Travel Reduction Program: Transportation Coordinator Training

April 16, 2015

Leslie Keena
Business Outreach Associate
lkeena@pagregion.com
Who is PAG?

The **Pima Association of Governments (PAG)** is the metropolitan planning organization for Pima County. We focus on regional planning issues, such as air quality, water quality, transportation and population growth.
What is Sun Rideshare?

• PAG program that helps make alternative transportation more affordable, accessible and convenient for Pima County residents.
• Online Travel Database helps you find the best transportation option for your daily commute or personal trips.
• We work to reduce traffic congestion and improve air quality.
Travel Reduction Program History

• 1985 lawsuit (McCarthy vs. Turner) required Pima County to produce plans to be in compliance with the Federal Clean Air Act

• Travel Reduction Program started in 1988, mandated by all jurisdictions for companies with 100+ FTEs

• Required through 2020, possibly longer
Travel Reduction Program Today

2014 Employee Survey Results

- 53,113 employees
- Alternative mode usage up to 19.6%, highest level since 2010
- Vehicle miles traveled down to 56.7, lowest level since 2010
What Do I Need to Do?

TRP Requirements
• Assign a TC (that’s you!)
• Complete Activity Inventory Report
• Complete Annual Employee Survey
• Distribute TRP information and materials
Role of a TC

- Keep us updated with current employee headcounts (both total and FTE),
- Provide contact information for TC and TC backup as well as highest ranking local official

TC Jennifer Cox and Commuter Steven Eddy of Tucson Electric Power
Activity Inventory Report

- Must be submitted via online link
- Your annual plan for travel reduction activities
- Link sent May 1. Must completed by May 31
- If not submitted on time, your company may face enforcement by the relevant jurisdiction
- Each year create a new user and password when you register

Don’t forget!

- We provide Guaranteed Ride Home for you
- We provide a Rideshare Matching system for you
- It’s required that you disseminate information
Please review this information and make additions/corrections as necessary.

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Name*</td>
<td>Company ABC</td>
</tr>
<tr>
<td>Site Address*</td>
<td>123 Fun Street</td>
</tr>
<tr>
<td>Site City*</td>
<td>Tucson</td>
</tr>
<tr>
<td>Site Zip*</td>
<td>85711</td>
</tr>
<tr>
<td>Site Phone*</td>
<td>(520) 867-5309</td>
</tr>
<tr>
<td>Highest Ranking Official*</td>
<td></td>
</tr>
<tr>
<td>Transportation Coordinator*</td>
<td>Susy Q</td>
</tr>
<tr>
<td>Title*</td>
<td>HR Generalist</td>
</tr>
<tr>
<td>Phone*</td>
<td>(520) 867-5309 x789</td>
</tr>
<tr>
<td>Fax</td>
<td></td>
</tr>
<tr>
<td>Email*</td>
<td><a href="mailto:susyq@companyabc.com">susyq@companyabc.com</a></td>
</tr>
</tbody>
</table>

Mailing Address (if different from Site address): |
Mailing City (if different from Site city): |
Mailing State (if different from Site state): |
Mailing ZipCode (if different from Site zipcode): |
Backup Transportation Coordinator: |
Title: |
Phone: |
Fax: |
Email: |

Total Employees: |

# of Full Time Equivalents**: All payroll hours for 12 months divided by 2080 hours:
Annual Employee Survey

- Online survey done each year in the same month by all employees
- TC will receive online link 2 weeks before survey month, activated on the 1st and closed at end of the month
- Reminders and survey counts are sent out during the survey month
### Business:

1. **In a typical week, how often do you use each of the following modes of transportation to get to this job site?** If you combine two modes, such as bike to the bus, pick the mode with the longest mileage. Do not include your trip home (type in the number of days per week, up to 7 days total for the week. Do not include your trip home.)

