TRAVEL REDUCTION PROGRAM

2007 ANNUAL REPORT
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## 2007 TRP ANNUAL REPORT

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## APPENDIX A

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Executive Summary

The Travel Reduction Program (TRP) completed the 2007 program year with a survey of employee travel modes and employer plans reporting site activities, staff time and costs to decrease trips to the worksite.

The 2007 Travel Reduction Program (TRP) Regional Survey Results were reviewed and approved by the TRP Regional Task Force at its March 17, 2008, meeting:

- 285 sites surveyed with 121,262 employees achieving a survey response rate average of 82.6 percent.
- 28.8 percent of the employees used an alternate mode of travel or special program to eliminate a trip at least one day a week.
- 53.8 vehicle miles traveled was the regional one-way miles from home to work factored by occupants in a motor vehicle.
- 13.3 were the average one-way miles with 23.7 as the average one-way minutes.
- 32.6 percent of the sites met either their Ordinance alternate mode usage goal or the decreased vehicle miles traveled goal for their work site.

Summary results from the 2007 TRP employer plans are:

- 284 employer sites reported an average of 20 travel demand activities proposed for 2007. This was a slight increase from the 19.8 implemented in 2006.
- 100 percent of the employers had one or more activities that supported dissemination of alternate mode information, policies in support of alternate mode users and campaigns to educate employees on alternate modes.
- 97 percent of the employers had at least one facility investment for alternate mode users.
- 76 percent of the employers provided a subsidy or had out of pocket expenses in support of alternate mode usage.
- 283 of the employers who had previous year time and costs reported in their plans resulted in:
  - The overall monthly average time spent by the Transportation Coordinator was 5 hours, 2 hours for backup Transportation Coordinators and 13.2 hours for administration review.
  - The overall median cost spent by these employers was $10.55 per employee. The minimum was $.25 per employee and a maximum of $762.00 per employee.
Background

The Travel Reduction Program (TRP) has completed its 18th compliance year and is in its 19th year of compliance (2008) in the Travel Reduction Ordinances (TRO). This report focuses on the 2007 program year results and highlights. The TRP program activities and historical survey data continue to serve as a reference for regional planning efforts and other Travel Demand Management (TDM) agencies. The TRP and RideShare programs are under the PAG Transportation Planning Division, but remain federally mandated programs as designated in the State Implementation Plan (SIP).

PAG management with approval of the TRP Regional Task Force determined that the TRP survey could be an every other year survey. While 2006 did not have a survey, all employers were required to submit a TRP plan for the worksite.

Major employers (employers with 100 full-time equivalent employees at one work location) were notified to begin the 2007 TRP year according to their designated start month. The requirements were:

- to conduct a survey of all employees travel mode to the worksite,
- complete a TRP plan nine weeks after receiving the survey results,
- appoint a Transportation Coordinator and
- distribute alternate mode information to employees.

Major employers under the TRO for the 2008 TRP year were required to submit a letter of commitment to continue their 2007 plan activities, designate a TC and supply contact information along with the number of full-time equivalent (FTE) at the worksite. Any worksites joining the TRP for the first time in 2008 will be required to submit a TRP plan.

TRP Regional Task Force (TRP RTF)

The TRP RTF serves as the advisory board to the six jurisdictions (Pima County, Cities of Tucson and South Tucson, Towns of Marana, Oro Valley and Sahuarita) that have adopted Travel Reduction Ordinances (TRO). The TRP RTF meets every other month and reviews program documentation (surveys and plans), sets policy for the TRP, and reviews any employer requests for variances. Ten of the seats on the TRP RTF are filled by an election from all employers participating in the TRP. Current TRP RTF members were asked to continue their membership on the Task Force. Authority for program policy is assigned to the TRP RTF under an intergovernmental agreement (IGA) between PAG and the six jurisdictions.

(See Appendix A for Pima County Travel Reduction Ordinance and Intergovernmental Agreement with Amendments)

Major employer representation continues with:

Arizona State Prison Tucson Complex
Catalina Mountain School
IBM
Pima Community College
Raytheon Missile Systems
The University of Arizona
Representatives of the local jurisdictions, Cities of Tucson and South Tucson, Pima County, and Towns of Oro Valley, Marana and Sahuarita, all participate in the TRP RTF meetings. The membership allows for two representatives of public interest organizations and two voluntary participants.

Travel Reduction Program Technical Advisory Committee (TRP TAC)

The Travel Reduction Program Technical Advisory Committee (TRP TAC) was established by virtue of the IGA executed in 1988 between PAG and the local jurisdictions governing the TROs. The composition of the TAC is identified in the IGA and the Committee is scheduled to meet on an annual basis. The annual meeting results in recommendations to the TRP RTF for any policy, data collection or format issues. The recommendations from the 2006 meeting of the group were incorporated into the 2007 TRP survey format. The TRP TAC did not need to meet for 2007 or 2008.

2007 TRP Survey Results

TRP Employer Sites

Employers for the 2007 TRP year continued their normal successive compliance year designation as outlined in the Ordinances and their Ordinance compliance goal. For the sites that started the TRP in 1989, the 2007 Ordinance goal assigned was 40 percent.

Two hundred eighty-five sites completed a survey of their employees; however, one site closed prior to submitting a TRP plan leaving 284 sites submitting 2007 TRP plans. The plans document the employer’s commitment to encourage approximately 121,262 employees to use alternate modes or special programs for the home to work trip. This was a 7.08 percent increase in the number of employees in the program compared to the 2005 survey.
The two federal buildings in downtown Tucson declined to continue participation in the TRP requirements of a survey or plan based on legal advice that the Ordinances do not apply to those locations. Staff continues to work with the federal agencies as volunteer sites in the RideShare program.
All employers that finished the 2007 TRP year met the plan requirements for 2008 and will continue their 2007 activities in 2008. New sites joining the TRP in 2008 are required to submit a baseline plan.

Staff continues to research new employers to qualify or volunteer for the TRP. If a company is not required to be in the TRP, the company can actively promote alternate modes of transportation options to their employees as a RideShare company.

Survey Document - See Appendix B for the 2007 Cover Page and TRP Survey Document

Survey Methodology

The electronic survey was available for companies to administer the survey in 2007. Since there was no survey in 2006, all results of the 2007 TRP survey are compared to the survey conducted in 2005.

Regional survey response rate was 82.6 percent, well above the 70 percent minimum goal, but down from the 86.4 percent achieved in 2005. Employees that don't submit a survey are considered drive-alone commuters.

Survey Response Rate

Processing methods were:

- 37 percent electronic-online surveys - up from 35 percent
- 19 percent of the surveys were scanned in-house - down from 20 percent
- 44 percent of the surveys were data entered by an outside agency – down from 45 percent

The increase in electronic surveys was attributed to a few of the larger employers increasing their use of the electronic survey. This resulted in a decrease in scanned and data-entered surveys, thus saving the employer and PAG processing costs.
A custom program, TRP Manager, developed in-house in Fox Pro was used for the first time to manage the survey data, analyze the results, track employer information and report 2007 and 2008 plan activities.

**Traditional Alternate Mode Usage and Special Programs**

Alternate mode credits are assigned to an employee for using a traditional alternate mode (carpool, vanpool, bicycle, and walk), special program (compressed work week, telework, field work, or clean fuel vehicle) for commuting to the worksite at least one day a week. The regional alternate mode credits for 2007 were 28.89 percent. This was slightly down from the 30.4 percent reported in 2005.

The TRP Ordinance compliance goals have been structured by the measurement of employees using an alternate mode or special program at least one day a week. However, based on the data collected from the survey, actual number of trips can be measured. The chart below indicates the percentage of trips by traditional alternate modes, special programs such as Telework, Compressed Work Weeks (CWW), Field Work (trips not made to the worksite) and Alternate Fuel Vehicles (AFV). Drive alone trips at 77.7 percent have decreased compared to the 78.4 percent measured in 2005.

![Regional Alternate Mode Usage](image_url)

*2006 No survey conducted

TRP employee mode choice as a percentage of trips, reports increases in most traditional alternate modes. Drive-alone commuters dropped from 78.4 percent in 2005 to 77.7 percent in 2007. Bus and telework showed the largest increases. Thirty-three percent of the employers met their Travel Reduction Ordinance goal either in alternate mode usage or decreased vehicle miles traveled.
2007 TRP EMPLOYEE WORK MODE CHOICE AS PERCENTAGE OF TRIPS

Drive Alone 77.7%

Car Pool 10.4%
Van Pool 0.3%
Bus 2.6%
Bicycle 1.7%
Walk 1.6%
Telework 1.1%
CWW 3.0%
Field 1.0%
AFV 0.6%

TRP Percent of Trips History 2003-2007

*2006 No survey conducted
Vehicle Miles Traveled and Commuting Time

The average one-way commute distance has, for statistical purposes, remained the same for the past three years of TRP surveys. The 2007 one-way miles distance at 13.3 was up slightly from 2005 at 13.0 and 12.9 in 2004.

The average one-way commute time had an increase, from 23.1 in 2005 to 23.7 in 2007. Many factors can enter into the increase in time spent traveling to the work-site. Survey respondents could have day-care coordination, have moved to a new home location, changed jobs or overall traffic congestion. The construction project widening I-10 began in June of 2007 and commuter travel patterns may have changed or added additional traveling time for the commuter.

