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314 E. Champion Street Bellingham, WA 98225 WhatcomSmartTrips.org 360-756-TRIP (8747)

## **MAYOR DOUGLAS THANKS “SMART TRIPS LEADERS” AT PUBLIC MARKET EVENT**

BELLINGHAM, August 3, 2007—Mayor Tim Douglas will host a brief ceremony on Saturday, August 4 at 11 am at the Bellingham Farmers Market (Railroad and E. Maple). The purpose of the event is to recognize the nearly 400 “Smart Trips” participants who have logged at least 200 individual miles since the program began in July 2006.

The purpose of Smart Trips is to reduce drive-alone car trips by encouraging walking, biking, car pooling and riding the bus. Program elements include cash prize drawings, incentive gifts, discounts at local merchants, and an emergency ride home program. All Whatcom County residents age 18 and over are eligible.

There are currently more than 5,000 Smart Trips participants. This group is responsible for 5 million miles not driven. Smart Trips Leaders, or those who have logged at least 200 trips in the past year, are responsible for 1.4 million miles not driven.

Each participant creates an online profile at [whatcomsmartrips.org](http://whatcomsmartrips.org) where they log data such as trip mode (walking, biking, riding the bus or car pooling), trip distance, and trip purpose (work, errands, leisure or school). Participants can enter up to one trip per day. The website tracks the data and tallies the impact of each individual’s efforts, including the number of pounds of hydrocarbons, carbon dioxide and carbon monoxide they have prevented, and the amount they have saved on fuel. It also tracks eligibility for prizes as participants reach personal milestones.

Smart Trips is an ongoing partnership between local government, public agencies, employers, and schools to promote transportation by walking, bicycling, sharing rides, and riding the bus. For more information, call 756-TRIP (8747).