. Abbreviation for Travel Demand Management
- 11. Required ticket mark before boarding DART with single pass
- 12. Different type of DART vehicle (Antique-style)
- 13. First name of Employee Transportation Coordinator
- 14. Traditional DART vehicle
- 15. Abbreviation for Employee Transportation Coordinator

What do we reduce by using TDM methods?

Use grey shaded boxes in the puzzle to unscramble the bonus question above.

Write bonus answer here - _____

Send completed puzzle and bonus answer to Kim Farwell, City Hall Room 204, by June 30th. All completed puzzles will be put into a drawing for a great prize! Don't forget your name and department so I can reach you when you win!



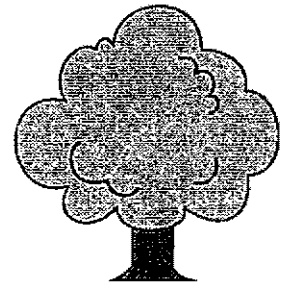
Have you turned in your 1999 T.D.M. Survey?

Remember, in order to be eligible for prize drawings
you must fill out and turn in the 1999 TDM Survey.

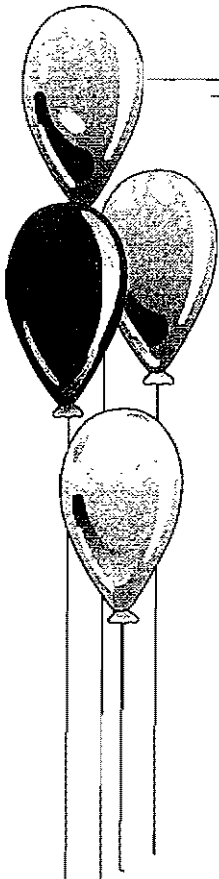
It only takes a few minutes!

If you cannot find your copy of the 1999 TDM Survey,
you can print one from the employee web page
(www.cor.gov), call 238-4276 or come by
Room 204 in City Hall.

Monthly TDM forms are now also available
on the City of Richardson Employee Web Page at
www.cor.gov



Print the form,
Save a tree!



T.D.M. Monthly Participation WINNERS

March Winners:

Jody Sharpe, Cap Proj- Candy Mug
Paul Purvis, Traffic - 1 Qt Cooler
Greg McCutchen, Traffic - Lunchbag
Ricky Bishop, Parks - Dinner (2) El Chico
Ken Jones, CITV - Pen & Pad Set
Carol Buffington, CIS - \$25 WalMart
Dickie Cooper, Parks - COR Umbrella
Larry McInnis, Traffic - Beanie Bear
George Human, Dev Svcs - Toolite
Jo Linebaugh, HR - Stationary Set

April Winners:

Sergio Startti, Traffic - Pen & Pad Set
Mark Sadler, Parks - Travel Mug
Paul Sheckells, Parks - 1 Qt Cooler
Dickie Cooper, Parks - Candy Mug
Ron Tower, Streets - Beanie Bear
Ryan Flud, Streets - Texas Ranger Tickets
Phil Smeltzer, Parks - Lunch Bag
Cathy Walker, Cust Svc - Stationary Set
Adrienne Ciletti, CITV - COR Umbrella
Alvin Meissner, Streets - \$10 Blockbuster

T.D.M.

Express

February/March 1999



RICHARDSON T.D.M.

In this issue:

***- Curt Ewing
Smiles!***

***- Slow Down
& Get There
Sooner?***

***- TxDOT Gives
Free Roadside
Assistance***

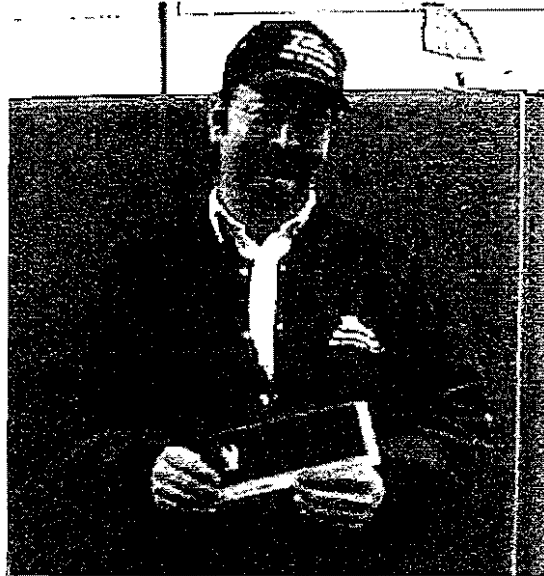
- T.D.M. Trivia

***- Ride for
Rewards
Form Change***

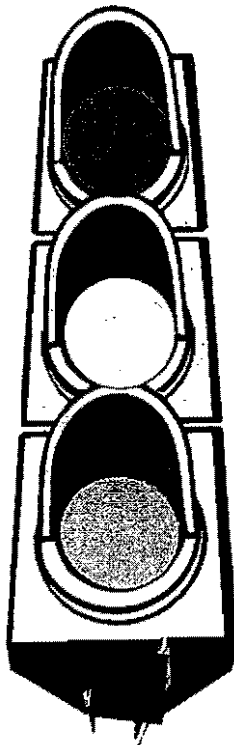
- T.D.M. Winners

***- The True Total
Cost of Driving
Your Single
Occupant
Vehicle!***

City Employee Wins Big in DART Corporate Challenge!



The City of Richardson's own Construction & Rehab Supervisor, Curt Ewing became a big winner in DART's Corporate Challenge December drawing when his name was drawn as the winner of a round-trip ticket on American Airlines to any of the 48 contiguous states, Mexico, Canada, Bermuda, Cancun or the Bahamas! Curt, (pictured left) was all smiles when he came to pick up his prize! As to the final destination, he promises to let us know as soon as he decides. Congratulations Curt!



Slow Down and Get There Sooner?

We've all been there, running late for an appointment, trying to make up some time, pushing the speed limit in hopes of getting to our destination sooner. Well, did you know that by speeding up between traffic lights you might actually be making yourself even later?

Traffic lights are timed in coordination with each other so that when you maintain the posted speed limit (which all City employees do), you will often be able to "catch all of the lights green!" By rushing between traffic signals, you increase your chances of catching the red and risk receiving a traffic citation, or even worse, having an accident. You will also save fuel by avoiding "jackrabbit" starts. So the next time you're running late, relax a little bit. Speeding up may only make you later!

Money For Nothing and Your Trip's for Free!

If you knew a way to save \$372.60 in one month without doing anything illegal, immoral, or fattening would you do it? In fact, with this plan you could even catch up on your reading! Well, look at the graph below to help yourself gain a better understanding of the true costs associated with your single occupant vehicle.

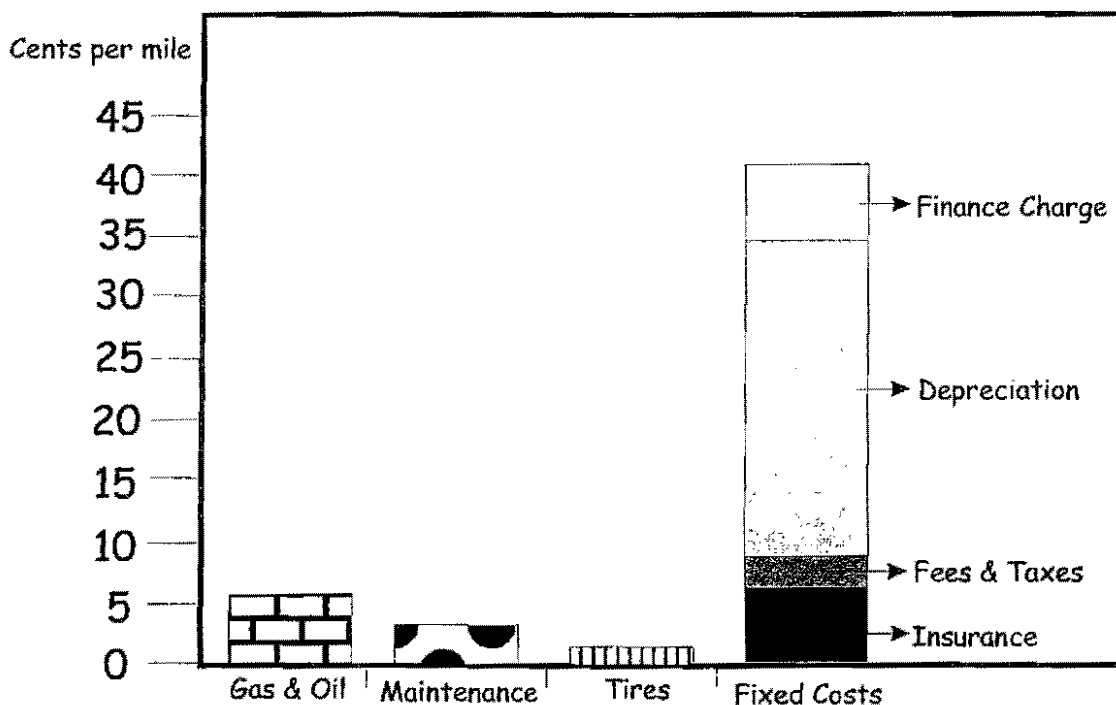
If you drive the average round-trip work commute of 38 miles per day, with a total operating cost of 51 cents per mile, you are spending \$19.38 every day to drive to work! If you work the average 20 days per month, you will spend \$387.60 for your round-trip work commutes!

If you had used the discount offered through the City's TDM program to purchase a monthly pass from DART, you could have traveled the same number of miles for \$15. That's a savings of \$372.60 in one month! Even if you only use DART one day per week, you will still save \$62.52 in a month and have the use of your pass for other trips during the month.

If, after reading this article, you feel the sudden desire to purchase a DART monthly pass, just call (972) 238-4276 and before you know it you'll be on your way to saving your hard-earned money while doing your share for cleaner air!

Passenger Car Operating Costs

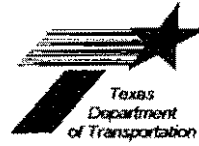
(Data from "Your Driving Costs" published by the American Automobile Association)



The total costs to operate a model year 1996 passenger car is about 51 cents per mile taking into account depreciation and finance charges. Variable costs include gas & oil (5.9 cents per mile), maintenance (2.8 cents per mile), and tires (1.4 cents per mile). Fixed costs include insurance (6.5 cents per mile), fees and taxes (1.9 cents per mile), depreciation (26.5 cents per mile), and finance charges (6.4 cents per mile). Fixed costs have been based on 10,000 miles driven in a year.

FREE ROADSIDE ASSISTANCE ON HIGHWAY!

Have you ever found yourself sitting on the side of the freeway with a flat tire, worried that no one will stop to help? Or even worse, afraid that someone *will* stop to help? Well, never fear, TxDOT Courtesy Patrol will come to your rescue! If you are broken down on the highway, the Texas Department of Transportation will send a Courtesy Patrol to your location and assist you by bringing gas, fixing tires or making other minor repairs. If your breakdown is more serious, they will help you arrange to get your car off the freeway and make sure you are in a safe location. All minor assistance is done at no charge to the driver! All you need to do is call (or have someone call for you) and a courtesy patrol will be sent to your location. So take just a moment to cut out the information to the right and put it in your car's glove compartment. You never know when it will come in handy!



Courtesy Patrol
(214) 320-4444

Hours of Operation:

6 a.m. To 10 p.m., Mon. - Tues.

6 a.m. To Midnight, Wed. - Fri.

4 p.m. To Midnight, Sat. - Sun.

T.D.M. TRIVIA

February Question:

In the U.S., we spend more money on transportation than we do on health, education or food! It is the second highest component of household expenditures, following only housing at 32%. What percent of household expenditures does the average family spend on transportation?

March Question:

As the article on the front page states, in many cases, by slowing down you can actually get to your destination sooner. Did you know you will also save fuel? Try to guess how much you will increase your gas mileage (in percent) by traveling 55 mph rather than 65 mph.

December's Answer:

On an average weekday, over **270,000** people take advantage of one of the DART services by riding the bus, rail or trolley, or using the HOV lane.

January's Answer:

Currently there are **18 miles** of HOV lanes in operation throughout the DART service area. An additional 80 miles of HOV lanes are in the system plan for the future.

The Ride for Rewards Form has Changed!

You might have noticed that the Ride for Rewards form has changed a little bit. These changes have been made for two reasons. First, to better track the number of miles that City employees have saved through their TDM efforts, there are now three ways to track your carpooling activities. Now when you car pool to lunch you should write "CL," when you car pool to work you should write "CW" and when you car pool to some other location, such as a meeting or class, you should write "CO." When you use "CO" please include the number of miles you traveled, or just write in where you went and the mileage will be figured for you. The second change is in the way the forms are printed. To save paper, there will be two forms printed on one page. After you have finished filling out the portion of the form that is good for the current month, just cut across the indicated line and send in that half. An additional sheet has been included in this month's newsletter to help explain how it should be filled out. Please keep the sheet for future reference, and if you have any questions please call 238-4276.

T.D.M. WINNERS:

City of Richardson:
November

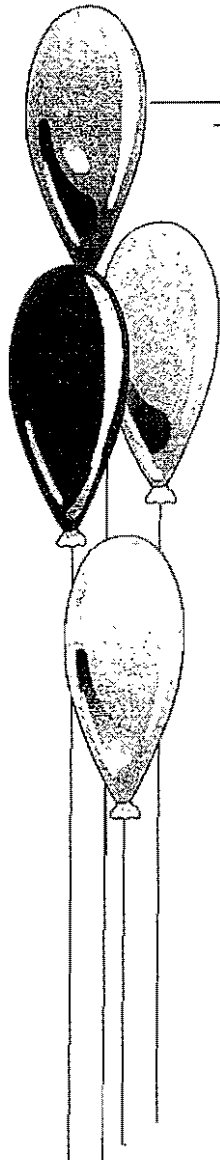
What a Burger Lunch:
Gary Inge, Parks
McDonalds Lunch:
Liz Thortes, Bldg. Insp.
Dallas Stars Tickets:
Shelly Martin, Bldg. Insp.
WalMart Gift Certificate
Ron Tower, Streets
COR Umbrella:
Randal Kyle, Parks
COR Beanie Bear:
Scott Herring, Parks
COR Notepad & Pen:
Brandon Flowers, Parks
Blockbuster \$10:
Brian Corbin, Parks
George Human, Trans.
COR IQT Cooler:
Ron Hurley, Parks
COR Lunchbag:
Tim Otts, Parks

December

Papa John's \$5:
David Hale, Parks
McDonald's Lunch:
Sarah Carter, Traffic
COR Coffee/Candy Mug:
Lavonne Schwartz, HR
COR Pad & Pen:
Mike Cullum, Parks
COR Beanie Bear:
James Campbell, Parks
COR Lunchbag:
Kathy Walker, Cust Svc
COR IQT Cooler:
Russell Chamberlain, Parks
COR Umbrella:
Jody Sharpe, Cap Proj
Toolite:
Phil Schmeltzer, Parks
Ben Hill, Parks
WalMart \$25:
Toni Taylor, Traffic
Blockbuster \$25:
Randal Kyle, Parks

DART Corporate Challenge:
November & December

American Airlines round-trip ticket:
Curt Ewing, Const Rehab
DART road warrior mug & visor organizer
Gary Inge, Parks
Brian Boren, Parks
DART Watch:
Randal Morris, Parks
Bobby Jones, Parks
Sarah Carter, Traffic
Gary Pilkington, Parks
Quaker State Cap & DART Tool Kit
Carole Buffington, CIS
Quaker State Cap, DART Koozie
Jennifer Leitschuh, CMO
David Vinson, Parks
Quaker State Cap, DART fannie pac
Steve Kyle, Parks
Quaker State Cap, & DART visor organizer
Phil Smeltzer, Parks
Corporate Challenge Bag & Mousepad
Steve Spanos, Cap Proj
DART Thermos & Visor organizer:
Michael Pyles, Parks





RICHARDSON T.D.M.

