

DOWNTOWN: On the go!

July 2011

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The transportation advocate for anyone whose daily life is downtown!

Pierce Transit Board adopts Efficiency Plan

In a big win for downtown Tacoma, the Pierce Transit Board of Commissioners adopted their Efficiency Reduction Plan on June 13, 2011. Downtown On the Go provided testimony in support of the plan at the public hearing alongside more than 140 people at Pierce Transit's headquarters in Lakewood.

The reduction plan, which will be implemented in October, focuses on maintaining ridership, improving cost efficiency and serving the largest number of people possible. Projections indicate this plan, when compared to a previous reduction proposal, will save 1.5 million annual passenger trips, generate an increase in average passengers per service hour and a reduction in the average cost per passenger trip by approximately 44 percent.

In addition to adopting the efficiency plan, the Board directed staff to take an additional look at Route 496 in Bonney Lake and transit connections to Northeast Tacoma.

The reductions are necessary due to a \$51 million budget shortfall brought on by the economic recession and loss of Proposition 1 at the February 2011 election. Adoption of this final phase completes the plans for an overall 35 percent service reduction in 2011. The first phase of reductions were implemented on June 12, 2011.

Route-by-route information and additional information about the service changes are available at www.piercetransit.org or by calling Customer Service at 253-581-8000.

Walk Tacoma/Walk Poetic: Friday, July 22



Downtown On the Go's Walk Tacoma maps were designed to encourage downtown employees to get out, get active and become more aware of walkable distances. This "walk poetic" will encourage adventurers to experience Tacoma's brewery district on foot, exploring swift changes in the urban landscape and reflecting on how those landscapes and changes may reflect personal experience and transitions. Participants will walk the

Brewery District Walking Map and stop at various locations to write about their surroundings. This walk/adventure may prompt personal reflections, memories and connections, and everyone will have the chance to respond with pen to paper.

Walk Leader Luke Smiraldo says, "Walking through the city is such a different and rich way to take the city in. An experience on foot changes our sense of how time passes and of the many contrasts that we may encounter in a single city block. You simply can't get that experience in a car." With Luke's guidance, we know some creative works will come out of this event. We welcome you to join us whether you decide to share your writings, sketches or other musings, or keep them personal. Writing is optional and sharing is not required.

Downtown On the Go will supply journals, water and power snacks to help you along and schedule a few short rest stops along the route to observe, write, catch your breath and think about a Tacoma you may be meeting for the first time. Join us!

Please RSVP by July 18, 2011 to 253-682-1739 or dotg@tacomachamber.org.

Did you know?

You can burn up to 545 calories per hour by walking to work!

Upcoming Events

City Center Luncheon: "Get Moving"
All about living and transportation in downtown Tacoma

Friday, July 15, 2011, 11:30 a.m.

Pacific Grill Event Space

To register, contact [Cathy Thompson](mailto:Cathy.Thompson@tacomachamber.org) at 253-682-1727

Walk Tacoma/Walk Poetic
Walk Tacoma with local poet Luke Smiraldo and see Tacoma in a different way.

Friday, July 22, 2011, Noon

University of Washington Tacoma

Grand Staircase

RSVP to dotg@tacomachamber.org

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Request your set of walking maps today! Pick up a set at the Tacoma-Pierce County Chamber or look for display racks in downtown businesses.



Bike Cage Open in Park Plaza North Garage

Downtown Tacoma's newest bike cage is open and available to the public. The cage, located at Park Plaza North (923 Commerce Street-fifth floor), is locked with a code and includes six bike racks inside.

and send it in with your payment. It is only \$8.00 per quarter (three months) or \$25.00 per year. Once we receive your paperwork, we will give you the access code and you will be all set to start your bike commute!

coming soon. Stay tuned for details.

To sign up, contact Downtown On the Go, Tacoma-Pierce County Chamber at 253-682-1739 or kristinaw@tacomchamber.org.

To access the cage, simply download the waiver from the DOTG website, fill it out

A second bike cage, at Pacific Plaza (1250 Pacific Ave-third floor), will be

Commuter Case Study: SiteCrafting, Inc.'s Cyclists Navigate Tacoma on Two Wheels

Meet Kevin,
Manager of Internal Projects & Innovation at SiteCrafting, Inc.

Gets around by:
Bike or Vespa

Where do you live and work?
I live in the North End outside of Proctor and work at the south end of downtown.

How does it all add up?
Between the scooter and bike I can often leave my car at home all week. Since my Vespa gets about 75 mpg, between the two I save tons of gas.

