



Maricopa County

Air Quality Department

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November 30, 2005

The Honorable Ken Bennett, Senate President
Arizona State Senate
1700 W. Washington St.
Phoenix, AZ 85007

RE: Maricopa County Trip Reduction Program
Annual Report for Fiscal Year 2004-2005

Dear President Bennett:

The Maricopa County Trip Reduction Program (TRP) is pleased to provide the enclosed copy of our Annual Report FY05. The report details the progress and accomplishments of the TRP between July 1, 2004 and June 30, 2005.

If you have any questions or comments concerning the report, please feel free to contact me at (602) 506-6936.

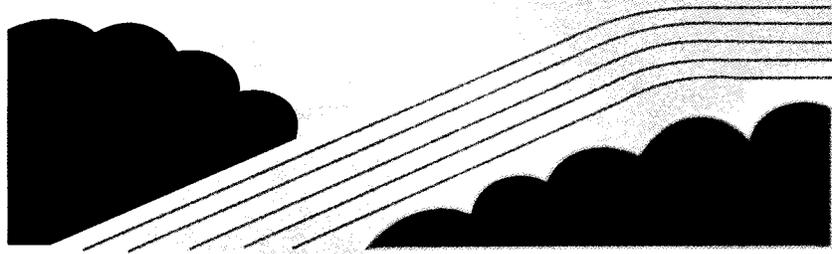
Sincerely,

A. Neil Yockey
Environmental Program Manager
Trip Reduction Program

Trip Reduction / Voluntary Vehicle Repair & Retrofit
1001 North Central Avenue, Suite 500, Phoenix, Arizona 85004

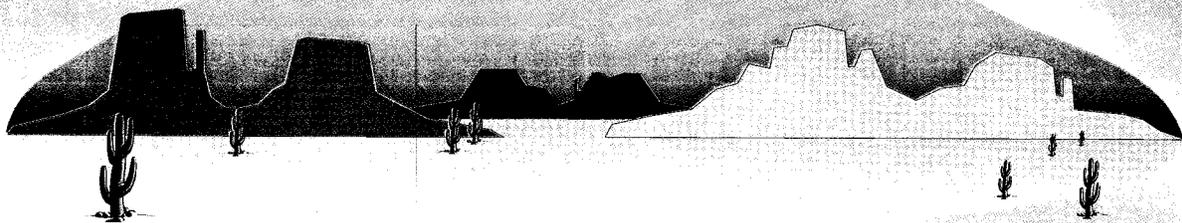
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Maricopa County
Trip Reduction Program
Let's Clear The Air

Annual Report
2005





Trip Reduction Program

July 1, 2004 June 30, 2005

Robert Kard, Director
Air Quality Department

Prepared by
Maricopa County Trip Reduction Program Staff
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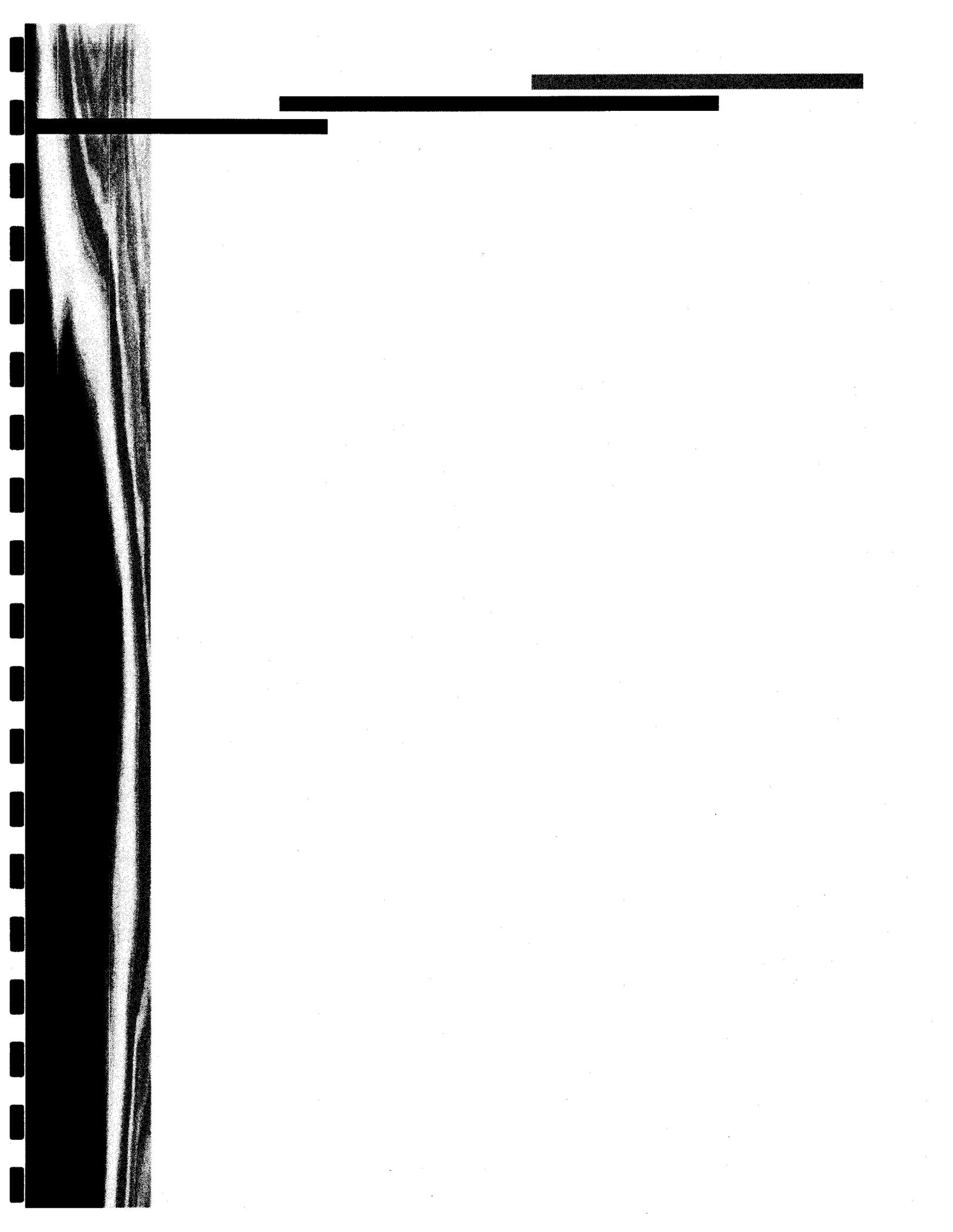
ACKNOWLEDGMENTS

