



Momentum

A newsletter for Way to Go! Club members

Volume 1, Issue 3
February, 2003

INSIDE THIS ISSUE:

Quarterly Update	1
In the Winner's	1
Good for Business	2
The World of	2
On the Street	3
On the Go	3
Burning Questions	4

Bike, Walk, Bus Week 2003

Over the winter months, Way To Go Club membership continued to climb. We also saw other good things happen like more employees than ever before nominating their employers for Transportation Best Practices Awards. And there was a remarkable increase in the number of employees who have Mountain Line EZ Passes (the Employer-Paid Bus Pass) in their wallets. All of these successes tell us what you already knew: That commuting to work by biking, walking, transit, carpooling and vanpooling is a fun and rewarding way to make a big difference in Missoula!

Bike Walk Bus Week 2003 is just around the corner (April 26 – May 3), which will mark the Way To Go Club's one year anniversary. It will be a week full of fun activities and great opportunities to broaden your horizons as a commuter.

To find out what is going on during Bike, Walk, Bus Week, you can log onto the website at www.bikewalkbusmissoula.org.

Happy commuting this spring!

Nora Knell,
Program Coordinator
Missoula in Motion



In the winner's circle ...

-a look at this quarter's raffle winners

We have some amazing winners again this quarter! Keep logging your commute days and you too could win a gift certificate of \$100 donated by various Missoula businesses. This is just one of our ways of saying thanks to you for making the Way To Go Club pledge!



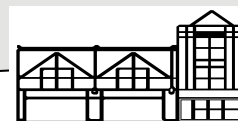
November's winner– Julie Huck walks and bikes to work because, "it is much more pleasant than driving alone because you aren't stuck in traffic. You can really let your mind wander and enjoy it!"



December's winner– Krystal Handford, a paraeducator at Cold Spring School and regular bus rider, says, "Taking the bus to work is easier for me and it is more



January's winner–



Missoula Parking Commission

Good for Business!

- A look at how transportation options strengthen our business community

Club Totals:

- 1,085 Members
- 485,514 Miles Logged
- 393,129 lbs. CO2 Saved
- 287 Days since May 1, 2002

Missoula In Motion awarded three businesses with 2002 Transportation Best Practices awards. County Commissioner Bill Carey, chair of the Transportation Policy Coordinating Committee (TPCC), presented the awards to winners at the TPCC meeting on January 21, 2003. This year's winners were, the Holiday Inn - Missoula Parkside, The Art Museum of Missoula, and Big Dipper Ice Cream.



The Holiday Inn-Missoula Parkside has a monthly award which offers a cash incentive to an employee who frequently walked, biked, rode the bus or carpoled to work that month. Each employee is equipped with an employer-paid bus pass—the Mountain Line EZ Pass—and management actively works to encourage employees to use this benefit. When possible, the Holiday Inn offers flexible scheduling to employees to

allow them to commute by bus. They also recently installed a new fenced bike parking area for employees to reduce bike theft. The Art Museum of Missoula is receiving a Best Practices Award for its decision to remain located in a bike, pedestrian and bus-friendly neighborhood. It also encourages staff to use "trip chaining" when making errands by car—a practice that reduces pollution by combining as many trips as possible at a single time. In an attempt to solve parking problems downtown, the Art Museum surveys their visitors about transportation habits so they can figure out how to actively encourage them to walk, bike, bus or carpool to the museum.

The Big Dipper Ice Cream has made biking not only convenient, but fun for both employees and customers. They recently removed their aged and dysfunctional bicycle rack and replaced it with racks crafted to look like ice cream cones. This expanded available bike parking for both employees and customers, and shows that bike racks can add to the attractiveness of a business. In addition, the Big Dipper has a small fleet of bikes that employees can use to commute to work and run errands during the work day.

In addition to being presented an award at the TPCC meeting, the winners will each receive \$1,000 to enhance their workplace transportation management programs. They will each be featured in a Missoula In Motion television commercial to publicly recognize their efforts. The 2002 commercials premiered at the award

The World of Transportation

-Showcasing the world-wide view of transportation



-Excerpted from the NY Times Online

The trains arrive with a whisper, speak with a computerized voice and at times are driven by women. Passengers board quickly and quietly at stations that are clean and airy with graceful 30 foot arched ceiling and computerized entryways.