<table>
<thead>
<tr>
<th>Mode</th>
<th>Days per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>0 ▼</td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
<td>0 ▼</td>
</tr>
<tr>
<td>Bicycle</td>
<td>0 ▼</td>
</tr>
<tr>
<td>Walk</td>
<td>0 ▼</td>
</tr>
<tr>
<td>Bus</td>
<td>0 ▼</td>
</tr>
<tr>
<td>Telework</td>
<td>0 ▼</td>
</tr>
</tbody>
</table>

2. **How many MINUTES (ONE-WAY) do you spend on your typical daily trip TO this job site?**

<table>
<thead>
<tr>
<th>Minutes (one-way)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 ▼</td>
</tr>
</tbody>
</table>

3. **How many MILES (ONE-WAY) do you travel on your typical daily trip TO this job site?**

<table>
<thead>
<tr>
<th>Miles (one-way)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 ▼</td>
</tr>
</tbody>
</table>

4. **Which of the following most closely describes your work schedule?**

   - No Answer
   - Work 5 or more days a week, 6 or more hours per day.
   - Work 4 days a week, 10 or more hours a day.
   - Work 3 days a week, 12 or more hours a day.
   - Work 80 hours in 9 days.
   - Part time, less than 35-40 hours per week.
   - Other (Please Specify):
Company ABC  
123 Fun Street, Tucson 85711  
Survey Date - February 2015

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternative Mode Participation (based on trips)</td>
<td>19.9%</td>
<td>28.8%</td>
<td>17.5%</td>
<td>19.6%</td>
<td>31.7%</td>
</tr>
<tr>
<td>TRO Goal</td>
<td>38%</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Average weekly VMT per employee (one way miles)</td>
<td>50.5</td>
<td>50.5</td>
<td>78.3</td>
<td>47.2</td>
<td>41.0</td>
</tr>
<tr>
<td>VMT % change vs. last survey</td>
<td>-5.1%</td>
<td>0.0%</td>
<td>55.0%</td>
<td>-39.7%</td>
<td>-13.1%</td>
</tr>
<tr>
<td>Number of Employees at time of survey</td>
<td>283</td>
<td>338</td>
<td>325</td>
<td>280</td>
<td>301</td>
</tr>
<tr>
<td>Number of survey respondents</td>
<td>283</td>
<td>288</td>
<td>179</td>
<td>140</td>
<td>161</td>
</tr>
<tr>
<td>Survey response rate</td>
<td>100.0%</td>
<td>85.2%</td>
<td>55.1%</td>
<td>50.0%</td>
<td>53.5%</td>
</tr>
<tr>
<td>Average one-way miles per trip</td>
<td>10.8</td>
<td>11.3</td>
<td>16.5</td>
<td>10.2</td>
<td>10.2</td>
</tr>
<tr>
<td>Average number of people per carpool</td>
<td>2.5</td>
<td>2.3</td>
<td>2.2</td>
<td>2.0</td>
<td>2.3</td>
</tr>
<tr>
<td>Average number of days per week for Alt Mode usage</td>
<td>4.9</td>
<td>4.7</td>
<td>4.6</td>
<td>4.5</td>
<td>4.6</td>
</tr>
<tr>
<td>% of Trips by mode</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Drive Alone</td>
<td>80.1%</td>
<td>71.2%</td>
<td>82.5%</td>
<td>80.4%</td>
<td>68.3%</td>
</tr>
<tr>
<td>% Carpool/Vanpool</td>
<td>11.9%</td>
<td>14.5%</td>
<td>6.0%</td>
<td>9.3%</td>
<td>11.7%</td>
</tr>
<tr>
<td>% Bus</td>
<td>5.3%</td>
<td>8.0%</td>
<td>5.4%</td>
<td>6.2%</td>
<td>13.0%</td>
</tr>
<tr>
<td>% Street Car</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>% Bike</td>
<td>1.3%</td>
<td>3.1%</td>
<td>3.2%</td>
<td>2.1%</td>
<td>3.6%</td>
</tr>
<tr>
<td>% Walk</td>
<td>1.3%</td>
<td>2.8%</td>
<td>2.1%</td>
<td>1.4%</td>
<td>2.2%</td>
</tr>
<tr>
<td>% Telework</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>% CWW</td>
<td>0.1%</td>
<td>0.3%</td>
<td>0.7%</td>
<td>0.7%</td>
<td>1.2%</td>
</tr>
<tr>
<td># of Employees by mode*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># Carpool/Vanpool</td>
<td>42</td>
<td>50</td>
<td>12</td>
<td>14</td>
<td>23</td>
</tr>
<tr>
<td># Bus</td>
<td>16</td>
<td>23</td>
<td>11</td>
<td>10</td>
<td>24</td>
</tr>
<tr>
<td># Street Car</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td># Bike</td>
<td>5</td>
<td>11</td>
<td>6</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td># Walk</td>
<td>7</td>
<td>10</td>
<td>4</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td># Telework</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td># CWW</td>
<td>1</td>
<td>4</td>
<td>6</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>TOTAL</td>
<td>71</td>
<td>98</td>
<td>39</td>
<td>34</td>
<td>68</td>
</tr>
</tbody>
</table>

*employees may be double counted if they use multiple modes. Must use a mode at least once a week to be counted. VMT = vehicle miles traveled. CWW = compressed work week.
TRP Recognition Program

TRP Recognition Goals:
• 60% response rate on the employee survey
• Meet TRP ordinance goal for alternative mode usage (min. 50% response rate)
• Two percentage point increase from current alternative mode usage level (min. 50% response rate)

3 goals reached
2 goals reached
1 goal reached
TRP Recognition Program

How You’re Recognized

• Achievement certificate
• Listed on PAG website, social media and TRP newsletter
• Ad in The Daily Star
Distribute Rideshare Information

- Interactive Travel Database
  - Carpool matching
  - Transit routing
  - Park and ride lot matching
  - Vanpool matching and empty seat recruiting
  - Travel Calendar
  - Guaranteed Ride Home
  - Rewards Program

- Blue Skies Campaign

- Marketing Materials
Commute Cost Calculator

How much does it cost to drive alone?

The calculations shown below will give you an idea of how much money it costs to drive alone to work. Using your round trip commute distance, you can determine your operating costs*. Depending on the number of people in a carpool, the cost will be significantly reduced. Not only will you save money on gas, you will put fewer miles on your car, limit wear and tear and possibly receive a break on your insurance costs.

Number of miles you drive round-trip to work: 9
Cost per gallon of gasoline $2.22
How many miles per gallon does your automobile average? 22
Daily parking cost $5
Type of vehicle SUV

Calculate your commute cost

Daily Cost $21.87
Monthly Cost $459.29
Yearly Cost $5511.51

*Costs include gas, maintenance, tires and insurance.

Source: AAA 2014 Edition "Your Driving Costs"
WELCOME SHARON ARIDE TO SUN RIDESHARE!

PAG Pima Association of Governments

Sun Rideshare Rewards Program
Be sure to enter your commutes in the Travel Calendar to qualify for some great prizes!
## Sun Rideshare Travel Calendar

### Travel Calendar

<table>
<thead>
<tr>
<th>Trip Type</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpool</td>
<td>4.7 mi Transit</td>
<td>0.05 mi Drive Alone</td>
</tr>
<tr>
<td>Transit</td>
<td>4.70 mi Transit</td>
<td>4.70 mi Drive Alone</td>
</tr>
<tr>
<td>Bike</td>
<td>0.40 mi Walk</td>
<td>0.40 mi Walk</td>
</tr>
<tr>
<td>Vanpool</td>
<td>3.5 mi</td>
<td></td>
</tr>
<tr>
<td>Telework</td>
<td>1.5 mi</td>
<td></td>
</tr>
<tr>
<td>Streetcar</td>
<td>4.70 mi Transit</td>
<td>4.70 mi Drive Alone</td>
</tr>
<tr>
<td>Drive Alone</td>
<td>4.70 mi Transit</td>
<td>4.70 mi Drive Alone</td>
</tr>
</tbody>
</table>

*So far, you've saved 135.5 miles of vehicle travel, 0.05 tons of pollution and $76.12 in cost.*

**March 2015**

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>29</td>
<td>30</td>
<td>31</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

**Help**

[Sunrideshare...](#)

**Submit**

*Pima Association of Governments*
Guaranteed Ride Home

Safety net for commuters who use alternate modes at least twice a week.

- Must be registered in database
- 4 vouchers per 12-month period
- Only in case of emergency while at work (e.g., carpool falls through, unexpected overtime, personal or family illness)
- All trips must be within Pima County
- Supervisor must sign voucher
Keep Our Blue Skies Blue. Drive Less.

