

This was printed from Tampa Bay Business Journal

## Biz Currents

# PSTA participates in 'Dump the Pump' effort

Tampa Bay Business Journal - by Mark Holan

Date: Tuesday, June 14, 2011, 10:43am EDT



- Mark Holan
- Staff Writer
- Email: [markholan@bizjournals.com](mailto:markholan@bizjournals.com)

Thursday is the [sixth annual National Dump the Pump Day](#), a promotion of the American Public Transportation Association.

The main idea — you guessed it — is to save money by leaving the car at home and riding public transportation to work.

This year's event comes as the [Hillsborough Area Regional Transit](#) and [Pinellas Suncoast Transit Authority](#) consider eliminating bus routes or scaling back trip frequencies due to shrinking revenues, mostly from reduced property tax collections.

HART doesn't have anything special planned for Thursday, but Pinellas has been running a "Dump the Pump" campaign for several months, PSTA spokesman **Bob Lasher** said in an email. The agency has ads on the backs of five buses and more than 20 bench backs at stops.

"In the past, we found that the efforts and cost for a one-day event were disappointingly high, so we started promoting the idea [when gasoline prices neared \\$4 per gallon](#) and are taking a more long-term approach," Lasher said. "We like to tell people that they'll pay more for an average fill-up than for 31 days of unlimited rides on PSTA."

He added that it costs \$65 for a 31-day GO Card.

Earlier this year, [the Tampa office of Tindale-Oliver & Associates Inc.](#) was recognized as one of the best workplaces for commuters, in part for its participation in the annual Dump the Pump Day.

Let us know if your company has any plans to promote public transit for workplace commuting — on Thursday or any other day.

Staff Writer Mark Holan covers commercial real estate, transportation and ports. Reach him at [markholan@bizjournals.com](mailto:markholan@bizjournals.com) 813.342.2468.

### Related:

[Travel](#), [Logistics & Transportation](#), [Human Resources](#)

### Recent posts:

- [Done deals: St. Pete office building filling with new leases](#)
- [Tony Holcombe of Syniverse wants tech community to think big](#)
- ['Real Housewife' Dina Manzo partners with Invitation Consultants](#)

[< Older posts](#) [Newer posts >](#)



#### **New Issue Alert - OBJE**

Hot Stock Obscene Jeans Inc.  
Explosive Investment Potential  
[www.ObsceneJeans.com](http://www.ObsceneJeans.com)



#### **SAP: Run Better**

Learn How SAP Helps Companies Run Better, Brighter, Cooler & Savvier.  
[www.SAPRunBetter.com](http://www.SAPRunBetter.com)

Ads By Marchex