Maricopa County Trip Reduction Program staff with the input and assistance of many individuals, organizations and agencies has prepared this report. We would like to thank them for their time and expertise.

Special thanks to:

- Arizona Department of Environment Quality
- Maricopa Association of Governments
- Maricopa County Trip Reduction Task Force
- Regional Public Transportation Authority

The Maricopa County Trip Reduction Program is funded by a grant from the Arizona Department of Environmental Quality and the Maricopa Association of Governments.



MARICOPA COUNTY REGIONAL TRIP REDUCTION PROGRAM

2005 Annual Report

July 1, 2004 - June 30, 2005

EXECUTIVE SUMMARY

During the Fiscal Year 2004-2005 (FY05) grant year, Maricopa County continued the Trip Reduction Program (TRP) and the voluntary "Clean Air Campaign". The TRP requires organizations with 50 or more employees or students at a single site to participate. This is accomplished by appointing a transportation coordinator; distributing alternate mode information; surveying employees and students annually; and writing and implementing a trip reduction plan. The Clean Air Campaign is a year-round public awareness campaign encouraging the community to use an alternate mode of transportation. Both programs are mandated by the Arizona State Legislature.

The TRP produces a detailed statistical summary report for each employee and student site participating in the program. During FY05, there were 2,773 sites in the TRP representing 1,117 companies. This year, the survey was administered to over 624,000 commuters. In addition, the TRP Task Force, along with the TRP staff, reviewed and approved 1,138 trip reduction plans. The following report tracks and analyzes the commuting habits of employees and students in Maricopa County.

The TRP is continually identifying new sites required to participate in the program. This on-going effort has resulted in 200 new employee and student sites incorporated into the TRP and completing their baseline year during FY05. While companies phased in and out of the TRP, the number of active sites remained approximately 2,700 throughout the year.

An aggregate analysis of the sites processed during FY05, representing employee and student participants, produced the following statistical results: 1) commuters in the TRP saved 12,934 tons of pollution by using an alternate mode of transportation; and 2) the TRP's e-survey was used by more companies and their employees than ever before, a 31% increase.

The TRP has two forms of its online survey. Employers can choose either the Intranet or Internet version. Overall, 120 companies had their employees use the e-survey this year. Twenty-one companies programmed the Intranet version onto their system for their employees to use and 99 companies had their employees access the Maricopa County web-site for the Internet form. While most of the larger companies used the Intranet version, accounting for more than half of all employees, Maricopa County was the largest

company using the Internet version, an estimated 70% of their 11,000 employees completed the e-survey.

Companies that used the e-survey saved the TRP from providing over 99,000 paper forms; this was an increase of 14% compared to last year. TRP's goal is to have a steady annual increase in e-survey usage until 35% of all employees are filling the survey out online. Currently, 18.2% of TRP employees use the e-survey to complete their survey. In addition to TRP saving time and money, those companies using the e-survey saved an estimated \$218,000 in administrative and processing costs.

Staff members of the Maricopa County Trip Reduction Program and the Regional Public Transportation Authority (RPTA) work closely to the benefit of both the TRP and the Clean Air Campaign. The RPTA is sub-contracted by the County to provide training, technical support and promotional materials to all organizations affected by the TRP.

The FY05 Trip Reduction Program Final Report is highlighted with samples of program material, aggregate results of the annual survey, and the calculation methodology. Questions or comments should be addressed to the Maricopa County Air Quality Department, Trip Reduction Program, 1001 N. Central Ave. #500, Phoenix, AZ 85004.

SURVEY FORM METHODOLOGY
Maricopa County Regional Trip Reduction Program
Fiscal Year 2004 - 2005

Introduction:

The Maricopa County Regional Trip Reduction Program (TRP) has completed its fourteenth program year. During FY05, the TRP modified its methodology to improve its statistical measurement and its overall operation. Each program year, new methodologies, procedures, and definitions are implemented to improve the overall quality of the TRP.

Response Rate:

Employers and schools affected by the TRP conduct a trip reduction survey annually and are required to achieve a minimum response rate of 60% per site. The response rate is calculated based on the number of questionnaires returned to the TRP divided by the number of surveys requested. A site not achieving the minimum response rate is required to resurvey. If a site does not achieve the minimum response rate on the resurvey, the non-respondents are counted as single occupant commuters. Also, employment sites with a response rate between 60% and 75% are required to provide "enhanced communication efforts" in their plan in order to improve the response rate next year.

