

TRAVEL REDUCTION PROGRAM Transportation Coordinator



December 2008

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Pima Association of Governments' Travel Demand Management Staff wishes you and yours a very happy, safe and prosperous 2009

Downtown Merchant Coupon Book with Hundreds of Dollars Savings!

Everyone is looking for ways to save money – Pima Association of Governments' RideShare Program and the Downtown Tucson Merchant Association are offering everyone the opportunity to save hundreds of dollars with valuable coupons AND ridesharing opportunities. Even though gas prices are going down, saving more money can be done by sharing the costs of getting to work in a carpool or vanpool – or make your choice to take the bus, bike or walk.

From Jan. 1 through March 31, a special offer and reward of a Downtown Merchant Coupon Book will be sent to new registrants who complete a commuter profile or sign up for the regional Guaranteed Ride Home program at www.884ride.org. Within seconds of completing your profile, RideShare will give you a list of interested vanpool/carpool partners, information on which bus to take to work and find you a bicycle buddy. After your profile is submitted a coupon book will be mailed to your home address. Coupons will be good until June 30, 2009.

Get Downtown Together and We All Win! Thank you to the merchants for making the coupon book a success!

Ace Rubber Stamps & Engraving	Kelly's Market on 6th Ave
Alejandro's Café	KXCI 91.3FM
Arizona Bagel & Deli	La Cocina Restaurant & Cantina
Barrio Food & Drink	Lohse Family YMCA
Burger City on 6th Ave	Mary's Downtown Gifts
Café 54	Not Just Java
Celtic Corner	Ordinary Bike Shop
CENTRO	PAG's Sustainability and Energy Expo
Chicago Store	Perri Jewelers
Chile Verde	Preen
Chris' Café	Quesadilla's Mexican Grill
Congress Street Hair	QuikPrint
Crescent Tobacco Shop	Rae's Place
Cup Café	Downtown Market
Curley's Barber Shop	Subway Downtown
Dapper Grooming Lounge	The Hotel Arizona
Desert Bloom	Tucson Academy Leadership & Arts
El Charro Café	Tucson Children's Museum
El Minuto Café	VPSI Inc.
Enoteca	
Fox Tucson Theatre	
Hertz	
Insty- Prints	



Please stay tuned:

- Brown Bag Workshops
- Clean Air 2009 Activities Update
- Travel Reduction Ordinance Review
- Travel Reduction Program Activities Report

Employers invite RideShare staff to events.

Nineteen employers this quarter asked staff to present information to their employees on how they could save money on their commute to work. PAG is available to attend health or benefit fairs or staff meetings. To schedule PAG staff to attend your event, contact us at 792-1093.

Instant Carpool Matching

PAG's RideShare matching system is now interactive. You can see all your commute options in one place, at one time. Find a carpool partner, join a vanpool, get a bike buddy, find the best bus route, or get transit information for a nearby park-and-ride lot. It's all there with the click of a button, and there are maps, too.

Go to <http://www.884ride.org> to enter your commuter profile and see all your transportation options.

We plan to add Guaranteed Ride Home to the interactive system in the first quarter of 2009, so there will be no more paper applications and paper vouchers. PAG's RideShare wants to make ridesharing easy and accessible for all commuters. Tell all your fellow workers to go to www.884ride.org for the latest transportation information.

2007 TRP Annual Report

is available online at

<http://www.pagnet.org/documents/TRP/AnnualReports/AnnualReport2007-2008.pdf>

The annual report contains results from the 2007 TRP Survey and Plan for 285 worksites. Also included in the report are the Pima County Travel Reduction Ordinance, PAG Intergovernmental Agreement and a Matrix of Travel Demand Management Strategies that were developed for the I-10 widening project.

a program of:



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TC Spotlight

Karen Wilhelmsen, Program Coordinator for the Pima County Department of Environmental Quality, is a transportation coordinator extraordinaire. Pima County presents a lot of challenges for Karen with 7,000



employees located at 100 worksites, but she has managed to keep them informed about all the transportation options available and upcoming new services. Her painstaking efforts have helped to convert

many drive-alone commuters to bus riders, carpoolers and bike commuters.

Special promotions, like Clean Air Days, where you can entice people to participate with prizes is a good springboard for changing behavior. But when it comes to using alternative transportation, Karen walks the talk. Karen is a regular bus rider and she thinks that helps her to motivate others to try another mode of transportation.

Bike Commuter Spotlight



Many of us started riding a bike as a child, but as we got older and learned how to drive the bicycle became a less attractive mode of transportation.

