



# THE BLUE SKY VIEW

WINTER 2018



from Valley Metro

Happy holidays and thank you to transportation coordinators (TCs), alternative mode users (AMUs) and others who support cleaner air and less traffic congestion. Welcome to the Winter 2018/19 TC Kit!

You may have noticed that we omitted the traditional cover letter and instead, combined its information here. More importantly, we have developed this newsletter and the remaining contents to promote the Travel Reduction Program (TRP), provide transit updates, tips, promotions and more.

Use the material to freshen bulletin boards, incorporate into emails and company messages, and always feel free to contact your Commute Solutions coordinator at 602.262.RIDE (7433).

## WINTER POLLUTION SEASON BEGAN OCTOBER 1

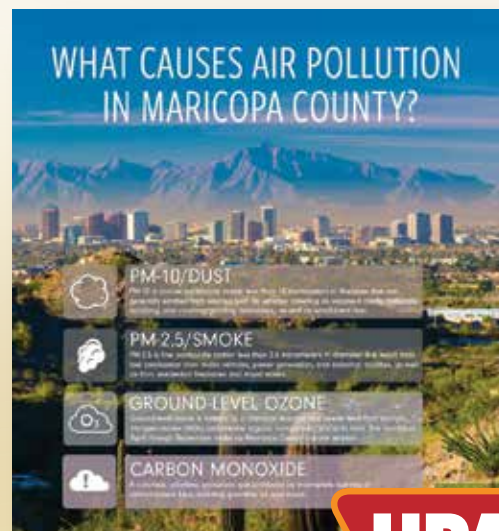
The most prominent pollutants in winter are PM-10 and PM-2.5; PM-10 is coarse particulate matter less than 10 micrometers in diameter, generally emitted from sources such as vehicles traveling on unpaved roads, materials handling and crushing and grinding operations, as well as windblown dust.

PM-2.5 is fine particulate matter less than 2.5 micrometers in diameter that results from fuel combustion from motor vehicles, power generation and industrial facilities, as well as from residential fireplaces and wood stoves.

A High Pollution Advisory (HPA) will occur when the highest concentration

of pollution may exceed the federal health standard. Active children, adults and people with lung diseases such as asthma should reduce prolonged or heavy outdoor exertion. Learn more at [cleanairmakemore.com/our-air/restrictions/](http://cleanairmakemore.com/our-air/restrictions/)

Valley Metro offers HPA laminated flyers to post on days prior to and when an HPA is in effect. Place your order at [valleymetro.org/form/marketing-materials-order-form](http://valleymetro.org/form/marketing-materials-order-form).



# IN THE *Spotlight*

## GET TO KNOW THE TRP RESOURCE LIBRARY

Transportation Coordinators (TCs) are encouraged to visit the **Resource Library** at [valleymetro.org/resource-library](http://valleymetro.org/resource-library). You'll find resources to help manage the program, such as templates and sample flyers.

Take it from Alyson B., HR Marketing Corporate Communications and Transportation Coordinator at a mortgage company in Tempe. With an event approaching within a few weeks, Alyson turned to the Resource Library to browse for a sample event flyer. "I chose the Company AMU Party flyer as my template to follow when promoting our event," Alyson explained.

Think back to the days of receiving a birthday party invitation for school friends. The date, place and time were essential – and still are. "I added our company logo and inserted details that included prizes and activities unique to our group and that was pretty much it," she adds.

To the right are other flyers that Alyson distributed to:

- Announce and summarize the TRP and incentives.
- Monthly emails she sent to remind employees to register.

Other samples that are available in the Resource Library include, but are not limited to:

### Promotional tools

- Sample TRP survey email
- HPA program sample flyer
- Best AMU sample flyer
- New AMU sample flyer

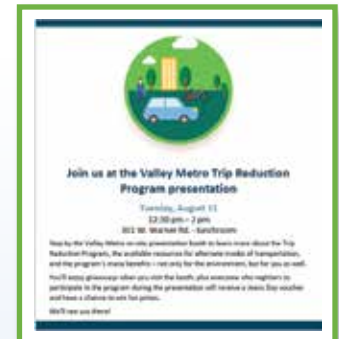
### TRP documentation templates

- Carpool registration form
- AMU tracking form
- AMU prize drawing slips

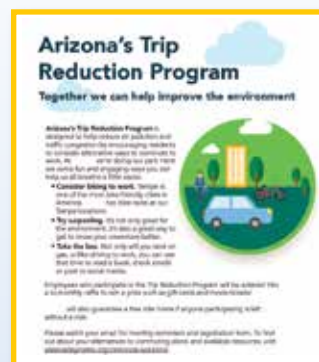
Check out all the documents and let the Resource Library assist with your communications and TRP management.



Sample - Monthly reminder email



Sample - VM Presentation email



Sample - TRP Program Flyer



The company's TRP events in August 2018 were successful because the TC effectively promoted the events in emails and in flyers placed in high-traffic areas.



## 31ST ANNUAL CLEAN AIR CAMPAIGN AWARDS AND LUNCHEON

Thank you to all who submitted entries for this year's awards. On October 25, we recognized those who make extraordinary achievements with clean air efforts.