Program Year:

The TRP's method for measuring employers' participation is based on the employer's site program year. This methodology permits the aggregation of employment sites based on program year.

For purposes of maintaining consistency and tracking a company's historical data from one year to the next, data gathered for a company is now based upon the company's anniversary date. This has been changed from previous years where the inclusive date was based upon the company's summary analysis sent date. The reason for this change is that the anniversary date is less likely to fluctuate for a company than the summary analysis sent date. This allows TRP the capability to track the same companies and their results for any given time period with greater accuracy.

Valid Surveys:

Two questions from the TRP survey are necessary to constitute a valid questionnaire. A valid response to questions #1 and #5 are required since question #1 is used to verify that an employee reports to the worksite three or more days per week and to calculate the SOV rate and question #5 is needed to calculate the SOV miles traveled rate. A questionnaire is considered invalid for statistical measurements if the response to question #5 exceeds the established one-way distance from home to the worksite. Currently, the maximum one-way distances that exclude questionnaires from statistical analysis are:

<u>Mode of Transportation</u>	<u>Maximum One-way Distance</u>
Drive alone (SOV)	> 150 miles
AFV	> 150 miles
Carpool	> 150 miles
Vanpool	> 150 miles
Bus (Public/School)	> 75 miles
Bike	> 50 miles
Walk	> 10 miles

Establishing SOV Targets:

SOV trip and mile targets are established to give employers their SOV reduction goals for the following year and in subsequent years. Effective July 1, 1994, employer's annual SOV reduction goals increased from 5% to 10% for the first five target years. SOV targets for the sixth year and subsequent program years are 5% annually.

SITE ANALYSIS:

Two indexes, the SOV trip and SOVMT rates, are used to measure the amount of SOV reductions per employment/student site. SOV trips are calculated from question #1 and #3 on the TRP questionnaire. The formula for this calculation is:

SOV Trip Rates:

$$\text{SOV Trips} = \text{Drive alone trips} + \text{Penalty trips}_1$$

$$\text{Total Trips} = \text{SOV trips} + \text{AFV trips} + \text{Carpool trips} + \text{Bus trips} + \text{Bike trips} + \text{Walk trips} + \text{Vanpool trips} + \text{Telecommuting trips} + \text{CWW trips}$$

$$\text{SOV Trip Rate} = \frac{\text{SOV trips}}{\text{Total trips}}$$

Assumptions used in measuring the SOV trip rate are: 1) calculating SOV trip rate allows for changes (increase or decrease) in the work force population, 2) motorcycles are considered SOV trips since their emission standards are higher than automobiles, and 3) factoring carpool and vanpool trips by the average vehicle occupancy (AVO) would adversely impact small companies.

1 Penalty trips are non-respondents on a resurvey that are counted as single occupant commutes

The other index, the SOVMT rate is obtained by multiplying the number of one-way miles traveled to the worksite (question #5) by the modes of transportation (question #1 and #3). The total number of carpool or vanpool miles traveled weekly per site is factored by the AVO. The AVO is calculated from question #4 on the TRP questionnaire. The formula for computing the SOVMT rate is:

SOVMT Rate:

$$\text{SOVMT} = \text{Drive alone miles} + \text{Penalty miles}_1$$

$$\text{Total VMT} = \text{SOVMT} + \text{AFV miles} + (\text{Carpool miles}/\text{AVO}) + \text{Bus miles} + \text{Bike miles} + \text{Walk miles} + (\text{Vanpool miles}/\text{AVO}) + \text{Telecommuting miles} + \text{CWW miles}$$

$$\text{SOVMT Rate} = \frac{\text{SOVMT}}{\text{Total VMT}}$$

The assumptions used in calculating the SOVMT rate are: 1) SOVMT rate allows for changes in the work force population, 2) the SOVMT rate controls for changes in the location of employment sites and/or employee residence, 3) the SOVMT rate accounts for employees/students changing from an SOV mode of transportation to one of the main alternative modes of transportation (carpool, vanpool or bus), as well as employees/students changing to bike or walk modes of transportation, and 4) factoring by AVO more accurately measures the amount of miles traveled in carpools and vanpools to the worksite.

Accounting for Telecommuting and Compressed Work Week Schedules:

Telecommuting trips measure the number of days per week a respondent works at home instead of traveling to the work site. Compressed work week schedules (CWW) measure the number of respondents working a 4-day week (10-hour work days), 3 day week (12 hour work days), Alternating 3 day/4 day workweeks (36 hours one week, 48 hours the next week), 80 hours in nine (9) days (9/80).

The assumptions used in accounting for CWW and telecommuting work schedules are 1) Telecommuters and CWW employees are SOV commuters, and 2) CWW work schedules and Telecommute trips are considered trips not taken.

1 Penalty miles are non-respondents on a resurvey that are counted as single occupant commutes.

Comparing Change in SOV Rates:

The SOV trip and SOVMT rates obtained in the current year are compared with the SOV rates obtained in the previous year for each employment/student site. Each employer and site is given an employer code and a site number that make it possible to compare sites from year to year. The SOV trip and SOVMT rates are compared annually by using the following formula:

$$\frac{\text{SOV Rate Current Year} - \text{SOV Rate Previous Year}}{\text{SOV Rate Previous Year}}$$

Aggregate Analysis:

Aggregate models used to measure the overall impact of the TRP on reducing SOV trips or SOV miles are very similar to the models used to measure employment sites. Aggregate analyses are performed for quarterly reports, year-end reports and special studies. The guidelines for including employee and student sites into aggregate analyses are: 1) an employment/student site must be available for all years under investigation and 2) affected sites are analyzed separately for employee and student populations.

