

# Eastside Transportation Association

*"Dedicated to improving our quality of life and environment by reducing congestion through increased mobility"*

P.O. Box 50621  
Bellevue, WA 98015

October 15, 2010

Re: Membership Dues for 2010

Dear Eastside Transportation Association (ETA) Members and Friends,

Thank you for your past support of the Eastside Transportation Association (ETA). You are invited to join or renew your ETA membership for 2010. Your timely investment will ensure the ETA continues to work for your interests. I trust you'll agree that membership is a great value. For example, allow me to update you on the successful activities of the ETA.

Through our member's combined influence, the ETA has helped provide many impressive results in regional transportation planning. Our research indicates that there are positive ways to reduce congestion, while accommodating a growing number of trips, as shown on our web site at [www.eastsideta.com](http://www.eastsideta.com). In addition, our recent advocacy and educational efforts include:

- Submitted a DEIS\_Comment Letter on Sound Transit's East Link project.
- Locally sponsored the 3-day national American Dream Coalition conference in Bellevue.
- Presented *Preserving the American Dream* to the American Dream Coalition conference.
- Submitted a Comment Letter on PSRC's Transportation 2040 Draft EIS.
- Actively supported, and joined as a petitioner, the Writ of Prohibition to preserve the capacity of the I-90 Center Roadway from Bellevue Way to Seattle.
- Produced and sponsored educational radio advertisements on congestion relief in 2007 and 2008.
- Developed *A Better Transit Plan* for East King County.
- Presented our fact-based program on real cost-effective congestion relief to several transportation stakeholders.
- Advocated for the protection of Metro's & Sound Transit's use of East King County sub-area revenues.

Future challenges the ETA will address include advocacy and educational efforts to:

- Encourage eastside cities to increase support for completing the approved I-405 corridor plan.
- Advocate a low-cost and high-ridership expanded Vanpool program.
- Encourage the protection of toll revenues for corridor capacity improvements.
- Advocate for the full implementation of the I-405 Master Plan
- Protect our existing transportation investments in roads and transit.

The ETA is committed to improve the quality of life through improving mobility in the region. As your Chairman, it is my intent to oversee a program of advocacy for the priority projects and goals of the ETA

The ETA is the only private sector group in the region dedicated to working for better mobility than today. Please complete the attached Membership Renewal Form for calendar year 2010 and return it with your dues as soon as possible. Membership categories have been defined and are shown on the attached membership renewal form. Please use the dues Rate Chart to determine your membership category and dues. Your dues investment will help the ongoing efforts of the ETA. Your continued support will be greatly appreciated.

Sincerely,



Dick Paylor, Chairman  
Eastside Transportation Association