

Email topics and language

Cut and paste all or a part of any of these messages.

Try Making Smart Trips

A Smart Trip is any trip you take by walking, biking, ridesharing, or riding the bus instead of driving alone.

Ideas to get started:

- **Bus to groceries.** The Whatcom Transportation Authority Yellow Go Line stops at Trader Joe's, Barkley Haggan, Safeway, and WinCo—skip the parking hassle.
- **Bike to the park.** Ride to meet a friend for a walk or pickleball and warm up on the way.
- **Walk short errands.** Bring a backpack and build bone strength while you shop.
- **Bike or walk to coffee or a brewery.**
- **Walk to lunch with coworkers.**
- **Active school trips.** Kids who walk or bike to school often show better focus and happiness.
- **Head downtown car-free.** Bike or bus and avoid parking stress.
- **Carpool to sports** practices and games.
- **Walk or bike to work** for built-in exercise—no gym required.
- **Carpool to the office** to save money and connect with coworkers.
- **Take a kid on the bus.** Youth 18 and under ride free—it's an easy adventure.
- **Take a workday walk.** Discover nearby spots to mail a package, grab a gift, or pick up a missing ingredient.

Small changes add up—try one Smart Trip this week.

Exercise Benefits of Active Transportation

Active transportation—walking, biking, or rolling to get where you need to go—builds movement into your daily routine. The health payoffs add up quickly.

Physical Benefits

- Improves heart health and lowers risk of cardiovascular disease

- Builds endurance and stamina
- Strengthens muscles and bones (weight-bearing activity supports bone density)
- Supports healthy weight management
- Improves balance and coordination

Mental & Emotional Benefits

- Reduces stress and anxiety
- Boosts mood and energy
- Improves focus and productivity
- Promotes better sleep

Long-Term Gains

- Helps lower the risk of chronic conditions like type 2 diabetes and high blood pressure
- Supports healthy aging and mobility
- Encourages consistent, sustainable exercise habits

Because it's built into trips you already take—commuting, errands, school drop-offs—active transportation makes regular exercise practical, affordable, and easy to maintain.

Car Expenses Add Up

Owning and driving a car costs more than most people realize. Beyond the purchase price, expenses stack up quickly:

- **Loan or lease payments**
- **Insurance premiums**
- **Gas**
- **Maintenance and repairs**
- **Tires**
- **Registration and licensing fees**
- **Parking and tolls**
- **Depreciation** (your vehicle loses value every year)

According to AAA, the average monthly cost to own and operate a is over a thousand dollars—often making it one of a household's biggest expenses.

Driving less by walking, biking, carpooling, or taking transit can significantly reduce these costs—and put money back in your pocket.

Get There by Bike — 20 Reasons

1. Save money on gas, parking, and car maintenance
2. Build daily exercise into your routine
3. Boost your mood and reduce stress
4. Improve heart health and endurance
5. Strengthen muscles and bones
6. Avoid traffic congestion
7. Skip the parking hunt
8. Reduce your carbon footprint
9. Enjoy fresh air and sunshine
10. Increase focus and productivity
11. Sleep better at night
12. Connect more with your community
13. Explore new routes and neighborhoods
14. Support local businesses along the way
15. Arrive energized—not drained
16. Lower long-term transportation costs
17. Reduce wear and tear on your car
18. Set a healthy example for kids
19. Turn commute time into “me time”
20. It’s fun

One simple switch—more freedom, fitness, and savings.

Why Walk?

Walking is the simplest way to move your body and get where you need to go—no fuel, fees, or special gear required.

Top reasons to walk:

- Boost heart health and circulation
- Strengthen bones and muscles
- Reduce stress and improve mood
- Increase energy and focus
- Support healthy weight management
- Sleep better
- Lower your carbon footprint
- Save money on transportation
- Connect with your neighborhood
- Enjoy fresh air and a mental reset

Short trips add up. A 10–15 minute walk to the store, school, or work can make a meaningful difference—for your health, your wallet, and your community.

Benefits of the Bus

Riding the bus is a simple way to make your commute more affordable, productive, and sustainable. The bus turns travel time into useful time—while saving money and reducing your footprint.

Save Money

- No gas, parking, or maintenance costs
- Lower overall transportation expenses

Reduce Stress

- Skip traffic and parking hassles
- Let someone else do the driving

Use Your Time Well

- Read, listen to podcasts, answer emails, or just relax

- Arrive more refreshed

Environmental Impact

- Fewer cars on the road
- Lower per-person carbon emissions

Health Perks

- Built-in walking to and from stops
- Supports more active daily routines

Community Connection

- Accessible transportation for all ages and abilities
- Strengthens local mobility and access to jobs, schools, and services