



VALLEY METRO  
CHAMPIONS FOR CLEAN AIR  
The 23rd Annual Clean Air Campaign Awards and Luncheon

Presented by



Delivering more than power.™

CALL FOR NOMINATIONS

Entry Deadline: Friday, August 27, 2010, 5:00 p.m.  
Presentation of Awards: November 2, 2010 • Arizona Biltmore Resort & Spa



## **Presentation of Awards**

Tuesday, November 2, 2010

11:30 a.m. - 1:30 p.m. • Arizona Biltmore Resort and Spa

---

The 2010 Clean Air Awards' Call for Nominations is now underway. Help us honor the individuals and organizations who have made—and are still making—extraordinary efforts to create a brighter future for the Valley's residents and visitors.

The award's honorees have significantly reduced air pollution and traffic congestion by supporting clean air programs and encouraging the use of alternative modes of transportation, including transit, biking, teleworking and more. Please join Valley Metro, SRP, and other community leaders in recognizing their efforts by nominating them for a prestigious Clean Air Campaign Award. We look forward to receiving your 2010 nominations!

### **CLEAN AIR CAMPAIGN AWARDS ENTRY GUIDELINES**

#### **ELIGIBILITY**

You can nominate any individual or employer in the Maricopa County Trip Reduction Program, including yourself, by filling out the official nomination form and attaching relevant supporting material for the project or program. All projects or programs must have occurred between August 1, 2009 and July 31, 2010. **Please be as detailed and descriptive as possible.**

#### **ENTRY FORMS**

Please fill out the entry form completely. Multiple entries are permitted. Write a maximum 250-word summary and submit any supporting documentation or photos as a part of the entry form. This summary will be used as a judging brief, and in the program booklet, if your entry is one of the three finalists in its category.

#### **SELECTION CRITERIA**

- Clarity of message and information provided on the entry form
- Illustrates dedication and support for trip reduction and clean air programs
- Attractiveness, effectiveness, quality, and overall impact of materials (when applicable)
- Measurable results in achieving goals (use statistics in summary if applicable)

#### **JUDGING**

A preliminary review of the entries will be ranked and sent on to an independent panel of judges for their consideration.

#### **FEES**

There is no fee for entry.

#### **PEOPLE'S CHOICE BULLETIN BOARD SUBMISSION DEADLINE**

Friday, August 20, 2010, 5:00 p.m.

#### **NOMINATION DEADLINE**

Friday, August 27, 2010, 5:00 p.m.

---

### **ALL ENTRIES AND SUPPLEMENTAL MATERIALS SHOULD BE MAILED TO:**

Valley Metro Clean Air Campaign Awards  
302 North 1st Avenue, Suite 700, Phoenix, Arizona 85003

For more information, call 602.534.6472 or contact your Business Services Representative.  
Or, email questions to [cleanair@ValleyMetro.org](mailto:cleanair@ValleyMetro.org)

## **OUTSTANDING TRANSPORTATION COORDINATOR**

- 50-149 employees
- 150-499 employees
- Over 500 employees—Public Employer
- Over 500 employees—Private Employer

The winning transportation coordinators will have made an outstanding effort to develop or improve their organization's trip reduction program. Nominees should show that they have creatively and effectively reduced the organization's Single Occupancy Vehicle (SOV) rate, turned an ineffective trip reduction program into a successful one, or successfully led an internal campaign to foster support of the employer's trip reduction program.

## **OUTSTANDING TRIP REDUCTION PROGRAM**

- 50-149 employees
- 150-499 employees
- Over 500 employees—Public Employer
- Over 500 employees—Private Employer

Winning employers in this category will have made outstanding and comprehensive trip reduction and Clean Air Campaign efforts throughout the year. The nomination may include components that have built employee knowledge and awareness about trip reduction and/or alternative modes of transportation. This award is for programs that have an effective array of incentives for employees and can illustrate how they have been able to increase alternative transportation usage.

## **OUTSTANDING LEADERSHIP**

For managers, chief executive officers, community leaders or other individuals who have displayed outstanding contributions and support in their organization and/or community's trip reduction and/or clean air projects.

## **OUTSTANDING MARKETING AND CREATIVITY**

### ***Electronic (Intranet, video, web portal) and/or Print Media***

Entries in this category should demonstrate the effective use of electronic media or print media (i.e., brochures, newsletters, posters, etc.) to market or promote alternative mode use to employees. The employer should demonstrate creativity and effectiveness in building employee knowledge and awareness of pollution issues, trip reduction and alternative modes of transportation.