Aggregate Models for SOV Rates:

SOV Trip Rate:

$$\text{SOV Trips} = \text{Drive alone trips} + \text{Penalty trips}$$

$$\text{Total Trips} = \text{SOV trips} + \text{AFV trips} + \text{Carpool trips} + \text{Bus trips} + \text{Bike trips} + \text{Walk trips} + \text{Vanpool trips} + \text{Telecommute trips} + \text{CWW trips}$$

$$\text{SOV Trip Rate} = \frac{\text{SOV Trips}}{\text{Total Trips}}$$

SOVMT Rate:

$$\text{SOVMT} = \text{Drive alone miles} + \text{Penalty miles}$$

$$\text{Total VMT} = \text{SOVMT} + \text{AFV miles} + (\text{Carpool miles/AVO}) + \text{Bus miles} + \text{Bike miles} + \text{Walk miles} + (\text{Vanpool miles/AVO}) + \text{Telecommute miles} + \text{CWW miles}$$

$$\text{SOVMT Rate} = \frac{\text{SOVMT}}{\text{Total VMT}}$$

Definitions:

AFV - Alternate Fueled Vehicle; a motor vehicle that uses propane, CNG or batteries (electric) instead of conventional or diesel fuel.

Carpool - Rides shared in private automobiles by two or more people, on a continual basis, regardless of their relationship to each other or cost-sharing agreements.

Commute Alternatives - Carpooling, vanpooling, making use of the public transit system, bicycling, or walking as commute modes for traveling to and from work.

Compressed WorkWeek - Management reschedules the normal five-day, forty-hour week to longer hours per day but fewer days per week.

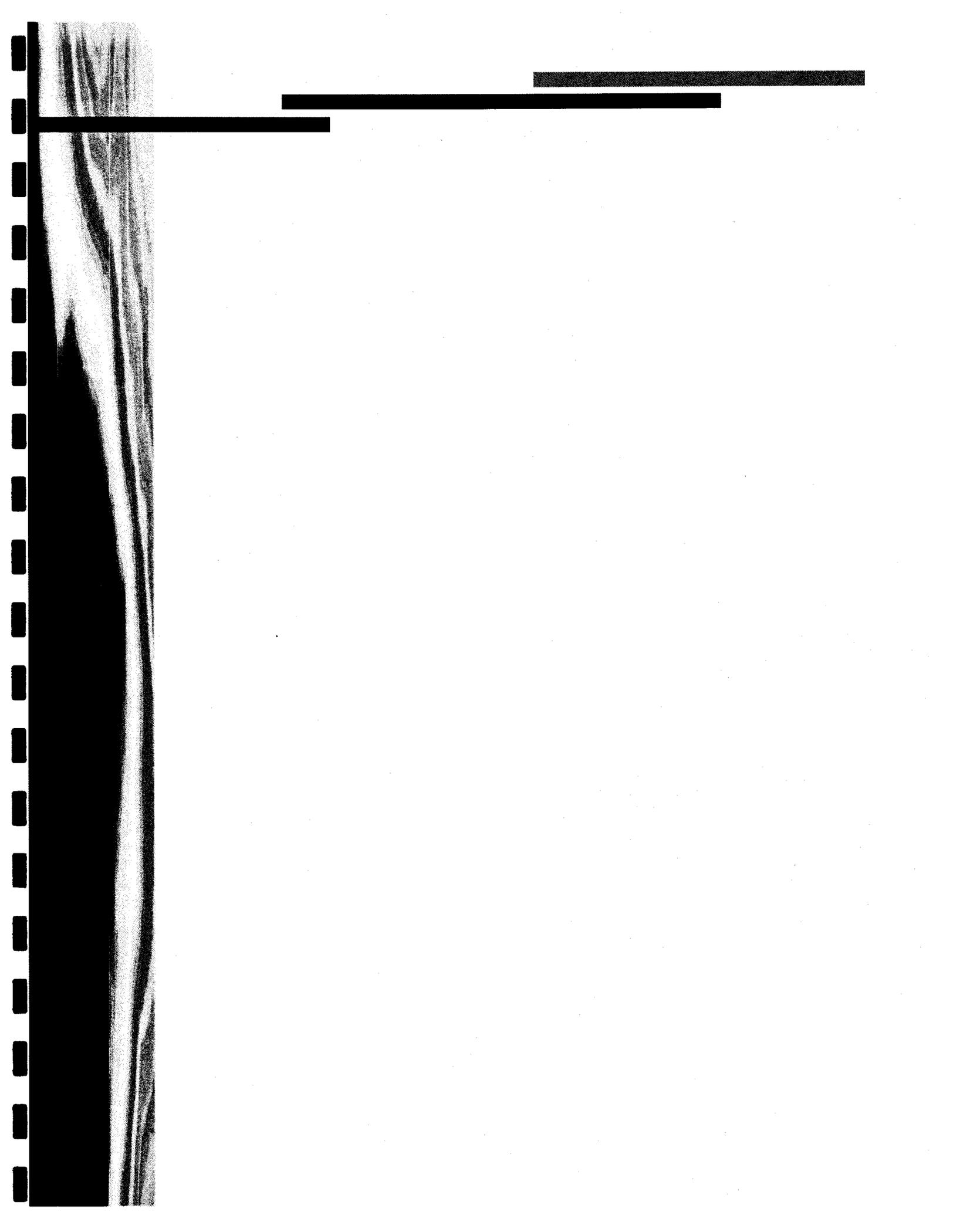
High Occupancy Vehicle (HOV) - A motor vehicle occupied by two or more people.

