



Champions for Clean Air

2009 Clean Air Campaign Awards and Luncheon Hosted by Valley Metro

Presentation of Awards
Tuesday, October 27, 2009
11:30 a.m. - 1:30 p.m.

Arizona Biltmore Resort and Spa, McArthur Ballroom



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CHAMPIONS FOR CLEAN AIR

The 2009 Clean Air Campaign recognizes you – the Valley’s clean air champions for your commitment to making the world and the Valley a better place. Each of this year’s honorees has taken great strides in their clean air and trip reduction efforts, and have inspired others with their leadership and dedication to cleaner air.

Thank you for doing your part. We salute your efforts and applaud you, our Champions for Clean Air.



PROGRAM AGENDA

OPENING

Mario Diaz
Chief Marketing Officer
Valley Metro RPTA

ENTERTAINMENT

Craig Chaquico
Grammy-Nominated Guitarist

LUNCH

WELCOME

David A. Boggs
Executive Director
Valley Metro RPTA

YEAR IN REVIEW

Wayne Ecton
City of Scottsdale Councilman
Valley Metro Board Chair

PRESENTATION OF AWARDS

Steve Irvin
Anchor, ABC15 News
Master of Ceremonies

CLOSING REMARKS

Mario Diaz

SPECIAL GUESTS



STEVE IRVIN
Anchor, ABC15 News

Steve Irvin is an Emmy award-winning journalist and anchor of ABC15 News at 4, 5, 6 and 10 p.m. with nearly two decades of news desk experience. Steve joined ABC15 News in 2002 as morning anchor/reporter for ABC15's Daybreak.

Steve grew up in Madison, Wisconsin, but his work in television news has taken him all over the world. From political conventions in Los Angeles, to a terrorist attack at the Pentagon, Steve has even followed our troops as they keep the peace in Bosnia.

Steve's work has earned him numerous accolades. He has earned 3 Rocky Mountain Emmy Awards and received the Best Anchor award in 2004 and 2006. In his spare time, Steve enjoys working out, reading, and playing golf.

CRAIG CHAQUICO Grammy-Nominated Guitarist

Guitarist and songwriter Craig Chaquico reached the top of the national charts during the '70s and '80s playing lead guitar and writing songs with the popular gold and platinum million selling bands Jefferson Starship and Starship.

Known for penning or co-penning hit songs such as "Jane", "Find Your Way Back" and "Rock and Roll is Good Time Music" and playing lead guitar on hit singles "We Built this City", "Sara", and "Nothing's Gonna Stop Us Now," Craig now enjoys success as an award winning solo artist, selling more than one million copies. His sophomore album "Acoustic Planet" achieved #1 status on the Billboard music charts and was nominated for a Grammy.

Craig's current CD, *Follow the Sun* has garnered critical acclaim. The first single from the CD, a guitar rendition of Kenny G's *Songbird*, reached #4 on the Smooth Jazz charts. He is currently on a nationwide tour and 2010 will see him make his first-ever tour stop in Costa Rica.





MARICOPA COUNTY TRAVEL REDUCTION TASK FORCE

Special thanks to the members of the Maricopa County Travel Reduction Task Force for volunteering their time to represent the interests of employers and oversee the implementation of the Maricopa County Trip Reduction Program.

A. Neil Yockey Maricopa County Air Quality Department	Daniel Mather Southwest Gas	Judith Rogalski Northern Trust
Hilary Ableser Law Offices of Garry Hays	Leonard Pape WinCup	Aaron Rogos Security Title
Jerry Geering Thornwood Furniture	Matt Quick Town of Gilbert	
Sheila Henson Bank of America	Randy Roberts City of Peoria	



2009 CLEAN AIR CAMPAIGN JUDGES

We would like to thank these individuals for their time and dedication in helping to review all of the nominations submitted for the 2009 awards competition.

Lillian Duarte Valley Metro RPTA	Randy Roberts City of Peoria
Jorge Palomares The Westin Kierland Resort & Spa	Judith Rogalski Northern Trust
Len Pape WinCup	Sheila Starr Maricopa County Air Quality Department
Matt Quick Town of Gilbert	Keisha Truxillo Valley Metro RPTA
Jeff Reid Valley Metro RPTA	Holly Ward Maricopa County Air Quality Department

SHARETHERIDE HELPS US ALL BE CHAMPIONS

Since the launch of our new and improved ridematching system on April 22, 2009, more than 6,200 Valley residents and employees have signed up to help reduce congestion and pollution.

ShareTheRide was designed as an easy way to help commuters find transportation solutions online and to ease the burden of Transportation Coordinators in promoting and documenting their Trip Reduction programs and rewarding employees for their trip reduction efforts.

To date, more than 100 Valley companies employ the system to track their program statistics. Results indicate that users Valleywide are realizing the benefits of the system as an effective tool to find carpool and vanpool matches, as well as track their pollution and commute cost savings.

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Here is what SharetheRide users have to show for their efforts:

- 110,000 Trips = Logged round trip commutes
- 3.5 Million Miles = Shared commute miles
- 100,000 Gallons = Fuel saved
- \$250,000 = Money saved through alternative modes logged
- 2,000,000 lbs = Green House Gas (GHG) saved
- 50,000 lbs = Carbon Monoxide saved
- 630 lbs = Particulate Matter (PM-10) saved

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To begin tracking your commute costs and pollution savings, register today at ShareTheRide.ValleyMetro.org

