

FOR IMMEDIATE RELEASE

ModeShift Applauds Council Bus Resolution

March 6, 2012 - Omaha, Nebraska - ModeShift Omaha thanks the Omaha City Council on their unanimous approval of Councilman Chris Jerram's resolution declaring Tuesday, March 13 as "Ride the Bus to Work Day." Giving people options for transportation is crucial to avoiding the plagues of congestion, gridlock and sprawl that have afflicted other cities in the US. The council's recognition of the role transit is a step in the right direction.

ModeShift recommends transit for any commuter living and working within a quarter mile of a bus line. Check the system map at www.ometro.com to see if your area is served by Metro. Now that Metro is partnered with Google Maps, finding and timing routes is easier than ever. For most commuters, a direct line or one transfer makes for a relaxing, and pleasant ride to and from work.

We encourage the Councilpersons and all Omahans to commit to using transit whenever it is convenient, rather than on one special day. Our members will be participating and we encourage anyone in Omaha who can, to take the bus to work next Tuesday. This is a great opportunity for anyone who has never ridden the bus to get familiar with Omaha's public transportation system.

Businesses and organizations should encourage their employees and members to investigate whether transit is a viable option. "Once people try the bus, we find the preconceived notions disappear," said Kevin Flatowicz-Farmer. "Transit is a resource for everybody." With rising gas prices, the \$1.25 fare and twenty-five cent transfer also make economic sense.

ModeShift Omaha is a group of Omaha residents advocating for expanded transportation options for everyone. We work to expand access and balance between all modes of transportation including walking, cycling, private motor vehicles and transit.

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