Single-Occupant Vehicle - A motor vehicle occupied by one person commuting to work/school. This definition also includes commuting to work on a motorcycle.

Telecommuting - The use of telecommunications technology to transport information rather than people to the work place. Generally speaking, telecommuting is simply working at the home instead of going to the work site.

Vanpool - The prearranged membership of a group whose members are picked up by a van at specific points and are taken to common or nearby employment sites, then returned to the pick-up point(s) after the end of the workday, usually for a monthly fare.

Vehicle Miles Traveled (VMT) - The total one-way distance traveled in miles by all motor vehicles of a specified group at an employment site.



MARICOPA COUNTY REGIONAL TRIP REDUCTION PROGRAM 2005 Annual Report

INTRODUCTION

During Fiscal Year 2005, 2,773 employment sites were processed by the Trip Reduction Program (TRP). Of all the sites, 200 were baseline (first year sites). The TRP produces a detailed statistical summary report for each employment and student site. This year, we administered the survey to over 624,000 employees and students. In addition, the TRP Task Force, along with the TRP staff, reviewed and approved over 1,100 Trip Reduction plans. The following report tracks and analyzes the commuting habits of employees and students in Maricopa County.

The 1988 Omnibus Clean Air Legislation laid the foundation for the Maricopa County Trip Reduction Program (TRP). Employers with 100 or more employees were required to (1) reduce the single occupancy vehicle rate (SOV) by 5% annually, (2) name a transportation coordinator, (3) provide trip reduction information to all employees and/or students, (4) conduct an annual trip reduction survey and (5) submit an annual trip reduction plan.

The Trip Reduction Ordinance (TRO) adopted by the Board of Supervisors in September 1992 became effective January 1, 1993. This ordinance expanded the TRP by requiring employers with 75 to 99 employees to participate. The 1993 ordinance also established a SOV floor of 60%, and it improved SOV rate and SOV target calculations.

The TRO was amended May 26, 1994 with the following changes effective July 1, 1994; (1) employer SOV reduction goals were increased from 5% for the first five target years to 10%, (employers in their sixth and subsequent target years have a SOV target of 5% annually), (2) employers with 50 to 74 employees were incorporated into the program and (3) employers were given credit towards SOV reduction goals for using Reduced Emission Vehicles (REV).

In May 1996, the TRO was amended and ten Equivalent Emission Reduction (EER) measures were implemented. The ordinance became effective in July 1997. The EER ordinance measures allow for credit to be given to companies toward meeting their trip reduction goals by implementing alternative air pollution reduction strategies. These strategies are listed on a separate form and submitted with their trip reduction surveys on an annual basis.

In the first program year of the TRP approximately 500 employers and 800 employment sites were affected by the TRP. The implementation of the 1993 TRO added 300 employers and 700 sites to the program. With the implementation of the 1994 TRO, there are currently over 1,100 employers and 2,700 sites affected by the TRP.

PROGRAM OVERVIEW

The TRP is divided into three departments: Operations, Plan Review/Monitoring and Research/Data Analysis.

Operations

Operations section's primary responsibilities are: 1) coordinating survey delivery and processing dates; 2) monitoring new employers for incorporation into the TRP; 3) tracking affected employers to ensure that questionnaires and other requirements are submitted on schedule; and 4) developing policies and procedures.

Plan Review/Monitoring

The Plan Review/Monitoring section reviews and evaluates all submitted "TRP Plans" to determine if proposed strategies and/or incentives are adequate to achieve targeted SOV reductions. There were 1,175 "TRP Plans" that were reviewed and approved by the Task Force and staff during FY05.

The Plan Review staff also monitors employers to ensure that trip reduction plans are implemented accordingly. Monitoring activities include on-site visits and phone calls to employers. This year there were 544 monitoring phone calls and 641 site visits made. Employers not in compliance with TRP's policies and procedures can receive a Notice of Violation (NOV). During FY05, 113 NOV's were issued to employers who did not meet the statutory requirements. Of those referred to the TRP Task Force for enforcement, 99% were withdrawn because of compliance. The remaining 1% was sent to Maricopa County Board of Supervisors (BOS) for action. Civil penalties were enforced for one company, who paid a fine and subsequently came into compliance.

Research/Data Analysis

The Research/Data Analysis section is responsible for analyzing survey data and generating "Summary Analysis Reports" for each employment site; analyzing and measuring the overall impact of the TRP on reducing single occupant commutes; and producing quarterly, annual and special reports for internal and external requests. In FY05, the Research/Data Analysis section sent out 2,786 summary analyses for employers and schools. In addition, they completed reports and supplied statistical data results for employers, researchers, city planners, news affiliates and individuals.