T.D.M.

Express

October/November 1998

In this issue:

**-Consolation
Prize
Drawing**

**-T.D.M.
Appreciation
Luncheon**

**-Car
Maintenance
Tips**

**-Car
Maintenance
Prize Drawing**

**-Report
Smoking
Vehicles**

**-T.D.M. Trivia
Contest**

**-Look Who Won
A Prize!**

So, You've Tried T.D.M. But Haven't Won A Prize...



Have We Got Great News For You!

Have you been trying alternative forms of transportation? Have you diligently filled out your Ride for Rewards forms and sent them in each month? Have you been disappointed each month when your name did not appear in the newsletter as a prize winner? If you can answer yes to the previous questions, we've got the contest for you!

We know those of you that use alternative forms of transportation do so to be good citizens, to do your share to clean the air, to set the example for others that haven't been brave enough to step out of their comfort zone (Single Occupant Vehicle) and try something new. We realize that prizes have nothing to do with your extraordinary efforts and that you would do it even if there were no prizes! But since there are, and you have not given up your good citizen habits, we want to give you an extra chance to win a prize

To be eligible for this contest you must meet the following two requirements:

-Have not won a prize in the monthly City of Richardson or DART Corporate Challenge prize drawings. Prizes from the TDM Appreciation Luncheon or TDM Trivia do not count.

-Have sent in your Ride for Rewards forms at least 3 times since May. Forms from the months of April thru October will be used.

The drawing will be held in November and will include many of the City of Richardson goodies given away in previous drawings as well as other surprises!

TOP T.D.M. PARTICIPANTS ATTEND APPRECIATION LUNCHEON

An appreciation luncheon was held on Wednesday, September 30, for the top participants in the Richardson Travel Demand Management Program. Through a search of the T.D.M. Participation Database, the top 40 participants were chosen to attend the invitation-only luncheon. Those that qualified used alternative forms of transportation for their round-trip work commute *at least 21 times* in the last five months. Twenty-five of the 40 attendees

carpooled, vanpooled, telecommuted or used mass transit every single work day for the last five months! Mayor Slagel, Deputy City Manager Johnson, as well as representatives from DART and the City of Richardson came to offer congratulations and tell participants how much their efforts mean to the City as well as the Metroplex. Lunch from Colter's BBQ was provided and lots of prizes were given away - including tickets to the



Doug Pearlman - Warehouse, Terry Golightly - Streets, Sergio Startti - Traffic, Alvin Meissner - Streets

November 8 Cowboys vs. N.Y. Giants game, won by Kenneth Inge of the Traffic Department. Other prizes included \$25 gift cards from Blockbuster and Wal-Mart, a \$20 gift certificate from Service Merchandise, movie tickets and other City of Richardson goodies. Each participant also received a Toolite (flashlight/screwdriver combination) as a thank-you for making alternative forms of transportation a way of life.

Individual T.D.M. efforts were also recognized. Each member of the City's two vanpools saved an astounding 9,630 vehicle miles and 135 pounds of pollution in the last five months alone, not to mention that it only cost them \$15

per month each to get to and from work! Willie Taylor (Supt. Custodial Support) was recognized for his use of mass transit every work day for the last 10 years and full-time telecommuters George Human (Transportation) and Carl McChesney (Capital Projects) were mentioned for their daily efforts. Martha Nations (Parks) was mentioned for her smorgasboard of efforts that included eight carpools, 10 mass transit commutes and walking to and from work 21 times. Going way above the call of duty were Larry Lewis and Doug Pearlman (Streets), who both rode bike for two of the hottest months in Texas history! The remaining luncheon participants used alternative methods of transportation for their round-trip work commute anywhere from 21 to 60 times in the previous five months. Another T.D.M. Appreciation Luncheon will be held next fall.



Kenneth Inge - Traffic, Won Cowboys Tickets!



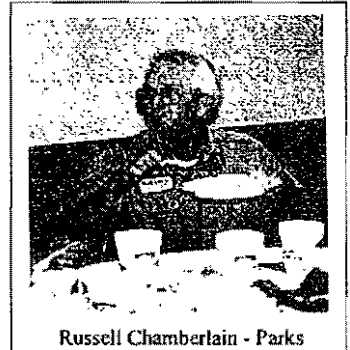
Martha Nations - Parks

Remember, the information from your Ride for Rewards form is entered into the T.D.M. Participation Database. If you were to begin using an alternative form of transportation just 2 or 3 times a month, you would have

over 30 round-trip commutes by the time next year's luncheon rolls around!



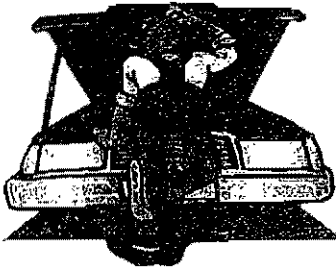
Sarah Carter - Traffic, David Dybdahl - Streets, Cliff Isaacs - Streets



Russell Chamberlain - Parks

Do You Maintain Your Car Properly? (If so, you could win a prize!)

Does your car need a tune-up? Has your oil been changed lately? Do you know how often this maintenance should be done? The emissions from just one poorly maintained vehicle can equal that of 25 properly maintained vehicles.



After looking at the "Vehicle Maintenance Makes Cents" guide below, can you honestly say that you are doing all that you can to properly maintain your vehicle? During the nice cool fall weather, you are being challenged to make your car a mean, lean, clean machine! From now until November 30, anyone that can show a receipt for a tune-up and/or oil change will be entered into that month's drawings! If you do the maintenance yourself, just show the receipt for your oil and/or plug purchase. To enter you must send a copy of your receipt to Kim Farwell in 204 of City Hall. And while you're at it, look on the back page of this newsletter to test yourself on the T.D.M. Trivia questions dealing with vehicle maintenance!



Vehicle maintenance makes cents! ... and puts dollars in your pocket. Car Maintenance & Lubrication Guide*

For information call 817/895-9240. An initiative of the North Central Texas Council of Government's Vehicle Maintenance Awareness Committee.

Information provided by AAA.

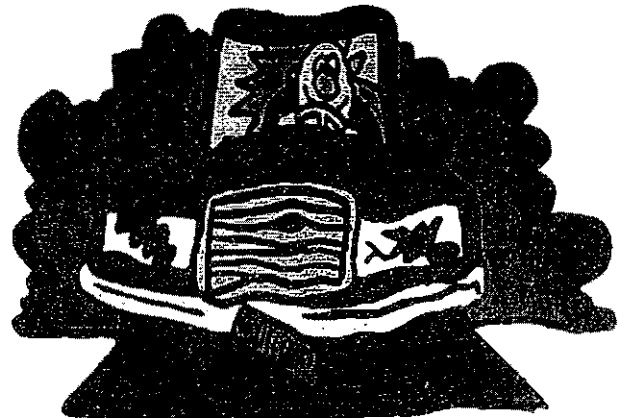
Months	1	6	12	24
Mileage	1,000	6,000	12,000	24,000
Each Fuel Stop				
Check Engine Oil Level <input checked="" type="checkbox"/>				
Walk Around Inspection <input checked="" type="checkbox"/>				
Check Automatic Transmission Oil Level <input checked="" type="checkbox"/>				
Check Power Steering Fluid Reservoir <input checked="" type="checkbox"/>				
Check Brake Master Cylinder Fluid Level <input checked="" type="checkbox"/>				
Check Battery Liquid Level or "Eyes" <input checked="" type="checkbox"/>				
Check Radiator Coolant Level <input checked="" type="checkbox"/>				
Check Accessory V-Belts & Tension <input checked="" type="checkbox"/>				
Check Windshield Washer Reservoir Level <input checked="" type="checkbox"/>				
Check Oil and Fluid Leaks <input checked="" type="checkbox"/>				
Check Tire Pressure <input checked="" type="checkbox"/>				
Check Shocks <input checked="" type="checkbox"/>				
Check Spare Tire & Tools <input checked="" type="checkbox"/>				
Check Engine Oil and Filter** <input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Clean Battery Terminals <input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Check Tires for Excessive and Uneven Wear <input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Inspect Brake Hoses & Linings <input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Rotate Tires <input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Check Coolant Condition <input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Check Shock Absorbers & Suspension Parts <input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
Replace Air Filter*** <input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
Clean Throttle Linkage <input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
Inspect Fuel Line Hoses & Clamp Tension <input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
Perform Body Lubrication (Door Hinges, Etc.) <input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
Change Automatic Transmission Fluid <input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
Replace Gas Filter <input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
Flush Engine Coolant/Inspect Complete System <input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
Clean/Replace P.C.V. Valve <input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
Lubricate Exhaust Manifold Heat Riser Valve <input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
Align Front Suspension <input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
Perform Engine Tune-Up <input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>

*Always follow your owner's manual recommendations for your car. **Change at 3,000 miles if average trip is under 10 miles and/or you operate vehicle in extreme hot or cold conditions. ***Change more frequently in dusty areas or wet weather conditions.

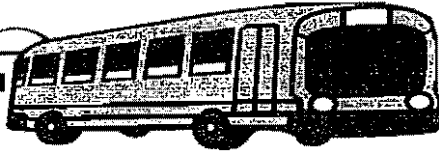
REPORT SMOKING VEHICLES!

You can help the Texas Natural Resource Conservation Commission get word to owners of smoking vehicles. The next time you see a car, truck, or bus with dirty smoke coming from its exhaust for more than 10 consecutive seconds, get the licence number and call **1-800-453-SMOG**

They will notify the owner that his or her vehicle may be contributing to air pollution. The owner will also be provided with information on what could be causing the problem and possible ways to fix it.



T.D.M. TRIVIA CONTEST



Be sure to write the answer on your Ride for Rewards form each month!

OCTOBER

What percentage of cars on the road today need some type of repair or maintenance to be running at optimal performance?

NOVEMBER

How much money can a motorist save in a year by keeping their car tuned up?

Answers from August and September T.D.M. Trivia:

August - How many vehicle miles have been saved by the two C.O.R. Vanpools in the last four years?

Answer - 2.4 million vehicle miles!

September - Without public transportation, how many more cars would be jammed into America's cities?

Answer - 5 million!

Look Who Won A Prize!

City of Richardson Drawings:

JULY WINNERS:

-COR Insulated Mug

1. Ken Jones - CITY

2. Alvin Miessner - Streets

-COR Lunch Bag

1. Robert Shine - Bldg Insp

2. Brenda Hirsch - Cust Svcs

-Coffee/Candy Mug

1. Marc Collins - Water

2. Larry Opperman - Water

3. Delisa Norman - Traffic

-Mug On the Border

Darrell Cude - Water

-Mug On the Border

1. Ina Garber - CMO

2. Chad Purser - Parks

3. Gandi Hughes - Cap Proj

4. Kenneth Thompson - Water

-Coffee/Candy Mug

1. Jamie Kentschik - CMO

2. Kimberillmore - Water

3. Brandon Sumner - Water

4. Billie Ann - Streets

5. William Sanchez - Water

6. Patricia - Streets

7. Sylvia - Streets

8. Russell - Streets

AUGUST WINNERS:

-Lunch for 2 @ What-a-burger

James Jones -

-Lunch @ Miami Subs

Brandon Flowers - Parks

-Titanic Video

Doyle Loven - Parks

-Notepad & Pen

1. Ina Garber - CMO

2. Chad Purser - Parks

3. Gandi Hughes - Cap Proj

4. Kenneth Thompson - Water

-Coffee/Candy Mug

1. Jamie Kentschik - CMO

2. Kimberillmore - Water

3. Brandon Sumner - Water

4. Billie Ann - Streets

5. William Sanchez - Water

6. Patricia - Streets

7. Sylvia - Streets

8. Russell - Streets

9. James Jones -

10. Brandon Flowers - Parks

11. Doyle Loven - Parks

12. Ina Garber - CMO

13. Chad Purser - Parks

14. Gandi Hughes - Cap Proj

15. Kenneth Thompson - Water

DART Corporate Challenge Drawings:

JULY WINNERS:

-2 Dallas Museum Passes

for "The Painted Sketch",

4 Trolley Tokens and

DART Visor

Michael Cullum - Parks

-Dinner for 2 @ Antares

Rodney Smith - Traffic

-Corporate Challenge Bag

and DART Tool kit

Chris Acuff - Parks

-Quaker State Cap and

DART Tool Kit

1. Vernie Murdock - Parks

2. Kenneth Inge - Traffic

AUGUST WINNERS:

-Quaker State Cap and

DART Tool Kit

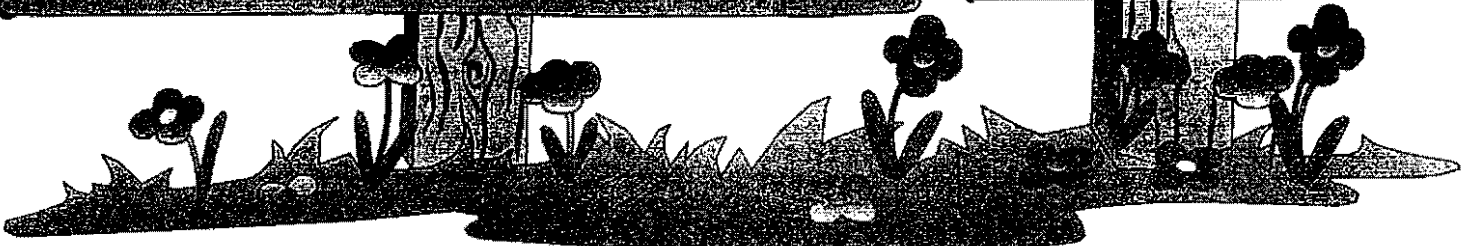
1. Vernie Murdock - Parks

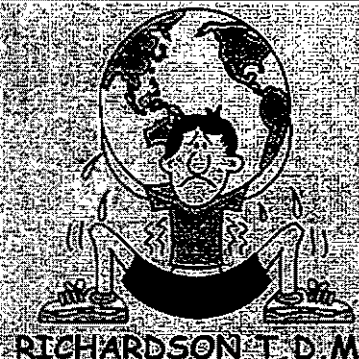
-Corporate Challenge Bag

and DART Tool Kit

1. Vernie Murdock - Parks

2. Kenneth Inge - Traffic





T.D.M.

