

# EASY RIDER



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A Newsletter of the Transportation Alternatives Program Vol. 1, No. 1, December 1990  
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## Shuttle Use Soars to Stratosphere

Shuttle use took off like a rocket after the RTD bus passes were distributed in late September. Compared to September, ridership in October more than doubled. Looking at it another way, the October 1990 ridership was almost three times greater than in October of last year. Either way you slice it, it looks like the use of alternative transportation is increasing at NCAR. From what we're hearing, the bus passes and the increased convenience of the additional shuttle runs have been instrumental in the shuttle boom.

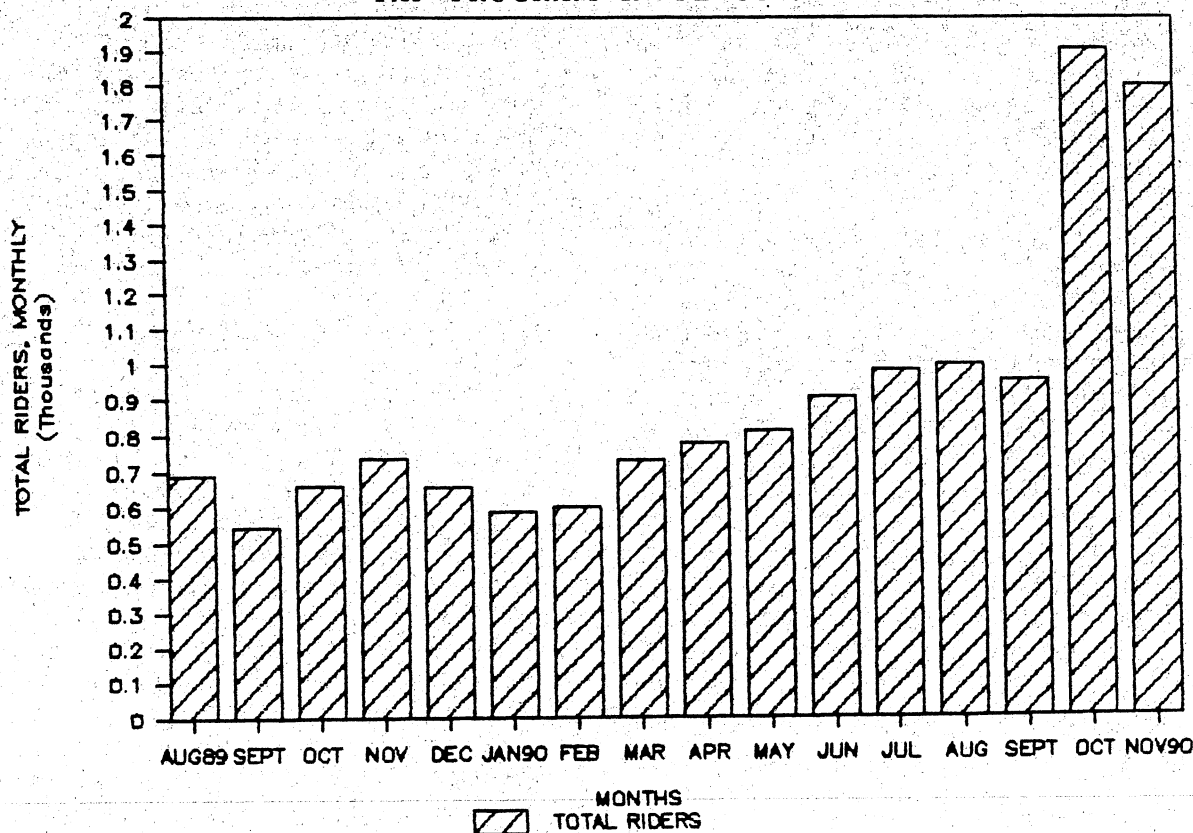
We thought you'd enjoy seeing the numbers, so we've included a plot of the shuttle totals for the last 16 months. The plot shows the total number of riders per month. We'll update this plot in future issues of this newsletter so you can see the progress for yourself. Of course, this doesn't even reflect those of you who are carpooling, walking, or bicycling to work.

