

## Local Business Commute Challenge

Holland-Zeeland area businesses participating in a Commute Challenge—to ride a bike, walk to work, carpool, or take the bus...

### Employers Participating in the 2011 Commute Challenge Competition:

- Disability Network/Lakeshore
- Disher Design & Development
- Fleetwood Group
- Gazelle Sports
- Gentex
- Herman Miller
- Herrick District Library\***
- Holland BPW
- Hope College
- Johnson Controls
- KLW Recycling\***
- ODL
- Porter Corporation
- Raymond James & Associates
- Request Foods
- Siemens Corp Water Technology
- Spectrum Health-Zeeland Community Hospital
- Stow Group (Windquest Companies)
- Thermotron\***
- Wavecrest Career Academy



**\*Winners of the Commute Challenge**

"Green Commute Week, Holland, MI" on Facebook



## Recharging Stations and Discounts



Those who participated in green commute week received a pin they could wear to a business listed below for discounts or free items, and free bus rides.



### Holland:

- Big Apple Bagels
- DeBoer Bakerij
- Jimmy Johns
- Joe 2 Go
- JP's Coffee & Espresso Bar
- Lemonjello's
- Russ' Restaurants

(Lincoln Ave, 8th Street, N. River Ave)

Seattle's Best within Family Fare  
(on Butternut & S. Washington)

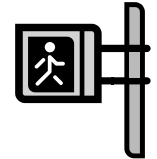
Starbucks

(at D&W Market on Douglas Ave)  
Way Cup Café



### Zeeland:

- Frank's
- Mainstreet Beanery
- Seattle's Best (at Family Fare on Riley)



### Local Bike Shops:

- Cross Country Cycle
- Holland Cycling & Fitness
- Lakeshore Cycle & Fitness
- Rock N Road Cycle
- Velo City Cycles
- Zeeland Schwinn Cycle & Fitness



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A Cooperative Effort Among Units of Government



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Non-Motorized  
Planning Update

Autumn 2011

## SAVE THE DATE: Fifth Annual GREEN Commute Week May 14-19, 2012

For many of us, as the crisp fall air creeps in, it becomes more challenging to ride a bike to work.

To those who took advantage of the beautiful summer weather by commuting to work on two wheels instead of four, great job! And to those of you who insisted "tomorrow would be the day" and that day never came...don't fret! Spring is always just around the corner! Plus there are many ways to be green on your commute throughout the year including carpooling or taking public transit whenever possible.

Don't forget **May 14-19, 2012** is the fifth annual green commute week, kicking off another season of alternative transportation awareness. Participants can choose to ride transit, a bike, walk, carpool, or take other alternative transportation activities. This coming Spring we anticipate more local business and community support along with restaurant discounts, free bus rides, and discounts on bicycle services for those who participate. Please cut out this reminder and place it somewhere where it will remind you that alternative transport is always an option, and great biking weather will come around again soon!

Cut along the dotted line

Fifth Annual

## Green Commute Week

Sponsored by the Macatawa Area Coordinating Council

May 14 - 19, 2012

Ride a bike, walk, carpool or take public transit to work, school, the store, wherever! It's good for your health and budget and the environment.

For more information, contact the Macatawa Area Coordinating Council at 616-395-2688, or visit [www.the-macc.org](http://www.the-macc.org) or "Green Commute Week, Holland, MI" on Facebook.

## May 2011 Green Commute



This year Kollen Park, Moran Park, and Holland State Park will each receive a brand new bike rack.

Winners of this year's Commute Challenge for Green Commute Week were asked to pick a location to install a new bike rack (with 14 slots) locally manufactured by PorterCorp.

Twenty employers participated in the Commute Challenge, encouraging their employees to commute to work by bicycling, walking, taking the MAX bus, or carpooling. This year's winners were Thermotron of Holland, Herrick District Library (pictured left), and KLW Recycling of Holland Township.

Green Commute week highlights health benefits and cost savings of using alternative transportation options which are GREEN. Check out a list of participating employers, businesses, and charging stations that are listed on Page 4.

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### What is Green Commute?

A community event promoting Alternative Transportation

#### Including:

- Biking
- Walking
- Sharing a ride/carpool
- Public Transportation

### DID YOU KNOW?

In total, the average commuter during Green Commute Week traveled 43 miles and saved \$10 in gas money?

(According to calculations from Stanford University's Commute Cost & Carbon Emissions Calculator.)