Valley Metro/RPTA

Both the Maricopa County TRP and the Valley Metro/Regional Public Transportation Authority (RPTA) provide staff to coordinate the benefits of both the TRP and the Clean Air Campaign. The RPTA is a sub-contracted organization that provides training, technical assistance and promotional material to all affected organizations. During the past year, 604 people were trained, representing 211 TRP employers. Training sessions included formal Transportation Coordinator (TC) training, in-house workshops, and roundtables. Over 5,500 technical assistance and consultative service contacts were made to Valley organizations. Now in its fifteenth year, the Clean Air Campaign continues to maintain a favorable rating by the public.

ANNUAL REPORT METHODOLOGY

The Maricopa County Regional Trip Reduction Program's method for measuring employers' compliance with the program is based on an employer's current site year. This methodology allows for the aggregation of data by the current TRP program year. New employment sites are added on a continual basis. The total number of employees/students commuting patterns is measured to determine TRP's overall effectiveness on reducing single occupant vehicle trips and miles.

This year, aggregate data is only shown for the first program year (FY 1991) and the last five fiscal years. This is done to show how the TRP compares to the inaugural year and reflect the most recent trend of data. For purposes of maintaining consistency and tracking a company's historical data from one year to the next, data gathered for a company are based upon the company's anniversary date.

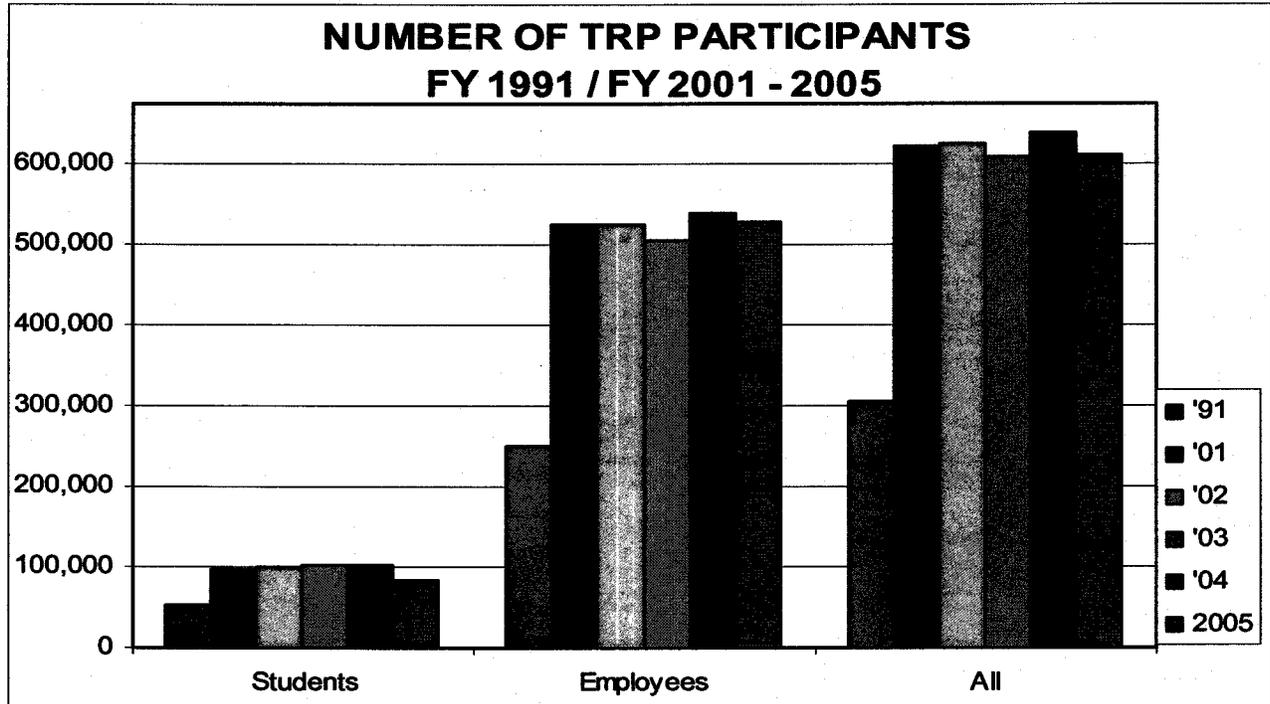
The calculation for the number of miles needed to generate one-pound of pollution, for an average vehicle, is 30 miles. This number is used to calculate the amount of pollution saved annually in the program. The Maricopa Association of Governments (MAG) has provided the data, citing EPA's Mobile 6A as its source.

REPRODUCED FROM THE ORIGINAL FILE

NUMBER OF TRP PARTICIPANTS

The Maricopa County region affected by the Trip Reduction Program (TRP) has seen continual growth since the inception of the program in 1989. TRP's overall participation has increased **112%** since the first program year.

Based on current DES estimates for the Maricopa County workforce, there are approximately 1,599,000 employees. TRP employees account for nearly 33.6% of those Maricopa County residents. In addition, 'Student' sites contribute another 83,811 participants to the overall population tracked by the TRP.



The number of all TRP participants has steadily increased each year of the program. The student population has remained fairly level over the previous four years. However, this year showed a substantial decrease from last year, because a large educational institution had their anniversary date moved to the following fiscal year. Employee participation increased by 0.5% from last year. Program participation shows an average annual rate increase of 0.1% since FY 2001.

