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

## **SMART TRIPS REACHES 10 MILLION MILE MILESTONE, NEIGHBORHOOD OUTREACH BEGINS**

BELLINGHAM, June 16, 2008—Participants in the Smart Trips program have reduced drive-alone miles in Whatcom County by more than 10 million miles since the program was introduced in July 2006. There are currently 6,100 Smart Trips participants.

Smart Trips is a local program that reduces drive-alone car trips in Whatcom County by encouraging walking, biking, sharing rides and riding the bus. Participants log their trips at [whatcomsmartrips.com](http://whatcomsmartrips.com) to earn incentive gifts, discounts at local merchants, and entry into cash prize drawings.

Until recently, Smart Trips outreach has consisted of a traditional public awareness campaign that encourages “opt in” participation from Whatcom County residents. A neighborhood educational campaign—which will offer personalized, in depth support for walking, biking, sharing rides and riding the bus--will begin this summer for approximately one third of Bellingham residents. 10,000 households will be contacted by letter and phone, and some cases, by project workers making in-person visits. A 2004 pilot project using this same approach proved successful at reducing drive-alone car trips within its target area by eight percent.

The 2004 pilot project was funded by a Federal Transit Administration grant. This summer’s large-scale educational campaign is funded by \$500,000 from the Washington State Department of Transportation. 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 on Smart Trips call 360-756-TRIP or log on to [www.whatcomsmartrips.org](http://www.whatcomsmartrips.org).