An I-10 Travel Demand Management Working Group was formed of downtown employers and agencies that would be affected by the I-10 construction project. The group developed a matrix of strategies to encourage alternate mode usage and adjust working hours to alleviate traffic congestion in the downtown area. Governor Napolitano, via a letter, encouraged all Tucson employers to promote alternate modes or work schedule options during the construction project. Both Pima County and the City of Tucson implemented significant strategies to reduce traffic congestion in the downtown area. (Matrix of Strategies is included in Appendix B)
Regional Vehicle Miles Traveled

<table>
<thead>
<tr>
<th>Year</th>
<th>VMT</th>
</tr>
</thead>
<tbody>
<tr>
<td>'89</td>
<td>47.3</td>
</tr>
<tr>
<td>'90</td>
<td>45.9</td>
</tr>
<tr>
<td>'91</td>
<td>45.9</td>
</tr>
<tr>
<td>'92</td>
<td>47.6</td>
</tr>
<tr>
<td>'93</td>
<td>48.6</td>
</tr>
<tr>
<td>'94</td>
<td>50.5</td>
</tr>
<tr>
<td>'95</td>
<td>55.2</td>
</tr>
<tr>
<td>'96</td>
<td>56.2</td>
</tr>
<tr>
<td>'97</td>
<td>56.1</td>
</tr>
<tr>
<td>'98</td>
<td>57.1</td>
</tr>
<tr>
<td>'99</td>
<td>57.4</td>
</tr>
<tr>
<td>'00</td>
<td>53.8</td>
</tr>
<tr>
<td>'01</td>
<td>49.1</td>
</tr>
<tr>
<td>'02</td>
<td>49.1</td>
</tr>
<tr>
<td>'03</td>
<td>54.6</td>
</tr>
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<td>'04</td>
<td>53.1</td>
</tr>
<tr>
<td>'05</td>
<td>53.1</td>
</tr>
<tr>
<td>'06</td>
<td>53.1</td>
</tr>
<tr>
<td>'07</td>
<td>53.1</td>
</tr>
</tbody>
</table>

One-Way Miles

<table>
<thead>
<tr>
<th>Year</th>
<th>Average One-Way Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>'97</td>
<td>11.1</td>
</tr>
<tr>
<td>'98</td>
<td>11.3</td>
</tr>
<tr>
<td>'99</td>
<td>11.8</td>
</tr>
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<td>'00</td>
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<td>13.1</td>
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<td>13.0</td>
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<td>12.9</td>
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<td>'05</td>
<td>13.0</td>
</tr>
<tr>
<td>'06</td>
<td>13.0</td>
</tr>
<tr>
<td>'07</td>
<td>13.3</td>
</tr>
</tbody>
</table>

*2006 No survey conducted
Employer Recognition

At the beginning of the 2007 TRP year employers were notified that special recognition would be given to employers in their size category for:

- highest alternate mode usage,
- highest increase in alternate mode usage,
- lowest vehicle miles traveled and
- greatest decrease in vehicle miles traveled.

The top three employers in each size category received a certificate of achievement and were recognized on the PAG Web site.

A request for nominations from TRP TCs to be recognized for their work was sent to all TRP sites. By the deadline for nominations, only one nomination had been received. This Transportation Coordinator was acknowledged at a TRP RTF meeting and presented a Certificate of Achievement.
REGIONAL IMPACT SAVINGS

<table>
<thead>
<tr>
<th>Impact (Millions)</th>
<th>2004</th>
<th>2005</th>
<th>2007</th>
<th>%Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving Miles</td>
<td>86.5</td>
<td>89.6</td>
<td>98.4</td>
<td>9.7</td>
</tr>
<tr>
<td>Gallons of Gasoline</td>
<td>4.3</td>
<td>4.5</td>
<td>4.9</td>
<td>8.89</td>
</tr>
<tr>
<td>*Dollars</td>
<td>32.4</td>
<td>36.3</td>
<td>47.7</td>
<td>31.40</td>
</tr>
<tr>
<td>**Pounds of Pollution Prevented</td>
<td>2.5</td>
<td>3.9</td>
<td>4.3</td>
<td>10.26</td>
</tr>
<tr>
<td>Number of Sites</td>
<td>279</td>
<td>283</td>
<td>285</td>
<td>.71</td>
</tr>
<tr>
<td>Number of Employees</td>
<td>112,588</td>
<td>113,242</td>
<td>121,262</td>
<td>7.08</td>
</tr>
</tbody>
</table>

Note:
Driving miles are the saved miles by use of alternate modes/special programs
Gallons of gasoline assume an average of 20 miles to the gallon
*Dollars reflect the IRS mileage rate: 37.5 cents for 2004, 40.5 cents for 2005, 48.5 cents for 2007
**Pounds of pollution rate: 35 miles = 1 pound for 2004, 23 miles =1 pound for 2005 & 2007
(Pounds of pollution rate is recommended by air quality planning staff)

In addition to the regional impact savings of miles, gasoline, dollars and pollution, the impact savings were calculated for each employer in the program. Employers could then relay to the employees their contribution to reduce traffic congestion and improve air quality at their worksite.

2007 TRP Plans

TRP Plan Reporting

TRP employers are required to submit to the TRP Regional Task Force (TRP RTF) a plan listing all the Travel Demand Management (TDM) activities the company implemented the previous year and all the TDM activities the company proposed to implement during the current year. Along with the implemented and proposed activity information, each TRP employer provides PAG with the cost and time spent to implement the TRP the previous year. In previous program years, the employer reported approximate time spent by the employees to take the TRP survey, but this cost or time spent was not used to determine the regional median cost per employee. Financial reporting is from the previous program year and since there was no survey in 2006, no costs or staff time were incurred by the employer for the survey. Employers continued to submit costs spent on activities and staff time to implement the TRP.

Travel Demand Activities

Employers select their activities from a list of 44 TDM activities. The activities selected will focus on encouraging or assisting their employees to use alternate modes for their home-to-work commute. For the last three years employers averaged 20 activities per site. Activities can be as simple as putting up posters in a central location to providing 100
percent subsidy for an employee to ride Sun Tran buses to work.

100 percent of the sites distribute alternate mode information and have at least one policy in support of alternate mode users.

97 percent of the sites have made a facility investment for alternate mode users.

76 percent of the sites provide subsidies or out-of-pocket expenses for alternate mode users.

The following list shows the percent of employers that are implementing a few of the travel demand management strategies:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installed bicycle racks or designated a secure bicycle area</td>
<td>93</td>
</tr>
<tr>
<td>Drawing for prizes to encourage or to recognize employees for using alternate modes (carpool, bus, vanpool, bike or walk)</td>
<td>58</td>
</tr>
<tr>
<td>Subsidize bus passes</td>
<td>22</td>
</tr>
<tr>
<td>Compressed work weeks – 3/12 – 4/10 – 9/80</td>
<td>50</td>
</tr>
<tr>
<td>Telework</td>
<td>26</td>
</tr>
</tbody>
</table>

**Costs**

Employers submitting their 2007 TRP Plan report on expenses for the TRP for the previous year (2006). The 283 sites with previous year data spent a median cost per employee of $10.55. The minimum spent by an employer per employee was $.25 and the maximum spent was $762.00.

The site with a minimum of $.25 per employee experienced more than a 25 percent increase in employee workforce, a drop in alternate mode usage and increase in vehicle miles traveled. When substantial increases or a fluctuation in employee workforce takes place, a greater emphasis must be placed on new employee orientation for the benefits of using alternate modes to commute to work.

The site with the maximum cost of $762.00 per employee has seven vanpools with approximately 90 riders. Van riders are subsidized by the employer using the federal subsidy of $115.00 per person. (For 2006, there were 140 employees using the vans while 2007 has 149 employees)

**Time and Turnover**

On average, employer Transportation Coordinators (TCs) in 2006 spent an average of 4.9 hours per month in 2006 to implement the TRP (283 sites). A total of TC, backup TC and management
time spent on the TRP was a monthly average of 19.6 hours. Turnover of TCs in calendar year 2007 was 52 percent while the rate for Chief Executive Officers was 14 percent. Employers reported that the turnover of employees averaged 28 percent. Turnover in the key employer positions presents a real challenge for continued emphasis on implementing the TDM strategies at the worksite.

**TRP Employer and Regional Community Outreach Programs**

**Events** - Staff assists employers in the TRP with an information table of various alternate mode and air quality messages at any employee health or benefit fair or company-wide gathering of employees. 42 percent of the employers proposed to participate with Travel Reduction and RideShare information for their employees at an outreach event. A total of 62 events with a reach of 33,680 took place during FY 2007-2008.

**Clean Air Days/Earth Festival** - In cooperation with Pima County Department of Environmental Quality, local jurisdictions and multiple sponsors the 2008 event combined with the Earth Day Festival planning group. Staff assisted with the planning and staffing at the spring event and contacting employers to host their own events and participate in the community events. A “Green Commute” day was held downtown with vendors and a brown bag lunch topic of benefits from using alternate modes to get to work. TRP employers contributed both money and gifts for the Clean Air Days contests and participated in the City of Tucson bicycle giveaway for “Bike to Work Day.” TRP Employers donated $800 in prizes and $250 for operational expenses during the promotion.

**Vanpool Program (VIP)** – Continues to offer a regional subsidy of $400.00 per van at TRP employers and groups of 5 to 15 employees. In 2007, there were 14 vans on the road receiving the regional subsidy in addition to various subsidies from their employer. Staff held a vanpool orientation meeting in November 2007 to inform employers of the change of vendors for the vans to VPSI Inc. beginning in 2008. By the end of the fiscal year in 2008, three new vanpools had been added.

**Guaranteed Ride Home program (GRH)** is a free taxi service for carpoolers, vanpoolers and Sun Tran riders registered with the PAG RideShare program. The program was expanded in early 2008 to include bicyclists and walkers. A registered individual is allowed up to four free taxi rides per year when they’ve used an alternate mode and have an emergency. While the program has been expanded and is very popular with commuters, few taxi rides are requested by the registrants. Registration continues to increase as more commuters become aware of the program.