TRANSPORTATION COORDINATORS SERVING FOR 10 OR MORE YEARS

Rosa Wondrash	AM-SAFE Aviation	Chuck Van Dam	Green Tree Servicing LLC	Kayelen Rolfe	State of Arizona
Bruce Jannasch	American Refrigeration Supplies	Pauline Thomas	Gust Rosenfeld, P.L.C.	Dee Dee Garrett	Stern Produce Co., Inc.
Linda Price	Ameron International	William Egge	HMS Landscapes	Jane Huntley	SunWest Federal Credit Union
Mimi Stegner	Arizona Country Club	Lynn Mahoney	Hurley Distribution Company, Inc.	Lea Katharine Robbins	Sunset Ford, Inc.
Judi Nelson	Arizona State University	Jean Fielder	Jennings, Strouss & Salmon, PLC	Tricia Frank	Telonics, Inc.
Ed Cahill	Arrow	Judy Wallace	KPHO TV 5/Meredith Corp.	Greg Oroc	The Fairmont Scottsdale Princess
David McWhorter	Bar-S Foods Company	Ray Naples	Kalil Bottling Company	Alexandra Anagnopoulos	The Matador Restaurant
Michael Gillam	Berge Mazda, V.W.	Sonja Duprest	Laboratory Sciences of Arizona	Robin Stillwell-Harvey	The Salvation Army SW Divisional Headquarters
Georgia Walker	Burch & Cracchiolo, P. A.	Rita Campbell	Lincoln Laser Company	Sharon Prater	Thorobred Chevrolet, Inc.
Rick Rodriguez	CAVCO Industries, Inc.	Pam Glassley	Mayo Clinic	Enoe Marcum	US Dept of Energy-Western Area Power
Dawn Kaneshige	CNA National Warranty Corp.	Kathy Welch	Nadaburg Elem. School Dist. #81	Eddie Chavez	US Dept of Interior-Bureau of Land Management
Sean O'Brien	Carlos O'Brien's Restaurant	Pam Bautista	Nationwide Vision	Gail Styles	US Equal Employment Opportunity Commission
Renee Finch	Central Arizona Project	Janice Sparks	Ohlinger Industries, Inc.	Jeff Reid	Valley Metro RPTA
Bill Polete	Central Bindery Company	Barbara Niebel	Perkins Coie Brown & Bain	Mary Brannoch	Valley of the Sun School
Jeanne MacDonald	Choice Hotels Intl., Inc.	Anna Parra	Phoenix Country Club	Dennis Orth	W.W. Williams Company
Rex Whiting	Cooley Forest Products	Carolyn Makil	Phoenix First Assembly of God	Helen Bermudez	Wal-Mart Stores, Inc.-Walmart & Sam's Club
Neil Morris	Coreslab Structures (Ariz.) Inc.	Dennis Orr	Phoenix Mesa Gateway Airport	Carole Richline	White Electronic Designs
Craig Shumway	Corporation of the President	Judi Gerstenfeld	Powell's Intl., Inc., dba Powell Volvo		
Gary Shimp	Coulter Motor Company	Gary Hakes	R & K Building Supplies		
David Hall	Dearford Associates, Inc.	Rosalinda Padilla	Road Machinery LLC		
Mary Catellier	Desert Botanical Garden, Inc.	Steve Kerr	Robb & Stucky		
Rita Stouffer	Dillard's	Angie Lara	Sanders & Parks, P.C.		
Julie Benz	Earnhardt Auto Center	Gail Ryan	Scottsdale Insurance Company		
Tara Logan	El Dorado of Sun City	Mark Herring	Sealco Air Controls, Inc.		
Jo Ann Dye	Federated Insurance Company	Lynda Nafziger	Sierra Winds Lifecare Community		
Patti Fisk	Five Star Ford, Inc.	Janis Villa	Smith Pipe & Steel Company		
Scott Feck	Galco	Daniel Mather	Southwest Gas Corporation		
Gary Williams	Gammage & Burnham PLC	Rhonda Litchfield	Standard Printing Company, Inc.		

NATURAL, FRESH
AND GREEN.
SHOULDN'T YOUR
ENERGY BE THE SAME?

Actually, if you're an SRP customer, you're already using green energy. That's because SRP generates power from many renewable energy sources, including solar, wind and hydro. And with your help, we can supply even more. It's easy. Through the EarthWise™ Energy program you can add as little as \$3 a month to your current electric bill. EarthWise Energy funds help build solar projects in the community, reducing our dependence on fossil fuels and reducing greenhouse gas emissions. For more information, visit srpnet.com/earthwise.



OUTSTANDING TC – 50-149 EMPLOYEES

Mika Elliott, WorldatWork

When Mika took over TC responsibilities at WorldatWork in 2008, its program gained new momentum and blossomed into a visible and respected employee benefit program. In fact, this past year was the best year of WorldatWork's nine-year history in TRP. Not only did the company's SOV rate decrease by 15%, their survey response rate increased to 90%. With a purposeful passion, Mika breathed new life into a somewhat stagnant program by garnering management support for increased AMU incentives, the establishment of a guaranteed ride home policy and designated carpool parking among other things.

Natalie Montenegro, Town of Paradise Valley

Natalie has been the TC for the Town of Paradise Valley for four years and her efforts have made a difference. Of the Town's 91 employees, more than half work compressed work weeks, one employee teleworks and over one-third of the employees use an alternative mode. Natalie was instrumental in getting the Town's cash incentive and monthly drawing cash prizes increased for alternative mode users, despite a reduction in the Town's general budget. She was also able to secure additional covered carpool parking spaces.

Juan Barreto, Area Agency on Aging

Juan has been the TC for the Area Agency on Aging for two years and since taking the helm, carpool usage has increased by 66% due to his creativity and organization. He developed an incentive program using points to allow employees more flexibility to achieve a reward. This past year, Juan developed employee "Carpool Badges." Agency employees can hang the badges from their rearview mirrors on their cars to earn a carpool parking space and to show others how they are helping the environment. Juan constantly researches clean air resources for employees and created a "Carpool Lane" column in the agency newsletter, where he keeps employees informed of incentives, contest winners and upcoming green events in the Valley.