Number of Participants

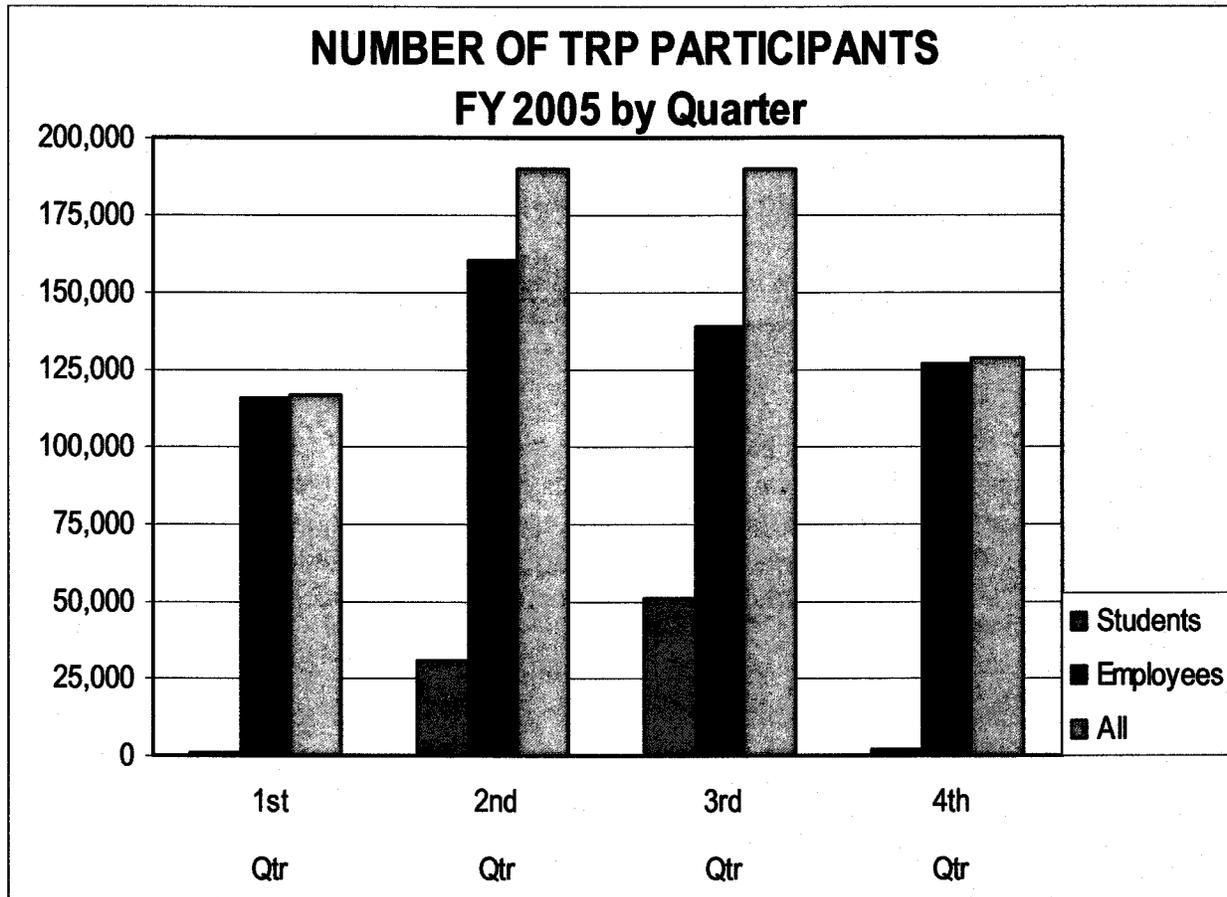
Site Type	FY 91	FY 01	FY 02	FY 03	FY 04	FY 2005
Students*	53,943	95,853	100,844	102,310	102,522	83,811
Employees	251,112	526,099	524,444	506,130	537,714	540,467
All	305,055	621,952	625,288	608,440	640,236	624,278

*Student population includes high school juniors and seniors, colleges, universities and vocational institutions.

TRP Participation by Quarter for FY 2005

During the third and fourth quarters, the TRP surveyed many of the larger companies and high schools. Most secondary schools, which make up 71% of the student population, surveyed in the second and third quarters. This ensures that high schools will receive their survey results before the end of the school year and have time to implement their TRP plan. For employees, the least amount of surveys administered was during the first quarter, which is traditionally lower because employees are taking time off during the summer months.