Express

August/September 1998

In this issue:

***Need a Better Car?**
C.O.R. Might be able to help!

***DALLAS COWBOYS TICKETS**
You could win!

***What is T.D.M.?**

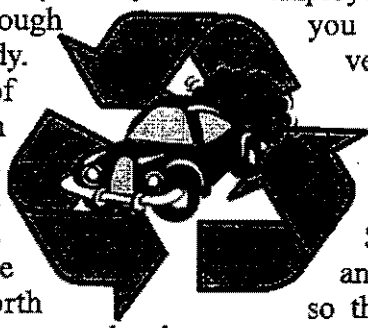
***T.D.M. Trivia Contest**

***D.A.R.T. Trolley Service**

***June & July Contest Winners**

Are You Driving A Clunker? *Would you like a better car?*

Does your car leave a smoky calling card whenever you take off from the red light? Do you find people choking and cursing as you pass them on the road? When you went to get your car inspected did the attendants look at each other and start laughing hysterically? If you can answer yes to any of these questions you might be a candidate for a better car through the Vehicle Recycling Case Study. As an employee of the City of Richardson, you could trade in your older polluting vehicle for a 1987 or newer vehicle. This great deal is made possible through a unique partnership between the City of Richardson, the North Central Texas Council of Governments, local car dealers and credit unions. The City of Richardson will contribute \$1,000 towards your purchase, car dealers have agreed to sell qualifying vehicles below retail



value and the credit unions will provide financing at an 8% interest rate for 36 months. Put it all together and you have a final cost of around \$3,000.00 with a monthly payment of as little as \$100! In order to be eligible, you must be employed by one of the participating employers (which you are!), certify that you have a 1979 or older registered vehicle that you regularly drive to work, show proof of insurance for the vehicle, submit a failed emissions test for the vehicle, be able to provide a minimum of \$500.00 for the down payment, and agree to trade in your old vehicle so that it can be recycled. The case study will continue through November 1, 1998, and if successful will become an ongoing area wide program. If you think you may qualify for the program, call Kim Farwell @ 972-238-4276..



DALLAS COWBOYS TICKETS UP FOR GRABS!

How would you like to win a pair of tickets to see the Dallas Cowboys play the Arizona Cardinals in the first game of the 1998 season? On a holiday weekend to boot! All you have to do is either car pool, van pool, or use mass transit for your round-trip work commute at least five times in the month of August to have your name placed in the drawing. You choose the way and the days!

The game is for Sunday, September 6, 1998 so it is **VERY IMPORTANT** that I receive your form in my office by 5 p.m. on Thursday, September 3rd. If you are sending it by inter-office mail, you may want to do it by Wednesday. Any form received after Thurs., Sept. 3rd. will not be eligible for this drawing

Fill out your Ride for Rewards form like you normally do, *but be sure to include the name of the person or people you rode with on your form.* Vanpool riders, I know who you are!



So, What the heck is T.D.M.?

(And other vocabulary lessons)

T.D.M. stands for Travel Demand Management and it represents the many different programs that are being used in our area to help us reduce our dependence on the S.O.V. (Single Occupant Vehicle). By learning to raise our A.V.O. (Average Vehicle Occupancy), we can cut down on V.M.T. (Vehicle Miles Traveled) and reduce ozone causing V.O.C. (Volatile Organic Compound) emissions. This would make the E.P.A. (Environmental Protection Agency) and your E.T.C. (Employee Transportation Coordinator - that's me!) very H.A.P.P.Y. (Just checking to see if you're still with me!)

So, by this time, you might be asking yourself "Why should I care?" Believe me, if this "T.D.M." stuff hasn't affected your life by now, it will! In order to get you to use alternative forms of transportation or scheduling, the City of Richardson uses volunteer incentive programs and contests to help persuade you to change your nasty ol' S.O.V. habit. In some

cities - especially those designated as "severe" non-attainment areas - the opposite type of programs are used (see mandatory listing). Rather than treating you with voluntary incentives, many programs use

mandatory methods that punish or charge you (yes, that means cash!) for driving your S.O.V. You have probably already experienced one or more of these already. Paying more at the toll booth, higher registration and licencing fees and increased gas taxes are all common examples of mandatory programs. Are you getting the picture? This is going to happen! So, start weaning yourself off of your S.O.V. by using one of the alternative methods at least once a week. Having to give up

that S.O.V. cold turkey has been known to cause terrible withdrawal symptoms. Trust me, you don't want the family to speak of you in terms of how you were before you lost your S.O.V.!

MANDATORY T.D.M. Methods



Parking ratios:

Ordinances that restrict the amount of parking a company may have. Example: 5 parking spaces for every 15 employees.

Road Pricing:

Charging you a set fee for each V.M.T. (Vehicle Mile Traveled) or a fee for driving alone.

Travel Restrictions:

Restricting or rationing access to autos, auto parts, fuel (remember the 70's oil crisis), or restricted access to certain roads during specified hours

Fee's Pricing:

Increasing licencing and registration fees for autos, increasing gas taxes, parking taxes on peak hour arrivals, elimination of tax deduction for employee parking

T.D.M. TRIVIA CONTEST

There are two T.D.M. Trivia Contests, one for August and one for September. To enter, write your answer on the back of your Ride for Rewards form each month. There will be a drawing from all correct answers for a prize each month.

AUGUST'S QUESTION:

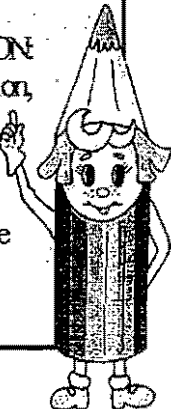
How many vehicle miles have been saved by the two COR van pools in the last four years?

HINT: It's way more than 100,000!

SEPTEMBER'S QUESTION:

Without public transportation, how many more cars would be jammed into America's cities?

HINT: It's also way more than 100,000!



D.A.R.T. Trolley Service Begins!

D.A.R.T. has introduced a unique way to get around town with 20 new Trolley-Buses that began service on Monday, August 3rd, in 5 different locations - Lancaster Rd., NorthPark Center, Telecom Corridor, Las Colinas, and 3 circular routes downtown. The best part is that it only costs 50 cents to ride! If you would like a schedule, just call Kim @ 238-4276 or check at the reception desk in City Hall.



JUNE & JULY T.D.M. WINNERS

JUNE

From City of Richardson Drawing:

- Ricky Glover & Chad Smith = COR Insulated Lunch Bag
- Janet Crawley, Howard Heath, & Henry Woodward = COR Insulated Travel Mug
- Greg McCutchen = lunch at Boston Market
- Adrian Chetti = lunch at Kentucky Fried Chicken
- Dee Gatlin = \$10 gift certificate to On The Border
- Ansel Brown - 2 Free Admissions to Six Flags
- Dorothy Voorties & Fran Harmon = Texas Ranger Tickets

From DART Corporate Challenge:

- Walter Ragsdale - DART Briefbag, mousepad, and screw driver/flashlight
- Eric Hemphill - DART Waterbottle, fanny pac, and car shade

JULY

From City of Richardson Drawing:

- Matt Collins, Jason Wittenback, Phil Korte, Beau Hopper, Bret Wryn = Candy filled COR coffee mug
- Bob Ousey & Chad Smith = COR Insulated Travel Mug
- Jackie Davidson & Toni Taylor = COR Insulated Lunch Bag
- Henry Woodward & Bobby Jones = Texas Motor Speedway Tickets
- Ken Jones & Sergio Startti = Texas Ranger Tickets

From DART Corporate Challenge:

- James Chastain = DART Visor Organizer, car shade & flashlight/screw driver
- Doug Peariman = DART Briefbag, water bottle & car shade

Madeline Jam

What a Van Pool Means to You

If ~~you~~ ^{at least} 7 people can get together and form a Van pool, through the DART Van Program, the program provides the following:

- Van Captain rides free in exchange for driving and collecting fees
- The Captain can use the van after work and has 250 free personal miles per month.
- DART provides \$60.00 per month fuel allowance. Additional fuel cost would be shared between the riders
- For a commute of under 90 miles per day, the cost is \$67.00/month per rider (Assumes 6 paying riders). Costs go down for more riders
- 2 emergency rides home per quarter for personal or work emergencies. The rides are provided by Enterprise Car Rental under contract to DART.

If you became a Van Pool Rider, perhaps you could get rid of a car and all the costs associated with it!



NEWS RELEASE

Dallas Area Rapid Transit
P.O. Box 660163 • 1401 Pacific Avenue
Dallas, Texas 75266-7203
www.DART.org

November 19, 1998

Contact: Morgan Lyons
(214) 749-2662
Robin Stringfellow
(214) 749-2577

DART patronage up 22.5% in FY 1998

More than 85 million trips made on DART last year

DART ridership jumped by almost 16 million passenger trips during Fiscal Year 1998 as more people took advantage of the growing network of buses, light rail and commuter trains and high occupancy vehicle (HOV) lanes.

DART's rail ridership gains are especially impressive in comparison to national trends. In October, the American Public Transit Association reported a 5.8% increase in use of light rail and a 4.6% increase in the use of commuter rail nationwide during the first six months of 1998 compared with 1997. In contrast, DART light rail ridership was up 37.3% and commuter rail ridership grew 164.7%.

DART enjoyed ridership increases in each of its modes: bus, light rail, Trinity Railway Express (commuter rail) and HOV lanes.

DART Ridership Growing

(numbers are rounded and reported in passenger trips for the Fiscal Year ending 9/30/98)

DART Service	FY 1998	FY 1997
Bus	45.4 million	43.9 million
Light Rail	10.9 million	8 million
Trinity Railway Express	503,000	165,000
HOV lanes	27.5 million	17.2 million
Vanpool	162,000	not counted in FY 1997
DART System Totals	85.7 million	69.9 million

"It's gratifying to see these increases. They reflect the efforts of lots of people at DART who are making customer service and quality a daily priority," DART President/Executive Director Roger Snoble said. "In the past year we've made major bus service improvements and taken steps to advance the expansion of light and commuter rail."

As a result of those efforts, monthly bus ridership increased each month of FY 1998 and in September exceeded 4.2 million passenger trips -- the highest one month total in the last six years. Average weekday ridership in September was 177,800.

To further enhance service, DART is building a new bus maintenance facility in South Oak Cliff, new passenger facilities in Addison, South Dallas and Pleasant Grove; and introducing a new fleet of state-of-the-art buses and Trolley-Bus shuttles, all of which are wheelchair-accessible for disabled customers.

Light rail continues steady growth, prepares for expansion

Ridership on DART's 20-mile Light Rail Starter System continues to grow. Average weekday ridership grew 42% -- from 25,700 in FY 1997 to 36,500 in FY 1998. Average daily ridership in September was more than 41,000, and more than 1 million passenger trips were made that month.

DART kicks off construction this winter on light rail extensions to Garland, Richardson and Plano, and is purchasing 55 more rail vehicles, the first of which begin arriving in summer 1999. Service is scheduled to open to Richardson and Garland by 2002 and to Plano by 2003.

Commuter rail building support, adding Saturday service

More commuters are discovering DART's Trinity Railway Express commuter rail service. Ridership in the past year increased more than 165% from 190,000 passenger trips to more than half a million. A large part of the increase is due to the addition of mid-day and evening service on the line which connects Irving with downtown Dallas. DART Vice President of Commuter Rail Lonnie Blaydes expects another ridership boost when the Trinity Railway Express introduces Saturday service in December.

"In the transit industry, DART is being singled out as an example of public cooperation, efficiency and innovation," DART Board Chairman Norma Stanton of Irving added. "Almost monthly, we host out-of-town transit officials who want to see how DART delivers rail, along with other transit modes. One of the most striking things they see -- and a major factor in our success -- is the enthusiastic support of our member cities."

That support is reflected in the bus ridership gains posted in 12 of DART's 13 member cities during the past 12 months.

DART Bus Ridership Strong Systemwide
(reported in number of passenger trips)

Member City	FY 1998	FY 1997	Change
Addison	195,000	154,000	+26.6%
Carrollton	713,000	681,000	+4.7%
Dallas area (includes Cockrell Hill, Highland Park, University Park)	38,460,000	36,009,000	+6.8%
Farmers Branch	214,000	215,000	-0.5%
Garland	2,318,000	2,205,000	+5.1%
Glenn Heights	119,000	113,000	+5.3%
Irving	1,601,000	1,464,000	+9.4%
Plano	825,000	732,000	+12.7%
Richardson	867,000	787,000	+10.2%
Rowlett	106,000	98,000	+8.2%

Bus enhancements boost ridership

The foundation for DART's 1998 bus ridership gains was set in 1997 as the agency invested in additional transit police officers to enhance bus system security and launched a five-year bus action plan that features new and improved bus routes, better customer-information signage at transit centers and adds passenger amenities such as benches and shelters at more bus stops.

HOV lanes setting national standards

DART's newest HOV lane -- along I-635 LBJ Freeway in North Dallas -- is one of the nation's busiest, providing a fast-moving lane for 48,500 daily commuters. All together, the network of HOV lanes along I-35 Stemmons Freeway, I-30 East R. L. Thornton Freeway and LBJ Freeway ease the commute for more than 93,000 users daily.

Work is already underway on a new 11-mile section of HOV lanes which will run south of downtown Dallas along busy the South R. L. Thornton and Marvin D. Love freeways. Scheduled to open in late 1999, the lanes are expected to save commuters about 14 minutes daily.

Stepped-up marketing paying dividends

DART's increased emphasis on customer service and marketing played a vital role in boosting ridership, according to DART Vice President of Marketing Communications Sue Bauman.

"Easier to read signage, more training for our customer service staff, a streamlined bus route system and a stepped-up marketing and advertising effort all played a part in our recent success," she said.