OUTSTANDING TC – 150-499 EMPLOYEES

Marge Semple, Carlson Wagonlit Travel

Marge has worked diligently for the last eight years to spotlight trip reduction as a benefit to everyone living in the Valley. She makes ongoing efforts to persuade co-workers to rideshare by educating them about the environmental impact of vehicle emissions and the far reaching benefits of using alternative modes. Outreach to employees includes quarterly promotional campaigns, a dedicated TRP page in the employee newsletter, a creative bulletin board and a variety of incentives and contests. Carlson Wagonlit Travel is proud to boast a 57.81 SOV rate, due largely to Marge's efforts.

Steve Cantor, Tempe Mission Palms Hotel

Steve has been involved with his employer's TRP for over 12 years and has achieved many milestones and awards during his tenure. When hired, the general manager informed Steve that one of his duties would be to revitalize an ineffective TRP program. He was encouraged by the challenge and discussed at length his expertise with commute alternative programs. Since then, Steve has been quite active, holding employee benefits fairs and other events to celebrate Earth Day and bike commuting.





Terry Solis, Friendship Village of Tempe

Terry Solis is an amazing asset to the TRP at Friendship Village. She does a great job promoting alternative modes and the importance of recycling as it relates to longevity of our environment. Every year, she plans and conducts a Clean Air Fair for staff. This year, she stepped up efforts and brought in expert speakers to talk to employees about recycling, transit, light rail, ride matching and more.

OUTSTANDING TC OVER 500 – PUBLIC

Rhianna Adams, City of Glendale

Rhianna is an energetic TC who has true passion for the program. She has taken the City's long-standing program and completely reinvented many of the program's components. Rhianna revived the City's bike program by creating a partial reimbursement program for employees who purchase their own bikes. She was also instrumental in establishing a new website to allow employees easy access to TRP information such as high pollution advisories, incentives and prize winners. The site also includes a commute cost calculator. Rhianna's new vision for the program has employees excited about participating in the program and reducing their drive-alone trips.

Gail La Tour, City of Phoenix

Gail is the parking site coordinator for the City of Phoenix. Her assigned duties include insuring all carpool, van-pool and transit riders have administrative support from the City. Gail distributes transit passes and carpool discount vouchers and educates employees about the City's programs to reduce trips. Gail also takes an active role in the City's Earth Day and Bike to Work Day events.

Dennis Ellsworth, Maricopa Community Colleges

During the fiscal year 2008-09, Dennis chaired the first TRP Strategic Plan of its kind for the college district. This included establishing a TRP department and on-site coordinators at each of the district's colleges. Their goals include increasing the use of public transit and increasing alternative mode usage for both students and staff. The district is now committed to hosting TRP awareness activities, offering a guaranteed ride home program and providing amenities such as showers and bike racks to bicyclists and walkers.

Julie Howard, City of Mesa

Julie has been the transportation coordinator for Mesa for over a year and has made several changes and improvements. She successfully implemented the City's first on-line TRP survey and an electronic city-wide database that allows employees to submit their monthly alternative mode usage. Julie meets regularly with site coordinators to discuss the program, suggestions for improvement and survey results. Recently, she helped coordinate a biking event and has started a carpool list for city employees.

OUTSTANDING TC OVER 500 – PRIVATE

Danny Allen, Safeway

One of Danny's goals when he took over as TC was to unify the Trip Reduction program in all Safeway stores located in Maricopa County. He and his staff created, constructed and installed uniform TRP bulletin boards in all 56 stores. The consistency in TRP information has greatly increased awareness and participation in the program.

Miguel Moreno, Desert Mountain Properties

As the TC for Desert Mountain, Miguel promotes the TRP to over 500 employees. As a participant for 17 years, the property has reached its TRP goal despite a lack of nearby transit options. Miguel oversees eleven different TRP measures including 12 vanpools. He submits vanpool reports, schedules monthly vanpool inspections and conducts monthly meetings with the primary drivers to go over any issues and communicate company information. His pleasant attitude and belief in going the extra mile are big reasons for the program's success.

Donald Diggins, Swift Transportation

As the TC for Swift Transportation since 2006, Donald has implemented a number of new programs with outstanding results. Under his leadership, an employee TRP web portal was launched giving employees access to services such as zip code rideshare matching, Valley Metro transit information, alternative mode user (AMU) enrollment forms, Platinum Pass applications and more. Donald leads by example, riding his bike to work on a consistent basis. His efforts in promoting the program and personal concern for the environment have been effective in increasing the success of Swift's Trip Reduction program. Last year alone, he enrolled 12 new AMUs, five new carpool teams, one bicycle rider and one bus rider.



OUTSTANDING TRIP REDUCTION PROGRAM – 50-149

Malcolm Pirnie, Inc.

Malcolm Pirnie tracks employee participation, while making sure reporting is easy. An electronic TRP calendar is used to track participation. Employees can earn one point each day they use an alternative mode and five more points on a high pollution days. Calendars are turned in monthly and employees earn gift certificates based on their points. Multiple communication channels like emails, contests, pamphlets, posters and breakfast meetings are used to keep employees informed and motivated.

WorldatWork

A comprehensive communications strategy, internal branding and top-down messaging, including blog posts from the president, have all contributed to the rejuvenation of WorldatWork's Trip Reduction program. In July 2008, the company launched a new website featuring an Intranet loaded with TRP information and homepage with regular banner ads and announcements about trip reduction. Enhanced incentives, such as designated carpool parking spaces, a company-wide HPA alert protocol and an expanded telework initiative have all contributed to a reduction in their SOV rate. The company has witnessed a new "TRP" culture as a result of these efforts.

Area Agency on Aging, Region One

Area Agency has a comprehensive program to entice employees to use alternative modes. Their system employs monthly prize drawings, a point reward system, covered carpool spaces and various means of recognition. Since client and site visits are part of many employees' duties, employees are encouraged to carpool to visits if they are traveling to the same area. Carpoolers are rewarded through cash incentive drawings and the point system.

