CATS CELEBRATES THE LYNX BLUE LINE

Can you believe that it’s been a year since the LYNX Blue Line Extension opened and riders can travel from Historic SouthEnd to UNC Charlotte in one ride? We’re so excited we’re celebrating with activities this week! Find all the details here:

**TRANSIT CONNECTS YOU PHOTO CONTEST**
*March 18-29*
*Instagram*

Show us how CATS services help you travel where you need to go! Take photo of how CATS connects you to school, work, play or anything else and post it to Instagram. Make sure to tag us @RideCATS and make sure to use hashtag #BLEOneYear in the caption, along with a reason why you love transit. We will accept photos through 5:00 p.m. on March 22, 2019, and then will ask followers to vote on their favorite on our Instagram from March 25 to 29. Top three Winners will receive prizes! Find official rules here.

**TRANSIT DRIVER APPRECIATION DAY**
*March 18*

Honor your favorite transit driver as part of Transit Driver Appreciation Day! Hear from drivers who have been with CATS for many years and share a “thank you” card with the driver who gets you where you need to go! Find out more about TDAD here.

**DO MORE WITH YOUR COMMUTE WITH SKILLPOP**
*March 20 at 6:15 p.m. and 6:45 p.m.*
*LYNX I-485/South Blvd. Station and CTC/Arena Station*

Ready to make your commute even MORE productive? Ride the LYNX Blue Line and learn with SkillPop! Sign up here to learn about mobile photography for FREE. We will have one class that meets at LYNX I-485/South Blvd. Station at 6:15 p.m., and another class that meets at LYNX CTC/Arena Station at 6:45 p.m.
Parking lots are so ubiquitous that drivers of single-occupancy vehicles tend to take them for granted. Most companies provide free or reduced-cost parking to employees. Retail and service-oriented businesses tend to suffer if they don’t have ample, easily accessible parking for their customers. Drivers pay high rates to park in municipally or privately-owned lots in high-traffic urban areas. In every case, the bottom line is the same: parking can mean big money. This is a universal fact that employers know very well.

It has become increasingly obvious that the single most effective way for businesses and organizations to control their parking costs is to reduce demand. While this was far more difficult in the years that preceded increased awareness of the negative impacts of single-occupancy vehicles, the idea is catching on more and more. Smart commuter management policies have helped both public and private organizations change user behavior, encouraging them to adopt greener and less taxing modes of transportation. The most widely used commuting modes that reduce demand for parking include ridesharing, cycling, and public transit. For organizations, the key is to encourage as many people as possible to adopt these alternatives.

**PARKING CASH-OUT PROGRAMS**

Parking cash-out programs have proven to be one of the most effective and attractive way for businesses and organizations to reduce parking demand, thereby lowering parking costs. These programs are built on a simple principle: people are more likely to willingly give up their parking spots if they are given a direct cash incentive to do so.

**EARN-A-BIKE PROGRAM**

Employees can earn money towards a free bike by reducing or eliminating parking space usage. Sonos, Inc. has an [innovative program](#) that allows employees to carry this out.

**CREATE CARPOOLS AND RIDESHARING INCENTIVE PROGRAMS**

Often effective, these programs can take on two main forms: 1. Make the program a game or competition with prizes to earn or 2. Offer preferred parking spots to vehicles that are used in rideshare program.
INTRODUCE MODE-BASED CHALLENGES

A popular variation of the gamification of alternative commuting is to introduce a mode-based challenge. Popular examples include Bike to Work Week, which is already an annual fixture in communities throughout the United States. Organizations may also encourage the adoption of other alternative modes by, for example, instituting a one-month rideshare or carpooling challenge program. Again, participants who rack up the most miles or log the most trips can qualify for prizes.

LEVERAGE THE POWER OF TECHNOLOGY

The Way2Go CLT software platform is ideal for a comprehensive range of commuter management applications, helping users make easier and more convenient connections with alternative modes of transportation. The platform is also an indispensable tool for commuter program managers and administrators looking to publicize their initiatives, encourage participation, and track results.