### ***Marketing Event or Campaign***

- Under \$500 budget
- Over \$500 budget

Employers should demonstrate how a single marketing event or an extended, themed campaign, resulted in greater employee knowledge of air quality issues, and/or participation in ridesharing programs.

## **OUTSTANDING TELEWORK PROGRAM**

For the employer with a formal telework program that clearly and effectively demonstrates a commitment to the environment and their employees by providing employees greater work-life balance while yielding significant benefits such as increased productivity and efficiency or reduced operational costs.

## **BEST TELEWORK ADVANCEMENT**

Employer that has advanced telework by creating and implementing an innovative program, process, product or service. This innovation makes possible the reduction of either commute and/or business-related vehicle trips.

## **OUTSTANDING BIKE PROGRAM**

- Public Employer
- Private Employer

For employers who have implemented an outstanding promotional effort or overall bicycle program encouraging their employees to use bicycles as an alternative mode of transportation for short trips or to commute to work through improved employer facilities, educational programs, promotions or Valley Bike Month events.

## CATEGORY DESCRIPTIONS

### OUTSTANDING VANPOOL PROGRAM

For employers who have demonstrated significant support of their vanpool program through the successful formation of vanpools, vanpool subsidies, marketing and preferential parking. Entries should show significant management support for the program, growth of their vanpool program or measurable pollution savings.

### OUTSTANDING COMMUTER

For commuters who consistently use an alternative mode of transportation to reduce traffic congestion and air pollution in the Valley. This individual will have gone "over and above" in their support, participation and contribution to the environment when using an alternative mode of transportation.

- Outstanding Transit Rider (bus or light rail)
- Outstanding Carpooler
- Outstanding Vanpooler
- Outstanding Bicyclist or Walker
- Outstanding Multi-modal Commuter (utilizes at least two transportation modes or a unique mode to commute)



### MAG LIVABLE COMMUNITIES

*(Awarded in partnership with Maricopa Association of Governments)*

For municipalities, developers, and employers who have made a special effort to improve streets, pedestrian or other facilities that make our communities more livable. Examples include transit-oriented development (getting ready for rail); bicycle and/or pedestrian amenities, streetscapes (landscaping amenities); linkages to transit; traffic calming techniques; pedestrian circulation enhancement between activity centers; and specific programs and activities that increase and create a more livable and sustainable community.



### MARICOPA COUNTY AIR QUALITY EXCELLENCE

This award acknowledges an individual, environmental or philanthropic organization, business interest or government body, currently participating in the Maricopa County Trip Reduction Program that has demonstrated significant initiative, commitment, leadership and accomplishment in developing or implementing an activity or program that has resulted in substantive and long-term air quality benefits or awareness. Additional submission criteria available at [ValleyMetro.org](http://ValleyMetro.org).

### MEDIA AWARD

*(Open to Print, Broadcast and Electronic Media Organizations only)*

Valley Metro and its Clean Air partners rely on your fair and balanced reporting to inform Valley residents of the detrimental health and environmental impacts caused by pollution. This award honors local media who affect public awareness and action through timely and impactful news reports. Additional submission criteria available at [ValleyMetro.org](http://ValleyMetro.org).

### PEOPLE'S CHOICE—BEST BULLETIN BOARD

A bulletin board that creates interest and provides awareness of a specific trip reduction or clean air effort is the essence of this award.

The entry should be in the form of a digital photo (.jpg format, no larger than 5MG) or a high-res .pdf of the board along with a short (maximum 150 words) description of the entry and its effectiveness. Entry photos should be emailed to [cleanair@ValleyMetro.org](mailto:cleanair@ValleyMetro.org) with "**Bulletin Board**" in the subject line. Photos should show the bulletin board in as much detail as possible. Please submit no more than two photos of your entry.

Entries in this category will be voted on by YOU! Bulletin board submissions will be displayed at [ValleyMetro.org](http://ValleyMetro.org) after the closing date, for viewing and voting by the public.

**Deadline for bulletin board submission: Friday, August 20, 2010, 5:00 p.m.**



THANK YOU TO OUR SPONSORS

---

PRESENTING LEVEL



Delivering more than power.™

GOLD LEVEL



SILVER LEVEL



philosophy®

BRONZE LEVEL



Solutions for Life™