OUTSTANDING TRIP REDUCTION PROGRAM – 150-499

Berge Ford

Berge Ford is committed to reducing air pollution in the Valley. Berge encourages employees to participate in their program by offering incentives such as carpool parking, gas reimbursement for carpoolers, monthly cash and prize drawings, transit pass reimbursement and more. Each year, Berge looks at ways to improve incentive programs.

Carlson Wagonlit Travel

Carlson Wagonlit Travel's (CWT) trip reduction program has remained strong despite a year of economic upheaval which meant a significant reduction in staff and the consolidation of another office into the Phoenix location. To reduce costs, CWT makes use of available resources, such as Valley Metro's online ride matching system to track program participation, conduct prize drawings and facilitate carpool matching. CWT went a step further this year by creating a weekend hotel familiarization trip using Metro light rail to acquaint a group of 11 travel agents about the ease and convenience of riding the train.

Friendship Village of Tempe

From the moment a new employee walks through the door at Friendship Village, they are introduced to TRP. As part of the new hire orientation, employees learn what the TRP program is about and the incentives they can receive by participating. Friendship Village offers incentives such as a 50% transit subsidy, 100% vanpool subsidy, biking amenities, preferred covered carpool parking, Guaranteed Ride Home and rewards like bi-annual shopping sprees, movie tickets and vacation days. To retain employee's attention and keep TRP fresh, Friendship Village frequently invites guests to their campus to speak about air quality and other environmental issues.

OUTSTANDING TRIP REDUCTION PROGRAM OVER 500 – PUBLIC

Maricopa County

The Board of Supervisors approved an increase to the County's commuter subsidy at a time when departments were mandated to cut budgets. This action demonstrated TRP is a high priority. The County's comprehensive program includes: a 100% transit subsidy, site coordinators at 79 sites, alternative work schedules, numerous awareness events and more. The latest survey showed a significant drop in the SOV rate, especially at the downtown complex, which serves over 5,000 employees.

State of Arizona Travel Reduction Programs

The State of Arizona is the largest employer in the state with 20,000 employees, over 70 mandatory sites and 100 voluntary sites. Nearly 30% of employees share the ride and more than 20% telework. This past year, TRP efforts have helped reduce travel among State employees by more than 24 million miles, saving more than \$2 million in fuel costs and preventing 404 tons of pollution. The State of Arizona uses a Commuter Club Card program offering discounts from local businesses as an incentive for alternative mode users. Other services to retain and recruit new participants include the Rideshare Concierge, animated emails, contests, newsletters, events and marketing campaigns.



City of Tempe

The City of Tempe's TRP gives employees resources and incentives to reduce SOV travel. Employee benefits are offered in an effort to promote alternative modes, while helping to reduce the Valley's air pollution and traffic congestion. Employees are encouraged to continue this behavior outside of work. Program incentives include a 100% transit subsidy, preferred parking for carpoolers, a guaranteed ride home program, bike subsidies and prize drawings. The City maintains an internal website to increase awareness and knowledge of the program.

City of Glendale

The TRP program within the City is now referred to as the "Travel Green" program for employees. There have been improvements to the program over the last year to increase interest and awareness of alternative mode options. "Travel Green" encourages employees to be kinder to the environment. Recent changes to the program are a customized website a better tracking system, an increase in the transit subsidy and bike purchase reimbursement. The program is so successful that many new participants are being recruited through word of mouth.

OUTSTANDING TRIP REDUCTION PROGRAM OVER 500 – PRIVATE

Scottsdale Healthcare

Scottsdale Healthcare's management team recognizes that their employees are the basis of their success in providing the highest standard of personalized healthcare. With employees residing throughout the Valley, transportation costs can consume a large portion of employee take-home pay. Providing a wide range of commuting options and incentives is a low-cost strategy to retain employees. To incentivize employees, they offer shower facilities and secure bike lockers, preferred carpool and vanpool parking, intercampus shuttles, a 100% bus and vanpool subsidy, flexible work schedules and onsite daycare at their Shea campus. Scottsdale Healthcare has over 800 active bus card users, seven active vanpools and achieved a 9% reduction in their SOV rate.

JDA Software, Inc.

JDA is proving that more sustainable and eco-friendly business practices can coexist with business growth. To accomplish this, JDA has introduced a number of initiatives and programs that go beyond traditional means such as premium parking for hybrid cars and carpools. JDA encourages its associates to share the ride and has seen more participation from associates in recent years.

LEADERSHIP

City of Avondale – Mayor and City Council

In the summer of 2008 at the direction of the Mayor and City Council, the City launched its "Green Friday" program, which featured a compressed work week for Avondale City Hall employees. The new schedule provided extended hours for customers, Monday through Thursday from 7 a.m. to 6 p.m., with City Hall closed on Friday. Avondale's "Green Friday" program is a success because of the willingness of the City Council to think outside the box in terms of service provision, cost savings, trip reduction and employee retention and recruitment. The City Council's leadership with the "Green Friday" schedule has set the tone for many organizations across the state and country to use Avondale as a model for alternative work schedules.

Esther Rojas, Scottsdale Healthcare

As benefit manager for Scottsdale Healthcare, Esther Rojas's commitment to TRP goes above and beyond the normal call of duty. She fought hard to sustain the program's budget and actually increased it to over \$118K even in this economic downturn. Realizing employees could not absorb the rising cost of transit fares, she trimmed other budgets to continue the 100% bus subsidy. Esther wholeheartedly supported the implementation of vanpool and telework programs and has supported the addition of secure bike lockers at all three campuses. She is constantly looking for ways to support the program, link it into the corporate culture and leverage other corporate resources. Esther believes TRP is one of the most effective tools to recruit and retain the best employees.

Northern Trust

The key to Northern Trust's successful Trip Reduction program lies with the TC and support received from senior management. When gas prices rose in 2008, senior management took an active role in easing the stress and financial strain of employees by letting them telework, compress their work week or work from a closer office location. Over the past year, the number of employees teleworking or using compressed work weeks has increased. The company has shown great responsibility in support of the environment by providing a 100% bus subsidy, sponsoring the Clean Air Campaign Awards and by rewarding alternative mode users with monthly, quarterly and annual prize drawings.

