

SUN RIDESHARE Transportation Coordinator



Update

June 2010

NEW classified matching service helps commuters share the ride, save money

Sun Rideshare recently added a free, online Commuter Classified matching service. By posting an ad in the Commuter Classifieds, commuters can find a carpool partner, add more riders to a carpool or start or join a vanpool.

Commuters who wish to use the classified service simply enter their profile information into Sun Rideshare's interactive, online carpool matching system. If the commuter is unsuccessful in finding a compatible carpool or vanpool match in the system, they can then post a Commuter Classified ad.

The ad contains the commuter's starting location, most likely the neighborhood where they live, their destination, and their work schedule. If someone wants to respond to an ad, they must first register. Once registered they can send an e-mail directly to the owner of the ad. All personal information is confidential until the parties choose to identify themselves. Tell your employees that there's a new way to find carpool partners

List	Register	Login	Confirm En	
Sun Rideshare Commuter Classifieds				
Start Location	Start	Destination	Return	Details
Tubac	07:00AM	Raytheon	05:00PM	Meet at Tubac village. Arr Rayt...More
Broadway & Houghton	07:00AM	Rincon H.S.	03:00PM	Flexible on p/u location. School da...More
119-Desert Diamond Casino Parking Lot	07:00AM	University of Arizona	05:00PM	Time flexible + or - 15-30 minutes....More
Ajo & Kinney	07:30AM	Church & Broadway	05:00PM	Frequency: Mondays thro Fridays...More



Making things happen!

The Sun Rideshare Commuter Contest continues to be a big success and is producing the kind of results we had anticipated. This success was achieved by our TCs publicizing the contest at their workplaces and commuters creating a buzz with their fellow workers, friends and family. Word of mouth referrals have carried this contest and brought in new participants from across the region.

Since the start of the contest in November 2009, 1,114 commuters have registered, bringing the commuter database to 3,491. Well over 600,000 alternative mode trips have been recorded, reducing over 500,000 pounds of greenhouse gases. Web site visits are up 77 percent, but the best outcome of this contest is that it has created a very loyal, enthusiastic and dedicated group of commuters using alternative modes. The contest has recognized 39 winners through May.

The contest continues until October 2010 and there are more great prizes to win. Since prizes were donated by the Westin La Paloma, the Westward Look Resort and Old Tucson Studios, funding is available for Grand Prizes at the end of the contest. Details will be provided later, but they will be awarded to commuters who have been logging in their commutes throughout the entire contest.

Sun Rideshare is ready to hit the airwaves

Sun Rideshare has selected a local production house, Firehouse Pictures, to create and produce several advertisements for television and radio. We plan to run the ads on major television and radio stations starting in early July. The objective for these ads is to increase awareness about Sun Rideshare services and

bring new commuters to our Web site. Firehouse also will develop a brief infomercial for distribution to employers, neighborhood associations, community service agencies,

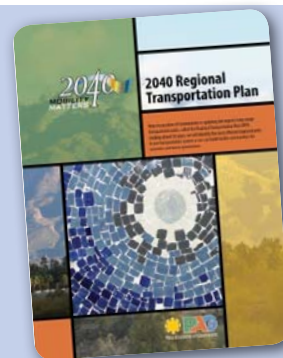
church groups, etc. A fun, educational DVD about Sun Rideshare can easily be played at meetings, orientations, training sessions or staff meetings. This is just another way to get our message out to more commuters. We plan to preview the television commercials at the TC workshop on June 28.



TC Workshop in June – Transportation 101

The upcoming TC Workshop on June 28 will include a session on everything you ever wanted to know about transportation planning: where does the money come from, how is the money spent, who allocates the money, and who is ultimately accountable. Every Pima County resident is invited to attend this session, especially business owners and managers. Guest speakers from PAG and the City of Tucson will answer these questions and many more.

Also on the agenda is a presentation about Clean Cities and the new electric car coming to Tucson. As always, there will be updates regarding Sun Rideshare and TRP. The June 28 workshop will be at the City of Tucson Community Resource Center - Sentinel Building, 320 N. Commerce Park Loop, from 1:30 p.m. to 3:30 p.m. Seats are still available. The final workshop in 2010 will be Oct. 26 from 1:30 p.m. to 3:30 p.m.



Commuter Spotlight: Ryan Reinbold



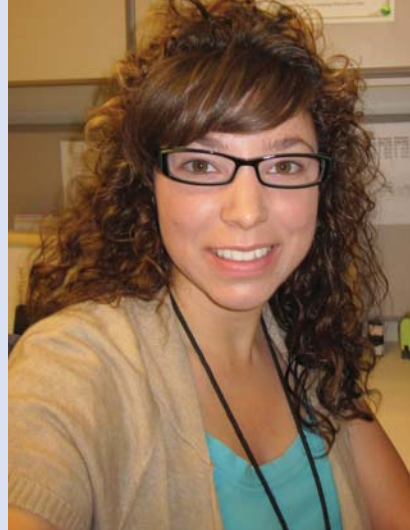
Many of us think about the impacts our travel behavior has on the environment and our lifestyle. Some of us are able to make some changes that help the environment and our personal lives, while others do nothing different and continue the same old patterns. Then there are people like **Ryan Reinbold** who go all the way and make major lifestyle changes. Not only does Ryan talk the talk, he walks the walk, literally.