DART also introduced a new pass program called **E-Pass**, which allows employers to purchase annual passes at greatly reduced rates and pass them on to their employees as a new benefit. Participating companies include the Environmental Protection Agency, Bank of America, Central Dallas Association, Electronic Data Systems, Jayhawk Acceptance Corporation, Tetra Tech EM, Inc., Transamerica Real Estate Information Companies, Whataburger and Hunt Oil Company.

10/98

Kimberly Farwell Richardson 972-238-4276
Trans. Facilitator

DART

Approached City mgr -
articles in
Richardson Newspaper -

Inserts in the Water Bills

Take lead as a city -

No set way -

Am a member of Chamber

Post info on City Hall

Have used DART - "Soytso Route"

Roe is very helpful
214-749-2501

Publish other survey & results
Award people in the program

Have an Award Program

Ride to
Rewards - Good
Program



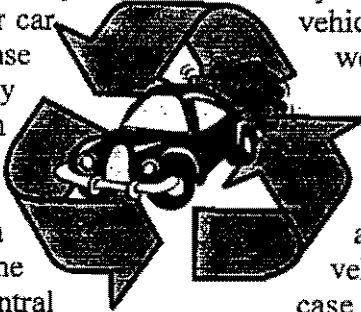
T.D.M.

Express

August/September 1998

Are You Driving A Clunker? *Would you like a better car?*

Does your car leave a smoky calling card whenever you take off from the red light? Do you find people choking and cursing as you pass them on the road? When you went to get your car inspected did the attendants look at each other and start laughing hysterically? If you can answer yes to any of these questions you might be a candidate for a better car through the Vehicle Recycling Case Study. As an employee of the City of Richardson you could trade in your older polluting vehicle for a 1987 or newer vehicle. This great deal is made possible through a unique partnership between the City of Richardson, the North Central Texas Council of Governments, local car dealers and credit unions. The car dealers have agreed to sell qualifying vehicles below retail value and the credit unions have agreed to certify applicants and provide



financing with an 8% interest rate. Put it all together and you have a final cost of around \$3000.00 with a monthly payment of as little as \$100 a month! In order to be eligible you must be employed by one of the participating employers (which you are!), you must certify that you have a 1979 or older registered vehicle that you regularly drive to work, show proof of insurance for the vehicle, submit a failed emissions test for the vehicle, be able to provide a minimum of \$500.00 for the down payment, and agree to trade in your old vehicle so that it can be recycled. The case study will continue through November 1, 1998, and if successful will become an ongoing area wide program. If you are ready to trade in that "clunker" and think you may qualify for the program, call Kim Farwell @ 972-238-4276

Jim Pierce

From: Jim Pierce
Sent: Thursday, July 30, 1998 4:22 PM
To: Chris Terry; Mary Rosenbleeth; Mark Fadden
Subject: DART Rideshare Programs

I have attached a copy of a memo that I sent to Ron Whitehead a while ago. Ron never responded to my memo in writing, but when I asked him for his reaction, he advised me to see what kind of interest there is out there and then come forward with it. I got the impression that if there was some interest, the Town might participate financially.

I am also sending (company mail) some info from DART that indicates they will take a survey of our employees to try to match up interest for vanpools or carpools. I think this is a necessary step to measure interest, and if DART will do it lets let them. Please advise how best to proceed.

P.S. I have also enclosed some info on Richardson's program – they are doing a lot – they have some vans running and have a full time person running their program. They have 800 employees too.



RideshareMemoRon.D

Jim.

OC

Kim Farwell..

10-4-99

950

Van Pools - cuts cost in half

15 person van pool

— 3 vans —

car pool - Encouraging

Bus Pass - Subsidize \$28/mo

\$15/mo to employee

4 people

Daily Passes given free for City Business

Several Dept have alternative schedules

In @ 6 AM out @ 2 PM

Monthly Drawing for Prizes

All participants

Have a budget of local merchants
\$4,000 yr

Have guaranteed ride home money

Yearly Luncheon

100 mi/year — annual luncheon
with gifts

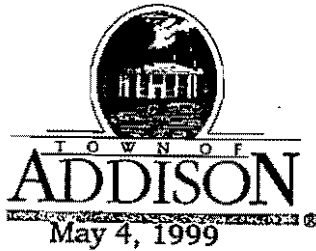
Certificates for 1000 mi club

Employee of the year — day off with pay

Assn of Commuter Transportation

202-393-3497

<http://tmi.cob.fsu.edu/act/>



PUBLIC WORKS DEPARTMENT

(972) 450-2871

Post Office Box 9010 Addison, Texas 75001-9010

16801 Westgrove

MEMORANDUM

To: Ron Whitehead, City Manager
From: Jim Pierce, Assistant City Engineer *J.P.*
Subject: Travel Demand Management

I have attached a copy of my letter to James McCarley regarding our scorecard. We could have scored higher if we subsidized the cost of vanpools or participated in DART's Discount Bus Pass Program. While we do not have our employee survey info back yet from DART (due to a software upgrade problem), I have a sense there is not too much interest in vanpools. However, if the Town subsidized the vanpools, there may be more interest.

I would like to suggest the Town put some money in next year's budget for vanpools and the discount bus pass program.

And, if we really want to take a bold step forward, I suggest DART's E-Pass Program. E-Pass is an annual photo I.D. bus/rail pass the Town would purchase for Town Council and ALL employees that provides unlimited use of DART bus/rail facilities. The program includes 2 free emergency rides home per quarter via taxi. A ballpark estimate of cost to the Town for this program to cover Council and all employees is \$20,000/year. DART believes this program would really get people to use the system who otherwise would not use it.

If the Town would subsidize these programs it could be counted as another valuable employee benefit and would demonstrate "corporate" good will. A subsidy would also enhance recruitment and employee retention. Interestingly, the first \$65/month of any benefit funded by the Town is not counted as income to the employee, which makes the benefit even more valuable. Other benefits to the Town are less vehicular traffic, less parking space required, less air pollution, and each participant is provided reliable transportation. Participation by the Town would show strong support of the DART transit system.

These programs can be paid for out of our DART LAP/CMS funding if so desired. If we subscribed to the E-Pass program, we would be the first Member City to do so. I'm sure we could get some good publicity while we underscore our leadership position.

Cc: John Baumgartner, Director of Public Works

RideMatch -- The Competitive Advantage

Key RideShare Coordinator

In today's tight labor market, finding and retaining good employees is essential. And, with today's traffic congestion and high cost of driving, company-supplied transit is the most popular new employee benefit available.

You already know that making transit available to employees saves them money and saves money for the company, too, by reducing the need for expensive employee parking. But do you know whether your company is getting all the benefits possible?

If your company has recently had a DART Employee Transportation Analysis, all you need to do is make sure that any new employees since the study know that DART will help them start saving money with alternative transportation work.

If your company hasn't had an analysis within a year, or you don't know whether it has or hasn't, then call DART at (214) 747-RIDE. A chat with your human resources executive can determine if it's advisable to consider a new study.

DART surveys all employees and then provides lists of employees by location, home and work, distance from work, work hours, flexibility of hours and interest in ridesharing.

Employees who are interested in ridesharing get a report listing them with others who have similar ride needs.

Employees who are not interested in ridesharing at the time of the analysis will be listed on a report, but they will get a report of those who match up with them, just in case they change their minds.

DART will help set up carpools or vanpools, and they don't have to be in the 13 cities of the DART Service Area. We also provide trip-planning for regular bus or train routes.

Employees should also be aware of the various transit pass programs available from DART since they're all big money-savers.

E-pass, in which the company buys an annual pass for all employees at a significant discount, is the most desirable. It's free to employees and most effective in getting people out of their cars.

FareShare, in which the company subsidizes all or part of the cost of monthly transit passes for employees, is another option. There's also **Pass-By-Mail**, which eliminates going to the store for a transit pass.

The biggest employee benefits are vastly reduced transportation costs compared with single occupancy vehicles and a big reduction in the tension of fighting traffic on the way to work.

For companies, the benefits include a reduced need for parking spaces, improved timeliness and attendance, and a low-cost, yet very attractive, employee benefit.

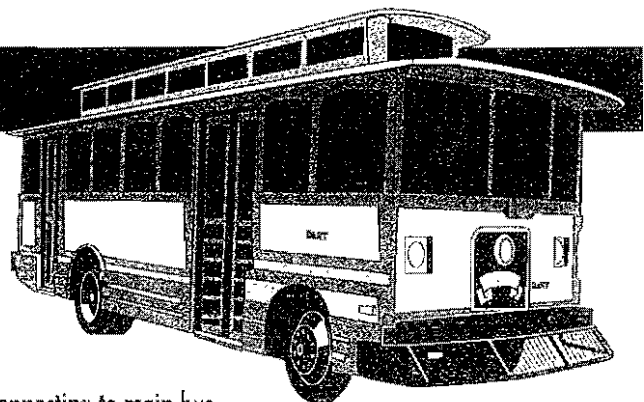
Of course, reducing the number of single occupancy vehicles on our roadways is also good for everybody else, since it cuts air pollution from the largest source while helping to relieve traffic congestion.

Trolley-Buses Debut on Five Routes

Joining the romance of yesterday with modern amenities, DART's trolley-buses begin service on 3 and five circulator routes.

Wood furnishings give the trolley-buses a vintage appearance, yet they operate on clean-burning compressed natural gas and feature air conditioning and wheelchair accommodations.

Trolley-bus routes are numbered in the 700s, and serve on existing and new circulator routes connecting to main bus and rail terminals. These routes will improve DART's service reach by reducing walking distances in key areas and improving service efficiencies. -- continued on page 2



-- Trolley-Buses Debut on Five Routes

... continued from page 1

Route 706 - Downtown Dallas. Circulator service returns to Main Street, with trolley buses operating between the East and West Bus Transfer Centers traveling in both directions on Main and Ross. The downtown Rail Runner Route 570 between City Hall and the Arts District also becomes a trolley bus route during the lunch hour only.

Route 701 - Lancaster Road. This circulator route operates between the Ledbetter and Illinois rail stations along Lancaster Road from around 9 a.m. until 7 p.m. weekdays.

Route 702 - NorthPark Shuttle. This free service replaces the existing NorthPark Executive Shuttle between Park Lane Station and NorthPark Center.

Route 703 - Telecom Shuttle. This circulator route replaces Route 365 serving Richardson's Telecom area, increasing departure times from Richardson Transit Center at Arapaho & Greenville to every 15 minutes.

Route 704 - Las Colinas. This new route originates at the North Irving Transit Center, Northwest Highway and O'Connor, and operates on Las Colinas Boulevard between O'Connor and El Lago and on Decker between O'Connor and Rochelle in both directions.

Fares to ride the trolley-bus are 50 cents, or free with a valid transfer. Passengers may transfer from a trolley-bus by paying \$1 and receiving a transfer to local bus or rail service. Transfers to express buses cost \$1 additional.

Other August 3rd Service Changes

- Route 352 in Plano adds service to the Dr. Pepper facility on Legacy Drive and drops service to Presbyterian Hospital of Plano, while service to the hospital is improved on Route 356.
- Special school trips to Bradfield Elementary and McCulloch Middle School in the Park Cities are discontinued on Routes 2, 21 and 33, but Route 2 is rerouted to provide regular service to Bradfield.
- Afternoon trips are added to Route 155 serving South Lamar between MLK Blvd., The Cedars light rail station and the CBD West Transfer Center.
- One morning and one afternoon trip on Route 409 operate to Renaissance Charter School, replacing special school trips.
- Mid-day service weekdays on Route 444 only extends between Cockrell Hill and Illinois Station. Service from Illinois Station to Ledbetter Station is provided by Trolley-Bus Route 701.
- The Casa Linda branch of Route 466 is extended to Northwest Highway to connect with Route 428.
- Schedules on Routes 428 and 51 are adjusted to improve on-time performance.

For more specific information, call (214) 979-1111.

EPA and Transamerica Join E-pass

Nearly 1,400 employees of two major employers joined DART's E-pass program last month, enabling them to use the entire DART bus and rail system free of charge every day, for pleasure and work.

The Environmental Protection Agency bought DART's annual pass for 809 full-time employees, while Transamerica added 575 full-time employees to the program.

Trish Guice, who was named DART's ETC of the Year for her service with the EPA, said the decision is smart for America's most environmentally active agency.

"The employees are very happy with E-pass," she said. "Some were already in DART vanpools and others rode DART buses and trains. But now it's a free ride for everyone, and we can all walk that walk as well as talk that talk."

It's also more economical for the agency, added Tany Mendoza, DART Market Development and Sales Manager.

"We showed them that where they had been subsidizing for 20 or 30 percent of the employees, purchasing passes for 100 percent of the workforce was actually cheaper in the long run," he said. "That's because E-pass is deeply discounted compared to daily or even monthly fares."

Carma Potter, Transamerica human resources assistant, noted the E-pass purchase is a powerful benefit that puts the employees first. "Employees had voted in favor of the program," she said, and took to the program immediately, "camping out" at the doors of the Human Resources Department anxiously awaiting the arrival of the passes.

E-pass has been on the market for just over a year, and is one of the best ways to promote transit ridership, according to DART marketing vice president Matt Raymond.

"We see higher percentages of employees using transit with E-pass than with any of our other programs," he said. "This program is the best tool yet for allowing employers to help solve our traffic congestion and air pollution problems by encouraging the use of transit."



Corporate Challenge Winners

The prizes keep getting better for those ridesharers and ETCs who are in Corporate Challenge, DART's program to encourage alternative transportation with fun and prizes. Here are the May winners:

ETC WINNER:

Paula Huntington of American Airlines won dinner for four at Spaghetti Warehouse.

RIDESHARE WINNERS:

Eric Hemphill, City of Richardson, won a DART water bottle, fanny pack and carshade.

H. Jordan Styloglau of American Airlines won a Rainy Day commuter pack from Alcatel.

Walter Ragsdale, City of Richardson, won a DART Corporate Challenge briefbag, mousepad and screwdriver/flashlight. Heather Planey of American Airlines won Saturday night and Sunday brunch for two at the Doubletree Hotel. If your company hasn't joined Corporate Challenge yet, call Rose Anderson at (214) 749-2501 and get in on the action!

Vans Available For \$400/month

Don't miss out on DART's fabulous vanpool offer. We'll supply a 15-passenger van plus insurance, maintenance, gas allowance and an emergency ride home, all for \$400/month. The van driver rides free and may use the vehicle for personal miles. Call (214) 747-RIDE today!



CORNER

Updating DART Surveys.

Whenever DART conducts an employee ridematch survey, those who indicate "not interested" still receive a list of potential carpoolers or vanpoolers. As an ETC, why not get a list of those employees and call or email them to see if they're more interested now in the benefits of transit?

Exceedance Avoidance.