**Commuter Database** – In early 2008, the commuter database software was updated, new Pima County maps added, and statewide ZIP code maps updated. PAG thoroughly reviewed all commuter and company records and purged old records. In addition, GRH registrants were entered into the commuter database, e-mail requirements implemented, and new company contact information entered. As a result, most information, including a list to match carpoolers is being e-mailed, rather than mailed. Outreach activities are now being recorded in the commuter database, as well as business development contacts. Commuter and employer data is now localized in one data base with a great deal of reporting and analytical capabilities.
TRP Employer Outreach and Communications

Transportation Coordinator Newsletter Updates were distributed electronically twice during the fiscal year and will continue on a quarterly basis. Copies of the newsletters were included in information packets that are given to new employer contacts. The information packets also include carpool, vanpool and guaranteed ride home fact sheets. The packets also are used to update TCs while reviewing their plan activities or to educate new TCs.

E-mail alerts are sent to the Transportation Coordinators or business development contacts with topics of transportation to distribute to their employees. This has proven to be successful and a regular way to stay in touch with the employers and get the information to employees.

TC Spotlight is the result of an interview held with outstanding Transportation Coordinators about their efforts at the worksite. The article and a photo of the TC is used in the newsletter and posted on the PAG TRP Web page. This provides recognition and gratitude not only for the TC but also the employer.

TRP Plan approval letters and certificates of recognition were sent to the employers who achieved their Ordinance goal. If a site had a decrease in alternate mode usage the employer plan was approved but the employer was encouraged to place additional emphasis on their activities.

Training sessions for TCs were mandated by TRP RTF policy if the TC had been at the employer site less than two years. The session covered an overview of the Ordinance, how to conduct the survey and obtain a high survey response rate and a review of the TRP plan in place at the employer site. The 52 percent turnover of TCs for calendar year 2007 and no survey in 2006 necessitated the emphasis on how to conduct the survey with a greater than 70 percent return rate.

Media Coverage - With the rising cost of gasoline, multiple interviews with staff or employees were conducted by the television stations and newspapers to focus on the transportation options available and ways to save money.
Web Updates – The TRP and RideShare pages of the PAG Web site, www.pagnet.org are reviewed and updated regularly to serve as a resource for employers. TRP, RideShare and Travel Demand Management pages were rewritten to reflect current services and program offerings. The new URL www.884ride.org is user friendly with direct access to the carpool application and GRH registration.

Fact Sheets
A one-page fact sheet with application was developed for carpool/vanpool registration or GRH registration. A fact sheet was developed for the Vanpool Program with sample rates based on size of the van and miles traveled. The fact sheets list the benefits of the programs. They can be e-mailed or copied for distribution at the employer site, and are included in an information packet for presentation to employers.

Historical Overview of the Travel Reduction Program

The Travel Reduction Program (TRP) was initiated in response to the Tucson area’s violation of the National Ambient Air Quality Standard for carbon monoxide. The Tucson area subsequently was required to prepare and adopt a carbon monoxide Nonattainment Area Plan by 1978 that would bring the area into compliance with the standard by 1987 at the latest. Initial plans that were developed were not approved by EPA and subsequently a civil lawsuit was filed for the region to attain air quality standards at the earliest possible time.

One of the strategies approved was local Travel Reduction Ordinances to implement a travel reduction program in cooperation with the business community. The program was structured to be directed by a permanent regional task force (RTF) on which the regulated employers had majority representation.

PAG’s Carbon Monoxide Limited Maintenance Plan (LMP) for the Tucson Air Planning Area (TAPA) was approved by EPA and re-designated to attainment status for carbon monoxide, effective July 2000. Under the approved LMP, the TRP remains in effect as a federally enforceable commitment.

The Travel Reduction Program is supported by a grant from the Arizona Department of Environmental Quality, supplemented by Federal Highway Administration Surface Transportation Planning (STP) funds.

For more information concerning the data found throughout this publication or any other questions regarding the TRP, please call Pima Association of Governments Travel Reduction Program at (520) 792-1093.
APPENDIX A

- Pima County Travel Reduction Ordinance
- Intergovernmental Agreement with Amendments
Chapter 17.40

TRAVEL REDUCTION ORDINANCE

Sections:

Article I. General Provisions

17.40.010 Short title.
17.40.020 Purpose.

Article II. Definitions

17.40.030 Definitions.
17.40.040 Abbreviations.

Article III. Lead Agency

17.40.050 Powers and duties.

Article IV. Major Employers Applicability

17.40.060 Major employers.
17.40.061 Voluntary participation.

Article V. Requirements for Employers

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Article VI. Variances and Appeals

17.40.080 Variances.
17.40.081 Appeals.

Article VII. Enforcement

17.40.090 Violations.
17.40.091 Penalties.

Article I. General Provisions

17.40.010

Short title.
The ordinance codified in this chapter shall be known as the "Travel Reduction Ordinance." (Ord. 1988-72 § 1 (part), 1988)
17.40.020

Purpose.
The purpose of this chapter, recognizing that motor vehicles are the single greatest contributor to air pollution, is to improve air quality and reduce traffic congestion in the incorporated and unincorporated areas of Pima County by increasing alternate mode usage and reducing overall motor vehicle travel for commute trips. This chapter shall establish a basis for a cooperative effort of the local jurisdictions to achieve a uniform program for reduction of work related trips by employees working for major employers subject to this regulations. (Ord. 1988-72 § 1 (part), 1988)

Article II. Definitions

17.40.030

Definitions.
For the purposes of this chapter, unless the context otherwise indicates, certain words and phrases used in this chapter are defined as follows:
1. "Airshed" means the area delineated on the map attached as Exhibit 17.40.030, and codified at the end of this chapter.
2. "Alternate mode" means any mode of commute transportation other than the single occupancy motor vehicle.
3. "Approvable travel reduction plan" means a plan submitted by a major employer that meets the requirements as set forth in Section 17.40.070 of this chapter.
4. "Carpool" or "vanpool" means two or more persons traveling in a light duty vehicle (car, truck or van) to or from work.
5. "Commute trip" means a trip taken by an employee to or from work within the airshed.
6. "Commuter matching service" means any system, whether it uses computer or manual methods, which assists in matching employees for the purpose of sharing rides to reduce drive alone travel.
7. "Employer" means a sole proprietor, partnership, corporation, unincorporated association, cooperative, joint venture, agency, department, district or other individual entity, either public or private, that employs workers. See also "major employer" and voluntary employer."
8. "Full-time equivalent (FTE) employees" means the number of employees an employer would have if the employer's work needs were satisfied by employees working forty-hour work weeks. The number of full time equivalent employees for any employer is calculated by dividing the total number of annual work hours paid by the employer, by two thousand eighty work hours in a year.
9. "Local jurisdictions" includes Pima County, city of Tucson, town of Marana, town of Oro Valley and city of South Tucson.
10. "Major employer" means an employer who employs one hundred or more full-time equivalent employees at a work site during a twenty-four-hour period for at least six months during the year.
11. "Mode" means the type of conveyance used in transportation including single occupancy motor vehicle, rideshare vehicle (carpool or vanpool), transit, bicycle and walking.
12. "Motor vehicle" means any vehicle propelled by a motor including car, van, bus, motorcycle and all other motorized vehicles.
13. "Public agency" means any political subdivision of the state and any board, commission or agency thereof.
14. "Public interest group" means any nonprofit group whose purpose is to further the welfare of the community.
15. "Regional Program" means the combination of all implemented plans within the airshed combination.
16. "Ridesharing" means transportation of more than one person for commute purposes, in a motor vehicle, with or without the assistance of a commuter matching service.
17. "Transit" means a bus or other public conveyance system.
18. "Transportation coordinator" means a person designated by an employer, property manager or transportation management association as the lead person in developing and implementing a travel reduction plan.
19. "Transportation management association (TMA)" means a group of employers or associations formally organized to seek solutions for transportation problems experienced by the group.
20. "Travel reduction plan" means a written report outlining travel reduction measures which will be submitted annually by each major employer.
21. "Travel reduction program" means a program, implementing a travel reduction plan by an employer, designed to achieve a predetermined level of travel reduction through various incentives and disincentives.
22. "Travel reduction program regional task force" means that task force established pursuant to the intergovernmental agreement entered into by the local jurisdictions for the purpose of implementing a uniform travel reduction program.
23. "Vanpool" see "Carpool".
24. "Vehicle occupancy" means the number of occupants in a motor vehicle including the driver.
25. "Vehicle miles traveled (VMT)" means the number of miles traveled by a motor vehicle for commute trips.
26. "Work site" means a building or any grouping of buildings located within Pima County which are on physically contiguous parcels of land or on parcels separated solely by private or public roadways or rights-of-way, and which are owned or operated by the same employer. (Ord. 1988-72 § 1 (part), 1988)
Abbreviations.
As utilized in this chapter, the following shall have the indicated meanings:
A. PAG-Pima Association of Governments;
B. TMA-Transportation Management Association;
C. TRO-Travel Reduction Ordinance;
D. TRP-Travel reduction program;

Article III. Lead Agency

17.40.050

Powers and duties.
A. The Pima County department of environmental quality as lead agency for Pima County, shall evaluate major employers' TRP plans received from the TRP task force. The lead agency shall have sixty days to object to any such plan received, otherwise the plan is automatically approved. Any such objection shall be based upon the criteria set forth in Article V of this chapter. If the lead agency objects, the plan is not approved and shall be returned to the TRP task force with appropriate comments for review and revision in consultation with the employer.
B. The lead agency shall receive recommendations for enforcement from the TRP task force. The lead agency shall determine when enforcement action is appropriate and shall take such action as it deems necessary. (Ord. 1990-113 § 9, 1990: Ord. 1988-72 § 1 (part), 1988)

