

Commuter Resource and Information KIT

CRİKIT

\$6000

in prizes

Free

Calgary Transit

day pass



**CALGARY
COMMUTER CHALLENGE**

**National
Environment
Week**

June 1 - 6, 1998

What is the Calgary Commuter Challenge?

- ▲ The Commuter Challenge is an annual weeklong event coinciding with National Environment Week.
- ▲ The purpose of the Commuter Challenge initiative is to promote and facilitate healthier commuting in the city of Calgary.
- ▲ “Healthier commuting” encompasses every dimension of human health, from personal health to the health of the environment and the health of our community.
- ▲ The Commuter Challenge vision: A city in which all commuting activity enriches personal, social and environmental health for all citizens”.



How Does it Work?

- ▲ At the heart of the Commuter Challenge event is a simple competition between Calgary corporations for the distinction of being a leader in supporting healthier commuting in the city of Calgary.
- ▲ Each day of Environment Week, participating corporations record how their employees got to work in the morning. An employee that walked, cycled, rode transit or carpoled to work counts as a “healthier” commuter. Employees that are telecommuting also count as healthier commuters.
- ▲ At the end of the week, the corporation with the highest average percentage of healthier commuters over the course of Environment Week, is declared the winner.

Events

- **June 1 - 5 Commuter Challenge.** From Monday to Friday, over 30 Calgary corporations compete for the distinction of being a leader in supporting healthier commuting in the city of Calgary.
- **June 1 "Critical Mass Ride".** Meet at Eau Claire Plaza at 5:30 p.m. for a "Critical Mass" bicycle ride through the downtown core. Come out and show your support for cycle commuting as part of a healthier lifestyle.
- **June 1, 2, 3 "Welcome Aboard".** The Commuter Challenge and its media sponsors recognize the healthier commuting habits of Calgary Transit patrons with free newspapers, coffee mugs, and more on end-of-line C-Train platforms from 6:30 a.m. - 8:00 a.m. Trying to avoid the morning transit rush? Calgary Transit recommends adjusting your departure time by 15 minutes. This may be all it takes!
- **June 3 Great Canadian Commuter Challenge.** Calgary competes with Vancouver, Victoria, Ottawa and London Ont. for the distinction of having the healthiest commuters.
- **June 6 Corporate Environmental EXPO.** Come down to Eau Claire Plaza to learn what our participating corporations are doing to protect environmental health. An exposition tent will be open from 10:00 to 4:00 on the Festival Market, in front of the YMCA. See you there!



Are you willing to change your travel habits to help the environment?

Each time you choose to take Calgary Transit, or walk or cycle to work instead of using your vehicle, you take an important step toward protecting Calgary's environment.

Alberta Environmental Protection reports that motor vehicle emissions account for more than 85% of our city's air pollution. Vehicle emissions are highest during the morning and afternoon weekday rush hours when traffic congestion is at its heaviest.

During Commuter Challenge week and throughout the year, try riding transit, walking, cycling or car-pooling to work. By changing your travel behaviour, you can help improve Calgary's air quality for you and future generations.

Try it . . . you just might make it a habit!

Calgary Transit

The City of Calgary - Calgary Transportation Plan, 1995

▲ It is estimated that by the year 2024, the city of Calgary will have grown to a population 1.25 million.

▲ Over the last 30 years, Calgary has evolved into one of the most car-dependent cities in North America. If past trends continue, as the city's population swells by over 500,000 people, another 470,000 more cars will be competing for space on city roads.

▲ In 1991, 4 out of 5 cars travelling to work every morning had only one occupant: the driver.

▲ Through surveys and dialogue with the public, the values expressed as most important with respect to transportation were: mobility; time efficiency and convenience; safety and security; environmental preservation and quality; a sense of community; the efficient and effective use of resources; and affordability.

▲ The protection of significant environmental areas, the integrity of existing communities, and air quality are all important to Calgarians.

▲ Through a GoPlan technical analysis it was found that by maximizing the use of existing roadways, and changing travel behavior and growth corridors - the city could support the population growth.

▲ The Calgary Transportation Plan outlines a variety methods for decreasing Calgarians' dependence on vehicles, such as improved land use, sustainable communities, working closer to home, and a fuel tax.