So far this ozone season, we're batting a thousand! Through June 29, we've had one Ozone Action Day and no exceedances. Even though it's been hot, the wind has helped hold down ozone buildup. Please let everyone know the good news, and get them ready for hotter and calmer days, when Ozone Action will come into play.

Employee Communications. How effective is your employee communication system? Email is probably the best way, but don't overlook telephone networks, posters or flyers. Remember, fighting ozone requires awareness of both the problem and the solution.

Cold Start, Hot Start. You probably know that the time when cars emit the worst pollution is when they're started and haven't reached operating temperature. These days, your car will probably be warmed up in about two minutes, but when the weather cools off, try to plan more trips on the same start.

Idle Time. Should you turn off the engine when you're waiting in a fast food line? Probably. It takes more gas (and creates more pollution) to idle for more than 60 seconds than to start a warm engine.

Look Who's Ridesharing

In June, these companies started or expanded a DART Ridesharing program:

American Airlines -- Vanpool, carpool, bicycle & walk programs

Boeing Defense & Space/Corinth -- Vanpool

Capstead Mortgage Corporation -- FareShare

Glassfloss Industries -- FareShare

Global Travel, Inc. -- FareShare

Hilton Hotel D/FW -- FareShare

Infomart -- FareShare

La Quinta Inn/Regal Row -- FareShare

NEST Christian Entertainment -- FareShare

ProStaff Temporary Placement Services/ Farmers Branch & Garland

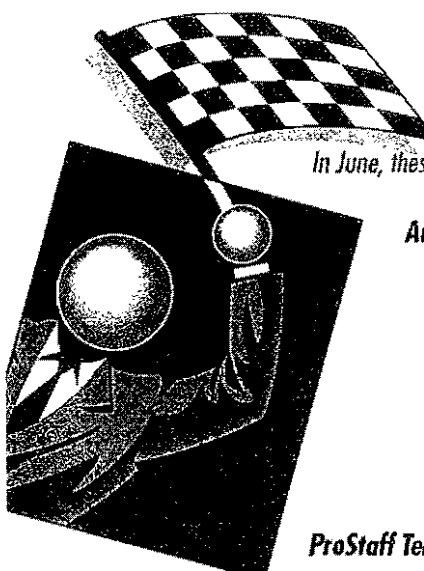
-- FareShare

Raytheon/Sherman -- Vanpool

Suburban Lodge of Dallas -- FareShare

UPS D/FW -- FareShare

U.S. Office of Special Counsel -- E-pass



Calendar

July 29:
ETC luncheon meeting,
12-2 p.m. City of
Richardson hosts.
Contact Kim Farwell:
(972) 238-4276.

August 3:
Bus service change
(see page 1).

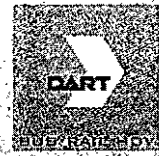
August 15:
Corporate Challenge
forms due to DART.

Aug. 30 - Sept. 2:
International ACT
Conference, San
Francisco. For more
information:
(202) 393-3497.

To submit Calendar
items, please email
Rose Anderson
(randerso@DART.org).



CONNECTIONS



WE'RE HERE TO GET YOU THERE!

ALTERNATIVE TRANSPORTATION
SERVICES.....(214) 747-RIDE

ROUTE INFORMATION.....(214) 979-1111

CUSTOMER RESPONSE
(COMMENDATIONS,
COMPLAINTS, ETC).....(214) 749-3333

LOST & FOUND.....(214) 749-3810

TRANSIT POLICE.....(214) 928-6300

PARATRANSIT
(FOR THE MOBILITY
IMPAIRED).....(214) 515-7272

DART MAIN NUMBER.....(214) 749-DART

DART CONTRACTS
HELPLINE.....(214) 749-2560

OZONE ALERT HOTLINE.....(800) 960-4AIR

NORTH CENTRAL TEXAS COUNCIL
OF GOVERNMENTS (METRO)817-695-9281

MARKET
DEVELOPMENT & SALES
MANAGER.....TONY MENDOZA

PHONE: (214) 749-2589
EMAIL: TMENDOZA@DART.ORG

SUPERVISOR.....ROSE ANDERSON

PHONE: (214) 749-2501
EMAIL: RANDERSON@DART.ORG

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CONTACT US FOR MORE INFORMATION,
SUBSCRIPTIONS OR ADDRESS CHANGES AT
(214) 747-RIDE. OUR ADDRESS IS 1401
PACIFIC AVENUE, DALLAS, TEXAS 75201.



A Publication of Dallas Area Rapid Transit
P.O. Box 660163
Dallas, TX 75266



As travel demand continues to outpace both the existing and planned supply of highways and arterial streets, it has become critical that ways be found to better manage the use of our roadways through RideSharing. RideSharing consists of a number of options that allow a reduction in the number of single occupancy vehicles.

The DART Corporate Challenge is an opportunity for employers to help reduce traffic congestion in the Dallas/Ft. Worth area. This is done by voluntarily offering employees RideSharing options like riding bus/rail, carpooling, vanpooling, bicycling, walking, telecommuting and alternative work hours.

In an effort to maximize the impact of Corporate Challenge, employers are strongly urged to participate and endorse this campaign by offering RideSharing programs to employees. Offering an economic or personal incentive for commuting is essential when encouraging employees to RideShare. In addition, DART will offer rewards to employees who RideShare.

Participating in DART's Corporate Challenge program will:

- ◇ Reduce traffic congestion
- ◇ Benefit employees
- ◇ Help retain areas economic vitality
- ◇ Improve air quality
- ◇ Improve quality of life

THANKS!

Choose to participate in a program that will positively impact the prosperity and vitality of our region.

RideSharing is Good for Business!

Here's what other companies have to say:

"We have reduced our parking requirements and traffic congestion by offering our employees RideSharing options."

Pat Currin, ETR Coordinator, Texas Instruments

"We subsidized employees bus passes and vanpools, provided preferential parking – and saved approximately \$ 4 million in parking construction costs."

Jim Hitt, Vice President, GEICO Insurance

"On the ground and in the air, efficiency and resource conservation are synonymous for United Parcel Service. From delivering packages with electric-powered vehicles in the 1930's, to retrofitting our aircraft with advanced technology, fuel efficient engines that reduce noise, to developing a powerful computer network that efficiently dispatches our vehicles, UPS has learned that operating efficiencies and the responsible use of resources go hand-in-hand. That's why we whole-heartedly support the RideShare program. It's efficient for our company, our people, our customers and our environment."

Steve Huffman, Division Manager, UPS-Dallas

"We are dedicated to helping reduce traffic congestion by offering our employees subsidies to participate in programs like the discounted pass program, carpooling, and vanpooling."

Bob Lane, President, NationsBank Texas

"Providing a variety of options and incentives encourages employees to leave their cars at home."

Dave England, Corporate Manager- Environmental Affairs, Alcatel

"Employees value having choices. Our transportation program helps make the City of Richardson a more attractive place to work."

Bill Keffler, City Manager, City of Richardson

RideSharing is Good for Employees!

Saves money on commuting costs. The average commuter in an intermediate size car traveling 40 round-trip miles per day spends \$6,310 in commuting costs, and uses 556 gallons of fuel each year.

Saves money on personal auto insurance premiums. Most insurance companies offer discounts to commuters who "share the ride".

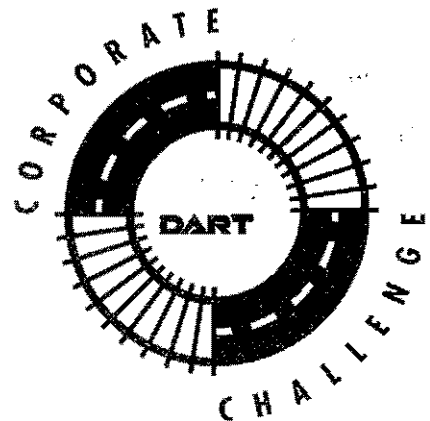
Saves money on fuel costs.

RideSharing is Good for the Community!

Decreases traffic congestion

Increases areas health and economic vitality

Reduces air pollution



DART'S NEW business card.



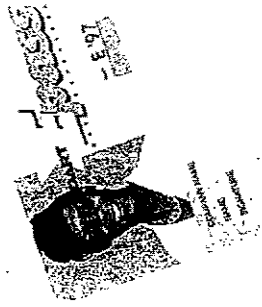
Your ticket to ride.

- EVERY EMPLOYER
- EVERY EMPLOYEE
- EVERY TRAIN
- EVERY BUS
- EVERY DAY
- ECOLOGICAL
- ECONOMICAL
- EASY TO USE
- EASES CONGESTION
- EMPLOYEE BENEFIT
- EMERGENCY RIDE HOME



DART Rideshare
SERVICES
747-RIDE
(7 4 3 3)

The Ultimate Employee Benefit.



DART
EFFECTIVE APRIL 1997

What is the E-Pass?

The E-Pass is an annual photo I.D. bus/train pass employers purchase for all employees. The E-Pass entitles employees of participating companies to one year of free, unlimited rides on all regular DART service. The E-Pass is the most complete transportation benefit available to businesses today.

Why is it called the E-Pass?

Easy Explanation. It's Economical, Ecological and Environmental. It's available to Every Employer, Every Employee and Enables Everyone to Enjoy Every regular DART service. The E-Pass Enhances Employee morale, recruiting and retention. It's Easy to administer, Extends corporate goodwill and includes the Emergency Ride Home.

Who can use an E-Pass?

All companies in the 13-city DART service area are eligible to purchase the E-Pass for their employees. Thousands of companies in Colorado, Utah and California are already enjoying the savings and benefits an E-Pass type program offers. Now the E-Pass is available to you.

How does the E-Pass work?

It's simple. Once a company is enrolled in the program, all employees are issued individual E-Passes. These photo ID E-Passes may be issued by DART or may utilize a company's existing employee ID. Then, the next time an employee wants to ride DART, they just show their E-Pass to the bus driver or rail inspector and have a seat. It's that convenient.

Why should my company offer the E-Pass?

The E-Pass is the most complete transportation benefit offered anywhere. It's available to every company and every employee. The E-Pass is the most deeply discounted pass DART offers. It's proven to increase transit ridership while easing traffic congestion, parking and pollution problems. It's also one of the most economical and appreciated employee benefits around. It improves productivity, lowers operating costs and

helps with employee recruitment and retention. The E-Pass is easy to administer, demonstrates corporate goodwill and — it's tax-free. It even offers a free taxi ride home in the event of emergencies.

What is an Emergency Ride Home?

The Emergency Ride Home Program is included with the E-Pass. It provides E-Pass holders with a free taxi ride home (up to 50 miles one way), in the event of an emergency, illness or unplanned change in schedule. It eliminates the anxiety of sharing the ride. As one customer put it: "for a single mother with two kids, the Emergency Ride Home Program gives me an added comfort level." Rides are limited to two per quarter per employee.

What is the price of the E-Pass?

The price of an E-Pass is determined by the company's location, the amount of DART service available to the work site and the number of employees in the company.

Service Available	1-20 Employees	21-250 Employees	251-plus Employees
Minimum	\$49	\$41	\$29
Medium	\$89	\$75	\$64
Maximum	\$173	\$161	\$149

All contracts expire on the calendar year.

Contracts beginning during the year are pro-rated on monthly basis. Fees for employees added or subtracted to a contract during the year are also pro-rated on a monthly basis.

How much does the E-Pass cost?

The E-Pass provides every employee with a pass valued at \$720 for as little as \$29 per year.

Type of Pass	Cost/Month	Cost/Year
Premium	\$60	\$720
Local	\$30	\$360
E-Pass	N/A	\$29-173

COMPARE

What's the catch?

There is no catch! Participating companies provide E-Passes to all full-time employees whether they currently use DART or not. All contracts expire at the end of each calendar year with payment due up front. All fees, except for the I.D. card production, are pro-rated on a monthly basis for contracts, as well as individual employees. Special services, such as charters, flyers, airport and paratransit service are not included in the E-Pass program.

What are the advantages of the E-Pass?

Cost Savings

"We give our employees costly health insurance, great profit sharing, a wonderful pension plan... and they hardly take notice. We give them a little of 'pass and they go nuts."

Sarah Wheeler,
Bank Executive

Administrative Savings

It's quick and easy. Call (214) 747-7433 and provide a DART representative with your company name, location(s) and total number of employees. A draft contract will be prepared and submitted to your company for review. If your company wants to enroll, it signs the contract and remits payment and an employee roster to DART. DART verifies the information, countersigns the contract and issues the passes to all employees. With E-Passes in hand, employees become members of one of the most comprehensive and beneficial transportation programs in the country.





T.D.M. TRAVEL DEMAND MANAGEMENT Express

June 1998

In this issue:

*** Half-Price
Vanpool
Sale**

*** Free
lunch**

*** C.O.R.
Prize
Winners**

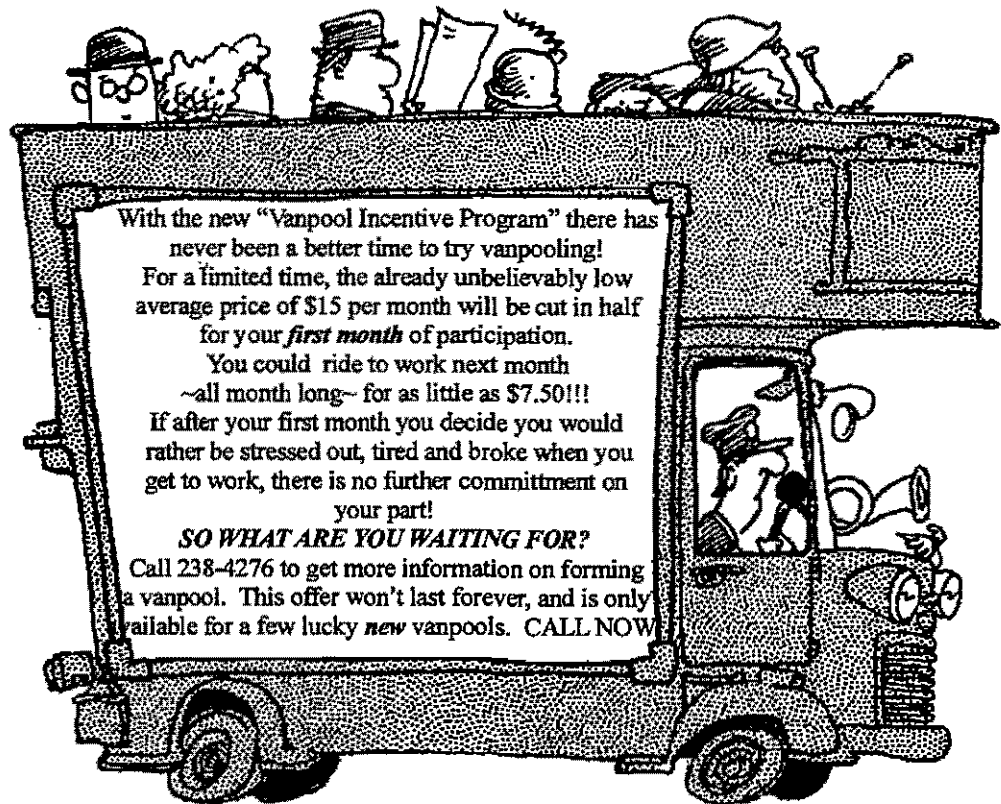
*** In Just
One Month**

*** T.D.M.
Trivia
Contest**

Congratulations to all of the City of Richardson employees that participated in last month's Ride for Rewards campaign. We did very well in our efforts to reduce emissions through trip reductions, alternative transportation, and alternative scheduling methods. As a result, those of you that submitted your tracking forms managed to take home quite a few prizes from both the DART and City of Richardson prize drawings. Be sure to check for your name in the full listing

of prize winners and T.D.M. results later in this newsletter. If you have not turned in your Ride for Rewards tracking form, please be sure to do so by June 4th to be eligible for the May prize drawing! Forms for June and July have been attached for your convenience. It would be great to receive a form from every employee in the city, but since we're realistic, 90% will do! You can't win a prize if you don't use some form of alternative transportation *and* let us know who you are by filling out the form!