Article IV. Major Employers Applicability

17.40.060

Major employers.
The provisions of this chapter shall apply to all major employers. (Ord. 1988-72 § 1 (part), 1988)

17.40.061

Voluntary participation.
Employers or groups of employers with less than one hundred full-time equivalent employees at a single work site are encouraged to participate in data collection and information dissemination efforts and in the preparation of their own travel reduction plans on a voluntary basis. These groups shall be assisted by the TRP task force, and TRP technical advisory committee and TRP staff, and shall be eligible for participation in all programs and services. Groups of employers are encouraged to form transportation management associations. (Ord. 1988-72 § 1 (part), 1988)
Article V. Requirements for Employers

17.40.070

Requirements for major employers.
In each year (twelve-month period following initial formal notice and each additional twelve-month period) of the regional program each major employer shall:
A. Within ninety days of notice from TRO staff that they qualify as a major employer, provide each regular employee with information on alternate mode options and travel reduction measures including, but limited to: Sun Tran bus routes and schedules, the RideShare program, and bicycle routes. This information shall also be provided to new employees at the time of hiring.
B. Participate in a survey and reporting effort, as directed by the TRP task force and as scheduled by TRP staff. The results of this survey shall form a baseline against which attainment of the targets in subsection E of this section shall be measured as follows:
   1. The baseline for participation in alternative modes of transportation shall be based on the total number of employees;
   2. The baseline for VMT shall be the average VMT per employee for employees not residing on the work site.
C. Prepare and submit a travel reduction plan for submittal to TRP staff and presentation to the TRP task force. TRP staff will assist in preparing the plan. Major employers shall submit plans within nine weeks after they complete their survey. The plan shall contain the following elements:
   1. The name of the designated Transportation Coordinator;
   2. A description of employee information programs and other travel reduction measures which have been completed to date or during the previous year;
   3. A description of travel reduction measures to be undertaken by the major employer in the coming year of the plan. The following measures may be included:
      a. A commuter matching service, in addition to or coordinated with PAG's RideShare program, to facilitate employee ridesharing work trips,
      b. Provision of vans or vanpooling,
      c. Subsidized carpooling or vanpooling which may include payment for fuel, insurance or parking,
      d. Use of company vehicles for carpooling,
      e. Provision of preferential parking for carpool or vanpool users which may include close-in parking or covered parking facilities,
      f. Cooperation with Sun Tran or other transportation providers to provide additional regular or express service buses to the work site,
      g. Subsidized bus fares,
      h. Construction of special loading and unloading facilities for transit and carpool and vanpool users,
i. Cooperation with local jurisdictions to construct walkways or bicycle routes to the work site,
j. Provision of bicycle racks, lockers and showers for employees who walk or bicycle to and from work,
k. Provision of a special information center where information on alternate modes and other travel reduction measures will be available,
l. Establishment of a work-at-home program, full or part-time, for employees,
m. Establishment of a program of adjusted work hours which may include compressed work weeks and employee-selected starting and stopping hours. Work hour adjustments should not interfere with or discourage the use of ridesharing and transit,
n. Establishment of a program of parking incentives and disincentives; such as a fee for parking and/or a "rebate" for employees who do not use the parking facility,
o. Incentives to encourage employees to live closer to work,
p. Implementation of other measures designed to reduce commute trips such as the provision of day care facilities or emergency taxi services.

D. An approvable travel reduction plan shall meet all of the following criteria:
1. The plan shall designate a transportation coordinator;
2. The plan shall describe a mechanism for regular distribution of alternate mode transportation information to employees;
3. For employers who in any year, meet or exceed annual regional targets for travel reduction, the plan shall accurately and completely describe current and planned travel reduction measures;
4. For employers who, in any year, fall below the regional targets for travel reduction, the plan shall include commitments to implement:
   a. At least two specific travel reduction measures (such as those described in subsection (C)(3) of this section), in the first year of the regional program.
   b. At least three specific Alternate Modes incentives programs (such as those described in subsection (C)(3) of this section) in the second year of the regional program;
5. After the second year, the travel reduction program task force shall review the travel reduction programs for employers not meeting regional targets and may recommend additional measures.

E. Employers shall implement all travel reduction measures considered necessary by the task force to attain the following target employee participation in alternate modes or commuter trip VMT reductions per regulated work site.
1. Fifteen percent of the total employee pool in the first year of the regional program;
2. Twenty percent of the total employee pool in the second year of the regional program;
3. Twenty-five percent of the total employee pool in the third year of the regional program.

F. After the third year of the regional program, either:

1. An increase in employee participation in alternate modes of one percent per year for each subsequent year until forty percent of all commute trips are made by alternate modes; or

2. Alternatively, a reduction in average annual VMT per employee of 1.5% per year can be selected by a major employer after a twenty-five percent alternate mode or commuter trip VMT reduction usage is achieved. (Ord. 1988-72 § 1 (part), 1988)

Article VI. Variances and Appeals

17.40.080

Variances.

A. The TRP task force shall serve as a hearing board for major employers requesting variances from all or part of TRP ordinance requirements and/or travel reduction plan scheduling.

B. Any major employer wishing a variance from any of the requirements of this chapter shall make written application to the TRP task force which will determine within sixty days whether to recommend the variance. The recommendation will be forwarded in writing to the lead agency which will or will not authorize the variance within sixty days. Request for variances shall be finally approved or disapproved within one hundred twenty days of the filing of a request by an employer. (Ord. 1988-72 § 1 (part), 1988)

17.40.081

Appeals.

A. Any major employer or any resident of the jurisdiction may appeal a decision of the lead agency to authorize or withhold variances or a decision of the lead agency regarding enforcement or other provisions of this chapter.

B. The Pima County board of supervisors will hear and decide the appeal. If the decision is to disapprove the plan, the plan shall be returned to the TRP task force for review and revision or to the lead agency for appropriate action. (Ord. 1988-72 § 1 (part), 1988)

Article VII. Enforcement

17.40.090

Violations.
A. The lead agency, upon determining a substantial violation of this chapter, shall request the county attorney to take appropriate legal action in superior court.

B. Violations of any of the following requirements may subject a major employer to civil penalties:
   1. Failure to collect or supply information requested by the TRP task force;
   2. Failure to disseminate information on alternate modes and other travel reduction measures as specified herein;
   3. Failure to designate a transportation coordinator;
   4. Failure to submit an approvable travel reduction plan;
   5. Failure to implement an approved plan within the time schedule provided or failure to perform a revision of a plan as required by the TRP task force;

C. Failure by a major employer to meet travel reduction goals as defined in Section 17.40.070 (E) and (F) of this chapter shall not constitute a violation; provided, that the major employer is attempting in good faith to meet the goals. (Ord. 1988-72 § 1 (part), 1988)

17.40.091

Penalties.

A. Except as provided in this chapter, any employer who violates the requirements of this chapter is guilty of a civil infraction and subject to civil penalty of up to two hundred and fifty dollars per day of violation for each day the violation continues. In the alternative, this chapter authorizes the use of the authority of A.R.S. Section 49-502 to enforce this chapter. (Ord. 1993-128 § 8, 1993; Ord. 1988-72 § 1 (part), 1988)

Exhibit 17.40.030
Chapter 17.44

VOLUNTARY NO-DRIVE DAY ORDINANCE

Sections:

Article I. General Provisions

17.44.010 Short title.
17.44.020 Purpose.
17.44.030 Funding.

Article I. General Provisions

17.44.010

Short title.
The ordinance codified in this chapter shall be known as the "Voluntary No-Drive Day Ordinance." (Ord. 1993-128 § 9, 1993;)

17.44.020

**Purpose.**
A Voluntary No-Drive Day program for Pima County is mandated by A.R.S. 49-506. The purpose of the program is to increase the community's awareness and knowledge of air quality issues related to automobile-generated air pollution. To achieve this goal, the Voluntary No-Drive Day program shall:
1. Develop a coordinated, twelve month plan to increase the use of alternate transportation modes;
2. Sponsor events which generate media coverage, both mass media and targeted media;
3. Develop events in conjunction with other organizations or agencies which have the capacity to contribute resources towards air quality awareness and information;
4. Increase community knowledge of air quality related issues; and
5. Increase the community's awareness of the health and welfare risks associated with long-term exposure to automobile-generated pollution. (Ord. 1993-128 § 9, 1993)

17.44.030

**Funding.**
The Voluntary No-Drive Day program shall be funded from the State Air Quality Fund pursuant to A.R.S. Section 49-551 and implementation of the program shall be subject to the availability of such funds. (Ord. 1993-128 § 9, 1993)
UNIFORM TRAVEL REDUCTION ORDINANCE
INTERGOVERNMENTAL AGREEMENT
BETWEEN
PIMA COUNTY, CITY OF TUCSON, CITY OF SOUTH TUCSON,
TOWN OF ORO VALLEY AND TOWN OF MARANA

This Intergovernmental Agreement (IGA) is entered into this 18 day of April, 1988 to establish a uniform Travel Reduction Ordinance within the jurisdictions of the parties to this Agreement. The Travel Reduction Ordinances that are adopted shall be components of the State Implementation Plan for the Tucson Airshed revision. Should the County be designated in attainment area by the Environmental Protection Agency, this Travel Reduction Ordinance would be incorporated as a component of the applicable State Maintenance Plan. This Intergovernmental Agreement will establish a funding mechanism and a standard for the substance of this Travel Reduction Ordinance. This Intergovernmental Agreement is entered into pursuant to A.R.S. § 11-952.