What's in it for you?
I love the exercise I get riding my bike and that, coupled with saving gas, road wear and tear, etc. it just feels great all around and is probably the single biggest thing anyone can do to impact their health and the environment at the same time. The scooter is a great compromise between bike and car when I need to get somewhere fast but still want to save on gas.

Are you or your business interested in being featured in the Downtown On the Go newsletter and website? Contact Kristina Walker at kristinaw@tacomachamber.org or 253-682-1739.



Meet Joe,
Server Administrator at SiteCrafting, Inc.

Gets around by:
Bike and Bus

Where do you live and work?
I live in the North Slope Historic District and work at the south end of downtown.

How does it all add up?
Barring ice on the roads (broke my collarbone and learned my lesson), mechanical troubles, or plans to get picked up from work on my way elsewhere, I cycle. I also maintain an ORCA card and spend the rest of my travel time on Pierce Transit. I've never had a car of my own, so I've never had a regular gas bill, car payment, insurance payment to compare it to, but I imagine I save quite a bit.

What's in it for you?
If I were driving, I'd just be driving. On a bus I can do other things, like reading. As for cycling, it's been a lifelong hobby, whether or not I've had anywhere to go, so I'm doing something I like while I get where I'm going. I'm certainly in better shape now than when I was just riding the bus. Bike commuting has actually improved my hobby a great deal by forcing me to ascend out of downtown every day.



Downtown On the Go Subcommittees

Downtown On the Go is convening subcommittees to help carry out our 2011-2015 workplan. If you are interested in joining the **walk committee** to help plan events and work to increase the number of downtown walk commuters, the **residential committee** to provide input on living downtown and further the Live Downtown Pilot Program, or the **communications committee** to implement and measure the communications plan, please contact us at 253-682-1739.

Downtown Transportation Projects Update

Pacific Avenue Streetscape Project

The Pacific Avenue Streetscape Project will construct stormwater infrastructure improvements and redesign the streetscape on Pacific Avenue between 7th and 17th streets. Downtown On the Go continues to be an advocate for complete streets and multi-modal transportation options and is working with the project team to ensure final designs incorporate all modes of transportation.

The 30 percent designs are now available on the project website and public comment is being accepted. Final design

is expected in fall 2011 with construction beginning in winter 2012. For more information, visit the project website: www.cityoftacoma.org/pacificave.

D-to-M Streets Project

Construction continues on Pacific Avenue between 25th and 27th streets. Visit the [project website](#) for detour routes and additional information or contact Erin Hunter at 206-370-5511 or erin.hunter@soundtransit.org.

New Link Light Rail Stop Project

The new Link stop at 11th and Commerce will open in August 2011, giving

commuters and downtown residents even more options as they move around downtown. For more information, contact Dan Seabrands at dseabran@cityoftacoma.org or 253-591-5150.

Stadium Way Redesign Project

Construction of the new roadway will begin in fall 2011. Stay tuned for information on future public meetings and project information. Visit www.cityoftacoma.org under Public Works, Active Projects.

TCC Launching *Tacoma On the Move*

Our friends at Transportation Choices Coalition will be launching a new program this summer called "On the Move." The program will give a small group of Tacoma residents a set of incentives to leave their car at home for a few trips a week. They will be given ORCA passes and other incentives for two months to participate and will be asked to give feedback about barriers to walking, biking and busing. If you would like to donate an incentive, know someone who would be a good participant, or have any questions please email Andrew Austin at Transportation Choices Coalition at Andrew@transportationchoices.org.

DOWNTOWN: *On the go!*

The transportation advocate for downtown Tacoma.

Downtown On the Go is: Agencies, organizations, and businesses working together towards a vibrant and integrated downtown Tacoma.

Downtown: On the Go!

Downtown On the Go is a collaborative effort of the Tacoma-Pierce County Chamber, the City of Tacoma, Pierce Transit, and downtown private sector and non-profit employers. Leveraging their resources and relationships, these organizations are working together to increase the number of alternate commute trips into and out of the downtown from 24 percent to 35 percent by 2015.

Downtown On the Go's purpose is to be the transportation advocate for anyone whose daily life is downtown. We do this by:

- * Educating about transportation choices other than driving alone.
- * Encouraging use of transit, ridesharing, biking, walking, and flexible work arrangements.
- * Advocating for transportation choices and land use policies that promote a vibrant and integrated downtown.

Thank you to our contributing partners:



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