Brent Bilquist, Advantage Logistics Southwest

Brent is the General Manager for Advantage Logistics and has been effective in decreasing the number of trips employees make to work each day. He first introduced compressed work weeks as an alternative to the standard 5 day/40 hour work week. Advantage Logistics boasts 20 carpool teams and Brent encourages groups to coordinate schedules even when working overtime.

the NEVER ENDING job.

We have decided to help create a world where we take better care of the environment, the earth's resources, and each other. We know that sometimes we are part of the problem. So, we are working hard to become a part of the solution. We are weighing the pros and cons, continually examining and changing things. These steps add up to something big... and noticeable. The job has already started, and it is a never-ending one. Follow our progress at IKEA-USA.com.

IKEA Tempe
2110 W. IKEA Way
Tempe, AZ 85284
(480)496-5658

***Accessible via Valley
Metro Bus Route #62**
IKEA-USA.com/tempe

#1

When we design IKEA packaging, pretty is not our top priority. We don't design flatpacks to sell more but to save more. Flatpacks mean optimized loads and reduced transport with fewer emissions. Our use of recyclable packaging requiring minimal raw material helps, too. We feel brown cardboard is one of our best friends – it saves costs and the environment.



#36

SPARSAN low energy bulbs, sold at IKEA stores, are a great alternative to traditional incandescent bulbs. They last ten times longer and the energy consumption is reduced by up to 80% over the bulb's life time. One 20-watt bulb provides as much light as a 100-watt incandescent bulb, without getting anywhere near as hot. IKEA will phase out incandescent bulbs in favor of more environmentally friendly alternatives before Sept. 1, 2010. IKEA customers can return low energy bulbs to their local IKEA store for recycling.

IKEA



Northern Trust Proudly Supports the Clean Air Campaign

Creating a brighter future, Northern Trust is proud in doing their part and has been a participant in the Valley's Trip Reduction Program for 17 years.



Chris Brady, City of Mesa

Chris Brady, City Manager for Mesa, began a pilot program, "4 for Mesa" to test out a 4 day/10 hour work week. The program focuses on four tenants: environment, extended service, energy and employees. The program helps the environment by reducing the amount of vehicle emissions in the air. Extended service Monday through Thursday provides greater convenience for city residents. Energy is conserved with the non-use of lights, air conditioners and computers on Fridays. And finally, by working one less day during the week, employees are able to enjoy greater work-life balance. The pilot program will run through December 2009.

OUTSTANDING MARKETING & CREATIVITY (ELECTRONIC AND/OR PRINT MEDIA)

Boeing Company

The Boeing Company created an Intranet commuter website for its workforce. The site is a robust comprehensive electronic resource that provides hyperlinks and tools to increase employee knowledge and awareness of: pollution issues, trip reduction, vehicle emissions testing, alternative modes of transportation, public transit and vanpool services, guaranteed ride home, telework and employer-sponsored commuter benefits. The website is embedded in Commuter Services emails and new hire materials. A reduction in the company's SOV rate and increased participation is attributed to the new site.

APS Trip Reduction Program and Communications Groups

When APS decided to subsidize 100% of the cost to ride transit for employees, they wanted to make sure it was easy for employees to take advantage of the benefit. In September 2008, a new TRP Intranet web page was launched. The page put all of APS' TRP information at employee's fingertips with links to Valley Metro transit schedules, city traffic cameras and air quality sites. Trip reduction has now become a hot topic in the company's daily E-newsletter. This communication strategy has allowed APS to sustain TRP efforts throughout the year. Since September 2008, there has been a 52% increase in requests for transit passes by employees.

Maricopa County

Maricopa County's Office of Communications produced a video to document their 2009 Bike to Work Day event entitled "A Maricopa Moment." The video was shared with employees to promote bicycling as a commute option. The video, which is posted on the County's YouTube page, includes interviews with County officials and employees who participated in the ride.

OUTSTANDING MARKETING & CREATIVITY EVENT UNDER \$500

City of Phoenix (Gail La Tour) and Maricopa County (Pat Soria)

The City of Phoenix Rideshare Coordinator, Gail La Tour and Maricopa County TC, Pat Soria teamed up to plan, coordinate and implement a Bike to Work event for both City and County employees on April 22, 2009. Bicyclists were escorted from Park Central to Phoenix City Hall where they were treated to breakfast and provided with biking information and resources. Officials from Phoenix, Maricopa County and Valley Metro participated in the ride, showing their commitment to improving the Valley's air quality.

City of Glendale

City of Glendale launched a new website for employees known as "Travel Green". The easily accessible site provides statistics for tracking alternative mode usage, CO2 pollution and gasoline and money savings. The information gathered from the site will help communicate to employees how the "Travel Green" program has affected the environment and its impacts on the community.

Capitol Rideshare (State of Arizona Travel Reduction Programs)

Capital Rideshare launched a campaign to address helping the environment during times of economic crisis. The campaign rallied around the message – "Saving money. Reducing pollution. Saving the world. All in a day's work!" – to show employees how they could save up to \$1000 annually by sharing the ride to work at least one day per week. To create awareness, Capital Rideshare sent out a media kit to agency newsletter editors and sent a challenge sign-up link to all employees. Nearly 10% of employees participated in the challenge.



philosophy: it's good to be green

philosophy is privileged to sponsor this year's clean air campaign

OUTSTANDING MARKETING & CREATIVITY EVENT OVER \$500

Quarles & Brady LLP

Quarles & Brady holds a bike fair every year during Valley Bike Month, providing bicycling information and resources to employees. This year, employees were asked to donate their old, unused bikes to St. Vincent DePaul for repair and distribution to people who need transportation to and from work. The fair also involved a raffle for new bicycles with \$351 in proceeds going to St. Vincent DePaul.

JDA Software, Inc.

JDA is proving that more sustainable and eco-friendly business practices can coexist with business growth. On July 16, 2009, JDA held a Green Expo where multiple vendors demonstrated green ideas to employees. During the Expo, JDA demonstrated how to conduct virtual meetings to reduce travel and costs. As part of the kickoff, JDA planted 1,700 trees in the Brazilian rainforest and converted over 40 printers globally to duplex printing to reduce paper waste.

SRP

In the spirit of resource stewardship, SRP launched a company-wide campaign that encouraged employees to reduce their carbon footprint at work and home. "Planet SRP" is a creative, interactive on-going campaign that provides resources to help employees become personally engaged in resource sustainability. Employee can pledge to be green, learn more about green activities for home and work, become fluent in green terminology, upload photos and videos of their own environmental activities, learn about SRPs sustainability efforts and view a calendar of sustainability events in their community.

OUTSTANDING MARKETING & CREATIVITY BULLETIN BOARD

Carlson Wagonlit Travel

Carlson Wagonlit Travel drove home their message of an individual making a difference by placing a mirror on their board with the caption, "You Can Do It!" The board lets employees know that their participation is vital to making more clean air in the Valley.

TruWest Credit Union

TruWest's bulletin board is located in their lunch room where it receives a great deal of exposure. The theme changes constantly to keep the message fresh and pictures of employees participating in TRP-related activities are featured on the board.

WorldatWork

In an effort to enhance TRP awareness and create excitement among employees, WorldatWork held an employee-wide bulletin board design contest. Accountant Mika Elliot won the contest and was awarded a \$25 gift certificate and an invitation to attend the 2009 CAC Awards luncheon. The board depicts "Arizona Today" with congested highways and "Arizona Tomorrow" with alternative modes of transportation.

WE ALL SHARE THE SAME ADDRESS.



Boeing is pleased to support
the Clean Air Campaign Awards
recognizing individual and employer
achievements toward improved air
quality and a better environment.



OUTSTANDING TELEWORK PROGRAM

Boeing Company

Telework is a key element of Boeing's commitment to environmental stewardship. Flexible work options allow employees to conduct work from various locations. The telework program consists of 20 hoteling centers and an Intranet website that provides information for employee success, including registration information, computer support and working agreements. Currently, there are 18,805 registered teleworkers. From a local perspective, Boeing's Mesa location employs 377 teleworkers who have spent 1.5 million hours accessing Boeing's Intranet, attending over 30,000 web meetings. Boeing Mesa has saved approximately \$377,520 in office space, utilities and phones.

Scottsdale Insurance Company

Being conscious of the current economy, the environment and supporting employees, Scottsdale Insurance and its subsidiaries formalized the telework portion of their Flexible Work Program (FWP). The goal of the program is to enhance their organizational capability to attract, retain and engage talent. The FWP allows many flex work arrangements including flex time, flex week, job sharing and reduced work time. Of the 110 employees participating in the teleworking portion of the program, 40 work from home full time and 70 are working from home one or more days a week. Over 800 employees participate in at least one of the available flexible work options.

Bank of America

Bank of America's "My Work" pilot provides associates with the opportunity to work from a variety of locations including a "My Work" center, other bank locations or from home. They are able to take advantage of a comprehensive provisioning policy that provides the tools and support necessary to work remotely and allows the associate to be reimbursed for office expenses incurred as a flex worker. Thanks to the program, a large number of associates work from home, thus reducing their SOV rate by nine percent.

BEST TELEWORK ADVANCEMENT

WorldatWork

The need for a telework program moved to the forefront during a large-scale office remodel project. The construction project created an issue in providing office space for about 140 employees and parking space for numerous construction workers. In order to keep business running smoothly, the company advocated for an increase in teleworking and space sharing. The remodel design incorporated 11 specially-designed FlexSpace cubicles for employees to "plug-in" when in the office. In January 2009, the remodel was completed and teleworking from home one day or more a week has continued. Although it started out as a space saving solution due to construction, telework has become an important work-life benefit for WorldatWork employees.

Blue Cross Blue Shield of Arizona

For over 70 years, Blue Cross Blue Shield has implemented programs and products that benefit members, employees and the community. This belief and a sense of corporate responsibility compelled Blue Cross Blue Shield to launch their own telework program. To ensure a successful implementation, Blue Cross took a slow and methodical approach, beginning with research and discovery of best practices and then launched pilot programs in 2006 and 2007. Employee engagement has been remarkable with more than 300 full-time teleworkers and 550 occasional teleworkers. The company measures success by savings in workspace and parking, telework satisfaction surveys and increased productivity. Within five years, Blue Cross hopes to achieve the goal of having one-third of their employees teleworking.

OUTSTANDING BIKE PROGRAM – PUBLIC

City of Tempe

One of the goals of Tempe's Transportation Program is to provide a livable community with a balanced transportation system that is environmentally sustainable. Bicycling has become a viable means of transportation in Tempe. With more than 170 miles of dedicated bikeways in Tempe, over 3.1% of Tempe residents are bicycle commuters. The City hosts three annual bicycling events, the Tour de Tempe bike ride, Bike to Work and School Day and Bike-a-Palooza to introduce residents of all ages to the benefits of bicycling. Tempe is committed to building momentum and interest in bicycling.

Tolleson Union High School District

For the past two years, the TC for Tolleson Union High School District has put together a bike giveaway program. Each school in the district is given a bike to decorate and display in the lobby of their schools. Students and staff are actively involved in decorating the bikes. At the end of the month, the school with the winning bike receives a \$500 scholarship for a student and the other bikes are raffled off to registered alternative mode users. The program has been effective in promoting biking to staff, students and parents.