#### Why Participate During Green Commute Week?

- Save Gasoline (\$\$)
- Improve Air Quality
- Improve Your Health
- Reduce Travel Costs



### Training Wheels: On-Road Bicycle Facility Design Training

Our community has untapped potential for on-road bicycle facilities such as designated bike lanes. On September 15 a group of interested participants spent the day focusing on the possible development of such facilities, which included an on-road bike tour through Park and Holland Townships. The course was called Training Wheels: On-Road Bicycle Facility Design Training, and was sponsored by the Michigan Department of Transportation (MDOT). John LaPlante, P.E., P.T.O.E., Vice President, Chief Transportation Planning Engineer of T.Y. LIN International, was the classroom instructor for the day. John was the principal author of the current AASHTO Guide for the Development of Bicycle Facilities (1999).

In a community which has an established network of shared-use paths which are separate from the roadway, some ask why on-street facilities would be needed. Shared use paths are designed for children and basic

adult bicyclists traveling at slower speeds, as well as pedestrians, joggers, wheelchairs, strollers, dog-walkers, etc. A system of on-road bike lanes would benefit the Macatawa area by accommodating adult bicyclists, traveling at faster speeds. Bicyclists on the roadway are more visible to motorists. Reviewing crash data for the intersection of Lakewood and River Avenue, it was noted that most of the collisions involving bicyclists occurred as cyclists were riding on shared use paths ... not in the roadway. Intersection improvements discussed by the group included the addition of striped bike lanes, dashed pavement marking within turning lanes, bike route signs, driveway access management, and refuge islands (for bicyclists as well as pedestrians crossing at road intersections).



### Green Commuting = Better Air Quality

A person driving a total of 10 miles to work and 10 miles back 5 days a week in a vehicle, averaging 21mpg, will put an average of 19 lbs of CO2 emissions in the air per day, according to Stanford University's Commute Cost & Carbon Emissions Calculator.

During Green Commute week this year 232 individuals participated, preventing 10,570 lbs of carbon from reaching the atmosphere and saving \$2,583 in gas money by biking, walking, carpooling, or taking the bus to work. On average, an individual commuted 3 out of the 7 days, traveled 43 miles, and saved \$10 of gas money during commute week.

(According to calculations from Stanford University's Commute Cost & Carbon Emissions Calculator.)

On a Clean Air Action Day the contribution of carbon emissions by every driving commuter on the road can be a problem for sensitive groups, such as the elderly or persons with asthma. The definition of a Clean Air Action Day, by the West Michigan Clean Air Coalition, is a day declared by meteorologists when there is a high potential for ground-level ozone or particulate matter to reach unhealthy levels. In other words, when the air outside is considered unhealthy for sensitive groups to breathe.

On a Clean Air Action Day people are encouraged to reduce exposure for sensitive groups including children and adults who are active outdoors, people with asthma or other lung diseases, and older adults. They are also asked to follow the recommendations listed in the "Take Clean Air Action!" box above.

So far this season in the Grand Rapids region we have had 8 Clean Air Action Days called, compared to 5 days called in the summer of 2010. For 2011, five of the eight days were called in the month of July. The Macatawa Area Express Transportation Authority (MAX) provides free bus rides on their fixed routes on Clean Air Action Days to encourage people to take public transit instead of their cars.

#### Take Clean Air Actions!

- Share a Ride**—Carpool or ride the bus.
- Drive Less**—Walk or ride a bike instead of driving.
- Telecommute**—Work from home.
- Trip Chain**—Combine errands and avoid cold starts.
- Turn it Off**—Shut off the engine if stopping for a minute or more to reduce emissions from idling.
- Maintenance**—Keep vehicle tuned up and tires properly inflated to reduce emissions and improve gas mileage.
- Refuel after 6:00pm**—Ozone levels are at their highest in the mid to late afternoon.
- Don't Top Off the Tank**—This prevents the release of gas fumes into the air.



### Non-Motorized Plan Update

The Macatawa Area Coordinating Council is preparing a regional plan which identifies existing sidewalks, shared use paths, paved shoulders and bike lanes. Working with a Non-Motorized Working Group, MACC staff has revised regional maps of existing and future non-motorized connections, discussed the need to educate motorists, bicyclists, and pedestrians, as well as promote the final plan. The next step in this process is to select future routes and finalize the draft *Non-Motorized Plan*. This regional planning document will be presented to the MACC Transportation Technical Committee and Policy Committee for review and approval. If you have any questions regarding the development of the Non-Motorized Plan, please contact Elisa Hoekwater, at (616) 395-2688, ext. 103, or email: [choekwater@the-macc.org](mailto:choekwater@the-macc.org)

#### Vision:

To create a connected network of bicycle and pedestrian facilities, providing opportunities for safe and efficient travel through the MACC area.

#### Goals:

- Provide residents with increased travel opportunities
- Increase safety for residents and employees who walk and/or bike
- Connect existing and planned facilities (local and regional)
- Assist in promoting pedestrian and bicycle "friendly" character