▲ Improved transit options and other modes can help reduce the number and length of car trips made each day.

▲ The transportation plan provides the benefits of mobility to society, yet tempers the undesirable consequences of our collective car-dependent travel behavior.

Commuting as Recreation

Calgary's interconnected systems of off-street, multi-use regional pathways (350 km) and signed, on-street bikeways (150 km) are an ideal facility for linking the home with the workplace. Carefully integrated with the city's natural and urban geography, our remarkable pathway system has been recognized as one of the finest on the continent. Travelling through Calgary's parks, river valleys and colorful community mosaic, the pathway commuter experiences transportation as recreation, not aggravation. Factor in the benefits to personal, social and environmental health - not to mention the substantial economic benefits - and pathway commuting clearly emerges as the sensible choice. So get out your bicycle, in-line skates or walking shoes, and find out why pathway commuters get to work with a smile on their face!

Fascinating factoids: Commuter races between motorists, cyclists and public transit riders in several U.S. cities have consistently proven that cycling is the fastest mode of urban transportation for distances of five miles (8 km) or less. A 30 minute bike ride provides the same benefits as 30 - 60 minutes in the health club, and gets you to work in the process.

Recumbents: Bikes of the future, available today.



Calgary bicycle shops are selling what promises to be the future of cycling for baby boomers; recumbent bicycles. Recumbents are road bicycles that feature very comfortable seats and place the rider in a reclined, "heads-up" riding position. Featuring standard bicycle components, recumbents are easy to ride and maintain.

The modular design of the bike makes it easy to fit the bike to a rider ranging in size from 5'2" to well over 6'. Dale Hannaford, owner of D Lite Cycle, finds that customers who want a fast-moving bike that is comfortable are always satisfied with recumbents. "All it takes is one ride, and most people are sold. The seat is as comfortable as a lawn chair, and in the reclined position there is no pressure on the rider's wrists, hands or shoulders. I do get people with medical problems, like bad backs or carpal tunnel problems that are looking for these bikes, but most of my customers are aging baby-boomers who still want to be active, but are finding regular bikes too uncomfortable." Due to a decision by international bicycle racing directors back in 1933, recumbents are not legal for racing. It seems that they were considered an unfair advantage due to their inherent low aerodynamic drag. Exclusion from racing is probably the main reason why recumbents are not the standard popular bicycle today.

Cycling to work is an easy and healthy way to commute.

A check list helps make the commute easy, safe, and healthy. The check list below includes everything you need to take with you:

- Make sure your bike is tuned and ready to roll
- High quality bike lock
- Safety apparel: helmet, gloves, glasses
- Cycling apparel: extra layers for warmth, and raingear. Choose bright/reflective colors
- Lights, front and rear
- Clothing for work. Make a list of everything you need. Without this, invariably something will be forgotten. Remember the little things like socks, tie, and underwear
- Toiletries
- Any books, papers, or other items that you need for work
- Your wallet and keys
- Plan your route before you ride. Try and avoid congested traffic areas. If you have to ride in traffic understand the traffic flow and remember that cyclists must adhere to the same laws as vehicles (provide Parks and Recreation reference here).



- Parking the bike. Look for something inside if possible or take your bike into the office. Ask around because a number of workplaces offer a fenced in bike room in the car park.
- Showers are nice after bike commuting but they are not necessary. Again, ask around, many of the large office towers have shower facilities. If your building doesn't have a shower room, try a fitness club or any other place nearby that might have showers. Depending on the length of your commute a sponge bath in your washroom may be adequate
- Bicycle repair kit
- Several books have been written on bike commuting and there is also information available on the Internet. One good book is Effective Cycling by John Forester - 1993, MIT Press ISBN 0-262-06159-7. It's the one book that should be on every cyclist's bookshelf. Check MEC or the Calgary Public Library for a copy.

Save time, money, and the environment: Telework, Videoconference or Teleconference!

Telecommuting is the concept of giving employees the opportunity to perform their jobs from wherever they are most comfortable and productive. When implemented intelligently, telecommuting has the potential to deliver significant productivity gains, cost containment and competitive advantages, in ways that most employees and management will readily embrace. A recent study has shown that telecommuting can reduce air pollutants by 50 to 60 percent due to reduced travel miles and engine starts.

