

TRAVEL REDUCTION PROGRAM Transportation Coordinator



Update

December 2009

Commuter Contest kicked off with big push from Pima County, City of Tucson, and the UA

The Sun Rideshare Commuter Contest is in full swing. We had 142 new entries in the Sun Rideshare commuter database in November. In the first week of December, 278 commuters reported 981 alternative mode trips, reducing 8,435 vehicle miles traveled. The six prize winners in November were Frankie, Mary and Therese from Pima County, Ginger from Tucson Orthopedic, Sarah from First Script, and Jason from the U.S. Correctional Complex. In December, commuters will have a chance to enjoy a holiday meal on Sun Rideshare.

Use an alternative mode of transportation to get to or from work at least 10 times in the month of December to qualify for the December drawing.

Participants must record their commutes in the Sun Rideshare Commute Calendar to participate. A qualifying alternative mode is walking, biking, carpooling, vanpooling, riding the bus and telework. Eight winners will be randomly selected from all the commuters with a minimum of 10 one-way trips in December. The prizes are a \$50 gift card from one of the following Travel Reduction companies: Basha's, Albertsons, Fry's, and Safeway. Visit www.884ride.org for all the details.



Sarah was thrilled to win a gift card from Dillard's and couldn't wait to spend it on something fun.



TC Fall Workshop big hit with Transportation Coordinators

The first TC workshop was well received by Travel Reduction and Rideshare employers. Over 40 coordinators learned about the new Sun Rideshare services, as well as Sun Tran expansion. Pima County gave an update on the region's air quality. For those of you who could not attend, the presentations can be viewed on the Sun Rideshare Web site <http://www.pagnet.org/documents/rideshare/RS-2009-10-27-TCWorkshop.pdf>. The next workshop is scheduled for the afternoon of March 9, 2010, when the new TRP Employee Survey will be presented. Other topics for the spring workshop are the University of Arizona car and bike sharing programs, Bike Fest 2010, and updates on air quality, Sun Tran, Regional Transportation Authority projects, and Sun Rideshare services.

Sun Rideshare is on Facebook

A Sun Rideshare page has been created on Facebook to keep commuters updated about rideshare activities and events. All fans of Sun Rideshare get a sneak preview of the upcoming contest before it is posted on the Web site for general viewing and get contest updates each week.



Welcome New TRP Companies

AGM Container Controls Inc. - Paul Tuzinowski
Atria Campana del Rio - Debra Washburne
BE Aerospace - Belinda Joiner
Best Buy - Wetmore - Chad Henson
Best Buy -Broadway - Eric Placencia
Claim Jumper Restaurant - Chuck McMahon
Fluoresco Lighting and Signs - Valeria Gonzales
J.C. Penney Co. - Santa Cruz - Renee Hengsteler
Journal Broadcast Group - Julie Brinks
Kindred Hospital Tucson - Mary Ann Johnson
Kohl's 1028 - Karli Jenkins

Macy's Tucson Mall - Linda Noyalis
Marana Health Center - Pam Moseley
Mountain View Care Center - Ivy German
Nova Home Loans - Kathleen Moriarty
Open Text - Richard Reetz
Red Lobster - Broadway - Duane Baker
Red Lobster - Spectrum Mall - Rasa Zeikus
Salpointe Catholic High School - Lee Mathias
Sonora Behavioral Health - Nancy Kroell
Tanque Verde Unified School District - Judy Bower
Target.com - Elva Rios-Chavez

Union Pacific RR - Mary Gulley
U. S. Census Bureau - Andrea Curtis
Villa Maria - Eileen Munoz
Wal-Mart Oro Valley - Bonnie Strawn
Nova Home Loans - Kathleen Moriarty

New Partner

Marana Chamber of Commerce

a program of:



Pima Association of Governments

177 N. Church Ave, Suite 405
Tucson, AZ 85701
(520) 792-1093 [tel]
(520) 620-6981 [fax]

www.884RIDE.org

Best Workplaces for Commuters has a new Web site

Visit www.bestworkplaces.org to see the new Web site for Best Workplaces for Commuters. One of the new services BWC is providing now that it is charging annual dues is a webinar series on employer programs. PAG will host the webinars in our conference center so all TRP and rideshare companies can attend. The first webinar was an excellent presentation about Google's TDM program. Google provides pretty much every transportation option available, such as bus service, car sharing, bike lockers, vanpools, and carpool matching free of charge to its employees. All of us in the TDM profession love companies like Google that lead by example.



