OCTOBER IS RIDE SHARE MONTH

Fall is around the corner and it’s the perfect time to enjoy the outdoors by bicycling and walking. It’s also the perfect time to join the movement and take transit, carpool, vanpool or telework instead of driving to work alone.

Rideshare Month is celebrated nationwide and Valley residents can join the fun and save money, time and stress while reducing pollution and traffic congestion. There are many ways to participate:

- Take the pledge during September
- Register and track alternative mode trips at ShareTheRide.com
- Earn points and enter contests
- Hold an event for employees and driving-age students
- Promote, promote, promote!

Refer to the Promotional Checklist for more information.

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

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

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

Thank you to transportation coordinators (TCs), alternative mode users and those who support cleaner air and less traffic congestion. Welcome to the Fall 2018 TC Kit!

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

Use the materials to freshen bulletin boards and incorporate into emails and company messages. Always feel free to contact your Commute Solutions coordinator for assistance at 602.262.RIDE (7433).

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TIPS FOR PLANNING A TRAVEL REDUCTION PROGRAM (TRP) EVENT

One of the best ways to raise awareness about the Travel Reduction Program (TRP) and to gain participation is to hold an event and inform employees and driving-age students about commute options.

Transportation Coordinators (TCs) who commit to holding a TRP event in their annual Travel Reduction Plan, such as a TRP fair or Lunch and Learn, should consider several factors to ensure success:

Planning is key. Choose a date and time that is convenient for as many employees and driving-age students as possible. Typically, lunchtime is best because folks can stop by on their way out or when they return. They may also be more relaxed when they step away from their desk and into a fresh environment.

Choose a highly visible and accessible location. A lobby, cafeteria or large conference room is a good choice. The space should accommodate a large group and enable a steady flow of traffic.

Establish a budget to spend on a raffle prize, refreshments and other incentives to reward attendees. Commute Solutions coordinators can provide giveaway items like lanyards, lip balms, pens and notepads with the ShareTheRide.com logo to remind attendees where to visit for more information.

Promote, promote, promote! Develop a flyer that lists the event details, emphasize the goodies to be given away and a contact person (typically the TC) for more information. Post the flyer in the lunch room, at the reception desk and other high-traffic areas. Use the flyer in email messages a few times, including a final reminder the morning of the event.

Pictured left to right: Irene S., Director of First Impressions and Transportation Coordinator at Sundt Construction and CJ Schneider, Valley Metro Commute Solutions Coordinator

Think you need to be a seasoned TC to have a successful turnout? Think again! Irene S., Director of First Impressions and Transportation Coordinator at Sundt Construction, was tasked with holding a TRP event for her first time. “I wasn’t experienced so I took it step by step. Working with my Commute Solutions coordinator, we established a date and time when employees would most likely be available. We also chose the café where they could sit down, relax and listen to a presentation. I ordered pizza and had cookies made with images to promote ridesharing, biking, walking and clean air!” she explained.

Providing materials that matter is also essential. Brochures about mode choices, maps with transit routes and bike paths, instructions to join and use ShareTheRide.com and contest flyers were among the materials that Irene ordered from Valley Metro and displayed. Irene explained, “The combination of food, incentives, helpful material and a presentation made our event successful. We gained new alternative mode users (AMUs) who registered onsite and we were able to remind everyone of our incentives to join.”
TRANSIT SERVICE CHANGES
Valley Metro and City of Phoenix service changes occur twice per year to develop an effective regional transit system that supports Valley communities, businesses and residents. Public input was requested from April 30-June 1, 2018 on proposed service changes that will take effect on October 22, 2018.

Below are the service adjustments. A new transit book will be available in print and to download at valleymetro.org in early October.

- New Route: Scottsdale Cactus Trolley
- Route Modifications: 8, 56, 80, 81, 104, 106, 514*
- Frequency Modifications: 41, 72, 542
- Schedule Adjustments: 106**, 140, 562
- Increase Service Hours: BUZZ
- Route Consolidation: Scottsdale’s Neighborhood, Miller Rd. and Camelback Rd. Trolleys
- Restore five holidays to weekday service levels on light rail, local bus, circulators and rural routes. Express and RAPID service would continue to not operate on these holidays:
  - Veterans Day
  - Martin Luther King Jr. Day
  - Presidents Day
  - Day after Thanksgiving
  - Christmas Eve

* The only adjustment to the Express Route 514 in October would be to serve the new Fountain Hills Park-and-Ride. Schedule adjustments due to serving the new park-and-ride in October are currently being evaluated. No other changes will occur to the Express Route 514 in October.

** The route 106 schedule adjustment has been taken off the table for consideration.

WORLD CARFREE DAY – SEPTEMBER 22
Join the global movement, World Carfree Day, on Saturday, September 22 to raise awareness of the pollution, noise and danger that single driver cars produce. This day is set aside to encourage people to avoid using cars and bicycle, walk or use public transportation instead.

World Carfree Day also aims to take the heat off the planet for just one day by encouraging people to be less dependent on their cars and try alternatives.

Participants who track their activity at ShareTheRide.com on Saturday, September 22 may enter to win one of two $25 Harkins Theatres gift cards.
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/events.

INTRO TO TRP COURSE ONLINE
Valley Metro offers a training class 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.

BUY YOUR TRANSIT PASS BEFORE YOU BOARD
Save time when you buy your pass before boarding the bus or light rail. There are more than 800 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.

VALLEY METRO RETAILERS INCLUDE: