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For immediate release
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PAG’s Travel Reduction Program encourages people to try more commute options

Local employers who participate in Pima Association of Governments’ Travel Reduction Program (TRP) may apply for assistance to establish workplace programs that encourage employees to use different commute options.

“In recognition of the fact that many employers in Tucson have had to cut back on expenses and staff, eligible employers may apply during 2013 for a one-time stipend of up to $500,” said Ruth Reiman, manager of PAG’s Travel Demand Management Program. “In today’s economy, it has been difficult for many employers that are required to participate in the federally mandated TRP to provide incentives that will encourage more alternative mode usage by their employees. The stipend program will provide some assistance to motivate their staff to try a new commute option, such as carpooling.”

Debra Ramage, the Transportation Coordinator for Cornerstone Hospital, said this is a great opportunity for them to try some new things, since there is no budget to promote alternative transportation. “We have very few carpoolers and bus riders, so incentive items or other promotional materials will be helpful in getting our employees to try a new mode of transportation,” she said.

Eligible employers must apply and only the best applications will be approved for the limited funding.

Some examples of how the stipend may be used include:

1) Providing bus passes for employees to try public transit
2) Making incentive items available to employees who try carpooling for a month
3) Creating an onsite celebration similar to Bike Fest if on or near a bike boulevard or The Loop

“The goal for our travel reduction programs is to reduce the number of vehicles on the road, reduce mobile emissions and reduce energy consumption,” Reiman said. “Incentives

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have proven to be one of the most cost effective ways to get more commuters to try riding the bus, biking, walking, carpooling or vanpooling to work.”

The TRP is a required program in Pima County for all employers with 100 or more employees. The program was adopted in the late 1980s when the Tucson region did not achieve the National Ambient Air Quality Standards for carbon monoxide. The program will remain a federally enforceable program at least until 2020.

One of the requirements of the TRP is that each participating employer appoints a transportation coordinator (TC) to administer the program, promote alternative transportation and serve as the point of contact for Pima Association of Governments.

The coordinators, who receive training through the TRP, help publicize Sun Rideshare commuter services, promotions, and incentives at their work place. Sun Rideshare is a regional commuter assistance program of PAG.

Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, energy, watershed and air quality. PAG’s staff gather and analyze data, provide accurate information, and coordinate an open and cooperative planning process to promote good decision-making for the region. Please visit www.PAGregion.com for more information or www.facebook.com/PAGregion

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