Southwest Air Quality Forum
June 18, 2013

Improving Alternative Mode Usage:
The Stick and the Carrot

Ruth Reiman
TDM Manager
Pima Association of Governments
rreiman@pagnet.org
Improve Alternative Mode Usage

WHY?

• Mobile sources are the largest contributor of air pollution in Pima County
• Increasing the use of alternative modes of transportation will reduce air pollution, traffic congestion, and energy consumption

HOW?

Beat them with a stick

Offer them a carrot
How do you change behavior?

• **The stick** – mandate participation with Travel Reduction Ordinances in each jurisdiction, high gas prices, tolls, congestion pricing

• **The carrot** – provide incentives for participation, recognize do-gooders, offer subsidies, remove obstacles
The Stick - Travel Reduction Program

- Mandate employer participation in promoting alternative transportation at the work site
- Adopted in 1989 when Tucson was nonattainment for carbon monoxide
- All the local municipalities and Pima County have a TRO
- TRO is written into the state implementation plan (SIP) for CO
- Travel Reduction Program required at least until 2020
- Jurisdictions enforce ordinances
Current TRP Requirements

• Employers with 100+ employees must comply with TRO – 30% of all employers

• Minimum TRO requirements:
  – Assign a Transportation Coordinator and maintain current contact info with TRP staff
  – Disseminate information to employees
  – Submit an annual plan of travel reduction activities – Activity Inventory Report
  – Submit the Employee Survey as directed by TRP Staff
The Carrot - Commuters

- Offer incentives
  - Annual Car Free Day
  - 2010 and 2012 Commuter Contest
  - 2014 to 2017 Commuter Rewards Program
  - Bike to Work Challenges
The Carrot – Commuters

- Recognize do-gooders
  - Commuter Spotlight
- Offer subsidies
  - Vanpool
  - Bus
- Remove obstacles
  - Provide Guaranteed Ride Home
What Is **RideShare**?
RideShare offers a free carpool matching service for people interested in sharing their commute to work.

**If I am already carpooling, why should I sign up?**
Active registered carpoolers with RideShare are also eligible for the Guaranteed Ride Home program, which provides **four free** taxi rides home annually if you or your carpooler have to leave work early!

---

**Team Contest!**

Does your team have the most employees using alternative modes of transportation? Register the most team members OR log the most tracked commutes on the RideShare website for your chance to win a team award!

**The top team in each category wins a $200 team lunch!**

---

**“Confessions of a Carpooler” Contest**

Tell us about... An interesting experience you’ve had carpooling.

- How you *Spare the Air, Every Day*.
- How much time or money you save by carpooling.
- Why “Any Ride is Worth Sharing”!

**Three $25 gas cards are up for grabs!!**

---

To enter, all participants must be registered with RideShare

Sign up at: [http://www.884ride.org/RidePro/](http://www.884ride.org/RidePro/)

**Contest period: October 1 – 31st**

Questions? Contact Tucson’s Transportation Coordinator, Maxima Miller (HR).

---

Recipients of gift cards assume tax liability. Award amounts have been grossed up to cover tax. For team awards, teams should decide which individual will assume tax liability on behalf of the Team and plan accordingly. **As an example**, a $200 award will be grossed up to $280 to account for tax.
The Carrot – Employers

• Offer incentives for employers
  – 2013 TRP Incentive Program – 6% applied

  – 2014 to 2017 Transportation Coordinator Incentive Program
The Stick and the Carrot – What is working?

• The ordinances have worked to increase awareness at the major companies – 96% provide rideshare information
• The ordinances have succeeded in changing commuter behavior at companies that have active travel reduction programs, about 25% of the companies
• The incentive programs have been successful in changing behavior and maintaining active users
• Subsidies that reduce transportation costs have been successful in attracting new users