Video conferencing and teleconferencing are economical and effective alternatives to meeting in person. For example, by using videoconferencing, employees of Telus saved \$829,000 in travel expenses for the company in 1997. There are environmental benefits of using videoconferencing and teleconferencing, in that they reduce greenhouse gas emissions associated with travel for meetings.

Telecommuting, teleconferencing and videoconferencing are truly win-win solutions, providing benefits to the organization, employees' quality of life, and reducing the negative impacts of commuting on the environment and transportation infrastructure.

The Alberta Lung Association on Air Quality and Health

The Alberta Lung Association is very pleased to support the Calgary Commuter Challenge. Our mandate is to prevent lung disease and promote lung health. The Commuter Challenge fits extremely well with both of these goals.

In addition, we applaud the approach taken by the event's organizers. That is, by challenging Calgarians to try some of the healthy transportation alternatives that are readily available to us, in ways that are both fun and instructive.

Our hope is that more people realize that transportation alternatives are easily accessible in Calgary, are good for the environment and our own well-being and that using them can be an interesting and rewarding experience.

Petro-Canada

The Calgary Commuter Challenge is one of the many ways that Petro-Canada employees are encouraged to be environmentally responsible. We believe that the change can most effectively be addressed through voluntary initiatives. Three quarters of our lube business employees at head office currently telecommute. In addition to our outdoor bicycle parking, there are over 50 secure bicycle spots available in the parkade. This space was doubled about two years ago when more bikes required extra parking stalls. To make this a fun event and encourage participation, daily draws will be made for various prizes for employees who participate in the Calgary Commuter Challenge; and a prize will be awarded to the floor with the highest participation rate.

Anderson Exploration

At Anderson Exploration the spirit of environmental concern is evident in our support of healthier commuting. The company provides shower and locker facilities for employees who bike, walk or run to work. There is also secure storage facilities for bicycles provided in our underground parking beneath TD Square. Carpooling is also encouraged and many employees have taken the initiative to organize groups to travel to work together. The location of our offices also offers easy access to public transit as the C-train stops directly in front of our office building. We are proud to say that a large number of our employees find a more environmentally healthy way to commute to work every day.

AEC

Alberta Energy Company is proud to again participate in the 1998 Calgary Commuter Challenge. AEC's success as a leading Canadian natural gas and oil company lies in the dedication and entrepreneurial spirit of its employees. They participate in the Commuter Challenge as an extension of habits that reflect personal values, including a healthy lifestyle and harmony with the environment.

NOVA Chemicals

To encourage environmentally friendly commuting, NOVA Chemicals provides secure underground parkade access and bicycle parking facilities for employees wishing to cycle to work. We are also working on implementation of an electronic "ride board" to encourage and enable car pooling.

NOVA Gas Transmission

At NOVA Gas Transmission (NGT), the Commuter Challenge is part of a bigger initiative to encourage environmentally friendly behavior. In the week prior to the Commuter Challenge, NGT hosts information sessions for employees. These sessions include information on bike maintenance, car tune-ups and making use of Calgary's transit system. NGT employees who cycle, run, walk or commute to work will have access to free showers at the Fitness Centre and underground bicycle parking. Because NGT also supports Environmental Week, employees can check out environmental displays in the lobby at our head office. NOVA Gas Transmission supports Calgary Commuter Challenge as a step, stride and pedal in the right direction for a healthier and greener Calgary.

TransCanada

TransCanada is working to improve the climate for our commuters. Our company provides locker rooms with showers and towel service for employees who cycle or run to work. In the summer there's lots of bike parking outside, as well as secure, dry bike storage for the all season cyclist. Flexible start times at TransCanada also assist in healthier commuting, allowing employees to bike or run to and from work when there's less vehicle traffic.

Our new Employee Wellness Services group promotes healthy lifestyle choices, including healthy commuting. We believe even more of our employees will discover the many benefits of commuting by foot, bicycle, transit or car pool. TransCanada wishes all Calgary Commuter Challenge participants good luck and safe commuting!

Amoco

Amoco has provided excellent facilities for the healthy commuter. There are showers and change rooms complete with storage lockers, blow dryers, irons and ironing boards. These facilities are well maintained and well used!

For the commuter who cycles in, there is a large bicycle lockup. It is located in the parkade and is only accessible to cardkey holders. It is also under 24hr video surveillance. About the only thing that is missing is a spray hose to wash off the salt and sand for the corroded winter riders. Best of all, this is all provided free of charge to employees and contractors!

Shell

Shell Canada's Employees have participated in the Calgary Commuter Challenge since it began, and 1998 will be no exception. "We have a dedicated group of bicycle commuters, many of whom cycle rain shine", enthused Tory Delts of Shell's Active Living Centre. "The Commuter Challenge can encourage more employees to use the daily commute as a way to incorporate active living into their day". Shell provides safe secure underground parkade access for those who wish to cycle to work.

CanadianOxy

CanadianOxy has a small workout room with lockers and showers. As well, part of our benefits is a Physical Wellness Subsidy where employees are reimbursed for dues or fees paid towards an approved fitness program.

CWNG

This is the first time Canadian Western Natural Gas Company Limited head office has entered the Calgary Commuter Challenge. The main office at 909 - 11th Avenue SW has bike racks to accommodate 45 bicycles on level one of the building parkade. Showers are available at our Appliance/Service Centre 1 block to the west but many employees take advantage of the facilities at local health clubs. We are very excited about the Calgary Commuter Challenge and look forward to participating this year and in the future.

EUB

Some of our initiatives for healthier commuting are:

- 1) telecommuting
- 2) safe underground bike racks
- 3) shower and exercise facilities
- 4) lockers
- 5) flex hours

Prizes!



Asama "Questa Trail" mountain bike
Cactus Bike & Ski



Golf shirt
Commuter Challenge



Renegade Mountain Lite 650 mountain bike
Tuxedo Source for Sports

Trek Chainslap cycling gloves
Ridley's Cycle & Fitness



Cat Eye watch/cyclometer
B&P Cycle and Sports



Cannondale cycling jersey
Spokes & Attire



Bell Tsunami Pro bike helmet
B&P Cycle & Sports



B&P water bottles
B&P Cycle & Sports



Zero Defects T-shirt
The Cyclepath



Cyclepath baseball hats
The Cyclepath



Commuter pannier
Two Wheel Gear



Titanium mountain bike frame
Nouvelle Cycle



Land Gear Sport 8200 hybrid commuter bike
Bow Cycle & Sport



Giro Torero cycling helmet
Eurotech Cycle & Sports



Raleigh Sport hybrid commuter bike
The Cyclepath



OGC rack trunk bag
Ridley's Cycle & Fitness



Cannondale cycling shorts
Spokes & Attire



LeMond cycling jersey
Soma Cycle



GT Timberline FS mountain bike With Rock Shox
Eurotech Cycle & Sports



Gift basket
Fanfare
Buttons & Specialties



Polo shirt
Sun Microsystems



These are too big for me
Kathryn Maier



Raleigh Sport hybrid commuter bike
The Cyclepath



Cyclepath sweatshirt
The Cyclepath

prize list

| | |
|-----------------------------------|--|
| Eurotech Cycle & Sports | GT "Timberline FS" 21-speed mountain bike, gift certificates (2) |
| Nouvelle Cycle | Titanium mountain bike frame |
| The Cyclepath (South) | Raleigh "Sport" hybrid commuter bicycles (2) |
| Cactus Bike & Ski | Asama "Questa Trail" 21-speed mountain bike |
| Bow Cycle & Sports | Land Gear "Sport 8200" 15-speed hybrid commuter bike |
| Tuxedo Source for Sports | Renegade "Mountain Lite 650" 21-speed mountain bike |
| Two Wheel Gear | Commuter pannier (2) |
| Lifesport | Bike overhaul (1), bike tune-up (2) |
| Bike & Skate Doctor | Bike tune-up (3) |
| Cyclefix-Skifix Mobile Repair | Bike tune-up (3) |
| D Lite Cycle | Bike tune-up (3) |
| Done Right Sports Equip. & Repair | Bike tune-up (3) |
| Dynamic Cycle | Bike tune-up (4) |
| Mission Cycle & Sport Shop | Bike tune-up (2) |
| Mountain Bike City | Bike tune-up (3) |
| B&P Cycle and Sports | Bell helmet, Cat Eye watch/cyclometer (2), water bottles (4) |
| The Bike Shop | Gift certificate (2) |
| The Cyclepath (North) | Sweater, shirts, caps |
| Human Power Bicycles | 1 day recumbent bike rental (4) |
| Ridley's Cycle & Fitness | OGC rack trunk bag, Trek "Chainslap" cycling gloves |
| Soma Cycle | LeMond cycling jersey |
| Spokes & Attire | Cannondale cycling shorts, jersey |
| Sports Rent | Free 10-person raft rental |
| Vitasport Cycles | Handlebar tape sets (20) |
| Sun Microsystems | Polo shirt |
| Calgary Commuter Challenge | Golf shirt (5) |