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### NCAR SHUTTLE PROGRAM TAP PROGRAM IN PLACE 9/27/90



## Bus Pass Mania

It seems we've started a new trend in the Boulder-Denver area with our program of free RTD bus passes.

You may have noticed in the newspaper that several other organizations are starting similar programs. All of these programs (including ours) are coordinated and partly funded by the City of Boulder's Alternative Transportation Department. Since the start of NCAR's TAP program, their office has gotten a lot busier with requests from all over town. Community Hospital is getting ready to start a program this month for their 1200 employees. Others who are negotiating to begin programs are Exabyte (900 employees), Neodata (600), Career Track (450), US West (500), and the *Colorado Daily* (40). Probably the most ambitious program would provide free passes for the entire student body, faculty, and staff of the University of Colorado. That's somewhere in the neighborhood of 30,000 passes!

NCAR's program was the first non-governmental program to be started in Boulder. Only one existing program, at the City of Boulder, is comparable in size (they also have about 900 employees). About 600 NCAR/UCAR employees have bus passes at the present time.

The new 1991 stickers for the bus passes will be distributed in late December. If you somehow missed out on getting a bus pass, we have a reasonably painless procedure in place. Just bring a black-and-white photo of the appropriate size to Janice Saffell, Room 280, in the Mesa Lab B Tower. You can get a photo taken at either K-Mart or the LA Diner, where (believe it or not!) they still have those four-shots-for-a-dollar photo booths. Janice needs to have you show up "in person" (please do not mail photos to her) so you can sign the bus pass. After the dust has settled, you'll have a bus pass plus a bonus of three extra photos for the family album.

## Survey Results

We received 540 responses to our survey for a total return of 60%. Thanks for this tremendous response!

We found that 30% of the respondents said that they use an alternative mode of transportation at least one day per week in their commute to NCAR. In the warm months, these NCAR/UCAR employees are most likely to be using a bicycle to get to work. Carpooling came in as the second most popular choice; walking and bus use are nearly equal. Cold weather encourages about half of the bicyclists to use other means of transportation. One of the beneficiaries of this might be RTD; bus use increases by about 60% in the winter. The survey results also indicated that some alternative-mode users may be opting to use their personal automobile during the cold weather months.

The first survey will give us our baseline "before-TAP" starting point. We plan to conduct a follow-up survey next year. It will be interesting to see whether TAP has influenced transportation habits. Since so many of you were already using alternative modes, TAP is faced with the challenge of trying to improve on a good situation. But, based on the stories many of you have shared with us, we think that the results of the second survey will be even more encouraging.

## About This Newsletter

We came up with the idea of having this newsletter mainly because of the excitement we have detected--in the hallways--where people have stopped to share their new experiences as they have carpooled, used the bus, or bicycled to work for the first time. And, then, there was the shuttle data--we were astounded at the numbers! We felt that we shouldn't be the only ones to know about these results. So, this newsletter was created as a way to give you feedback on how your new program is working. It's also a way for us to express our thanks for your tremendous

response--you've made all the sweat worth it.

In future issues of this newsletter (two or three per year), we'd like to "get - personal" and share some of the success stories we've heard. We encourage you to think of this as "your" newsletter. If you have an idea for a story--about yourself or someone else--please let us know.

### Behind the Scenes

Those of us in the Transportation Alternatives Group would like to thank the many people at NCAR/UCAR who helped us to turn our idea into a reality. Things happened so fast (our committee was formed in May of this year) only because we had help from many corners.