1. PARTIES

The parties to this Intergovernmental Agreement are: Pima County, Arizona; City of Tucson, Arizona; City of South Tucson, Arizona; Town of Oro Valley, Arizona; and Town of Marana, Arizona.

2. DURATION

This IGA shall be for a period of three years. This Intergovernmental Agreement shall be effective upon the date which the last party to this agreement adopts the Travel Reduction Ordinance, the model substance of which is attached as Exhibit A prototype Travel Reduction Ordinance.
3. **FUNDING**

This agreement is funded for an initial period of six months by all parties. For the initial six month period the funding for this agreement shall be apportioned as follows:

City of Tucson funding 47% in the amount of $47,000.00;
Pima County funding 47% in the amount of $47,000.00;
City of South Tucson funding 2% in the amount of $2,000.00;
Town of Oro Valley funding 2% in the amount of $2,000.00;
Town of Marana funding 2% in the amount of $2,000.00.

All amounts shall be paid no later than six months from the effective date. If at the end of the initial period of funding any party wishes to modify funding apportionment then at its request, the parties shall meet to negotiate the reapportionment of funding for new term of this Intergovernmental Agreement. If there is not reapportionment, funding shall continue as provided in this section. Funding shall be subject to limitations of state law with regard to expenditures by cities and towns. These monies shall be paid to the Pima Association of Governments (PAG) and administered in same manner as other PAG funding received from the parties to this Intergovernmental Agreement.

In the event any party elects to terminate pursuant to paragraph 6, the terminating party will be responsible for its share of funding only for that period it participates in the program. Its obligations will be prorated accordingly.

4. **ALTERNATIVE FUNDING**

The parties agree that PAG shall be delegated the power and responsibility to apply for grant funding from the state government or federal government or any other sources to fund the TRO. If grant funds are obtained, they shall be substituted for the appropriations of the various jurisdictions and there shall be a reimbursement in proportion of the percentages listed in paragraph three not to exceed the actual appropriation.
5. MODIFICATION

The parties shall meet and execute modifications to this Intergovernmental Agreement and the substance of the Travel Reduction Ordinance, when certain events occur. If the Environmental Protection Agency makes a determination that the Pima County Airshed has reached an attainment status, the parties shall meet to consider modification. If the Environmental Protection Agency determines that the Travel Reduction Ordinance either substantively or in its staffing, implementation or funding is inadequate, the parties shall meet to consider modification. If funding becomes unavailable from any of the parties, the parties shall meet, to consider modification of this agreement. In addition, the parties shall meet if circumstances require at the request of any party, to modify this agreement or the Travel Reduction Ordinance as necessary.

6. UNILATERAL TERMINATION

Any party to this Intergovernmental Agreement may withdraw unilaterally from this agreement with six months notice by certified mail to the other parties at their respective addresses. This will not terminate this agreement among the remaining parties.

7. ADDITION OF PARTIES

Any new incorporation or political subdivision of the State of Arizona that comes into being within the Airshed (TAPA) may become parties to this Intergovernmental Agreement and a reallocation of funding shall be negotiated.

8. SCOPE OF MUTUAL ACTIVITIES AND STRUCTURE IN THE TRAVEL REDUCTION PROGRAM, REGIONAL TASK FORCE AND STAFFING

I. A Travel Reduction Program Task Force shall be established as follows:

DEFINITIONS

1. “Lead Agency” means the public agency or designee in each jurisdiction which will be responsible for enforcing the Travel Reduction Ordinance.
2. “Voluntary Participant” means any employer who is not included in the definition of “Major Employer” and chooses to participate in the Travel Reduction Program.

II. TRAVEL REDUCTION PROGRAM REGIONAL TASK FORCE; COMPOSITION
A. The parties shall participate in a TRP Regional Task Force which shall be established as a standing committee of Pima Association of Governments. A staff employed by PAG and headed by a Travel Reduction Program Director (TRP Director) hired by PAG Regional Council will provide support to the Task Force. PAG will hire four (4) additional staff members to work with current five (5) RideShare staff.
B. The TRP Task Force shall be comprised of voting members as follows: 1. Ten representatives of major employers; 2. Two public interest group representatives; 3. Two representatives of owners of business parks, industrial parks, office buildings and shopping centers; and 4. One representative from each Party to this Intergovernmental Agreement. The TRP Task Force will be chaired by the TRP Director who will not have a vote, except in the event of a tie.

III. APPOINTMENT AND ELECTIONS OF TRP TASK FORCE MEMBERS
A. Each Party’s representative to the TRP Task Force shall be appointed by the governing body of each Party.
B. The ten representatives of the Major Employers will be elected by a vote of the Major Employers. The election shall be conducted by TRP staff utilizing mail-in ballots. Each Major Employer shall have one vote. Candidates shall voluntarily submit their names to TRP staff with the approval of their employer. No Major Employer may submit more than one candidate. The ten candidates receiving the highest number of votes shall be elected.
C. The two representatives of owners of industrial parks, business parks, shopping centers, or office buildings, or Transportation Management Associations
formed by groups of employers who voluntarily choose to participate in various parts of the regional program shall be elected by a vote of the Voluntary Participants through the same voting procedure as in Subsection B, above.

D. The representatives from public interest groups shall be elected by a vote of the five representatives from the local jurisdictions. Candidates shall be volunteers who are representative members of public interest groups and who submit their names to TRP staff for election. The two individuals receiving the highest number of votes shall be elected.

E. Membership on the TRP Task Force shall be for a period of two years. One half of the Task Force shall be elected each year. From the initial Task Force convened in the first year, lots shall be drawn to establish one and two year memberships. Members may be re-elected for consecutive terms.

F. Any vacancies in the Task Force of governmental representatives shall be filled by the appropriate governing body.

G. Any remaining vacancies in the Task Force membership may remain vacant until filled without affecting the authority of the Task Force unless total membership is less than eleven. In that case, the remaining members may elect replacements on a temporary basis from candidates submitted pursuant to the above procedure.

IV. DUTIES AND POWERS OF TRP TASK FORCE

A. The TRP Task Force shall review and approve the baseline survey distributed to Major Employers for the purpose of collecting data on employee commuting patterns. The Task Force shall provide uniform formats for data to be provided by each employer on the commuting patterns of its employees, and the effectiveness of its Travel Reduction Plan. Collected data shall include the mode used and distance traveled for commute trips. The TRP Task Force shall require uniform requirements for recordkeeping and reporting as necessary to comply with the Ordinance and shall establish reasonable deadlines for submittal of
additional data as required.

B. The TRP Task Force shall take actions as described below. Decision to act shall be by simple majority vote of the membership.

(1) The TRP Task Force shall review all responses by Major Employers to the annual survey and determine if they meet the requirements of the Travel Reduction Ordinance. If any response is deemed not approvable the Task Force may direct the employer to submit additional data within thirty days. If subsequent submissions of data remain not approvable, the TRP Task Force shall transmit the name of the Major Employer and supporting data to the Lead Agency of the appropriate jurisdiction for enforcement action.

(2) The TRP Task Force shall review the Travel Reduction Plan submitted by each Major Employer to achieve the targeted increase in Travel Reduction Measures along with the staff report on the plan. If the plan is approvable, the TRP Task Force shall transmit the plan to the appropriate Lead Agency for approval. If the plan is not approvable, the TRP Task Force will describe the inadequacies and direct the Major Employer to modify the plan within thirty days. If the plan as modified remains not approvable, the Task Force shall transmit the name of the Major Employer along with supporting data to the appropriate Lead Agency for enforcement action.

(3) The TRP Task Force shall monitor the implementation of each Travel Reduction Plan as submitted by each Major Employer. If a Major Employer has not implemented the Plan as approved, TRP Task Force shall describe the inadequacies and shall direct modifications in plan implementation. If the Major Employer’s efforts remain inadequate, the TRP Task Force shall transmit the name of the Major Employer along with supporting data to the appropriate Lead Agency for enforcement action.

(4) The TRP Task Force shall, for each Major Employer whose Travel
Reduction Plan fails to achieve the target Travel Reduction goals, direct TRP staff to work with the Major Employer to increase alternate modes usage and reduce VMT in keeping with regional goals. Such Major Employers shall be required to meet with TRP staff and submit a plan addendum outlining activities aimed at correcting plan deficiencies, unless the Major Employer’s current efforts are judged to be sufficient based on (1) the cost of the Major Employer’s Travel Reduction Program compared to the average cost of such programs for all Major Employers, and (2) unusual circumstances faced by the Major Employer. Major Employers who fail to submit an addendum within 90 days from the date of written notice by the TRP Task Force shall be referred by the TRP Task Force to the appropriate Lead Agency.

C. The TRP Task Force shall direct TRP staff in cooperation with the PAG RideShare Program and Sun Tran to identify and contact potential voluntary participants to encourage and assist them in participating in cooperative efforts to collect data on commuting patterns, needs and desires of their employees and their tenants’ employees. These potential voluntary participants shall include, property managers and other non-major employers who may wish to participate in a Travel Reduction Program. The TRP Task Force shall encourage such owners, managers and employers to form Transportation Management Associations (TMAs). The TMAs may, among other activities, disseminate information of Pima Association of Governments’ RideShare Program, Sun Tran bus routes and schedules, and bicycle routes. The TRP Task Force shall encourage the TMAs to assist member employers in developing and implementing Travel Reduction Plans.

