

Car-Lite Diet *Tales from the Commute*

You can interview several of your employees and publish stories about their commutes in your company newsletter or on bulletin boards. Role models within your organization can provide tips and influence others to try commuting without their cars. Below are two examples of real stories:

Here's what _____ says about her commute to _____:

I live in Reedsburg and had been driving the 124 mile round trip to Madison daily until our firm moved its offices to _____ last April. At that point, I decided to try the State Vanpool program in order to save money and wear and tear on my car. It has been a very positive experience for me. I save over \$175 a month on gas and parking and invest it in my 401K. Starting in January, I will carpool with a woman I met through the Rideshare, Etc. program. She lives in Reedsburg and will pick me up at my house, so I will no longer have to drive 15 miles to pick up the Vanpool.

What do you like best about your commute?

I have a lot of laughs with people in my vanpool, and I enjoy leaving the driving to someone else at the end of a long day. I am very happy to make a better investment of my money, and I enjoy getting an early start to my day.

What's the worst thing about your commute?

There is no flexibility in the Vanpool schedule, so I need to work my hours around it. My employer is extremely supportive of my decision to vanpool and allows me to adjust my hours.

Here's what _____ says about his commute to _____:

I live on the south side of Madison off of Seminole Highway. Because _____ is located a block from several bus routes, I can get there non-stop. I usually take Route __, which literally picks me up at my door step. The ride takes a half hour compared with driving, which might take 15-20 minutes depending on traffic. Taking the bus begins to look much simpler if I factor in the time it takes to park and walk from a ramp. And I've calculated that taking the bus rather than driving could be saving me well over \$1000 annually on gas, parking, and wear and tear on my car. I use the transportation allowance that my employer provides to purchase my monthly bus pass

What do you like best about your commute?

I like the chance to sit and read, think, or listen to music while letting someone else deal with the traffic.

What's the worst thing about your commute?

When I take the bus home at the end of a winter day, the bus can be delayed by weather and traffic. It's cold waiting at the bus stop. However, once I board the bus, I don't have to wait for it to heat up; it's usually quite warm.