



Make a difference anywhere you go

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## **“SMART TRIPS” PARTICIPANTS REDUCE MORE THAN ONE MILLION DRIVE-ALONE MILES**

BELLINGHAM, November 14, 2006—Participants in the Smart Trips program have reduced drive-alone miles in Whatcom County by 1,400,000 miles since the program was introduced in July 2006. There are currently more than 2,000 active Smart Trips participants.

The purpose of Smart Trips is to reduce drive-alone car trips by encouraging walking, biking, riding the bus and car pooling. 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.

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.

Currently, bus trips comprise 33% of the Smart Trips logged. Bike trips follow at 28%. 24% of trips are made by car pool and 15% are made by walking.

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).