In a city of 14 million people that otherwise tends toward controlled anarchy, it is a pride-inspiring marvel.

New Delhi's new \$2 billion subway system, barely more than a month old, is altering Indians' view of themselves and their capital.

The Metro is not the first subway built in India— Calcutta's decade-old system holds that honor— but, already New Delhi's system is being hailed as a political, managerial, and engineering triumph. The first five mile of the system opened on Dec. 24th, on budget and on time— a rarity in Indian public works projects.

The success of the project, built with Japanese aid money, has become a striking symbol of change in India. Hundreds of thousands of people take what they call joy rides, short trips to savor the efficiency, modernity, and sense of progress the new system seems to generate. Tourists add it to their itinerary. Residents of outlying communities drive in for a ride. Parents bring their children.

In a feat of engineering, construction workers are building almost seven miles of underground tunnels and nearly 32 miles of above-ground track without closing major roads.

Manoj Kumar, 21, a cigarette vendor whose kiosk is a few feet from an overhead track uttered not a word of complaint about the dust, danger, and inconvenience of the sprawling project. Supporting it, he suggested, is a civic duty. "this is good work," he said. "This is development. This will be the pride of Delhi."

Kid's Stuff
 Just 30 years ago, nearly two-thirds of all children walked or biked to school.
 Today the figure is less than 10%!

On the Go...

.....Okay, need to pedal into the thru lane at this corner....look...signal...merge....YIKES!...HONNNNNK!... (Bleepin') biker, watch where you're goin!...Oh yea, you almost killed me!...

You were trying your best to be a responsible rider (or not) and now you find yourself trading obscene hand gestures with someone you hardly know. To make matters worse, you begin to think maybe it was your son's pre-school teacher. The basic premise of sharing the road appears to me to have severe flaws. Let's face it, cars and bikes are two different species. This is no harmonic convergence. Add to that the fact that any dummy can, and does, operate both types of vehicle and its no wonder we have some occasional problems. But, we also have a system that, under the best of circumstances, can accommodate both types of users in relative harmony. So what's a bicyclist to do to achieve these best circumstances?

As a self-professed BWA (Biker with Attitude), the Ubiquitous Otto wanted some sound advice from the level-headed Way to Go! Club membership to add to my own road-rash encrusted wisdom about co-existing on asphalt. We posed the quandary of responsible riding to all you Go! 'ers via e-mail last month and got a pannier-full of responses. From them, it was obvious that "biker, heal thyself!" sentiments are strong. Most everyone stated in one version or another that bicyclists knowing and adhering to the rules of the road was paramount to earning a safer place on the street. There will always be those whisking around Missoula with reckless abandon., but this only makes it more important that those of us who do possess a modicum of intelligence create the riding paradigm. With that in mind, if you consider yourself a sensible, law-abiding rider (a.k.a. Way to Go! Club member) you might start by asking yourself if you really know these rules. Member Carrie Strike takes a hard line in this regard, "I am pretty sure that people should have to pass a test before they ride a bike on the streets", she says. Maybe this is just a reaction brought on by witnessing a USBB

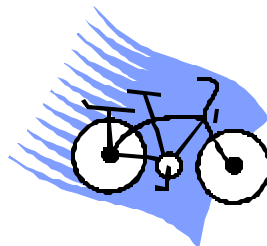
The Ubiquitous Otto

(Unbelievably Stupid Bike Behavior), but you can't knock the idea of asking people to actually become acquainted with the law. Phil Smith at the Bicycle/Pedestrian Office (523-4626) is a great first call along these lines. Phil will be happy to recite rules as well as interpret nuances of road etiquette. Another respondent, Nik Geranios, suggests we look inward to find the answers. "The main way I try to be a responsible bicyclist is to think about the things bicyclists do when I am driving a car that irritate me". This is solid "other person's shoes"-level advice for all of us who both ride and drive. Unfortunately, if a driver has never pedaled in my toe-clips, they may have little tolerance for "irritating" biking behaviors such as riding a generous distance out from parallel-parked cars (to avoid being impaled by opening doors), or refusing to ride in the gutter (no need for tire-shredding glass and debris in my life).

