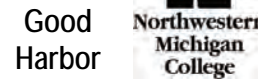
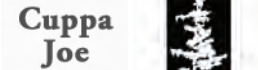


Make all your trips smart!

Smart Commute Week 2008 has been brought to you by these fine sponsors:



John Robert Williams
Commercial Photography



The Smart Commute Week planning committee is made up of community leaders and citizen activists.

Our 2008 Smart Commute Week Planning Committee is made up of representatives from:

- Downtown Development Authority
- City of Traverse City Commission
- Cherry Capital Cycling Club
- Northwest Michigan Rideshare Alliance

- Olson Bzdok & Howard, PC
- Michigan Land Use Institute
- Munson Medical Center
- Northwestern Michigan College
- TART Trails
- Bay Area Transportation Authority (BATA)
- North Shore SafeKids
- Grand Traverse County Commission
- City of Traverse City
- AAA Michigan
- Hagerty Insurance



The goal of Smart Commute Week is to showcase, promote and encourage alternative transportation options in Traverse City.

Try a Smart Commute!

This is your chance to try...

- Bicycling to work
- Walking your child to school
- Taking BATA to the movies
- Carpooling to the concert



TART Trails works to enrich the Traverse area by providing an interconnected network of trails, bikeways & pedestrian ways; and encouraging their use.

Office:
232 E. Front Street, Ste 11
Traverse City MI 49684

Mailing:
PO Box 252
Traverse City MI 49685

231-941-4300
www.traversetrails.org

Choose your way



smart**tc**commute bike. walk. bus. share.

June 2-6, 2008
smartcommutetc.org

SMART COMMUTE WEEK EVENTS

Monday, June 2

- **Free breakfast** - 7:00-9:00 a.m.
 - Pangea's Pizza (135 E. Front St.)
 - Good Harbor Coffee & Tea (4 Mile Plaza)
 - Higher Grounds (GT Commons behind Bldg 50)
- **24 Hour Bike Challenge**
 - Begins at 7:30 am in front of Pangeas Pizza. Challenge will move to the State Theater during the day and will conclude at 7:30 am at the Oryana breakfast.
 - Riders will take turns on a stationary trainer and will try to ride 434 miles (the distance from Traverse City to Toronto.)
 - The goal is to raise awareness of the power of the bicycle to transform cities by offering an energy efficient, safe, convenient, space saving, non-polluting form of urban transportation.
- **Alternative Transportation Expo**- 7:00-9:00 p.m. in the 100-200 blocks of E. Front Street in downtown TC. Events include:
 - **Bike rodeo for kids**- Teach kids how to signal, complete a shoulder check and stop at stop signs. A tricycle course will also be set up, so don't be afraid to bring the youngsters!
 - **Bike-themed movie**- State Theater 7:30 p.m. "Jour de Fete" Comedy about a French postal carrier who delivers mail aboard a bicycle.
 - **Equipment demonstrations/booths:**
 - Bike shop display
 - Outdoor outfitter display
 - Hybrid, electric, & bio-diesel cars
 - Vespa of TC
 - BATA bus/bike rack demo
 - Ride Share carpool program (NMRide.net)
 - Cherry Capital Cycling Club, Broke spokes, and others



Tuesday, June 3

- **Free breakfast** - 7:00-9:00 a.m.
 - Oryana Natural Foods (E 10th/Lake)
 - Free massage by Living Light Massage at Oryana
 - Northwestern Michigan College (Dennos Museum)

Wednesday, June 4

- **Free breakfast** - 7:00-9:00 a.m.
 - BATA Transit Center (115 Hall St.)
 - Hagerty Insurance (Corner of Cass/Lake)
- **Try Transit Day:** Free BATA in-town Cherriot rides all day! Need help deciding your route? Call BATA at 941-2324.



Thursday, June 5

- **Free breakfast** - 7:00-9:00 a.m.
 - Cuppa Joe (221 Garland St- warehouse district)
 - Munson Medical Center (6th Street)
 - MCHC (Munson Ave.)

Friday, June 6

- **Free breakfast** - 7:00-9:00 a.m.
 - Mustard's (State/Cass)
 - Free massage by Living Light Massage at Mustards
 - **Awards & prizes** - 8:00 a.m.- Smart commute to breakfast at Mustard's and join us for the raffle



drawing and Commuter Cup awards.

Free Bicycle Commuting Classes- Get the knowledge and skills needed to ride your bike on the road. The 3-hour courses include 2-hours classroom instruction and 1-hour of on-road training. Takes place at NMC's main campus. Sign up now! Choose from 2 dates: **May 22, 2008** or **June 12, 2007** from 4-7 p.m.

Commuter Cup Challenge- Challenge your co-workers to walk, bike, carpool, or take BATA to work-- compete for pride and prizes! Open to all workplaces in Traverse City. Commuter Cup teams can be made up of the entire workplace, depts. or divisions - you choose! To learn how your TC organization can participate, call 941-4300.

- **Mock Awards**- Nominate your co-workers! Check it out at SmartCommuteTC.org - click on the Commuter Cup Challenge page.

Carpool Club- The NW Michigan Ride Share Connection connects commuters for ride sharing to work, activities, and more throughout the Traverse Bay region. Learn more about the program and sign up for a carpool buddy at NMRide.net.

Free carpool parking- Free carpool parking in the downtown parking deck all week long. It's cool to pool!

Smart lots- Park your car and finish your daily commute in a smart fashion of your choice! The designated Smart Commute Lots are:

- Fouch Road and Cherrybend Road trailheads on the Leelanau Trail
- First Congregational Church at the base of Old Mission Peninsula
- Medalie Park (next to Logan's Landing)
- Hull Park (behind the library)
- St. Francis Church
- Oleson's West on N. Long Lake Road
- Grand Traverse Mall
- TBA Career Tech Center on Parsons Road
- AAA Michigan offices (located at 3Mile/US 31)
- Civic Center
- Northwestern Michigan College (Elm Lot)