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/

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.
GET TO KNOW THE TRP RESOURCE LIBRARY

Transportation Coordinators (TCs) are encouraged to visit the Resource Library at 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.

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.

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
Torn Szaky - TerraCycle

A special thanks also goes out to our sponsors
GET SOCIAL WITH US!
Valley Metro’s Commute Solutions team and its trip-matching system, ShareTheRide.com, have a Facebook page. Join us for transit updates, alternative mode tips, contests and inspiration at 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, select Commuter Challenge.

Winners will be listed at 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 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.
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 and choose Materials Order Form.

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, choose Commute Solutions > Event Calendar.

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.

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.

VALLEY METRO RETAILERS INCLUDE:

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

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