Catch Our Pride!
T

June 3, 1998
Inter-City
Challenge Day

- *Be an environmentally conscious commuter — take Transit!*
- *Be flexible & help reduce overcrowding on certain trips — try adjusting your departure times by 15 minutes. . . you just might make it a habit!*

**THIS TICKET IS VALID
WEDNESDAY, JUNE 3 1998 ONLY**

**- Inter-City Challenge Day -
Calgary Commuter
Challenge**

*Use this ticket to commute by
Calgary Transit today,
and start working for a cleaner
environment tomorrow!*

(see reverse for conditions of use)

Calgary Transit

Conditions of use

This ticket is valid for your commute to and from work on June 3, 1998 only. You do not need to validate this ticket.

When starting your trip by:

- **Bus** — Show this ticket to the operator when boarding.
- **C-Train** — Carry this ticket as proof of payment on the C-Train and within fare restricted areas. If transferring to a bus, show this ticket to the bus operator when boarding.

If requested, you must show and/or give up this ticket to an authorized officer of the City of Calgary, or to a Peace Officer. Failure to present proof of payment is an offence subject to a penalty.

No refunds available on this ticket.

Subject to Transit Bylaw 4M81.

Thank you for using
Calgary Transit!



Information

- Customer Services: 262-1000
- Customer Service Centre: 240 - 7 Ave S.W.
- www.calgarytransit.com

The Bike Shop
11th Ave SW
264-0735
"it makes life interesting"

The Bike Shop
11th Ave SW
264-0735
"it makes life interesting"



Save \$7.00 On Any
Purchase Over \$25.00.

**\$7.00
OFF**

Cactus Bike & Ski
9827 Horton Road SW
255-2886

Cactus Bike & Ski
9827 Horton Road SW
255-2886



- * Pickup & Delivery
- * Same-Day Service
- * 25 Years Experience
- * Ski Rentals
- * Professional Skate Sharpening

- * Pickup & Delivery
- * Same-Day Service
- * 25 Years Experience
- * Ski Rentals
- * Professional Skate Sharpening

2 for 1 Bicycle Tune-up.

2 FOR 1

Two Wheel Gear
Bicycle Commuter Pannier

Two Wheel Gear
Bicycle Commuter Pannier



- * Carries any business suit, dress clothes & letter size file folders
- * Clamps ruggedly onto standard rear bike rack
- * Made of durable and water resistant nylon cordura

Available at: Bow Cycle & Sports,
EuroTech Cycle & Sports, Tuxedo Source for Sports
Direct sales please call (403) 818-4521
Present this coupon for a \$20.00 discount on our
Commuter Pannier. Valid until June 15, 1998

**\$20.00
OFF**

coupon

valid from:

June 1, 1998 thru
June 6, 1998

Coupon must be presented
at time of purchase.



The Cyclepath
9176 Macleod Tr S
253-7717

Open 7 Days a Week
* Bicycles by Gary Fisher,
Giant, Mongoose, Raleigh,
Softride and Quintana Roo
* Recumbents by Quetzal

The Cyclepath
9176 Macleod Tr S
253-7717

Open 7 Days a Week * Bicycles by Gary
Fisher, Giant, Mongoose, Raleigh, Softride and
Quintana Roo * Recumbents by Quetzal

Free Helmet or U-lock With Purchase of
Regular-Priced Adult Bike.