D. The TRP Task Force shall review the performance of the regional program annually and prepare a report to PAG Regional Council. Such reports shall include successes and problem areas and recommend revisions to this Intergovernmental Agreement or model ordinance, as necessary.
E. At the end of the third year of the regional program, the Task Force shall recommend to the local jurisdictions and the PAG Regional Council changes to each jurisdiction’s “Travel Reduction Ordinances” needed to achieve air quality goals. In formulating these recommendations, the TRP Task Force shall consider the effectiveness of the Major Employer Travel Reduction Plans, the actions of Voluntary Participants in achieving the regional travel reduction goals, the effect of traffic congestion, the airshed’s air quality status, and projections of future vehicle emissions.

F. The TRP Task Force shall coordinate its information collection, dissemination and training programs with those of PAG RideShare and Sun Tran.

G. The TRP Task Force shall be supported by a Technical Advisory Committee consisting of technical staff from participating jurisdictions, and shall include staff from Pima County Air Quality Control District, PAG RideShare Program, PAG Transportation Planning Division, PAG Air Quality, Tucson Planning Department, Tucson Department of Transportation, Sun Tran, Pima County Department of Transportation and Flood Control District, Pima County Department of Planning and Development Services, and representatives from the Manager’s Office or planning department of each of the following jurisdictions: Town of Oro Valley, Town of Marana and City of South Tucson.

H. The primary focus of the TRP Technical Advisory Committee will be to provide coordination and technical assistance to the TRP Task Force, the TRP Technical Advisory Committee shall advise as to the requirements and effectiveness of various Travel Reduction Measures and analysis. The TRP Technical Advisory Committee shall assist the TRP Task Force in assessing the impact of the Regional Program on achieving air quality goals as stated in the State Implementation Plan for the Tucson Airshed revision.

V. DUTIES OF TRP STAFF

A TRP staff shall be employed by PAG and headed by a Travel Reduction Ordinance
Director. TRP staff shall provide support to the TRP Task Force and the Major Employers. Responsibilities of the TRP staff shall include, but are not limited, to the following:

(1) TRP staff shall provide assistance to each employer in coordinating data collection, dissemination of information on air quality, alternative modes programs, developing a travel reduction plan, and increasing the effectiveness of selected travel reduction measures.

(2) TRP staff shall coordinate training programs for Major Employers to assist them in training their Transportation Coordinator(s), preparing and implementing their travel reduction plans, and preparing annual reports.

(3) TRP staff shall coordinate survey and data collection activities and overall program monitoring with the TRP Task Force and Technical Advisory Committee.

(4) TRP staff shall, under direction of the TRP Task Force, develop an implementation schedule for annual surveys of the Major Employer community.

9. This IGA may be enacted in counterparts, each of which shall constitute an original agreement.
IN WITNESS WHEREOF, the parties have executed this agreement the date first written above.

PIMA COUNTY BOARD OF SUPERVISORS
By: __________________________
   Sam Lena, Chairman

CITY OF TUCSON
By: __________________________
   Thomas J. Volgy, Mayor

CITY OF SOUTH TUCSON
By: __________________________
   Dan Eckstrom, Mayor

TOWN OF ORO VALLEY
By: __________________________
   E.S. “Steve” Engle, Mayor

TOWN OF MARANA
By: __________________________
   Robert T. Jones, Major

APPROVED AS TO FORM:
By: __________________________
   Harlan Agnew
   Deputy County Attorney

APPROVED AS TO FORM:
By: __________________________
   Tobin Rosen
   Assistant City Attorney

APPROVED AS TO FORM:
By: __________________________
   Arthur Chapa
   Council for South Tucson

APPROVED AS TO FORM:
By: __________________________
   Gary Kidd
   Oro Valley Town Attorney

APPROVED AS TO FORM:
By: __________________________
   John Moffitt
   Marana Town Attorney
FIRST AMENDMENT TO
INTERGOVERNMENTAL AGREEMENT
FOR UNIFORM TRAVEL REDUCTION ORDINANCE
BETWEEN
PIMA COUNTY, CITY OF TUCSON, CITY OF SOUTH TUCSON,
TOWN OF ORO VALLEY AND TOWN OF MARANA

This First Amendment to the Intergovernmental Agreement for Uniform Travel Reduction Ordinance is entered into this 9th day of April, 1991, by and between Pima County, Arizona, City of Tucson, Arizona, City of South Tucson, Arizona, Town of Oro Valley, Arizona, and Town of Marana, Arizona.

W I T N E S S E T H:

WHEREAS, the parties entered into an Intergovernmental Agreement for Uniform Travel Reduction Ordinance on April 18, 1991, a copy of which is attached hereto;

WHEREAS, the parties with to amend the Intergovernmental Agreement for Uniform Travel Reduction Ordinance;

NOW, THEREFORE, the parties hereby agree to amend the Agreement as follows:

2. DURATION, AMENDMENT & TERMINATION.

This Intergovernmental Agreement shall be for a period of three years, effective April 18, 1991. Thereafter, this IGA shall be automatically renewed upon each yearly anniversary of the effective date hereof for a term of one year unless one party gives notice of termination pursuant to Section 6. This Agreement may be terminated at any time by mutual written consent of all of the parties.
8.II.A. TRAVEL REDUCTION PROGRAM REGIONAL TASK COMPOSITION.

A. The parties shall participate in a TRP Regional Task Force which shall be established as a standing committee of Pima Association of Governments. A staff employed by PAG and headed by a Travel Reduction Program Director (TRP Director) hired by PAG Executive Director will provide support to the Task Force. PAG will hire a minimum of four (4) staff members to work with current rideshare staff.

B. The TRP Task Force shall be comprised of voting members as follows: 1. Ten representatives of major employers; 2. Two public interest group representatives; 3. Two representatives of voluntary participants of less than one hundred (100) full-time equivalent employees, of Transportation Management Associations, of owner of business parks, industrial parks, office buildings, and shopping centers participating in the TRP Program; and 4. one representative from each party to this Intergovernmental Agreement. The TRP Task Force will be chaired by the TRP Director who will not have a vote, except in the event of a tie.

8.III.C. The two representatives of voluntary participants of less than one hundred (100) full-time equivalent employees, owners of industrial parks, business parks, shopping centers, or office buildings, or Transportation Management Associations formed by groups of employers who voluntarily choose to participate in the regional program shall be elected by a vote of the
Voluntary Participants through the same voting procedure as in Subsection B, above.

8.IV.E. At the end of the survey process year for the 25% Alternate Mode Usage or Vehicle Miles Traveled measurement and all employer data is analyzed, but no later than October, 1993, the Task Force shall recommend to the local jurisdictions and the PAG Regional Council changes to each jurisdiction’s “Travel Reduction Ordinances” needed to achieve air quality goals. This review process shall occur at three-year periods thereafter (October 1996). In formulating these recommendations, the TRP Task Force shall consider the effectiveness of the Major Employer Travel Reduction Plans, the actions of Voluntary Participants in achieving the regional travel reduction goals, the effect of traffic congestion, the airshed’s air quality status, and projections of future vehicle emissions.
This Amendment shall become effective upon filing pursuant to A.R.S. Sec. 11-952(G).

WITNESS WHEREOF, the parties have caused this First Amendment to the Intergovernmental Agreement for Uniform Travel Reduction Ordinance.

PIMA COUNTY BOARD OF SUPERVISORS

By: ____________________________
Chairman

APPROVED AS TO FORM:

By: ____________________________
County Attorney

CITY OF TUCSON

By: ____________________________
Mayor

APPROVED AS TO FORM:

By: ____________________________
City Attorney

CITY OF SOUTH TUCSON

By: ____________________________
Mayor

APPROVED AS TO FORM:

By: ____________________________
Counsel for South Tucson

TOWN OF ORO VALLEY

By: ____________________________
Mayor

APPROVED AS TO FORM:

By: ____________________________
Oro Valley Town Attorney

TOWN OF MARANA

By: ____________________________
Mayor

APPROVED AS TO FORM:

By: ____________________________
Marana Town Attorney

ATTEST:
SECOND AMENDMENT TO
INTERGOVERNMENTAL AGREEMENT
FOR UNIFORM TRAVEL REDUCTION ORDINANCE
BETWEEN
PIMA COUNTY, CITY OF TUCSON, CITY OF SOUTH TUCSON,
TOWN OF ORO VALLEY, TOWN OF MARANA AND TOWN OF SAHUARITA

This Second Amendment to the Intergovernmental Agreement for Uniform Travel Reduction Ordinance is entered into this 24th day of July, 1996 by and between Pima County, Arizona, City of Tucson, Arizona, City of South Tucson, Arizona, Town of Oro Valley, Arizona, Town of Marana and Town of Sahuarita, Arizona.

W I T N E S S E T H:

WHEREAS, the original parties entered into an Intergovernmental Agreement for Uniform Travel Reduction Ordinance on April 18, 1988 and First Amendment of April 9, 1991, copies of which are attached hereto;

WHEREAS, the Town of Sahuarita, adopting a Travel Reduction Ordinance wishes to be included in this Intergovernmental Agreement for Uniform Travel Reduction Ordinances as identified in paragraph seven;

WHEREAS, the parties wish to amend the Intergovernmental Agreement (IGA) for Uniform Travel Reduction Ordinance;

NOW, THEREFORE, the parties hereby agree to amend the Agreement as follows:
2. DURATION, AMENDMENT & TERMINATION.

This Intergovernmental Agreement shall be for a period of three years, effective July 24, 1996. Thereafter, this IGA shall be automatically renewed upon each yearly anniversary of the effective date hereof for a term of one year unless one party gives notice of termination pursuant to Section Six. This Agreement may be terminated at any time by mutual written consent of all of the parties.