Not so for Doug Crockett, Energy Manager for the City of Tucson. Doug became an avid cyclist while working on a merit badge as a Boy Scout. While in the Army, Doug bought old beater bikes for transportation, fixed them up and then sold them for a profit when he was relocated. After 40 years, Doug continues to ride a bike regularly including his 12-mile commute to work.

Doug commutes to work twice a week by bike and carools the other days. He estimates that he saves about \$2,000/year on fuel and maintenance expenses and a lot more by not having to join a gym for his work-outs. Doug loves being outdoors, thinks the southern Arizona climate is ideal for cycling, and says "regular cycling is my preferred way to stay in touch with the natural elements and seasonal wilderness inside of Tucson's urban environment." Cycling is also empowering for Doug because he gets around town with his own source of renewable energy.

2007 TRP Plan information submitted from 284 work-sites.

TRP plans report each employer's commitment with implemented and proposed activities selected from a list of 44 various activities. An average of 20 activities per site has been consistent for 2005, 2006 and 2007. Dissemination of Alternate Mode Information, Policies in Support of Alternate Mode Users, and Campaigns had 100 percent of the sites proposing at least one of the category activities. Facility Investment for Alternate Mode Users category was proposed by 94 percent and Subsidies or Out-of-Pocket Expenses category was proposed by 73 percent of the sites.

Average Hours per Month by TRP Employer Size:

- The 283 sites with data from 2006 had 124,022 employees.
- The average hours per month for TCs were 4.9 (5.3 in 2006).
- The average hours for back up TC time was 1.5 (1.7 in 2006).
- The average hours for Administrative time was 13.2 and (21.7 in 2006)

Costs per Employee:

The median cost of \$10.55 was lower than the 2006 plan reporting for 2005 at \$11.33 per employee. The minimum spent per employee was 25 cents with the highest per employee spent was \$762.

The City Cycle Bike-Sharing Program

offers City of Tucson employees an easy and healthy option for traveling to appointments. Three-speed KHS Manhattan Green bikes, helmets, locks and other safety



equipment are available for use at designated check out locations. The bikes also can be used for wellness rides. Key benefits to a City Cycle ride include:

- Eases traffic congestion
- Saves money on operating and maintaining City fleet vehicles
- Improves employee health & wellness
- Promotes alternative modes of transportation
- Saves time parking a vehicle
- Helps the Tucson air quality

City Cycle is a pilot program of the City of Tucson Department of Transportation and is funded by a federal grant focused on supporting alternative modes. The City of Tucson supports alternative modes of transportation and hopes that City Cycle will serve as a model for other employers in the region. Please duplicate our program!

Energy EXPO9

Join us for the Pima Association of Governments' Sustainability and Energy EXPO9: Building a Better Community on March 6-7, 2009, at the Tucson Convention Center. You'll find up-to-the-moment solar and energy technologies in southern Arizona. Hear from the national and regional experts. Learn more about sustainable



living with more than 80 exhibits to gather information about going green.

TRO Review

PAG, the U.S. Environmental Protection Agency, the Arizona Department of Environmental Quality, and Pima County Department of Environmental Quality met recently to determine the best way to revise the *Travel Reduction Ordinances*. These changes should make it more relevant to our current transportation, air quality, and energy needs and have it accessible to more residents of Pima County. The group also wants to relieve the administrative and financial burden of the annual survey and plan. Work has begun on restructuring the ordinance to make it more flexible, less burdensome, and more in tune with the needs of the community. The plan is to have a new ordinance in place by July 1, 2009, the start of fiscal year 2009-10.

2007 TRP Employer Recognition

Criteria were established for acknowledging achievements based on the 2007 survey results. The categories were: Highest Alternate Mode Usage, Highest Alternate Mode Use Increase, Lowest Vehicle Miles Traveled and Highest Vehicle Miles Traveled Decrease. The top three employers in each size category received a Certificate of Achievement signed by PAG's Executive Director Gary Hayes. A list of the successful employers is posted on the PAG Web site www.pagnet.org/documents/trp/2007TRPEmployerRecognition.pdf and was included in the December 2008 PAG Regional Outlook newsletter.

Clean Air Days 2009

Clean Air Days and Bike Fest planning is well under way for 2009. There will be even more activities and events next year with the Town of Marana, Town of Oro Valley, and Sahuarita joining the celebration. Mark your calendars for these main events:

- April 4 Earth Day Festival
- April 4 Bike to the Zoo
- April 11 Green Living Fair at HabiStore
- April 17 Bike to Work Day
- April 22 Green Ways to Work Day
- April 25 American Lung Association