Ryan works downtown at the Pima County Main Library. Three years ago Ryan and his wife, Lisa, moved downtown so they could be closer to his workplace. They sold their cars and now rely on their feet, bikes and public transit to go everywhere in town. Ryan walks to work on most days in about ten minutes. Grocery shopping is within walking distance, too, but Ryan uses his bike when he has a lot to buy. He and his wife use the bus to go longer distances around town. The hot summer months are never a problem; Ryan just wears a hat when the temperature soars.

Ryan says he has loads of reasons to give up his car. First is the savings – in fuel and other related driving expenses. Another reason is that you'll be much healthier with all the exercise. In addition, Ryan enjoys the connections he makes with people when he walks and the spontaneous conversations that get started with neighbors and strangers alike. He finds a real sense of community when he is out and about in his neighborhood, rather than driving through it. Finally, Ryan has more personal time each day by cutting his commute from 40 minutes to ten. Wouldn't you like to have five more hours each week?

TC Spotlight

Arizona Canning is one of those rare companies in today's economy that is expanding, adding staff, and raising its hand to participate in the Travel Reduction Program. **Danielle Clark**, an HR/Payroll Assistant at AZ Canning, called PAG a few months back to find out about TRP. "I'd like you to come out to our location and



tell us how we can participate in TRP," said Danielle. Danielle and her management team obviously saw the benefits of promoting alternative transportation to their employees and were anxious to learn about available rideshare and transit services.

AZ Canning is located on Rita Road, down the street from the University of Arizona Science and Technology Park. Employees carpool, ride the bus and bike to work, although none of these things are easy at their location and with their varied shifts. Nonetheless, AZ Canning will kick off its own travel reduction program during open enrollment in August. In the meantime, Danielle is posting Sun Rideshare posters and contest flyers in the break room and spreading the word to all her fellow AZ Canning workers.

Bike Fest 2010 a huge success!

This year's Bike Fest had more fun-filled activities than ever. During Bike 2 Work Week, local businesses hosted bike-to-work stations where they gave away free breakfasts, snacks, tune-ups and other freebies. Sun Rideshare gave away nine prizes to bicycle commuters who logged their trips in the database. In addition, Bike Fest featured a new event entitled Cyclovía!

Cyclovía is an event to celebrate healthy lifestyles, neighborhoods and alternative modes of transportation. Five-miles of city streets were closed to car traffic and open to walkers, bicyclists, roller-bladers etc. The event was held in conjunction with the semi-annual Greater Arizona Bicycle Association Swap Meet and the annual YMCA Healthy Kids Day. Over 10,000



Tucsonans came out to enjoy the day and show their support. The event turned out so well that the Cyclovía planning committee is starting to plan for another one!

TRP Employer Requirements

This is a friendly reminder to be sure to complete the annual Activity Inventory Report by the end of June. With regard to the Employee Survey, all companies will be sent the survey Internet link prior to their survey month. You then have 30 days to achieve the required 50 percent response rate. A hard copy of the survey (English and Spanish) will be sent to you for those employees who do not have access to the Internet. Thank you KVOA, Marana Community Correctional Treatment Facility, and Pima County for exceeding the survey requirements. Please call Ruth Reiman, 792-1093, if you have any questions.



Welcome to Pima Association of Government's Travel Reduction Program employee survey.

Your input helps the region reduce traffic congestion, energy consumption, the cost of transportation, and air pollution while improving job access, transportation options, mobility, and the quality of life for Pima County residents.

Learn about all your transportation options at our Sun Rideshare Interactive Web site. Enter your commuter profile in just a minute to get a carpool matches, bike buddy or transit trip plan. Visit www.884ride.org/ridepro.

If you use an alternate mode of transportation at least twice a week, sign-up for Guaranteed Ride Home. You can get up to four FREE taxi rides home per year when an emergency arises. To learn more and register visit www.884ride.org.

Password:

Usted puede tomar la encuesta en Español

Sun Shuttle makes service changes to meet commuter needs



Sun Shuttle is the region's neighborhood transit service funded by the Regional Transportation Authority, serving Marana, Oro Valley, Catalina, Sahuarita, Green Valley, San Xavier and Tucson Estates. Changes were made on May 24 to better serve residents in these communities. New schedules and route maps are available on all the Sun Shuttle buses and www.suntran.com.

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