

# Inside Lane

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## Remind your employees to validate every ride

We're asking employers in the Metropass program to remind your employees to validate each ride before they board a Hiawatha light-rail train.

To validate their ride, Metropass users must touch their card to a Go-To Card reader on rail station platforms before each ride. Although a Metropass is a pre-paid card, each ride must be validated to satisfy the Metropolitan Council's fare policy. Failure to validate a ride prior to boarding could result in a ticket.

This summer, Metro Transit is upgrading the hand-held devices that Transit Police use to verify that a fare has been paid. Officers will be able to tell if a Metropass has been validated before the customer boarded the train. Note: This also impacts customers who use a Go-To Card, Go-To College Pass or U-Pass.

Remind your employees to validate every time they ride – a ticket could cost \$180. You can use this poster to help spread the word at your worksite.

Thanks for your help!

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## Thanks for promoting the Commuter Challenge

Companies and organizations from across the Twin Cities encouraged their employees to participate in the 2009 Commuter Challenge, which ended June 30. This year, more than 10,000 commuters took the Challenge.



Thanks for helping us cheer on your employees to try new ways of getting to work – such as taking the bus or train, car- or vanpooling, biking, walking or telecommuting. Current transit users could pledge to make a bigger commitment and ride more often or try something new.

Over three months of the campaign, employers hosted 120 on-site events, where commuters received information about the Commuter Challenge

and transportation options that fit their lifestyle.

The Commuter Challenge provided a chance for participants to win bragging points this year. To add some fun, those who pledged could challenge a co-worker, another department or others to friendly competition. Participants were encouraged to create a team and invite others to join – and compete against teams at rival companies, too.

We look forward to your involvement again next year!

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**COMMUTER  
CHOICE  
AWARDS**

## Get recognized for your great work

Has your company developed creative ways to promote alternatives to driving alone to work? Do you know an individual who is an advocate for smart commuting options?

It's not too early to start thinking about the 2009 Commuter Choice Awards, a program that recognizes companies and individuals for their innovative ways to promote transit, bicycling, carpooling, vanpooling and telecommuting.

We'll announce the nomination process in the fall, but it's helpful to track your progress and successes now if you've made changes to your commuter programs this year. Nominations require that examples and support materials be provided to show a high level of commitment to expanding commuter options.

Get details about the program [here](#) or talk to your [representative](#) for more information.

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## Website helps you manage your Metropass program

If you administer the Metropass program at your company, you now have a new tool to help manage and promote this valuable transit benefit.

We've created a [website](#) to make your job fast and easy! This tool gives you the ability to take care of these tasks online:

- Enroll employees and upload ID photos
- Remove employees from the program

- Order a replacement card
- Run an active enrollee report

That's not all. The website also allows you to add value to an employee's Metropass and order promotional materials.

If you haven't created an online account yet, contact Dustin Crescini (612-349-7718) or Lisa Erle (612-349-7626) or e-mail [metropass@metc.state.mn.us](mailto:metropass@metc.state.mn.us).

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