

The Environmentally Friendly Commute A Market-Based Approach to the Green Commute

**Kevin Desmond, General Manager
King County Metro Transit**

Japan International Transportation Institute
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Driving the Market

- Low emission bus fleet
- Transportation services that provide choices
- Partnership with private sector
- Innovations in market development
- Chicago Climate Exchange

Green Fleet

- Electric trolleys
- Clean diesel
- Bio-diesel
- Hybrid diesel/electric



More than a Bus

- Ridesharing
 - State-wide ridematching program
- Vanpool
 - Largest vanpool fleet
 - VanShare
- Bicycle commuting



Impact of Fuel Prices

Percent Change 2004 - 2006

Gas Prices at Pump	+ 69%
Metro Transit Ridership	+ 9%
Souder Commuter Rail	+ 94%
RideShareOnline – Regional Ridematch	+125%
Metro Vanpools	+ 17%



Gas isn't expensive if you don't buy any.

Try: Flexcar King County METRO RideShareOnline

206-553-3000

Transit Can't Do It Alone

Partnering with Private Sector

- Maximize use of the system
 - Partner with major employers
 - Influence development pattern
 - Transit Oriented Development

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Tools for Partnership

- Expand Commute Options
 - Employer programs and products
- Commute Trip Reduction
 - Complement regulation
- Incentives



Flexcar

UPASS

Community-Based Marketing

- Residential Based Programs
 - “In-Motion”
- Co-Marketing partnerships
 - “Partners in Transit”



Moving the Bar on Climate Change

- Chicago Climate Exchange
 - Carbon emissions markets
- Partner with City Light
- Programs Getting more people onto greener buses and out of cars



Summary

- Leadership in Community
 - Fleet & fuel management
 - Public support for transit
 - Transit service defines growth opportunities
- Partnership leverage resources
 - Broaden community support