City of Glendale

For years, the City of Glendale bike program provided employees who biked to work at least one day per week with a free bike from the police recovery unit. The program was so popular that demand quickly outgrew supply and employees had to be placed on a waiting list. To reduce the waiting time, the City now offers a \$50 reimbursement to employees who purchase their own bicycles and agree to ride it to work. This option allows greater flexibility and the City looks forward to seeing more employees riding bikes to work!

City of Mesa

In celebration of Valley Bike Month, the City of Mesa hosted its first Bike4Life family ride on April 18. The seven-mile ride had 80 participants of all ages and traveled from Sandra Day O'Connor Elementary School to the Mesa Multigenerational Center. Participants received free T-shirts, backpacks and prizes. The City is in the process of developing a stand-alone Bicycle Master Plan for direction and guidance to the City for future projects, as well as providing residents and peer cities with the City's Bicycle and Pedestrian vision.

OUTSTANDING VANPOOL PROGRAM

Mayo Clinic Arizona

In October 2005, with gas prices increasing and concern for employees' ability to continue to travel to work, Mayo Clinic made the decision to subsidize 100% of the cost of vanpools. Mayo Clinic now operates 37 vanpools and although they no longer offer a 100% subsidy, employees are able to participate for just \$25 per month, with Mayo Clinic picking up the cost of gasoline. The vanpools originate from all over the Valley and Mayo Clinic is committed to growing the program as demand increases.

Maricopa County

Maricopa County's vanpool program is an important component of their Trip Reduction Program. With over 40 vanpools and 380 participants, the program provides a cost effective, convenient and accessible form of transportation. With many groups commuting from outer areas of the Valley like Buckeye, Anthem, Queen Creek and Surprise, vanpools provide considerable cost savings. The County provides an \$85 monthly subsidy per employee. The estimated cost savings for the combined commuters is \$910,035.99 monthly or \$10,920,431.88 annually with a reduction in green house gas emissions of 65,941,788 lbs. annually.

OUTSTANDING COMMUTER – TRANSIT USER (BUS OR LIGHT RAIL)

Tricia O'Connor, Maricopa County

Not only does Tricia use the bus or light rail whenever possible, she encourages others to do so as well. Tricia organized a destination lunch meeting using public transportation, to make her co-workers more comfortable with riding. Her efforts helped to alleviate her co-workers' fears and get them excited about using alternative transportation modes.

Rose Rubio, Maricopa County

As a relatively new employee, Rose is a role model for co-workers by using light rail and bus to get to work each day. Her actions prompted her co-worker, Ann Woodrick, who had never used public transit, to give it a try. Now, Ann uses RAPID bus service on a regular basis.

Pete Langford, Jason Hall and Daniel Hall, City of Phoenix

For years, Pete, Jason and Daniel have used Valley Metro transit for their commute and have never been late to work. They avoid parking issues, traffic and other car problems. The ride allows them time to prepare for work on the way in and relax on the way home. While riding transit may require more time and greater planning, the trio consider their efforts worthwhile because of the impact to the environment.

Roman Kludka, Scottsdale Healthcare

Roman began riding the bus to work over 10 years ago, taking advantage of Scottsdale Healthcare's 100% transit subsidy. Even though the nearest bus stop is located two and one-half miles away from his job, he is still committed to riding the bus and walking the rest of the way. He does what he can to minimize the miles he drives and to keep the air clean.

OUTSTANDING COMMUTER – CARPOOLER

Robert Jones, City of Mesa

Since August 2008, Robert carpooled 117 days traveling 13 miles round-trip. He joins other ranks of Mesa employees with carpooling being the most heavily used alternative mode of transportation for the City's employees.

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Schumacher European and Mercedes-Benz are partners in keeping our environment clean.

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Pat Percival, Maricopa County

Pat and her husband Jack have carpooled for over 16 years, sharing one vehicle. By giving up their other vehicle, they save money on gas, car insurance and the expense of maintaining two cars. Their 26-mile commute also gives them the opportunity to talk about their projects at work.

Kim Michels, Maricopa County

When Kim's department moved from the northwest Valley to downtown Phoenix, she and several of her co-workers were faced with a transportation dilemma. Before the move, they all drove their cars separately a short distance to work. To maximize time and save money on gas, Kim volunteered to pick up three co-workers and drive to work each day. Three years strong, Kim still drives for her carpool, picking up fellow riders from their homes and nearby bus stops to ensure they get to work on time without the added driving stress.

OUTSTANDING COMMUTER – VANPOOLER

Wayne Butch, Maricopa County

Wayne has been an outstanding vanpool driver for years, traveling from Tempe to Phoenix daily. He makes sure his monthly reports are accurate and turned in on time. In addition, Wayne always makes sure the van is properly maintained so his riders have reliable transportation to work.

Glismer Garay, Desert Mountain Properties

With 15 passengers and a seven-day a week vanpool schedule, Glismer has one of the best vanpools at Desert Mountain. He is known for being meticulous about the van and his passengers. He ensures members of the vanpool receive clean, safe and reliable transportation to work.

Martiniano Pacheco, Desert Mountain Properties

Martiniano has been a driver since July 2004 and he hasn't skipped a beat. He submits his monthly reports on time and fulfills his responsibilities as the driver of a vanpool that runs seven days a week. He looks out for his co-workers and sets a good example for other drivers.

OUTSTANDING COMMUTER – BICYCLIST/WALKER

Oddvar Tveit, City of Tempe

Oddvar has worked for the City of Tempe for nine years and is an avid bicyclist. Since June 2003, he has ridden his bike to work every day (even in the summer), racking up more than 27,000 miles. This past fall, Oddvar encouraged his entire neighborhood to attend the Tour de Tempe bike ride. His dedication is paramount as he has made bicycle commuting a staple in his life.

Luis Frausto, City of Glendale

Luis is a transit driver with the City of Glendale and is also an avid bike rider. He owns a customized recumbent bike and a Bianchi Italian road bike he uses for long distance rides. His commitment to riding his bike to work and on his off time has really impacted other employees. He says his favorite thing about biking is that "you can do it by yourself or with a group." He is living proof that biking is enjoyable, good for your health and good for the environment.