CHAMPIONS FOR CLEAN AIR



31st Annual  
**CLEAN AIR CAMPAIGN**  
Awards & Luncheon

## CLEAN AIR CAMPAIGN AWARDS WINNERS:

**Outstanding Transportation Coordinator – 50-250 employees**  
Jaclyn Roach, MD Helicopters

**Outstanding Transportation Coordinator – 251-500 employees**  
Kristin Zipprich, City of Goodyear

**Outstanding Transportation Coordinator, More than 500 employees – Public Employer**  
Martina Longoria, City of Glendale

**Outstanding Transportation Coordinator, More than 500 employees – Private Employer**  
Danielle Taylor, American Express

**Outstanding Travel Reduction Program – 50-250 employees**  
Katie Kes, VEREIT, Inc.

**Outstanding Travel Reduction Program – 251-500 employees**  
City of Goodyear

**Outstanding Travel Reduction Program, More than 500 employees – Public Employer**  
City of Scottsdale

**Outstanding Travel Reduction Program, More than 500 employees – Private Employer**  
American Express

**Outstanding Leadership**  
Thomas Betlach, Arizona Healthcare Cost Containment System (AHCCS)

**Outstanding Marketing & Creativity – Electronic and/or Print Media**  
City of Goodyear

**Outstanding Marketing & Creativity – Event or Campaign – Less than \$500 budget**  
VEREIT, Inc.

**Outstanding Marketing & Creativity – Event or Campaign – More than \$500 budget**  
City of Mesa Bicycle & Pedestrian Program

**Outstanding Commuter – Carpooler or Vanpooler**  
Grant Anderson, GPS Insight  
Steve Kaiser, Nationwide Insurance

**Outstanding Commuter – Bicyclist or Walker**  
Laura Kajfez, City of Tempe

**Outstanding Multi-modal User**  
Gigi B, City of Goodyear

**Corporate Sustainability – 50-499 Employees**  
BAE Systems

**Corporate Sustainability – 500-1,500 Employees**  
City of Avondale Public Works Department

**Corporate Sustainability – More than 1,500 Employees**  
American Express

**People's Choice Most Creative Bulletin Board**  
Bechtel

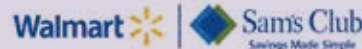
**Blue Sky Award**  
Tom Szaky - TerraCycle

A special thanks also goes out to our sponsors

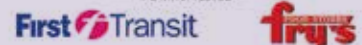


Delivering water and power™

ENTERTAINMENT/KEYNOTE SPONSOR



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SILVER LEVEL



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### GET SOCIAL WITH US!

Valley Metro's Commute Solutions team and its trip-matching system, [ShareTheRide.com](http://ShareTheRide.com), have a Facebook page. Join us for transit updates, alternative mode tips, contests and inspiration at [Facebook.com/ShareTheRideandSave](https://Facebook.com/ShareTheRideandSave).



### RIDESHARE MONTH WAS A SUCCESS!

October was Rideshare Month and judging by the number of pledges, contest entries, social media interactions and other activity, the whole Valley knew it! Thanks to all who participated. Results include:

- 651 pledges to use alternative modes
- 13 contest entries for Facebook photo contest
- 29 Commuter Challenge teams\* formed

\*All results are listed at [ShareTheRide.com](http://ShareTheRide.com), select Commuter Challenge.

Winners will be listed at [ShareTheRide.com](http://ShareTheRide.com) > Contests > Prize Winners.

### WORLD CARFREE DAY RESULTS!

World Carfree Day was held on Saturday, September 22 to raise awareness of the pollution, noise and danger that single driver cars produce. Commuters were encouraged to avoid using cars and instead, bike, walk, carpool, vanpool or take transit.

A one day contest was held at [ShareTheRide.com](http://ShareTheRide.com) and participants who tracked their activity could enter to win one of two \$25 Harkins Theatres gift cards.

There were 67 entries – congratulations to the winners, Charlene F. and Rose H.





## COMMUNITY EVENT SHOWCASED ALTERNATIVE USES FOR PARKING SPACES

On Friday, September 21, folks celebrated PARK(ing) Day Phoenix. Community activists, neighborhood leaders and urban planners collaborated and transformed parking spaces into creative spaces to enjoy instead of filling them with cars. See the results for yourself – there was art, food, music, conversation and much more!



# 10TH ANNUAL PARK(ing) DAY

## BIKE RACKS

Valley Metro was a proud participant and provided portable bike racks at no charge. Commute Solutions Coordinator, Suzanne Day, managed the racks for all to use and advocates for a better downtown. Learn about portable bike racks at [www.valleymetro.org/bike](http://www.valleymetro.org/bike).



## MATERIALS ORDER FORM

Transportation Coordinators (TCs) can help increase awareness and encourage employees and driving-age students to use alternative modes of transportation by placing brochures, maps and ride guides in high-traffic areas, such as a lunch room or lobby. Order your materials online at [valleymetro.org/commute-solutions](http://valleymetro.org/commute-solutions) and choose Materials Order Form.

2019

2018-2019

## TRANSPORTATION COORDINATOR (TC) WEBINARS

TC webinars provide a great channel for Travel Reduction Program (TRP) updates. We encourage you to attend, ask questions and share the recorded version with employees. For a schedule of TC webinars, visit [valleymetro.org](http://valleymetro.org), choose Commute Solutions > Event Calendar.

2018

## INTRO TO TRP COURSE ONLINE

Valley Metro offers a training course for new transportation coordinators (TCs) anytime online. The class provides an overview of the Travel Reduction Program (TRP) and keys to success. For details and to register, visit [valleymetro.org/trp-training](http://valleymetro.org/trp-training).



## BUY YOUR TRANSIT PASS BEFORE YOU BOARD

Save time when you buy your pass before boarding the bus or light rail. There are locations valleywide where you can purchase your pass. For a complete list of retail locations, along with the types of passes available and store hours, visit [valleymetro.org](http://valleymetro.org).

VALLEY METRO RETAILERS INCLUDE:



CARPPOOL | VANPOOL | BUS | LIGHT RAIL | TELEWORK | BIKE | WALK

Sponsored by the Arizona Department of Environmental Quality, Maricopa Association of Governments, Maricopa County Air Quality Department and Valley Metro.

ShareTheRide.com  
602.262.RIDE (7433)  
facebook.com/sharetherideandsave

