



# Building a Sustainable Community



## GIVE YOUR CAR A REST AND BE ELIGIBLE FOR REWARDS

Have you ever stopped to think about how much your car costs to drive or how much impact it has on the environment? Also have you considered what alternatives you have to driving your car?

The Town of Coupeville is launching a community trip reduction program to help community residents and commuters understand the costs and impacts of driving alone in their personal vehicle and find ways to increase the use of alternative transportation. The goal of this program is to reduce carbon emissions by increasing biking, walking, public transit ridership, carpooling and vanpooling as an alternative to driving alone in a personal vehicle

### What are the Benefits?

Transportation represents approximately 50% of the total carbon emissions in the state of Washington and 50% of an individual's carbon footprint. To make any sizeable reduction in our fossil fuel usage and therefore carbon footprint we must focus on reducing the use of our personal vehicles.

Also driving a car is expensive. Based on AAA data, the cost to drive a medium Sedan 15,000 miles/year is \$8430. If you reduce driving by 100 miles/week you can save over \$2500 per year. Another example is the cost to drive 4WD Sport Utility Vehicle 15,000 miles/year is \$11,085 and you can save over \$3400 if you reduce driving by 100 miles/week.

There are many other benefits as well such as improving your overall health through more walking and biking, reducing congestion on the roads and improving local air quality.

### Who Are the Partners?

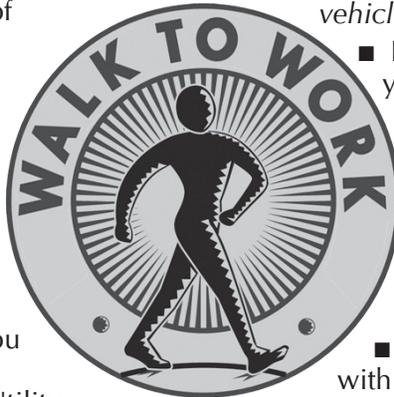
There are many partners involved in helping to make The Town of Coupeville Community Trip reduction program a success including

- Washington Department of Transportation
- King County
- Island Transit
- Island County Regional Transportation Planner, Donna Keeler
- Whidbey General Hospital
- Careage of Whidbey

Volunteers from WSU Extension will be helping with the community education and outreach.

### What are my Alternative Transportation Options?

You have many options to driving alone in your personal vehicle.



■ If you live within a few miles from work you can walk or ride your bike. Set a goal to do this 1 or more days per week. Check if your employer has a health program so you can track your steps at the same time you are reducing your vehicle miles traveled.

■ Carpooling with a work colleague or even someone from another employer is a great way to reduce your driving costs by 50%. The Rideshareonline software can help you find a good carpool match. If you live in Oak Harbor consider meeting



at a park and ride and share the ride from there.

■ Island Transit is a great option for many people as it is free! You can find Island transit route information at <http://islandtransit.org/> or map your



trip on google maps to find the bus options available. Island transit also has some county connector buses that can get you quickly and efficiently from Coupeville to Mount Vernon.



### How Do I Get started?

Attend our presentation at the Coupeville library on the following dates to learn more.

**August 23 • 6:30 - 7:30 pm**

**August 25 • 2 - 3 pm**

### If you want to get started right away here are some simple steps to follow:

- First register yourself on [www.Rideshareonline.com](http://www.Rideshareonline.com) and sign up as a new user,
- If you commute into Coupeville look for your employer and worksite. If it is not listed that is okay because you will just be set up in the general Coupeville jurisdiction. Also for commuters, please use your work email address in the registration process.
- Complete the sign up process by following instructions sent to you in an email.
- Complete survey of your daily commutes or trips. This survey information will not be available to other users. Also do your best with answers as the survey questions may not perfectly match your situation.
- Then you can start to log your daily trips, find a ride-match and learn about available rewards and incentives.
- Also calculate your commute cost by using the commute cost calculator (under the commute tab at the top right of the screen).

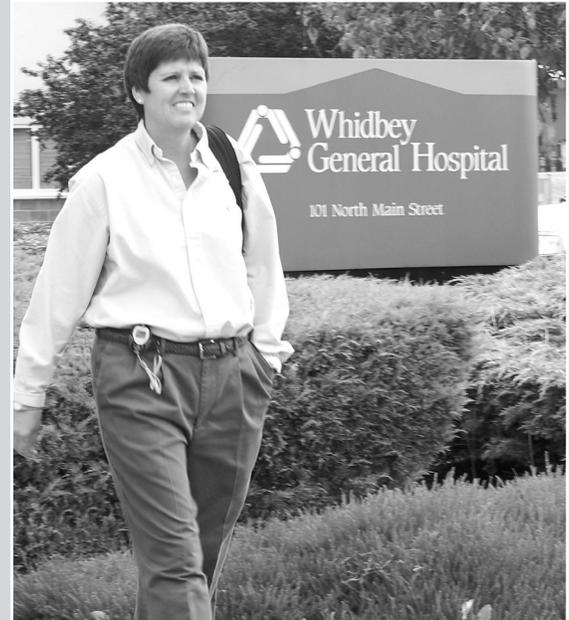
### Incentives, Incentives and More Incentives

#### If there are not enough benefits already then consider the possible rewards you can win!

- For the first 35 new rideshareonline participants you will win a pedometer (to track your steps) and be eligible to win a \$100 gift certificate to a Coupeville merchant of your choice. This promotion starts August 1 and ends September 30.
- There will be new incentives offered in October, November and December with many more opportunities to win \$100 gift certificates to the Coupeville Merchant of your choice.
- If you carpool or vanpool at least 2 days/week between August 9<sup>th</sup> and Sept 19<sup>th</sup> you are eligible to win a luxury getaway or an Apple iPad through the State of Washington! Also there are weekly drawings for \$50 gift cards. All you need to do is register at [rideshareonline.com](http://rideshareonline.com) and start logging your trips.

For employees working in Coupeville check with your employer about other incentives such as preferred parking spaces for car and vanpoolers and a guaranteed ride home in case of emergency. Also ask about flexible work schedules to accommodate transit times.

## "GIVE YOUR CAR A REST" STORIES



**Trish Rose** from Whidbey General Hospital uses her feet, instead of her car, to get to work almost every day. She says it is a relaxing way to start her day and gives her time to gather her thoughts. In addition she gets extra steps for her pedometer, which means she is also doing something good for her health.

The main benefits Trish sees from walking to work is low gas cost, low wear and tear on her car and she feels better. And it is pretty easy.... "All I need are my walking shoes and in case of rain I use an umbrella!"

### Coupeville Arts and Crafts Festival August 13 & 14 A "Green" Festival

The 47<sup>th</sup> annual historic Coupeville arts and Crafts Festival will again be having a free shuttle from Coupeville (Keystone) Ferry to the Festival grounds and back all day Saturday and Sunday. The shuttle is also willing to stop along Main Street to pick up anyone who may have parked at other parking lots or side streets.

"We are working hard to become a "green" festival," said Tessa Gavin, Coupeville Festival Board President. The shuttle, our recycling program, and online registration and payment are just a few of the things we have incorporated the last two or three years towards this effort.

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