Sergio Perez, Maricopa County

Sergio moved closer to his job so that he could walk to work. Although moving further away could have saved him hundreds of dollars in rent, he recognized the positive effects this action would have on the environment and his health. He and his wife are now close enough to light rail that it has become part of their active lifestyle.

OUTSTANDING MULTI-MODAL COMMUTER

Robert Anderson, General Dynamics

Bob has used alternative modes of transportation since 1971, starting with bicycling as a college student, and later as a vanpool and public transit user. When he must drive, Bob uses his energy-efficient Prius. Bob's commitment to alternative modes extends beyond the regular work week. He uses his bicycle on the weekend for quick trips and to run errands.

Sam R. Schoch, TruWest Credit Union

Sam has consistently used an alternative mode to get to work since 2006. His round-trip commute of 22 miles is done with a combination of bus and bike. Sam is motivated by the reliability of transit and bicycling and by the \$2,000 he saves every year by leaving his car at home.





Mayo Clinic is proud to support the 2009 Clean Air Campaign Awards in recognizing individuals and organizations who have made great strides towards cleaner air for all of us.

Jimmy Kingan, Frito Lay

For the last five years, Jimmy has taken the bus to and from work four days per week. He starts his commute at Beck and Broadway and takes the bus to the Tempe station where he picks up the light rail. He then walks one-half mile to work. Jimmy does not own a car, so even in his time off, he is either on a bike, bus, light rail or carpooling with a friend.

Robert Henry, Friendship Village of Tempe

Robert began using his bike about seven years ago when his car broke down. Since that time, he travels to and from various locations in the Valley using his bike or a combination of bike and bus. Even with a new car, he prefers taking the bus to work which allows him time to read, pay bills via his cell phone or nap. Riding his bike has greatly improved his health and appearance. At 60 years old, people often think he's in his 40s. He would like to see more people break their dependence on their cars.

MAG LIVABLE COMMUNITIES

Sheraton Phoenix Downtown

From the early design stages, the Sheraton was built with the environment in mind. Their eco-friendly features include:

- Green meetings with paperless and linen-less room set-up, recycle containers and digital signage
- Green guestrooms with energy efficient light bulbs and linen conservation
- Green buildings with solar louvers to reduce the thermal load
- Extensive use of locally grown or produced ingredients in the District Restaurant
- Promotion of bus, light rail and walking by providing information to employees and hotel guests

Southwest Gas

Every year, a group of volunteers from Southwest Gas called BLUE (Building Lives Up Everywhere) pick a paint project. This year, BLUE chose to paint a new day care center in downtown Phoenix as part of the United Methodist Outreach Ministries renovation project for homeless families. Southwest Gas provided supplies, hard hats, safety glasses, shirts and lunch for the group of 60 volunteers that included ASU Downtown Campus students.

City of Glendale

When gas prices rose last year, it came to the attention of transportation officials that all residents, along with employees, could benefit from transit training. Geared towards people who have never used the public transit system, the training classes help to relieve assumptions and fears associated with using public transportation. The program informs participants about where bus and light rail service is available and how to plan a trip using a transit guide, online resources or telephone. Participants experience transit first hand by taking a guided bus tour. The program is so popular that residents from other cities have participated in the training class.

BROADCAST MEDIA AWARD – KJZZ 91.5 FM

KJZZ provides fair, accurate and broad coverage of transportation and air quality topics in the Valley. By doing so, they have kept listeners up-to-date on transit alternatives and clean air issues in a year where economic issues have captured much of our attention. Focusing on continued efforts to reduce single-occupant trips by reviewing commute and travel alternatives, keeps the issue of air quality at the forefront of our daily exchanges.

PRINT MEDIA AWARD – MIKE BRANOM, EAST VALLEY TRIBUNE

Mike has provided exceptional coverage of transportation and complicated transit funding issues during his tenure as a reporter at the East Valley Tribune. His work included the reporting of new transit services and facilities and clean air events. As a result, readers are informed about the most effective and convenient ways to improve air quality through their commute choices.



PEOPLE'S CHOICE BEST PHOTO

Amateur photographers from around the Valley sent in their best photos of Valley landmarks or points of interest and told us how they used an alternative mode to get there. The photos were posted online at ValleyMetro.org and were voted on by the public.



Rio Salado Restoration Area - Bureau of Reclamation, Phoenix Area Office

It's a typical hot, sweltering late afternoon and where's the best place to be? Well, next to a cool, shady area, right? Ride the light rail or spring onto the bus to catch a fantastic sunset or savor in a breathtaking sunrise at the Rio Salado Restoration Area. This area was once a dump and has been redesigned as a functioning ecosystem for various flora and fauna along the Salt River.

Something Old and Something New - Carlson Wagonlit Travel

The photo captures a view of the Tempe Center for the Arts, in the background of the operational Salt River Union Pacific Railroad Bridge, built in 1912; taken from the light rail train. This photo was captured while traveling between Tempe and Phoenix on a local hotel familiarization trip with a group of 11 travel agent coworkers.



Bus Buddies - City of Glendale

After exiting a Valley Metro bus, a group of Glendale senior residents are venturing to their next bus. These senior citizens are from the Casa Bill Soltero residential center and are participating in the City of Glendale's Bus Buddy Program. The program is designed to assist and educate senior adults in using the public transit system. This picture depicts our commitment to the community by assisting and encouraging safe, effective and accountable travel as well as contributing to the reduction of traffic congestion and air pollution.

We Sincerely Appreciate and Thank You For Your Support.

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The Clean Air Campaign is sponsored by the Maricopa Association of Governments, Maricopa County Air Quality Department, Arizona Departments of Environmental Quality and Transportation, and Valley Metro RPTA.