FREE

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valid from:

June 1, 1998 thru
June 6, 1998

Coupon must be presented
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Done Right
Sports Equipment
& Repair

#136 1830 52nd St SE
235-5344

"We concentrate on repair,
not retail"

Done Right
Sports Equipment & Repair
#136 1830 52nd St SE
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"We concentrate on repair, not retail"

2 for 1 Bike Tune-up

Done Right
SPORTS EQUIPMENT
REPAIR

2 FOR 1

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valid from:

June 1, 1998 thru
June 15, 1998

Coupon must be presented
at time of purchase.



D Lite Cycle
#75 1935 37th St SW
686-7040

Calgary's Authorized Vision
Recumbent Dealer for the
Past Four Years * Drop By
and Take One for a Ride.

D Lite Cycle
#75 1935 37th St SW
686-7040

Calgary's Authorized Vision Recumbent
Dealer for the Past Four Years * Drop
By and Take One for a Ride. 20% Off All
Bike Service (parts not included).

D Lite
Cycle

**20%
OFF**

coupon



valid from:
June 1, 1998 thru
June 6, 1998
Coupon must be presented
at time of purchase.



Eurotech Cycle
769 Northmount Dr NW
289-3063
Your N.W. Bike Connection
* Bikes * Helmets * Clothing
* Child Carriers * Service on
All Makes of Bikes

Eurotech Cycle
769 Northmount Dr NW
289-3063
Your N.W. Bike Connection * Bikes *
Helmets * Clothing * Child Carriers *
Service on All Makes of Bikes
\$20.00 Off Any Giro Helmet.



**20.00
OFF**

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valid from:
June 1, 1998 thru
June 6, 1998
Coupon must be presented
at time of purchase.



Mountain Bike City
2707 17th Ave SW
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We Take Pride in Fitting Each
Individual with the Right
Product * Kona
* Cannondale * Gary Fisher
* K2 * Norco

Mountain Bike City
2707 17th Ave SW
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We Take Pride in Fitting Each Individual
with the Right Product * Kona *
Cannondale * Gary Fisher * K2 * Norco
20% Off All Bicycle Tires, Including Slicks
and Mountain Tires.



**20%
OFF**

coupon



valid from:
June 1, 1998 thru
June 6, 1998
Coupon must be presented
at time of purchase.



Nouvelle Cycle
555 Northmount Dr NW
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Mountain, BMX and Road
Bikes * Fast, Reliable Service
on All Makes & Models
* "The House of Titanium"

Nouvelle Cycle
555 Northmount Dr NW
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Mountain, BMX and Road Bikes * Fast,
Reliable Service on All Makes & Models
* "The House of Titanium"
10% Off Regular Price Accessories. Free T-
shirt with Minimum \$30.00 Purchase.



FREE

coupon

valid from:

June 1, 1998 thru
June 6, 1998

Coupon must be presented
at time of purchase.



Ridley's Cycle & Fitness
223 10th St NW
283-1421
Mountain, Downhill, Triathlon,
Road, BMX, Hybrid and Children's
Bicycles *Sugoi, Race Face
and Rip 'n Hammer Clothing

Ridley's Cycle & Fitness
223 10th St NW
283-1421
Mountain, Downhill, Triathlon, Road, BMX,
Hybrid and Children's Bicycles *Sugoi,
Race Face and Rip 'n Hammer Clothing
20% Off Regular Priced Parts and
Accessories.

Ridley's
CYCLE
& fitness

**20%
OFF**

coupon

valid from:

June 1, 1998 thru
June 6, 1998

Coupon must be presented
at time of purchase.



Sport Swap Ltd.
701 11th Ave SW
261-8026
Your New & Used Specialists
for the Past 25 Years * Specializing
in Hockey, Bikes and In-Line
Skates * Full Service Workshop

Sport Swap Ltd.
701 11th Ave SW
261-8026
Your New & Used Specialists for the Past 25
Years * Specializing in Hockey, Bikes and
In-Line Skates * Full Service Workshop
Redeem this Coupon for a FREE Norco
Water Bottle at our 11th Ave SW Location.