TC Spotlight

The University of Arizona is a large population center in the middle of Tucson hosting 55,000 students, staff and faculty traveling to campus each day. The big question is how does the UA get all those people to their destination in a timely, affordable, safe and efficient manner while reducing pollution and congestion?

Sun Rideshare asked Charles Franz, the UA TRP Transportation Coordinator, TRP Task Force member and Program Coordinator for Alternative Transportation Programs with Parking and Transportation Services (PTS). Charles said that PTS provides a variety of transportation options so that people do not have to drive a car to campus. For instance, there is Cat Tran which is a free circulator that travels around campus and to popular destinations off campus. The UA subsidizes (up to) half the cost of a Sun Tran bus pass, which makes transit very affordable and popular among employees and students. The UA offers premium parking and shared parking fees for carpoolers and vanpoolers as an incentive to promote ridesharing. Bike lanes and restricted traffic make bicycling a safe and fast mode of transportation on campus.



Charles Franz

Charles proudly tells us about the new, cutting-edge programs the UA implemented this school year: car sharing, bike sharing and the bike station. Hybrid cars are available for rent by the hour for nearly everyone. Students or local residents can rent a car to go shopping, visit a friend or take a short road trip. Bikes can be borrowed by employees and students at no charge through the bike share program and, if they have their own bike, they can get free minor repairs /services at the bike station on the mall. "The key to the success of all these programs is marketing, getting the word out," Charles said.

With 12 years of experience in TDM, Charles recommends an employer start small if they need to with programs such as bike racks, subsidizing bus passes, offering Sun Rideshare carpool matching services, and promoting carpooling and vanpooling. "This shows your employees that you want to help them in these difficult economic times."

Commuter Spotlight

How would you like a 75-mile roundtrip commute? Sounds pretty awful, right? but Still, Mike Weaver found a great solution. Mike vanpools most days to Raytheon on Rita Road. All thirteen vanpoolers meet at a park-and-ride lot on the north side of town. At Raytheon, the vanpool gets a larger parking space near the entrance door, which just adds to the convenience.



From Left: "Captain" Bob, Mike Weaver

Mike enjoys being a vanpool passenger, because he can sit back, relax and avoid the stress of driving. He also enjoys all the money he is saving. Mike estimates that he saves about \$1,500 each year on gas alone.

Mike is a member of a very unique vanpool, because the primary driver is one of the original vanpool drivers for the Pima County vanpool program. Captain Bob, as he is known in the vanpool, manages the money and his co-captain Phil, manages the driving schedule. It seems that everyone in this vanpool shares the driving, so no one has to drive more than twice a month. This sharing of responsibilities has probably contributed to the longevity of this vanpool.

Vanpooling has given Mike new opportunities to meet other Raytheon employees and learn about what's happening around the company. This type of networking in the vanpool is a real benefit for companies like Raytheon. Other companies believe that this type of interaction leads to more productive workers.

New Task Force members selected

Members of the new TRP Task Force were nominated by TRP employers. All members have a two-year term. The new task force will have its first meeting on Feb. 8, 2010, at PAG's downtown conference room. There are still openings on the Task Force, so please contact Ruth Reiman at 792-1093 if you are interested in participating.

Major Employers:

Denise Germany	Tucson Airport Authority
Barbara Ricca	IBM
Charles Franz	University of Arizona
Joseph Portale	Pima Community College
John Byler	Federal Correctional Complex
Dan Schuller	TUSD
Ron Gonzales	Raytheon
Maxima Miller	Citi
Kate Riley	Sun Tran
Willie Wash	Arizona State Prison

Public Interest Organizations:

Nancy Moyer	American Lung Association
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Jurisdictions:

Yolanda Parker	City of Tucson
Beth Gorman	Pima County
Aimee Ramsey	Town of Oro Valley
Loren Churchman	Town of Marana
Richard Salaz	City of South Tucson
Debbie Bice	Town of Sahuarita

Green Living Fair at the HabiStore attracted a new audience

The Green Living Fair at the Habistore had much better weather this time and, as a result, more people attended the fair. This is a great event because it attracts new visitors for the environmental programs on display. Visitors learned about recycling, green building, organic gardening, buffelgrass, air pollution and water conservation. Sun Rideshare represented PAG programs.



The Sun Rideshare Web site has a new look

Visit www.884ride.org to see the Sun Rideshare Web site's new look. With the rebranding of the rideshare program, a new contemporary look was developed for all the print materials and now the Web site. The key items important to most commuters are easier to find because they are on the home page. The entire Web site is easier to navigate and employers have a direct route to TRP information.