

Article published Dec 27, 2007

LETTERS

Many helped make PARC a success

Tallahassee is a great community, and I want to give thanks to many people who make it so.

On Dec. 8, we celebrated the end of the Park-and-Ride Community (PARC) pilot project. Our goal was to get at least 30 people on the northeast part of town to sign up for PARC and at least 20 to agree to ride StarMetro at least twice a week for three months. To our delight, 58 people joined PARC, and I can vouch for at least 19 new riders who rode StarMetro twice a week.

We accomplished this with no budget — just hard work and the donations of many people and businesses.

Thanks to CoreMessage Inc. and Moore Consulting Group for help with our Web site, brochure and media relations; to Premier Health & Fitness Center and to Smith, Thompson, Shaw & Manausa for parking spaces; to Momo's Pizza, Po'Boys Creole Restaurant, Lucy Ho's Restaurant, Tallahassee Energy Services Department and Awards4U for donations; to Commuter Services of North Florida for donations and access to its mailing list of potential commuters; to FedEx Kinko's for printing our brochure; to Oppenheim Research for conducting focus groups; to Bill Berlow, Nolia Brandt, Torrio Osbourne and other members of Greenovation for their constant support; to Mike McManus and to my students at Florida A&M University for help analyzing our research data; to Sam Scheib and the rest of the StarMetro team for being good partners; to Lester Hutt for his dedicated leadership; and last but certainly not least, to all of the PARC-ers who were willing to leave their cars behind and ride the bus.

Have a great 2008. Ride StarMetro. Relax. Make a difference.

LaRAE DONNELLAN

Co-leader, PARC