HALF-PRICE VANPOOLS!



*****T.D.M. TRIVIA*****

Answer the following question correctly and have your name entered into the lunch drawing. One lucky person will win a free lunch valued anywhere from \$5 to \$20! All answers must be received via e-mail (kim_farwell@cor.gov), inter-office mail (Kim in Traffic), or by phone @ 238-4276, by June 15, 1998. If no answer is correct, closest to correct will win. *What percentage of the dirt on your patio furniture consists of pollutants from burning fuel?*

AND THE WINNERS ARE...

From DART Corporate Challenge Prize drawing:

- Sergio Startti - DART mug & fanny pac
- Russell Chamberlain - DART attache, umbrella, & Quaker State Cap
- Greg McCutchen - DART attache & mug
- Carl McChesney - DART mug & fanny pac
- Stan Rieber - DART mug & fanny pac

From City of Richardson Prize drawing:

- Kenneth Inge - COR insulated lunch bag
- Brian Boyd - COR insulated lunch bag
- Terry Gonzalez - COR mug
- Cindy Hernandez - COR insulated mug
- Carole Buffington - Gift certificate to "On The Border"
- Cathy Walker - Texas Ranger Baseball tickets
- Ricky Bishop - Texas Ranger Baseball tickets



FREE LUNCH!

Each purchase of a local monthly bus pass for the month of June will get you one pick from the lunch bowl. Inside the bowl are 15 coupons for a free lunch and 1 coupon for \$20 cash so you may go to lunch at the restaurant of your choice! (Just be sure to carpool!)

So, do the math!

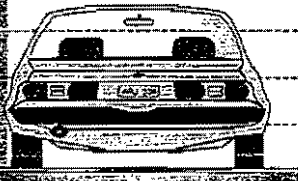
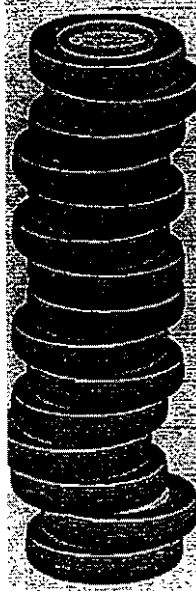
You buy the pass for \$15, Maybe pick the \$20 coupon, and VOILA!!!

We just paid you \$5 to sit back and read a good book on the way to work. And don't forget, riding the bus gets you entered into other great drawings!
YOU CAN'T LOSE!

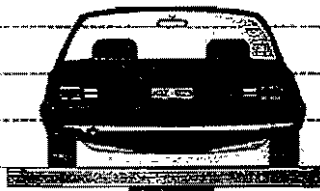
Look what City of Richardson Employees did...

~IN JUST ONE MONTH~

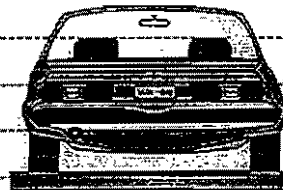
April 1998



Individual Trips
Not Taken



Pounds of Pollutants
Not Added to Air



Actual Miles
Not Driven

Jim Pierce

From: Mary Rosenbleeth
Sent: Tuesday, July 14, 1998 8:28 AM
To: Jim Pierce
Subject: RE: DART Corporate Challenge

Sure, we can put it in the next newsletter. Maybe the ABA could do a program on Ozone alerts, Dallas' non-attainment status and DART ridership programs. I'll coordinate getting info from Jim on the ridership programs if you'll talk to the ABA.

Mary

-----Original Message-----

From: Jim Pierce
Sent: Tuesday, July 14, 1998 8:10 AM
To: Chris Terry; Mary Rosenbleeth
Subject: FW: DART Corporate Challenge

Chris, Mary: Think we can get something going on this for the fall? Jim.

-----Original Message-----

From: Chris Terry
Sent: Sunday, May 03, 1998 9:30 AM
To: Jim Pierce
Subject: RE: DART Corporate Challenge

Jim,

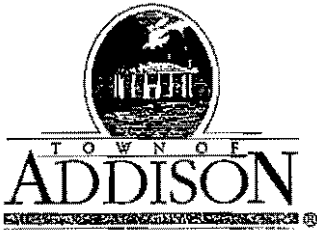
Sounds good. I am familiar with these ridership programs. As I mentioned to you on Friday at the luncheon, there are several ways we can promote these activities to the business community including our business newsletter and the ABA. I will visit with Mary Rosenbleeth to get her thoughts and then we will follow up with you later this week.

Thanks.

-----Original Message-----

From: Jim Pierce
Sent: Friday, May 01, 1998 8:22 AM
To: Chris Terry
Subject: DART Corporate Challenge

DART has several new and innovative programs to offer to companies such as E-Pass, Van Pooling, Fare Share, etc. that make it attractive for people to use public transit to get to and from work. DART would like to get in front of corporate people and I thought that if DART could give a presentation before the businessmen's lunch group that would be a good way. Any thing we can do to get cars off our streets will benefit the Town also. What do you think? Jim.



May 27, 1998

PUBLIC WORKS DEPARTMENT

Post Office Box 144 Addison, Texas 75001

(972) 450-2871

16801 Westgrove

MEMORANDUM

To: Ron Whitehead, City Manager
From: Jim Pierce, Assistant City Engineer *JP*
Subject: DART Rideshare Programs

I have recently become aware that DART has several employer programs available to promote the use of the Train/Bus system and carpooling. Of these programs, the Monthly Pass, "E-Pass", and the Van Program seem the most appropriate for consideration for use by the Town of Addison.

The monthly pass is simply a program whereby the Town would be able to buy monthly bus/rail passes at a slight discount for employees that would use them. The Town could subsidize the cost of the pass, partially or fully. A local bus service pass would cost \$28/month and a premium pass would cost \$58/month. Premium service provides non-stop rides between transit centers, park & ride lots and downtown.

E-Pass is an annual photo I.D. bus/rail pass the Town would purchase for ALL employees that provides unlimited use of DART bus/rail facilities. The program includes 2 free emergency rides home per quarter via taxi. A ballpark estimate of cost to the Town for this program to cover all employees is \$20,000/year. DART believes this program would really get people to use the system who otherwise would not use it.

The Van Program can work for between 7 and 15 people who can get together and form a pool. DART provides the van and the cost ranges from \$29 to \$67 per month per rider if the commute is 90 miles per day or less. DART provides a fuel allowance which would cover most of the fuel cost - the remainder would have to be made up by the riders. The "Captain" of the van rides free, and can use the van for 250 personal miles per month, as "compensation" for driving and collecting the fees. Two free emergency rides home are provided for any rider per quarter. I have attached a sheet that gives some more details of this program.

If the Town would subsidize these programs it could be counted as another valuable employee benefit and would demonstrate "corporate" good will. A subsidy would also enhance recruitment and employee retention. Interestingly, the first \$65/month of any benefit funded by the Town is not counted as income to the employee, which makes the benefit even more valuable. Other benefits to the Town are less vehicular traffic, less parking space required, less air pollution, and each participant is provided reliable transportation. Participation by the Town would show strong support of the DART transit system.

These programs can be paid for out of our DART LAP/CMS funding if so desired. If we subscribed to the E-Pass program, we would be the first Member City to do so. I'm sure we could get some good publicity while we underscore our leadership position.

I am sending this memo because it is budget time, and perhaps an appropriate time to gauge the level of Council interest. As you probably know, DART will be glad to come out and make any presentations appropriate. Please let me know if I can provide further assistance.

Cc: John Baumgartner
Pam Storaci

new DARTVan Program

FARES¹

- Captain rides free in exchange for driving and collecting fares.
- Captain can use van after work and has 250 free personal miles.

15-Passenger Van (Captain and 10 - 14 Paying Riders)

# of Riders	1 - 90 Miles	91 - 95 Miles	96 - 100 Miles	101 - 105 Miles	106 - 110 Miles	111 - 115 Miles	116 - 120 Miles
14	\$29	\$34	\$39	\$44	\$49	\$54	\$59
13	\$31	\$37	\$42	\$47	\$53	\$58	\$63
12	\$33	\$40	\$45	\$51	\$57	\$63	\$68
11	\$36	\$43	\$49	\$56	\$62	\$68	\$75
10	\$40	\$47	\$54	\$61	\$68	\$75	\$82

← Per Day Round Trip
 } Monthly Cost per Rider

8-Passenger Van (Captain and 6 - 7 Paying Riders)

# of Riders	1 - 90 Miles	91 - 95 Miles	96 - 100 Miles	101 - 105 Miles	106 - 110 Miles	111 - 115 Miles	116 - 120 Miles
7	\$57	\$67	\$77	\$87	\$97	\$107	\$117
6	\$67	\$77	\$87	\$97	\$107	\$117	\$127

FUEL²

15-Passenger Van - \$100 per month fuel allowance

8-Passenger Van - \$60 per month fuel allowance

EMERGENCY RIDE HOME

Personal Emergencies	Work Related Emergencies
<ul style="list-style-type: none"> o Rider gets sick or injured on the job. o Rider's child gets sick or injured. o Rider's family member gets sick or injured. o Rider has personal crisis at home. 	<ul style="list-style-type: none"> o Unexpected business appointment. o Unexpected overtime. o Normal vanpool arrangement fails to operate on the trip home.

2 per quarter
 Provided by Enterprise Car Rental under contract to DART

¹ IRS allows employers to subsidize vanpool fares up to \$65 per month per employee and not count the subsidy as added income and amount can be deducted as a business expense.

² Fuel cost above allowance, as with tolls and parking will be shared by riders.



PASS
THE NEXT COMPANY BENEFIT

\$75/emp/yr



Dallas Area Rapid Transit

P.O. Box 660163

Dallas, TX 75266-7246

(214) 747-RIDE

Emergency Ride Home

**The Commuter Benefit
It Pays to Ride DART**

The Internal Revenue Service allows employers to subsidize their workers' bus/rail passes and vanpool fares up to \$65 per month per employee tax-free. The law is designed to promote the use of public transit by commuters.

What is it?

- The transportation fringe benefit (IRS Section 132(f)) allows companies to purchase monthly discount bus/rail passes (through DART's *Employer FareShare Program*), annual photo ID bus/rail passes (through DART's *E-Pass Program*) and/or vanpool fares (through DART's *DARTVan Program*).
- The first \$65 of value is tax free.

Who is Eligible?

Private employers, non-profit organizations and public agencies can provide the benefit to employees, tax-free. Federal government employees and members of the military services are also eligible to receive the transit benefit.

How Does it Work?


- The commuter benefit is usually given in the form of a monthly, annual or single bus/rail pass, and/or monthly vanpool "bucks."
- Subsidy amount is reported on IRS form 1120 - U.S. Corporation Income Tax Return, line 25 - Employee Benefit Programs.

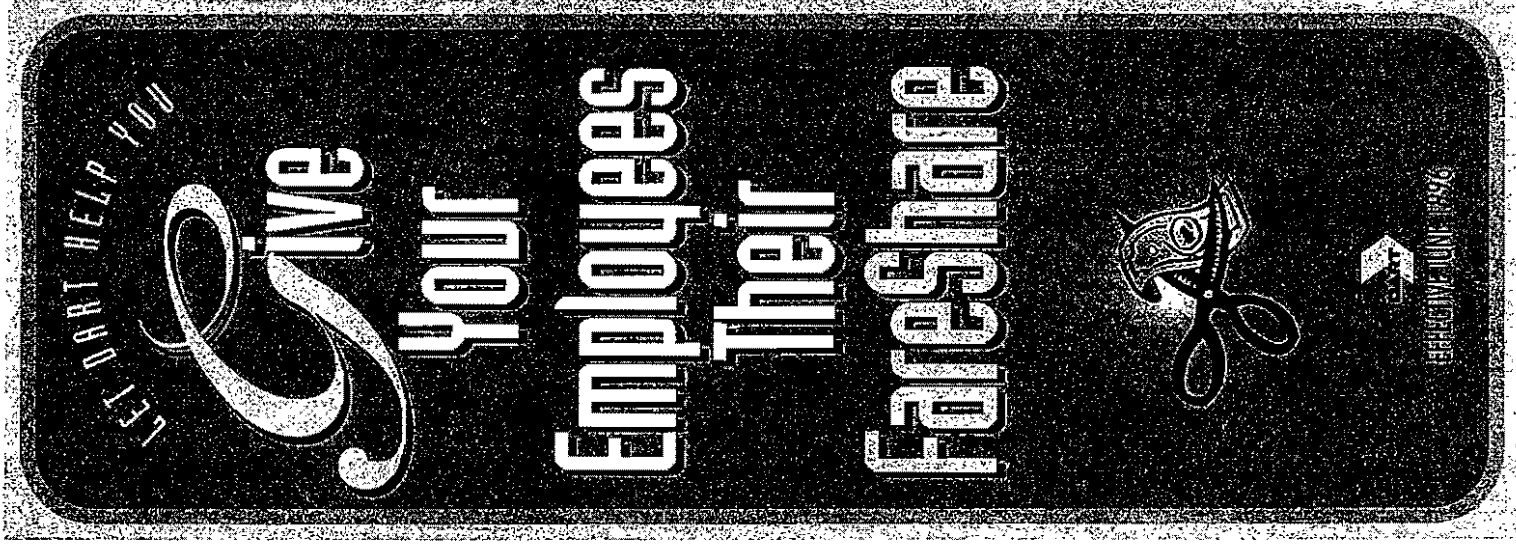
Why is it a Benefit?