3. FUNDING

In the event alternative funding as defined in Section Four of the IGA should not be available, there shall be a reimbursement in proportion to the percentages as follows:

- City of Tucson funding 46% in the amount of $137,080;
- Pima County funding 46% in the amount of $137,080;
- City of South Tucson funding 2% in the amount of $5,960;
- Town of Oro Valley funding 2% in the amount of $5,960;
- Town of Marana funding 2% in the amount of $5,960;
- Town of Sahuarita funding 2% in the amount of $5,960.

All amounts shall be paid no later than six months from an agreed upon effective date. If any party wishes to modify funding apportionment then at its request, the parties shall meet to negotiate the reapportionment of funding for a new term of this Intergovernmental Agreement. If there is not reapportionment, funding shall continue as provided in this section. Funding shall be subject to limitations of state law with regard to expenditures by cities and towns. These monies shall be paid to the Pima Association of Governments (PAG) and administered in same manner as other PAG funding received from the parties to this Intergovernmental Agreement.
In the event any party elects to terminate pursuant to Section Six, the terminating party will be responsible for its share of funding only for that period it participates in the program. Its obligations will be prorated accordingly.

8. SCOPE OF MUTUAL ACTIVITIES AND STRUCTURE IN THE TRAVEL REDUCTION PROGRAM, REGIONAL TASK FORCE AND STAFFING.

II. TRAVEL REDUCTION PROGRAM REGIONAL TASK FORCE COMPOSITION.

A. The parties shall participate in a TRP Regional Task Force which shall be established as a standing committee of Pima Association of Governments. A staff employed by PAG and headed by a Travel Reduction Program Manager (TRP Manager) hired by PAG Executive Director will provide support to the Task Force. PAG will hire a minimum of four (4) staff members to work with current RideShare staff.

B. The TRP Task Force shall be comprised of voting members as follows: 1. Ten representatives of major employers; 2. Two public interest group representatives; 3. Two representatives of voluntary participants of less than one hundred (100) full-time equivalent employees, of Transportation Management Associations, of owner of business parks, industrial parks, office buildings, and shopping centers participating in the TRP Program; and 4. one representative from each party to this Intergovernmental Agreement. The TRP Task Force will be chaired by the TRP Manager who will not have a vote, except in the event of a tie.
III. APPOINTMENT AND ELECTION OF TRP TASK FORCE MEMBERS

C. The two representatives of voluntary participants of less than one hundred (100) full-time equivalent employees, owners of industrial parks, business parks, shopping centers, or office buildings, or Transportation Management Associations formed by groups of employers who voluntarily choose to participate in the regional program shall be elected by a vote of the Voluntary Participants through the same voting procedure as in 8. III. Subsection B.

D. The representatives from public interest groups shall be elected by a vote of the six representatives from the local jurisdictions. Candidates shall be volunteers who are representative members of public interest groups and who submit their names to TRP staff for election. The two individuals receiving the highest number of votes shall be elected.

E. At the end of the survey process year for the 25% Alternate Mode Usage or Vehicle Miles Traveled measurement and all employer data is analyzed, but no later than October, 1993, the Task Force shall recommend to the local jurisdictions and the PAG Regional Council changes to each jurisdiction’s “Travel Reduction Ordinances” needed to achieve air quality goals. This review process shall occur at three-year periods thereafter (October 1996, October 1999). In formulating these recommendations, the TRP Task Force shall consider the effectiveness of the Major Employer Travel Reduction Plans, the actions of Voluntary Participants in
achieving the regional travel reduction goals, the effect of traffic congestion, the airshed’s air quality status, and projections of future vehicle emissions.

G. The TRP Task Force shall be supported by a Technical Advisory Committee consisting of technical staff from participating jurisdictions, and shall include staff from Pima County Department of Environmental Quality, PAG RideShare Program, PAG Transportation Planning Division, PAG Air Quality, Tucson Planning Department, Tucson Department of Transportation and Flood Control District, Pima County Department of Planning and Developmental Services, and representatives from the Manager’s Office or planning department of each of the following jurisdictions: Town of Oro Valley, Town of Marana, Town of Sahuarita and City of South Tucson.

V. DUTIES OF TRP STAFF

A TRP staff shall be employed by PAG and headed by a Travel Reduction Program Manager. TRP staff shall provide support to the TRP Task Force and the Major Employers. Responsibilities of the TRP staff shall include, but are not limited, to the following:

(1) TRP staff shall provide assistance to each employer in coordinating data collection, dissemination of information on air quality, alternative modes programs, developing a travel reduction plan, and increasing the effectiveness of selected travel reduction measures.

(2) TRP staff shall coordinate training programs for Major
Employers to assist them in training their Transportation Coordinator(s), preparing and implementing their travel reduction plans, and preparing annual reports.

(3) TRP staff shall coordinate survey and data collection activities and overall program monitoring with the TRP Task Force and Technical Advisory Committee.

(4) TRP staff shall, under direction of the TRP Task Force, develop an implementation schedule for annual surveys of the Major Employer community.
This Second Amendment shall become effective upon filing pursuant to A.R.S. Sec. 11-952(G).

WITNESS WHEREOF, the parties have caused this Second Amendment to the Intergovernmental Agreement for Uniform Travel Reduction Ordinance.

PIMA COUNTY BOARD OF SUPERVISORS

By: ______________________
Chairman

By: ______________________
County Attorney

CITY OF TUCSON

By: ______________________
Mayor

By: ______________________
City Attorney

CITY OF SOUTH TUCSON

By: ______________________
Mayor

By: ______________________
Counsel for South Tucson

TOWN OF ORO VALLEY

By: ______________________
Mayor

By: ______________________
Oro Valley Town Attorney

TOWN OF MARANA

By: ______________________
Mayor

By: ______________________
Marana Town Attorney

TOWN OF SAHUARITA

By: ______________________
Mayor

By: ______________________
Sahuarita Town Attorney

ATTEST:
APPENDIX B

- 2007 Travel Reduction Program Survey
  - 2007 Cover Page
- I-10 Matrix of Strategies
Instructions: Please indicate the number of days in a typical work week that best describes your travel behavior.

1. In a typical work week, how often do you use each of the following to get TO this job site?

<table>
<thead>
<tr>
<th>Example:</th>
<th>Drive Alone</th>
<th>Days per week</th>
<th>Carpool/Vanpool</th>
<th>Days per week</th>
<th>Do Not include your trip home.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
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</tr>
</tbody>
</table>

Not including myself, I carpool/vanpool with [ ] people

2. How many MINUTES (ONE-WAY) do you spend on your typical daily trip TO this job site? [ ] Write in minutes only.

3. How many MILES (ONE-WAY) do you travel on your typical daily trip TO this job site? [ ] Write in miles only.

4. If you drive a motorized vehicle to get TO this job site, what type of fuel does it run on?

Gasoline/Diesel [ ]

OR Fill in other type of clean fuel and number of days used: [ ] day(s) per week.

5. How does this employer describe your job? Please mark only one. [ ]

Full-time [ ]

Part-time [ ]

6. Which of the following most closely describes your work schedule?

Please mark only one. [ ]

- work 5 or more days a week, 8 or more hours per day.
- work 4 days a week, 10 or more hours per day.
- work 3 days a week, 12 or more hours per day.
- work 80 hours in 9 days.
- other (Please specify): [ ] days per week. [ ] hours per day

7. In a typical week, what time do you usually...

Write in the time you arrive at work and leave work.

Example: 12:00 AM [ ] PM is 12:00 Noon

| ARRIVE at work? | [ ] : [ ] | A.M. | P.M. | Split, rotating or irregular schedule. [ ] Yes [ ] No |
| LEAVE work? | [ ] : [ ] | A.M. | P.M. | Split, rotating or irregular schedule. [ ] Yes [ ] No |

8. What is the ZIP CODE of your home street address? [ ] Please fill in all five boxes.

4440286
PIMA ASSOCIATION OF GOVERNMENTS
2007 TRAVEL REDUCTION PROGRAM (TRP)
EMPLOYEE TRANSPORTATION SURVEY
(Required by local ordinance)

For More Information:
www.pagnet.org/trp
(520) 792-1093

Using alternate modes is as easy as 1 2 3...

Try Thinking outside the “Box”

1. It costs $4,140 a year to drive alone to and from work

2. Pima Co. Residents spend over 200 hours a year in their vehicles getting to work

3. 450 tons of pollution (23 miles produces 1 pound of pollution) are emitted each day by motor vehicles in Pima County

RideShare Offers Carpool Application On-Line

Employees can enter work commute information without leaving their desks and, within a few days, receive a free and confidential Carpool Report in the mail. To fill out the on-line application on our secure site:

https://www.pagnet.org/rs/carpool

Get Home On Us!

RideShare's Guaranteed RideHome Program

If you carpool or ride Sun Tran to work, you can get up to four free taxi rides home per year when certain emergencies arise like a sick child or unscheduled overtime.