**SPORT
SWAP**TM

FREE

coupon

valid from:

June 1, 1998 thru
June 6, 1998

Coupon must be presented
at time of purchase.



Tuxedo Source for Sports
2520 Centre St N
277-2872
Your Source for Sporting Goods

Tuxedo Source for Sports
2520 Centre St N
277-2872
Your Source for Sporting Goods
Redeem this Coupon for a FREE
Water Bottle While Quantities Last

TUXEDO

SOURCE FOR SPORTS

FREE

coupon

valid from:
June 1, 1998 thru
June 6, 1998

Coupon must be presented
at time of purchase.



coupon

valid from:
June 1, 1998 thru
June 6, 1998

Coupon must be presented
at time of purchase.



coupon

valid from:
June 1, 1998 thru
June 6, 1998

Coupon must be presented
at time of purchase.



TRANSPORTATION TRIVIA

- ▲ The average stop sign in the US causes an average of 20 tons of carbon dioxide to be added to the atmosphere yearly.
- ▲ The average North American car pollutes its own weight in carbon in just one year.
- ▲ The closure of the city centre of Bologna to auto traffic has reduced daily motor vehicle volumes from 160,000 to 35,000 a day.
- ▲ Parking lots are empty 80% of the time: between parking at home, work, and on errands, the average car uses 3 times the space of an average home.
- ▲ Singapore charges private cars carrying fewer than four passengers "congestion fees" for entering the downtown area during rush hours. Since 1975 the scheme has raised Singapore's average downtown speeds by 20% and reduced traffic accidents by 25%. Savings in fuel consumption are estimated at 30%.
- ▲ In Denmark, they charge 200% sales tax on all car purchases and they have a \$1000 a year registration fee. The money is used to benefit public and bicycle transport.
- ▲ In the Netherlands, 40% of all trips are made by bicycle, and a third of the people ride their bike to work everyday. The government has an "excessive driving tax" and they are trying to reduce the number of autos in the country to 3.5 million from the current 5 million.
- ▲ 100 bicycles can be manufactured for the energy and materials it takes to build a medium-sized car.
- ▲ Transportation accounts for 60% of the world's air pollution.

Participating corporations



TransCanada

Glenbow Museum



canadian hunter



ALBERTA ENERGY COMPANY LTD.



Calgary Commuter Challenge phone 230-9395 fax 230-1496 commuter@home.net



CANADIAN PACIFIC RAILWAY



Mobil Oil Canada

Conoco Canada Ltd



National Energy Board



Canadian Natural Resources



www.telusplanet.net/public/commuter

Our sponsors



design by: Insight Studios

digital photography by: RidgeRock Digital

Goodbye & Good Luck!

Yep, Calgarians, I'm trading your blue skies and jagged Rockies for the soft grey skies and forested hills of Victoria. I'll sorely miss Calgary's environment and events, particularly the Commuter Challenge. May it be bigger and better this year and every year. You who really care about keeping those skies blue, unite in friendly rivalry against the tyranny of the urban automobile. You have nothing to lose, except that ugly yellow-brown smudge that too-often besmirches the beautiful valley of the Bow (and maybe a few kilos, as well!). And, you can truthfully tell your managements that the Commuter Challenge and what it stands for can give them a healthier, more alert work force.

Roland Priddle, Chairman (Retired)
National Energy Board

Register at these locations:

- ▲ Eurotech Cycle & Sports
769 Northmount Drive N.W.
- ▲ The Cyclepath (North)
10 2770 32 Ave. N.E.
- ▲ The Cyclepath (South)
9176 Macleod Tr. S.
- ▲ Bow Cycle & Sports
6531 Bowness Rd. N.W.
- ▲ Tuxedo Source for Sports
2520 Centre St. N.
- ▲ Bike & Skate Doctor
Bay 229 227 153 Ave. S.E.
- ▲ Mission Cycle & Sport Shop
2310 4 St. S.W.
- ▲ B&P Cycle and Sports
1717 52 St. S.E.
- ▲ Soma Cycle
4239 Bow Trail S.W.
- ▲ Spokes & Attire
225 10 St. N.W.