- Employees get a no-cost or low-cost commute to work, and don't have to hassle with traffic, parking, and the direct and indirect costs associated with driving alone every day.
- Employers who offer the commuter benefit get an advantage in recruiting and retaining workers, not constructing and paying for parking spaces and contributing to air quality.

Everyone
benefits
when your
company
does its
FareShare.



 RideShare
S E R V I C E S
747-RIDE



LET US HELP YOU

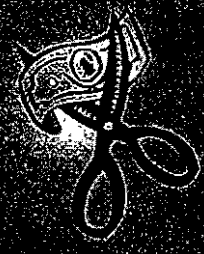
Give

Your

Employees

Their

FareShare



747-RIDE

FareShare Options for Your Company

When companies share the fare, employees share the ride.

When companies encourage riding the bus or rail, carpooling or vanpooling ... employees listen. When companies share the fare through employer discounts, matches and subsidies, employees are three times more likely to share the ride.

Over 1,000 companies are already sharing the fare.

Companies across the country are finding that when employees share the ride, they also help reduce traffic congestion and air pollution, and get a work force that is more relaxed, more productive and on-time more often. DART's FareShare programs can lower parking costs, improve an employee benefit package and enhance the image of your company.

DART makes it easy for your company to do its FareShare.

DART will do whatever it takes to help your company join a FareShare program. DART will analyze your company's transportation needs, survey your employees, find matches for carpools and vanpools, provide custom trip itineraries for potential bus or rail users, provide fare discounts, enroll your company in the Ozone Alert Action Network and help train an employee transportation coordinator. In short, DART will develop a trip reduction program that works.

Your company can share the fare up to \$65 a month... tax free.

Catching a bus, hopping a train, or joining a vanpool can reduce commuting costs by 70% or more. When your company does its fare share, employee commuting costs are further reduced. As a bonus, any company offering discounts can do so tax-free ... up to \$65 a month!

Buses & Rail

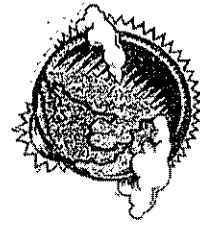
Through DART's Employer FareShare Program, you can provide your employees monthly passes, 11-Bonus Pak booklets, and reduced monthly passes on-site, at the lowest rate available. Or ... through Pass-by-Mail, passes can be sent directly to your company for greater rider convenience and accessibility.



Bus/Rail FareShare

TYPE OF FARE	Retail Value	Employer Pays	Employee Pays
Local* Monthly	\$30	\$28	\$26 or Less
Premium** Monthly	\$60	\$58	\$56 or Less
Local* 11-Ride Bonus Pak	\$10	\$10	\$10 or Less
Premium** 11-Ride Bonus Pak	\$20	\$20	\$20 or Less

* Regular bus and rail service
** Express bus service



Whether it's telecommuting, bicycle programs, buspools or time management strategies, DART RideShare can help your company save money, reduce the need for additional parking, and allow your company to give your employees a lift to work.

Carpools

If you have employees who just want to save money and do their share for cleaner air, carpools can be another commute option. DART offers free ride matching assistance to your employees. A RideMatch list consists of other commuters who live, work, have similar work hours and also want to share the ride.

Vanpools

DART's new Vanpool Incentives Program (VIP) offers your company a match of up to \$20 each month for each of your employees who choose the vanpool option. This, in addition to start-up subsidies, discounts for full vans, a ride home in the event of an emergency or unplanned overtime, makes vanpooling an appealing money saving option for your employees ... especially for those with long commutes or when bus or rail is not convenient.



Vanpool FareShare

ROUND TRIP MILEAGE*	Basic Fare	Employer Subsidy	DART Match	Employee Pays
1 - 40	\$73	\$20	\$20	\$33
41 - 60	\$75	\$20	\$20	\$35
61 - 90	\$77	\$20	\$20	\$37

* Information based on a 15-passenger van traveling 41-60 round-trip miles

For more Employer FareShare Program information or other employer transportation programs, please call 747-RIDE and one of our account executives will help you set up a company-specific transportation program that meets the needs of your employees.



Dallas Area Rapid Transit
P.O. Box 660163
Dallas, Texas 75266-0163
214/749-3278

April 6, 1998

Mr. James Pierce, JR., P.E., DEE
Assistant City Engineer
Town of Addison
16801 Westgrove Drive.
P.O. Box 9010
Addison, Texas 75001-9010

Dear Mr. Pierce:

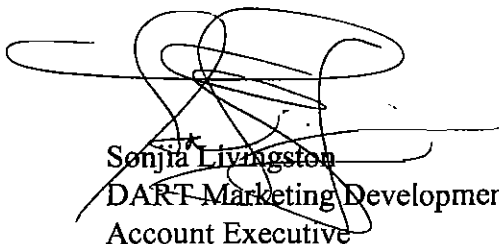
Per our conversation on today please find enclosed information pertaining to DART's Vanpool Program. Many employers use our RideShare Program(s) as effective recruiting and retention tools.

I took the liberty of also including information on the Federal Transportation Benefit Program which allows an employer to allot \$65.00 per employee per month toward transportation. At the end of the year the employer identified this benefit in the same fashion that health care coverage, 401K, vacation/sick would be notated on tax forms; the employees pay absolutely no tax on receiving this Transportation Benefit. So, the result is a Win-Win situation!

This pricing structure for the vanpool is so new that we do not have brochures at the present time, but I am sure you will find the 1-page fact sheet to be quite helpful.

If you have any questions contact me at (214) 749-2686. I look forward to meeting you in the near future.

Sincerely,



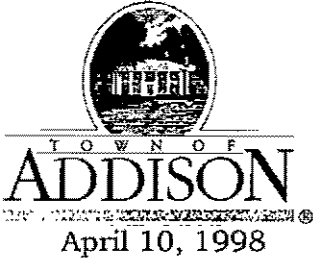
Sonjia Livingston
DART Marketing Development & Sales
Account Executive

749-2686

enclosure

File

4-30-98
John has not yet
had an opportunity to
approach the City Mgr.



PUBLIC WORKS DEPARTMENT
Post Office Box 144 Addison, Texas 75001

971
ove

MEMORANDUM

To: John Baumgartner, Director of Pub...
From: Jim Pierce, Assistant City Engineer *JP*
Subject: DART Rideshare Programs

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These programs can be paid for out of our DART LAP/CMS funding. If we did the E-Pass program, we would be the first Member City to do so. I'm sure we could get some good press while we underscore our leadership position.

Please discuss these programs with Ron Whitehead to gauge the level of Town interest. As you probably know, DART will be glad to come out and make any presentations appropriate. After that, we can plan the next steps.

Reps Available to present to Council

new DARTVan Program

FARES¹

- Captain rides free in exchange for driving and collecting fares.
- Captain can use van after work and has 250 free personal miles.

15-Passenger Van (Captain and 10 - 14 Paying Riders)

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← Per Day Round Trip
 Monthly Cost per Rider

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FUEL²

15-Passenger Van - \$100 per month fuel allowance

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EMERGENCY RIDE HOME

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2 per quarter
 provided by Enterprise Car Rental under contract to DART

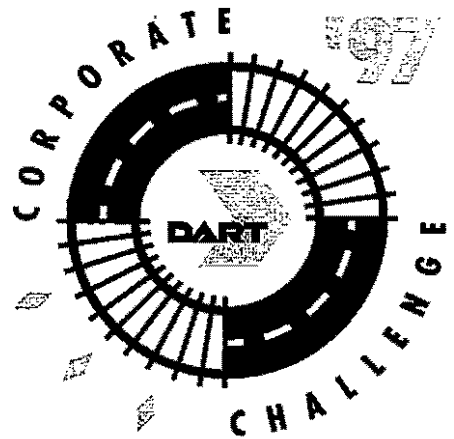
¹ IRS allows employers to subsidize vanpool fares up to \$65 per month per employee and not count the subsidy as added income and amount can be deducted as a business expense.

² Fuel cost above allowance, as with tolls and parking will be shared by riders.

RIDE FOR REWARDS

As a participant in the 1997 DART Corporate Challenge and for "Letting Go of the Wheel", you help reduce traffic congestion in the Dallas/Fort Worth area.

Please Complete the Calendar with the appropriate dates for the month, mark the days that you actually shared the ride, return to your Employee Transportation Coordinator (ETC) or nearest collection box.



Month of _____

MONTHLY CALENDAR	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	TOTAL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

THE VALUABLE PRIZES!

- WEEKEND GETAWAYS
- DINNERS FOR TWO
- SPORTING EVENT TICKETS
- GIFT CERTIFICATES
- FREE INTERNET ACCESS
- AUTOGRAPHED ITEMS
- SHOPPING SPREES plus MUCH MORE!

Name _____

Company _____ Phone # _____

C	M	V	B	W	T	A	BP
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- C** = Carpool
- M** = Use Mass Transit
- V** = Vanpool
- B** = Bicycle
- W** = Walk to Work
- T** = Telecommute
- A** = Alternative Work Hours
- BP** = Bus Pool/Shuttle

**PRIZES ARE DRAWN MONTHLY.
RECIPIENTS WILL BE NOTIFIED BY PHONE.**

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Fax Transmission

To: *Jim Pierce*

No. of pages incl. this one: *2*

Fax number: ⁹¹⁰ *450-2834*

Voice:

cc:

*Set up meeting
@ Business man
Lunches*

From: Rose Anderson

Date:

If you do not receive all pages, please contact:

Dallas Area Rapid Transit
P.O. Box 660163
Dallas, Texas 75266-7246
(214) 749-2501/Fax (214) 749-3675-0035

Subject: *BTC Meeting*

Special Instructions:

Financial Incentives

*So. CA Assn of Governments
818 W. 7th St., 12th Floor
Los Angeles CA 90017*

Data & Publications Catalog

*Financial Incentives Handbook — A guide to setting
up a successful Rideshare Program @ your work site.*

→ *213-236-1801*

**MARK YOUR CALENDAR
FOR THE NEXT
ETC NETWORKING SESSION**

WHEN: Thursday, April 23, 1998
TIME: Noon - 2:00 p.m.

AGENDA: Incentive Programs
Lunch
Special Events & Promotions
Networking

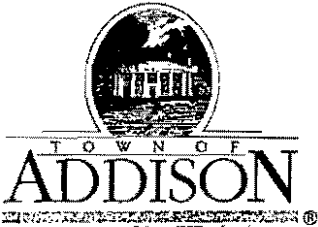
WHERE: GEICO
4201 Spring Valley Road (Mapso: 14J)

***SPECIAL DOOR PRIZE DRAWING:
SATURDAY NIGHT/SUNDAY BRUNCH FOR TWO
AT WYNDHAM ANATOLE HOTEL***

Because parking is at a premium at GEICO, please park your car at Loos Stadium Park and Ride (3815 Spring Valley Road) and a GEICO shuttle bus, which runs every 10 minutes, will pick you up and take you to the GEICO building for the meeting.

**PLEASE RSVP NO
LATER THAN 4/20/98
TO (214) 747-RIDE**





PUBLIC WORKS DEPARTMENT

(972) 450-2871

Post Office Box 144 Addison, Texas 75001

16801 Westgrove

April 10, 1998

MEMORANDUM

To: John Baumgartner, Director of Public Works

From: Jim Pierce, Assistant City Engineer *JP*

Subject: DART Rideshare Programs

DART has several programs available to promote the use of the Train/Bus system and carpooling. Of these programs, the Monthly Pass, "E-Pass", and the Van Program seem the most appropriate for the Town of Addison.

The monthly pass is simply a program whereby the Town would be able to buy monthly bus/rail passes at a slight discount for employees that would use them. The Town could subsidize the cost of the pass, partially or fully. A local bus service pass would cost \$28/month and a premium pass would cost \$58/month. Premium service provides non-stop rides between transit centers, park & ride lots and downtown.

E-Pass is an annual photo I.D. bus/rail pass the Town would purchase for ALL employees that provides unlimited use of DART bus/rail facilities. The program includes 2 emergency rides home per quarter. A ballpark estimate of cost to the Town for this program is \$20,000/year.

The Van Program can work for between 7 and 15 people who can get together and form a pool. DART provides the van and the cost ranges from \$29 to \$67 per month per rider if the commute is 90 miles per day or less. DART provides a fuel allowance which would cover most of the fuel cost - the remainder would have to be made up by the riders. The "Captain" of the van rides free, and can use the van for 250 personal miles per month, for driving and collecting the fees. Two free emergency rides home are provided for any rider per quarter. I have attached a sheet that gives some more details.

If the Town would subsidize these programs it could be counted as another valuable employee benefit and would demonstrate "corporate" good will. A subsidy would also enhance recruitment and employee retention. Interestingly, the first \$65/month of any benefit funded by the Town is not counted as income to the employee, which makes the benefit even more valuable. Other benefits to the Town are less vehicular traffic, less parking space required, less air pollution and each participant is provided reliable transportation. Participation by the Town would show strong support of the DART transit system.

These programs can be paid for out of our DART LAP/CMS funding. If we did the E-Pass program, we would be the first Member City to do so. I'm sure we could get some good press while we underscore our leadership position.

Please discuss these programs with Ron Whitehead to gauge the level of Town interest. As you probably know, DART will be glad to come out and make any presentations appropriate. After that, we can plan the next steps.

new DARTVan Program

FARES¹

- Captain rides free in exchange for driving and collecting fares.
- Captain can use van after work and has 250 free personal miles.

15-Passenger Van (Captain and 10 - 14 Paying Riders)

# of Riders	1 - 90 Miles	91 - 95 Miles	96 - 100 Miles	101 - 105 Miles	106 - 110 Miles	111 - 115 Miles	116 - 120 Miles
14	\$29	\$34	\$39	\$44	\$49	\$54	\$59
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← Per Day Round Trip
 } Monthly Cost per Rider

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FUEL²

15-Passenger Van - \$100 per month fuel allowance

8-Passenger Van - \$60 per month fuel allowance

EMERGENCY RIDE HOME

Personal Emergencies	Work Related Emergencies
<ul style="list-style-type: none"> o Rider gets sick or injured on the job. o Rider's child gets sick or injured. o Rider's family member gets sick or injured. o Rider has personal crisis at home. 	<ul style="list-style-type: none"> o Unexpected business appointment. o Unexpected overtime. o Normal vanpool arrangement fails to operate on the trip home.

2 per quarter
 Provided by Enterprise Car Rental under contract to DART

¹ IRS allows employers to subsidize vanpool fares up to \$65 per month per employee and not count the subsidy as added income and amount can be deducted as a business expense.