NCAR Director Bob Serafin asked us to form our committee, and has consistently offered support and enthusiasm for our work. The NCAR/UCAR Directors unanimously approved our program in their July meeting. Larry Andersen of Contracts worked hard to hammer out the bus pass agreement with RTD and the City of Boulder. Ginger Hein and Bob Bumpas did an astounding job of organizing the photo sessions to take 575 pictures AND keep track of "who was who." Graphics (Justin Kitsutaka and Mike Shibao) came up with logos and posters on very short notice. Carol Beam, Teresa Rivas, Paula Rubin, Donna Sanerib, Stephanie Shearer, Selena Slyter, Marilena Stone, and Joanie Tanous volunteered to help when we needed it. Velma Ryan allowed us to make a mess of the cafeteria on TAP Day. Outside of NCAR, it was Tracy Winfree and Bob Whitson of the City of Boulder who masterminded the RTD agreement and made the connection with DRCOG for the Guaranteed Ride Home program.

All in all, it was a rather magical experience because everyone worked together. Thanks!

### And Now for Something Completely Crude

\* Every day the U. S. fleet of 135 million automobiles burns 82 million gallons of gas. If those cars stayed home one day a week, we could save the same amount of oil we import from Iraq and Kuwait.

\* If every commuter car carried just one more passenger, we could save 32 million gallons of gasoline every day.

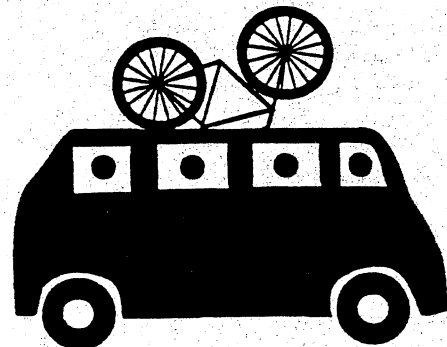
(Source: Natural Resources Defense Council Newslines, October/November 1990).

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**WANTED:** People to share their stories about commuting by bus, bicycle, or carpool for future articles in Staff Notes and this newsletter. If you'd like to talk about how you make alternative transportation work for you, please call Patty Loudin at ext. 1549 or e-mail to pat@hao.ucar.edu.

(We know you're out there-- don't be shy!)

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## Intersite Travel

Intersite commuting is yet another area that TAP has addressed in its quest to reduce vehicle miles traveled. Until we are mostly collocated at NCAR North and the Mesa Lab, and the shuttle frequency between these sites adjusted, many of us are faced with meetings, appointments and visits to other locations from time to time. And TAP has the solution--Intersite Travel Logs! By simply listing your name, destination, and time on these logs, you can help to facilitate carpools and provide rides for some who may not otherwise be able to attend! Staff and visitors attending seminars, division and/or group meetings, Human Resources' orientation programs, and report sessions are examples of people who might use this system. Logs are posted by main entrances or bulletin boards at all sites.

If you have suggestions on how to improve this system to serve you more effectively, Barbara McDonald would gladly accept calls at ext. 1601 or by e-mail to [barbm@asp2.UCAR.EDU](mailto:barbm@asp2.UCAR.EDU).  
REMEMBER TO TAP INTO IT!

## Questions??????????????

Please don't hesitate to contact any member of the Transportation Alternatives Group if you have questions about TAP:

Chris Ennis, co-chair	ML x1469
Dean Lindstrom, co-chair	ML x1141
Joanne Dunnebecke	FW x8431
Rachel Jones	FL x1650
Patty Loudin	ML x1549
Steve Massie	ML x1404
Barbara McDonald	ML x1601
Kathy Morgan	NN x8954
Janice Saffell	ML x1598

## The Road Not Taken

Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveler, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;

Then took the other, as just as fair,  
And having perhaps the better claim,  
Because it was grassy and wanted wear;  
Though as for that the passing there  
Had worn them really about the same,

And both that morning equally lay  
In leaves no step had trodden black.  
Oh, I kept the first for another day!  
Yet knowing how way leads on to way,  
I doubted if I should ever come back.

I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I--  
I took the one less traveled by,  
And that has made all the difference.

-- Robert Frost