On the flip side Kara McMahon's writes about driver's who are overly cautious. She wrote, "I do not praise [drivers] when vehicles don't follow the rules and stop the flow of traffic to let me turn left. I like to be treated like a vehicle". Right-on Kara. But therein lies a wicked conundrum: to go out-of-turn when motioned by a kindly driver or to hold your ground? After all, they mean well don't they?

So, as I ride home tonight, what bike behavior can serve as my mantra for responsible riding? The path seems quite clear after reading everyone's comments: know and follow the rules, use common sense, practice common courtesy, and above all... Wear A Helmet!, its an asphalt jungle out there.

You can reach The Ubiquitous Otto by email at postmaster@waytogoclub.com All thoughts are fair game for use in upcoming pieces, but Otto promises to be kind to members.



The Buddy System:
Boosting the US rush hour traffic from one to two people per car would save 40 million gallons of gasoline a day, over 15 % of the US gasoline consumption.

On the Street...

A look at what is happening in Missoula

Bike, Walk, Bus Week 2003

-April 26th - May 3rd. Stay tuned for a schedule of exciting events!

Picture This!

-ATTENTION ALL GO!'ers: While you are out at BWBW '03 events, take a picture of yourself sporting one of your great Way to Go! gifts (ie: water bottle, T-shirt, etc.) Send us a copy and you will be entered into a special raffle drawing for a \$50 gift certificate!

MDA EZ Pass Program

-If you work for a business that is part of the Missoula Downtown Association and have not yet received your employer-paid bus pass, please contact Missoula In Motion at 523-4963. Start riding Mountain Line for free!

Missoula Transportation Plan

-Be on the look out opportunities for public comment!

New Digs!

-Need to purchase a bus pass? Missoula In Motion sells bus passes at the new location at 127 West Spruce. Stop in and visit us!

MISSOULA, MT
PERMIT #402
PD
US POSTAGE
PRRST STD

Way to Go! Club
127 W. Spruce St.
Missoula, MT 59802

Your answers to our...

Burning Questions:

With winter quickly approaching, how do you ensure that you will not just be a fair-weather, alternative commuter?

"When the going gets grubby, the grubby get going! ... on our bikes, wearing copious amounts of Goretex. Actually, I have been known to war plastic bags stuffed under my helmet because I don't have a hood."
Allison Handler

"Here is a tip I find essential for riding in the snow: LOWER THE AIR PRESSURE IN YOUR TIRES."
Gene Bernofsky

"I use the bus on wintery days-it's easier then digging out my car."
Victoria Noble

"Fenders are a must for commuting via bike in Missoula weather. Spend the \$ on them, they make a world of difference."
Kara McMahon

"A brightly colored jacket with water repellent qualities and adequate ventilation will make your ride more comfortable."

Andy Lassila

"If it is below zero—ski goggles for the downhill... if you are coasting on snow and ice, there is no reason not to keep the foot off the top pedal and hold it down closer to the ground."

Kurt Krueger

"To help ensure that I will walk to work in the freezing cold, I drink my hot coffee on the way. Coffee and Polartec mittens along with a great scaft seem to do the trick for me."
Maura Costea

"Knobby tires also help with traction, Don't hit the brakes hard, or you will hit the pavement!"
Sarah Guerts

This quarter's winner:

"Think of it as an adventure. I love the looks I get when I bike past people that are sliding around on the snow. When they hear the chains on my tires

For next time: What commuting resolutions you have made for yourself, now that warm weather is on the way?

Mail or email your answers to:

Way to Go! Club
127 W. Spruce St.
Missoula, MT 59802
or

nkneil@missoulainmotion.com

Do you have a story to share?

We are always interested in member contributions. If you would like to submit an article, send them to Nora at:

nkneil@missoulainmotion.com

or

Way to Go! Club
127 W. Spruce St.
Missoula, MT 59802