² Fuel cost above allowance, as with tolls and parking will be shared by riders.

**IRS ISSUES NOTICE ON
TREATMENT OF QUALIFIED TRANSPORTATION
BENEFITS FOR 1997**

The Internal Revenue Service (IRS) has issued a notice on 1997 inflation adjustments for Qualified Transportation Benefits per the 1992 Energy Policy Act cost of living adjustment provision for 1997. The 1997 amount of tax free qualified parking benefits increases to \$170 per month. The amount of tax free transit/vanpool benefits remains at \$65 per month.

The official IRS announcement is as follows:

Qualified Transportation Fringe

(1) Section 132(f) provides an exclusion from gross income for certain employer-provided transportation referred to as a "qualified transportation fringe." A "qualified transportation fringe" means any of the following: transportation in a commuter highway vehicle between the employee's residence and place of employment, any transit pass, and qualified parking. Section 132(f)(2)(A) limits the exclusion for the aggregate of the transportation in a commuter highway vehicle and the transit pass to \$60 per month (the "\$60 vehicle/transit" limitation). Section 132(f)(2)(B) limits the exclusion for qualified parking to \$155 per month (the "\$155 parking" limitation).

(2) For tax years beginning in 1997, the "\$60 vehicle/transit" limitation is \$65 and the "\$155 parking" limitation is \$170.

**PRESIDENT
DAN REICHARD**

**VICE-PRESIDENT
ERIC SCHREFFLER**

**SECRETARY
RITA BROHMAN**

**TREASURER
JOHN REIMERS**

**PAST PRESIDENT
GARY EDSON, PH.D.**

DIRECTORS

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REGION 2: KAY KRONHOLM
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REGION 6: WILLIAM MUSTARD
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REGION 8: PEGGY SCHWARTZ
REGION 9: NANCY PODESIWA
REGION 10: DEE ANGELL
REGION 12: SHAMUS MISEK

AT-LARGE

ERIK FERGUSON, CYNTHIA FONDREIST, NANCY VANWINTER, FRANCINE WATERS, ROBERT WHITSON, PHILIP WINTERS

**EXECUTIVE DIRECTOR
STEPHEN H. KREIMER**

**ASSOCIATION FOR COMMUTER
TRANSPORTATION
2 Wisconsin Circle, Suite 1030
Washington, D.C. 20815
(301) 656-0555
FAX: (301) 656-9008**

ACT

ACT Submits Questions and Answers to IRS

As many ACT members are aware, with the successful enactment of the Transportation Commute Benefit legislation contained in the Comprehensive National Energy Policy Act of 1992, ACT and our federal lobbyists Tom Bulger and Jonathan Jones of Government Relations, Inc. have turned their attention to assisting the Internal Revenue Service in developing the necessary federal implementation regulations.

This process was begun by the ACT Public Policy Counsel, chaired by Larry Filler, which met on January 13, 1993. During that meeting, members were briefed by Mr. Bulger and Mr. Jones as to the status and timing, as well as process IRS will use to develop the regulations. Discussions between ACT's lobbyists and IRS representatives produced an understanding that they would produce a Question and Answer document prior to publishing the standard Notice of Proposed Rule Making (NPRM). Based on this information and a request from IRS for ACT's assistance, the Public Policy Committee began to develop a question and answer submission for IRS. A task force of volunteers worked with ACT representatives to develop the following document which was submitted on February 5, 1993.

The IRS expects to release the official Q and A document in the Federal Register sometime in early March. There will then be a 30 or 60 day public comment period, after which time the NPRM will be developed and published. After the NPRM is released, the public will be allowed 60 days to comment before the final rule is published. In the meantime, many of the questions contained in the ACT Q and A remain officially unanswered, however we should have some indication of IRS's interpretation when they release the official Q and A.

ACT will continue to keep members posted on developments in the regulatory process through our Newsletter and Special Alert.

U.S. Code Section 132(f) Qualified Transportation Fringe Questions and Answers

Q... Is an employer allowed to use cash reimbursement as a means of providing an employee the Transportation Commute Benefit?

A... Under Sec. 132(f)(3), cash reimbursements under a bona-fide reimbursement system may be used as a means of providing the benefit for qualified parking, transportation in a commuter highway vehicle and for public transit. However, with respect to public transit, in areas where transit voucher programs are in place and are readily available to employers, cash reimbursement is not allowed.

Q... In cases where cash reimbursement is allowed, how should it be regulated?

A... In order to limit fraud and abuse, cash reimbursement should only be given by an employer under a bona-fide reimbursement arrangement. Examples of bona-fide reimbursement arrangements include periodic certification by the employees that the reimbursement is being used for an eligible service or permissible qualified parking, documentation could be achieved partly through the use of receipts, captured passes, etc. Furthermore, a reimbursement will be considered bona-fide only if that arrangement does not preclude any form or type of eligible vanpool arrangement or transit service.

Q... What various vanpool arrangements qualify for the Transportation Commute Benefit?

A... Transportation in a commuter highway vehicle which is provided "by or for" (on behalf of the employer) is

eligible for the Transportation Commute Benefit. These types of vanpool arrangements are: employer-owned; employer-leased; employee-leased; employee-owned; and, public transit-operated.

Q... What type of transit services qualify for the Transportation Commute Benefit?

A... Any type of transit service, publicly or privately owned or operated including, bus, rail, subway, ferry, subscription bus, shuttle bus, and commuter highway vehicles under contract which provides to the public and/or employees, general or special service on a regular and continuing basis.

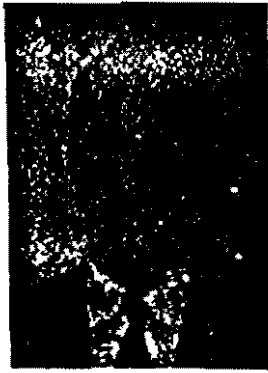
Q... Can an employer provide the parking benefit in addition to the commuter highway vehicle benefit to employees who travel in vanpools that use commercial parking?

A... Yes. In the aggregate, employees who travel in a commuter highway vehicle that used commercial parking are eligible for the parking benefit (up to \$155/month), while at the same time each individual passenger is entitled to the commuter highway vehicle benefit (up to \$60/month).

EXAMPLE: In a situation where six employees including the driver commute to work in an eligible commuter highway vehicle, each employee including the driver is eligible for the \$60 exclusion from gross income. In addition, members of the vanpool are eligible to receive the qualified parking benefit (up to \$155/month) for the amount of the parking fee each employee pays.

Q... May an employee who receives up to \$60/month for using transit or a commuter highway vehicle to commute to work also receive a qualified parking benefit to subsidize the employee's cost of parking in a facility at or near the place from which he/she commutes to work?

From the President



The recent victory by ACT on the \$60 commute to work subsidy was accomplished with limited financial resources (\$19,000) and an abundance of dedication and savvy maneuvering by Tom Bulger and Jonathan Jones of Government Relations, Inc., ACT's lobbyists, as well as from Larry Filer, Chairman of the ACT Public Policy Committee. The facts are, that despite our scanty resources, we accomplished all of our goals and more by narrowing our focus to key issues. ACT was instrumental in rewriting United States Tax Code during a year of legislative gridlock in Washington. While a few issues remain and are currently being worked out

with the IRS, the membership of ACT must keep this victory in perspective.

We are vigorously standing over the IRS's shoulders and communicating with key staff as they write tax regulation based on Congress' commute subsidy legislation. ACT is supplying the IRS with quality information to enable them to make the correct interpretation of congressional intent. Recent comments by the Washington-based IRS staff indicate that our efforts are proving successful.

One regional issue that has arisen concerns a provision of the commute benefit legislation that requires employers to use transit voucher programs if such programs are "readily available" in a given region. It is important to note that this requirement does not apply to vanpools in any area or mass transit in areas which do not have established voucher programs. ACT fought very hard for the inclusion of a cash reimbursement provision for vanpools for one big reason: ACT is the only national voice for vanpool users and operators. Transit, on the other hand, has a well established constituency and advocacy group that played a major role in defining the terms of the benefit as they related to mass transit. On the critical issue of allowing cash reimbursements for vanpools and mass transit in areas where it is necessary, ACT won the day.

It is important to point out that the requirement for employers to use transit vouchers, if available, was born out of the fear that the benefit could be easily abused. Both APTA (the transit lobby) and ACT agreed with the principal sponsors of the legislation, that any type of perceived or confirmed abuse of the benefit program could lead to the entire benefit's repeal. Hence, the language which is causing problems for ACT members in some regions was included in the legislation. While the inability for some employers to offer cash reimbursements to employees who use mass transit in areas with established voucher programs has caused discomfort for some, this fact should not detract from the significant accomplishments achieved by ACT over the course of the last year.

I believe regional problems with current voucher programs can be worked out regionally. Because the federal law is now becoming more clearly defined, I urge all ACT members to press their local transit agencies to rise above political turf and other man-made barriers to offer an acceptable voucher system in areas where it is required. In this endeavor, I pledge that ACT will assist, whenever possible, in resolving regional difficulties. Finally, I encourage members to fully realize the advantages that the cash reimbursement provision provides to employers and vanpool users and operators, as well as some transit users.

A... Yes. Under Section 132 (f)(5)(C), an employee may receive a qualified parking benefit in addition to the transit or commuter highway vehicle benefit.

Q... Are bicyclist and/or walkers covered under the Transportation Commute Benefit?

A... No. However, employers may offer incentive programs which would be taxable subsidies for employees who chose to walk, bicycle, or carpool to work.

Q... Are any types of employers or employees excluded by the statute from receiving the Transportation Commute Benefit?

A... Yes. Under Section 132(f)(5)(E), the following individuals are precluded from receiving the benefit: Partners in partnerships, shareholders with greater than 2% in S corporations and self employed individuals. The above mentioned are not eligible for the benefit; their employees, however, are eligible.

Q... What is meant by the "Benefit Not In Lieu of Compensation" clause?

A... Section 132(f)(4), "Benefit Not In Lieu of Compensation", pertains to existing employee compensation and not to future employee compensation packages. In other words, while an employer may not reduce an employee's existing taxable compensation level by the total amount of the Transportation Commute Benefit or by a fraction thereof, the employer may offer the subsidy to all or some of his/her employees as a part of a future compensation package.

Q... When should adjustments for inflation be made?

A... Section 132(f)(6) allows for an inflation adjustment calculation each year. In order to allow for predictability in the use of qualified transportation benefits, the cost of living adjustments, if any, should be made at the same time each year. Based on the timing of the last cost of living adjustment made by the Internal Revenue Service on July 1, 1991, future inflation adjustments should take place on July 1st of each year.

Q... How will the Transportation Commute Benefit inflation adjustment be calculated?

A... We recommend that when calculating the inflation adjustment for the Transportation Commute Benefit, as required under Section 132(f)(6), an index representative of costs associated with transportation be used. The Consumer Price Index for All Urban Consumers for Public Transportation best reflects these costs, and should therefore be used in calculating future cost of living adjustments for the Transportation Commute Benefit.

Q... What are the employers record keeping requirements of the Transportation Commute Benefit?

A... In the case of cash reimbursement, a bona-fide reimbursement arrangement constitutes adequate record keeping. In the case of a voucher system for transit (as described in the attached material), vanpools or qualified parking, employers need only maintain a record of the purchase of the vouchers. In all other cases, the employer shall maintain adequate records which reasonably demonstrate expenditures under the benefit. As an example, employers who participate in transit pass programs by selling, at a discount, the passes of the local transit providers where the discount is treated as a transit subsidy, the employer should keep records of the pass sales to the employee and of the arrangement with the transit providers.

Q... To whom and for what purposes may the qualified transit benefit be offered?

A... An employee can offer the benefit to any employee or group of employees within the work force.

Meet the ACT Secretary



Rita Brohman is a professionally recognized TDM expert specializing in public speaking, teaching and implementation of all TDM aspects of program manage-

ment. She began serving the Association four years ago through the communications committee of the Southern California chapter where she chaired and oversaw production of the ACT FACTS newsletter for two years. Rita teaches for the Los Angeles basin's Air Quality District and California State University at Fullerton. She has spoken throughout the country on TDM issues and their impact on public and private agencies.

A nationally elected ACT Director in previous years, Rita served as President and Chairman of the Boards for the Southern California Chapter of ACT in 1992 and will now serve as ACT's National Secretary.

Meet the ACT Treasurer



John W. Reimers began his career in TDM as an ETC in 1974 (when neither ETC or TDM were even terms yet) as an ETC for the Automobile Club of Southern California.

His coordination of ridesharing and vanpooling led to a Presidential Citation for energy conservation in 1982.

John's Association contributions include serving as Conference Chair for the Southern California ARP conference, chapter vice-president, communication committee chair, elections committee chair, and helping to develop the first TDM certification program.

Helen Arnett IRS - 214-767-~~4707~~ 1304

~~1264~~
~~0789~~

per day
Round Trip

new DART Van Program

FARES¹

- Captain rides free in exchange for driving and collecting fares.
- Captain can use van after work and has 250 free personal miles. --- per @ month

15-Passenger Van (Captain and 10 - 14 Paying Riders)

# of Riders	1 - 90 Miles	91 - 95 Miles	96 - 100 Miles	101 - 105 Miles	106 - 110 Miles	111 - 115 Miles	116 - 120 Miles
14	\$29	\$34	\$39	\$44	\$49	\$54	\$59
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Monthly?

8-Passenger Van (Captain and 6 - 7 Paying Riders)

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7	\$57	\$67	\$77	\$87	\$97	\$107	\$117
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Daily?

Monthly?

FUEL²

15-Passenger Van - \$100 per month fuel allowance

8-Passenger Van - \$60 per month fuel allowance

$\frac{60}{1.15} = 52 \text{ gallons}$
 $52 \text{ gal} @ 14 \text{ mpg} = 728 \text{ mi}$
 $\frac{728 \text{ mi}}{21.67 \text{ day}}$

2 per Quarter

EMERGENCY RIDE HOME

Personal Emergencies	Work Related Emergencies
<ul style="list-style-type: none"> o Rider gets sick or injured on the job. o Rider's child gets sick or injured. o Rider's family member gets sick or injured. o Rider has personal crisis at home. 	<ul style="list-style-type: none"> o Unexpected business appointment. o Unexpected overtime. o Normal vanpool arrangement fails to operate on the trip home.

33 miles per day

Enterprise Rental - 3rd Party

¹ IRS allows employers to subsidize vanpool fares up to \$65 per month per employee and not count the subsidy as added income and amount can be deducted as a business expense.

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Enterprise will come out & provide

new DARTVan Program

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Per Day
← Round Trip
} Monthly Cost per Rider

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2 per quarter
Provided by Enterprise Car Rental under contract to DART

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new DARTVan Program

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