- EPA may adjust air quality standards
- We want Tucson to stay in attainment!
- Motor vehicles are the #1 source of air pollution in Pima County, so we can start with DRIVING LESS
- Summer Campaign during ozone season (May-Sept.) to incentivize people to drive less
Rewards Program

- Normal Rewards program will continue to run as usual: log trips in Travel Calendar to earn points and win prizes each month
- Special emphasis on different modes each month
- Car Free Day each month is for that month’s mode only

### Sun Rideshare Rewards Program

Same rules apply for the Sun Rideshare Rewards Program during the Blue Skies Campaign as during the previous months.

**May BIKE MONTH**
- 26 points earned, 4 winners.
  - $75 Alt. mode prize - Bike (1)
  - $50 gift card (3)
- 120 points earned, 3 winners.
  - $100 gift card (3)
- CAR FREE DAY $50 gift card (bike only)

**June CARPOOL/VANPOOL MONTH**
- 44 points earned, 9 winners.
  - $100 gift card (2)
  - $75 Alt. mode prize – Carpool/Vanpool (1)
  - $25 gift card (6)
- CAR FREE DAY $50 gift card (carpool/vanpool only)

**July TRANSIT MONTH**
- 14 points earned, 6 winners.
  - $100 gift card (2)
  - $75 Alt. mode prize - Transit (1)
  - $50 gift card (3)
- CAR FREE DAY $50 gift card (transit only)

**August TELEWORK MONTH**
- 28 points earned, 3 winners.
  - $50 gift card (3)
- 150 points earned, 3 winners.
  - $100 gift card (2)
  - $75 Alt. mode prize – telework (1)
- CAR FREE DAY - $50 gift card (telework only)

**September WALK MONTH**
- 56 points earned, 7 winners.
  - $75 gift card (1)
  - $75 Alt. mode prize - Walk (1)
  - $50 gift card (3)
  - $25 gift card (2)
- CAR FREE DAY $250 in prizes ($50 gift card, one for each mode)
Reduce a Ton of Pollution Challenge

- 0.6 miles driven produces 1 pound of pollution
- ~25% of our database is already reducing a ton of pollution over 5 months by taking alternate modes!
- If you can reduce 1 ton from May-September, you’re eligible for grand prizes

Win a MacBook Air!
Win an iPad or iPad mini!

Our mega users are already reducing a ton!
Blue Skies Corporate Challenge

• Like-size businesses matched up to see who can have highest employee participation and reduce the largest amount of pollution
• Will be recognized at TRP Task Force Meeting award ceremony, and across PAG channels: website, social media, newsletter
Metropia App

- Navigation app that helps alleviate traffic by suggesting alternate routes/times
- You get rewards for using it! Including Local merchant discounts, gift cards to major companies, or plant a tree
- Help PAG collect data to improve transportation planning - start using the app now
Marketing Materials

- Keep Our Blue Skies Blue. Drive Less.
- Tucson Bikeways: Guaranteed Ride Home
- Share The Ride! It's easy and saves you money. Find your carpool match today.
- Pima Association of Governments
Social Media: Follow Us!

facebook.com/SunRideshare

@SunRideshare
Announcements

• **Bike Fest** – all April
  [Bikefesttucson.com](http://Bikefesttucson.com)
• **Earth Day** – April 18
• **Cyclovia** – April 19
• **Bike to Work Week** – April 20 to 24
• **Bike to Work Day** and **Car Free Day** – April 24

• **Blue Skies Corporate Challenge** – May 1 to Sept. 30. Pledge forms must be submitted by August 1.
• **Blue Skies Reduce a Ton Challenge** – May 1 to Sept. 30
Upcoming Webinars

• May 18: Bike and Pedestrian Safety and Infrastructure
  Ann Chanecka, City of Tucson, Bicycle & Pedestrian Program Coordinator

• June 11: Vanpooling
  Rick MacNeal, vRide Outreach
Questions?
Contact Information

Leslie Keena  
Business Outreach Associate  
(520) 495-1440  
LKeena@PAGregion.com

Ruth Reiman  
TDM Manager  
Rreiman@PAGregion.com