To find out more about the RideHome Program, call 884-RIDE to request a RideHome application or log on to www.pagnet.org/rs/ridehome.htm

RideShare’s Guaranteed RideHome Program

Get Home On Us!
<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBLE PARTNER</th>
<th>STATUS</th>
<th>NEXT STEPS</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Demand Management Working Group</td>
<td>PAG Coordinator</td>
<td>Meets 3rd Monday at 11:30</td>
<td>Commitment from partners</td>
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<tr>
<td><strong>Park &amp; Ride Lots</strong></td>
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<tr>
<td>Tohono Tadai Transit Center</td>
<td>Sun Tran</td>
<td>25 spaces</td>
<td>Market P&amp;R</td>
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<tr>
<td>Tangerine Road</td>
<td>Pima County</td>
<td>NA</td>
<td>NA</td>
<td>P&amp;R would assist carpoolers</td>
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<td>Cortaro Road/Az Pavillions</td>
<td>Sun Tran/Town of Marana</td>
<td>Operational</td>
<td>Signage/Lighting shelter/clarify signage at Cortaro</td>
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<tr>
<td>Kino Sports Park</td>
<td>NA</td>
<td>N/A</td>
<td>N/A</td>
<td>Too far off of frontage</td>
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<td>Casino Del Sol</td>
<td>PAG</td>
<td>?temp P&amp;R</td>
<td>Contact mgmt</td>
<td>No transit-promote carpools</td>
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<tr>
<td>Santa Cruz Lane &amp; I-19 (Irvington)</td>
<td>Sun Tran</td>
<td>Signs Up</td>
<td>Promotion</td>
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<tr>
<td>Pima College West Campus</td>
<td>Sun Tran</td>
<td>Established</td>
<td>Promotion</td>
<td>Transit or carpools</td>
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<tr>
<td><strong>Employer Strategies</strong></td>
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<tr>
<td>Employee Staggered Hours</td>
<td>Employers: Gov/Private (LG or SM)</td>
<td>Updates</td>
<td>Continue w/other employers</td>
<td>Marketing the benefits of policies to reduce traffic</td>
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<td>Telework</td>
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<td>Compressed Work Week</td>
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<tr>
<td>Flex Time</td>
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<tr>
<td>Adjusted Work Hours</td>
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<tr>
<td>Travel Out of Peak Hours</td>
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<td>New Employee orientation</td>
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<tr>
<td>U of A</td>
<td>TRP strategies Info at Orientation</td>
<td>Implemented</td>
<td>U of A-vanpool parking, marketing staff Dept. Presentations/emails</td>
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<tr>
<td>Pima County</td>
<td>TRP strategies</td>
<td>Implemented</td>
<td>Increase in bus subsidy-staggered 8 to 5 employees</td>
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<tr>
<td>City of Tucson</td>
<td>TRP strategies</td>
<td>Mgmt Support</td>
<td>Ex. Leadership Ltr 5/15</td>
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<tr>
<td>State of Arizona</td>
<td>TRP strategies</td>
<td>Implement</td>
<td>State Policies</td>
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<tr>
<td>Federal Buildings</td>
<td>TRP strategies</td>
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<td><strong>Governor’s Letter to Employees</strong></td>
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<tr>
<td>ADOT/Gov’s office</td>
<td>At Gov’s office</td>
<td>Rec’d June 07</td>
<td>E-mailed TRP/I10 mail list</td>
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<tr>
<td><strong>Project Brochure – educational</strong></td>
<td>ADOT/Gordley</td>
<td>Printing</td>
<td>Distribute</td>
<td>E-mail copies TC mailing</td>
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<thead>
<tr>
<th>STRATEGY</th>
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<th>STATUS</th>
<th>NEXT STEPS</th>
<th>COMMENTS</th>
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<tbody>
<tr>
<td>Project Updates</td>
<td>ADOT/ParkWise</td>
<td>in TICET</td>
<td>PAG/TRP Downtown Alliance Ongoing</td>
<td>PAG TRP employers Brochures Promote Web site- Modify video for employers? 10,000 brochures –UofA Provide alternate routes</td>
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<td>Web Site</td>
<td>ADOT/PAG</td>
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<td>Media</td>
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<td>Info Video</td>
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<td>Quadrant Trip Planning</td>
<td>No action</td>
<td>Marana Express Route 391</td>
<td>May 20 start</td>
<td>Trips 3 morning 3 afternoon Ridership increasing</td>
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<td>Transit Services</td>
<td>ADOT/Sun Tran</td>
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<tr>
<td>Bicycle Efforts</td>
<td>Multi-jurisdictional</td>
<td>March/April 07</td>
<td>Promotion Regional Effort Promotion Implement</td>
<td>Planning for 2008 dot.pima.gov/tpcbac City of Tucson employees</td>
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<td>Clean Air Fair</td>
<td>PAG</td>
<td>Not available ongoing DOT Planning</td>
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<td>Bike Buddy Program</td>
<td>BAC/City/PC</td>
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<td>Bike Safety &amp; Commuter classes</td>
<td>City of Tucson</td>
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<td>Green Bike Program</td>
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<tr>
<td>Try Transit/Route Planning Assistance</td>
<td>PAG/Sun Tran</td>
<td>As needed</td>
<td>Employer events</td>
<td>Free 10 ride passes - completed</td>
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<td>On-going Community Educations on Land Use, Project Design and Transportation</td>
<td>PAG/Jurisdictions</td>
<td>Oro Valley bus pullouts Pavillions/Greg Wexler</td>
<td>Under construction Agreement in place</td>
<td>Any other opportunities w/developers</td>
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<td>Shuttles</td>
<td>TICET</td>
<td>U of A gate 2/12</td>
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<td>Cat Tran</td>
<td>U of A</td>
<td>Regular routes</td>
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<td>Employer Owned</td>
<td>TRP Employers</td>
<td>Resorts</td>
<td>Monthly Pass</td>
<td>Updates as needed Pass in use</td>
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<td>PC Green Valley Connector</td>
<td>Pima County</td>
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<td>Green Valley Circulator</td>
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<td>New shuttles</td>
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<td>Funding?</td>
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<td>Flex Car Concept</td>
<td>Parkwise/City/County</td>
<td>Interest</td>
<td>Proposal</td>
<td>Alternative to drive alone</td>
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<td>Vanpools</td>
<td>Existing program</td>
<td>15 vans</td>
<td>Continue promotion funding</td>
<td>Only TRP employers Expand to other employers Region wide commuters</td>
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<td>Employers/PAG</td>
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<td>New program</td>
<td>research</td>
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## Travel Demand Management
### I-10 Construction Project - 10/15/07

<table>
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<tr>
<th>STRATEGY</th>
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<th>STATUS</th>
<th>NEXT STEPS</th>
<th>COMMENTS</th>
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<tr>
<td><strong>Transportation Management Association</strong></td>
<td>PAG</td>
<td><a href="http://www.urbanmobilitygroup.com">www.urbanmobilitygroup.com</a></td>
<td>Seattle Downtown Transportation Alliance</td>
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<td><strong>Subsidies</strong></td>
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<td>Updates as needed</td>
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<td>Vanpool</td>
<td>Employer-varies</td>
<td>15 vans</td>
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<td>Regional TRP sites -$400/mo</td>
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<td><strong>Alternate Mode Incentives</strong></td>
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<td>Employee – Prize Drawings</td>
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<td>Time Off</td>
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<td>Discount Parking for car/vanpools</td>
<td>Downtown</td>
<td>New</td>
<td>Research</td>
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<td>Employer</td>
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<tr>
<td>Developer</td>
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<td><strong>Guaranteed Ride Home</strong></td>
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<td>Regional RideShare – TRP carpool &amp; transit</td>
<td>PAG/Sun Tran</td>
<td>4 free taxi rides/year</td>
<td>Ongoing – Expand? Expand to Bicyclists</td>
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<td>Employer Specific</td>
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<td><strong>Traveler Information</strong></td>
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<td>State/ADOT</td>
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<td>PAG/Jurisdictions</td>
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<td>PAG/City</td>
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<tr>
<td>Media</td>
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<tr>
<td>PAG/Valley Metro</td>
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<td>Az511.com</td>
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<td>Transview.org</td>
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<td>Traffic Alerts</td>
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<tr>
<td>Statewide RS online system</td>
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<tr>
<td>Include PC info Update</td>
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<tr>
<td>Market site</td>
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<td>As needed</td>
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<td>MOU w/Valley Metro</td>
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### Alternate Mode Education

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<tr>
<th>STRATEGY</th>
<th>RESPONSIBLE PARTNER</th>
<th>STATUS</th>
<th>NEXT STEPS</th>
<th>COMMENTS</th>
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</thead>
<tbody>
<tr>
<td>First time transit riders</td>
<td>TRP Employers</td>
<td>Ongoing</td>
<td>Collect Testimonials</td>
<td>Senior &amp; Disability riders&lt;br&gt;Customer Service Presentations&lt;br&gt;Sun Tran ridership $1&lt;br&gt;Get On Board members&lt;br&gt;Free ride passes for 10% of employee count&lt;br&gt;Testimonials – Alt mode users</td>
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<tr>
<td>Benefits of transit ridership</td>
<td>SunTran</td>
<td>Ongoing</td>
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<td></td>
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<tr>
<td>Benefits of carpool, vanpool, bicycle, walk</td>
<td>PAG TRP</td>
<td></td>
<td>Materials/Web page</td>
<td>Fill it Up Poster &amp; card&lt;br&gt;New marketing message</td>
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### Interested Groups

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<tr>
<th>STRATEGY</th>
<th>RESPONSIBLE PARTNER</th>
<th>STATUS</th>
<th>NEXT STEPS</th>
<th>COMMENTS</th>
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<td>Homeowners Associations</td>
<td>ADOT/Gordley/PAG</td>
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<td>ADOT Presentations Project Area</td>
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<td>Chambers of Commerce</td>
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<td>ADOT attend monthly meetings</td>
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<td>Downtown Alliance</td>
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<td>Citizen Transportation Advisory Com.</td>
<td>City of Tucson</td>
<td>Meets 1st Monday</td>
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<td>TDOT downtown projects&lt;br&gt;City web site</td>
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<td>TEAM Commission</td>
<td>ParkWise</td>
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<td>PAG/Jurisdictions</td>
<td>Draft Ordinance</td>
<td>TRP Regional Task Force Discussions</td>
<td>Expand TRP beyond home to work commutes</td>
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