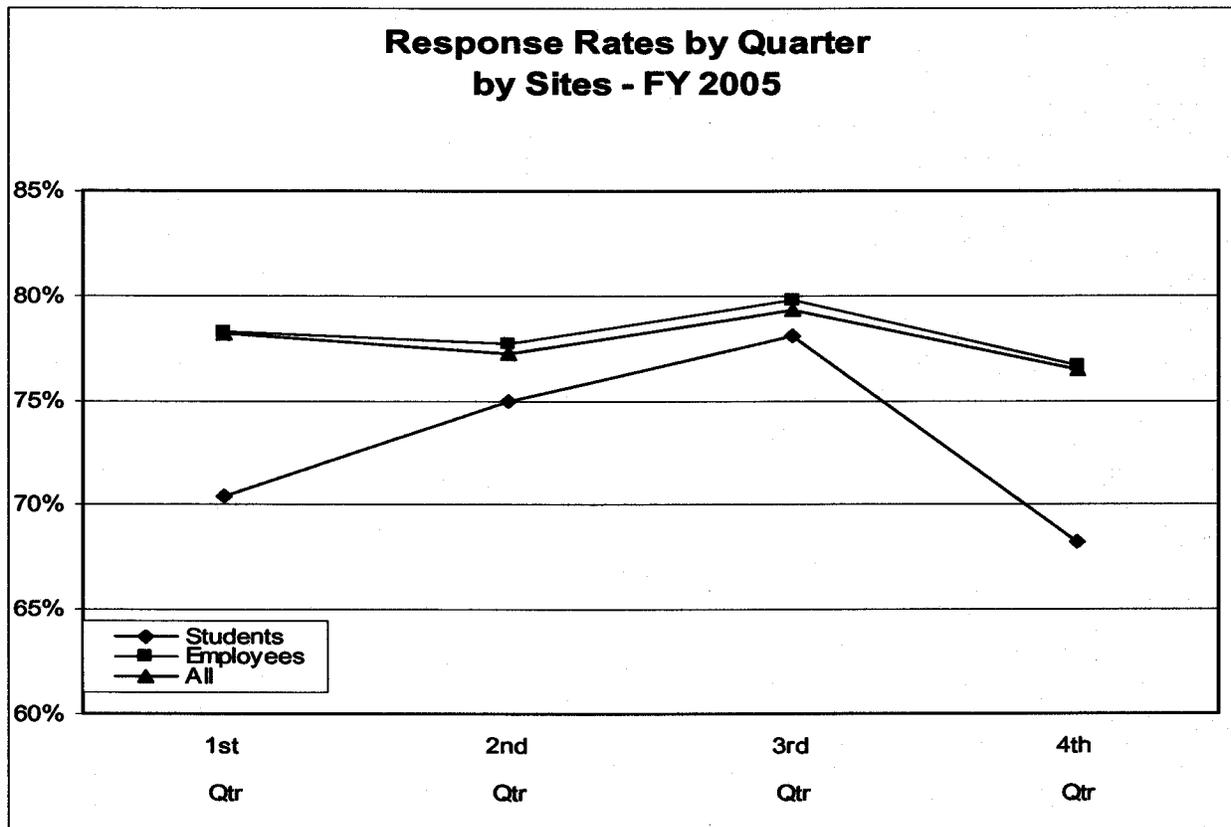
Site Type	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total Year
Students	849	30,420	70,087	1,759	103,115
Employees	115,359	138,414	147,400	125,984	527,157
All	116,208	168,834	217,487	127,743	630,272



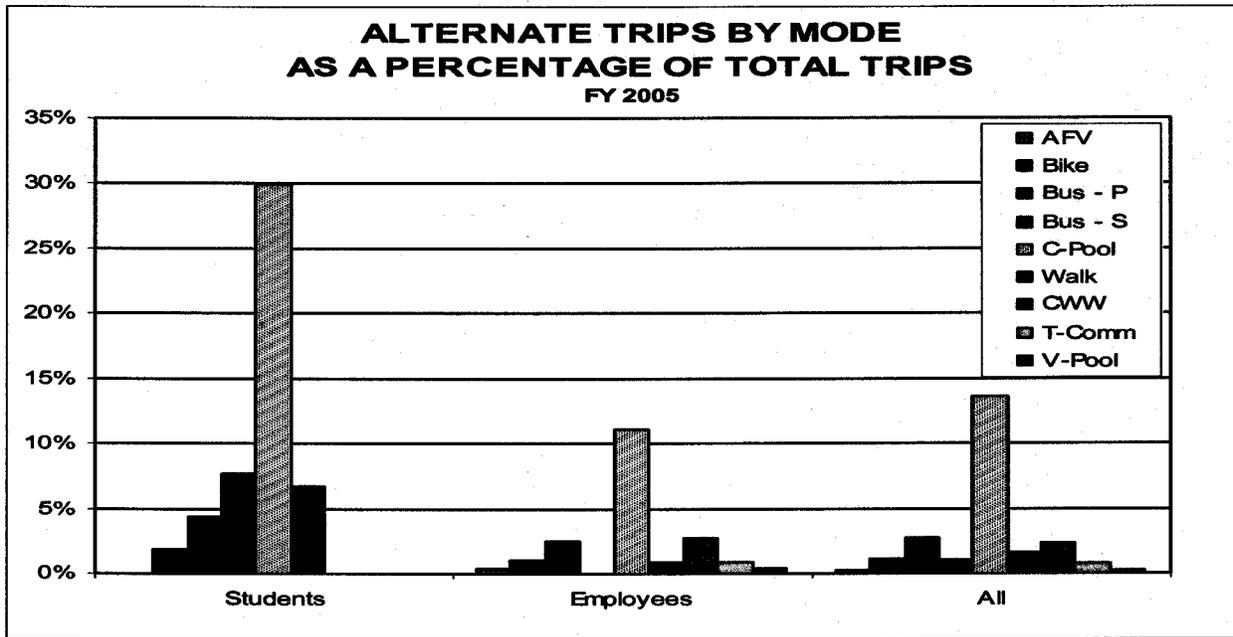
TRP Response Rates by Quarter for FY 2005

In FY05, the response rates fluctuated each quarter. Although there is no distinguishable pattern throughout the year, the third quarter had the highest response rates for 'All' sites. For 'Employee' sites, the third quarter also had the highest response rates. 'Student' responses were their lowest during the fourth quarter when the majority of high school students were surveyed.

Site Type	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Current Year Average
Students	70.44%	74.99%	78.05%	68.28%	76.66%
Employees	78.25%	77.69%	79.82%	76.63%	78.10%
All	78.19%	77.26%	79.34%	76.51%	77.91%

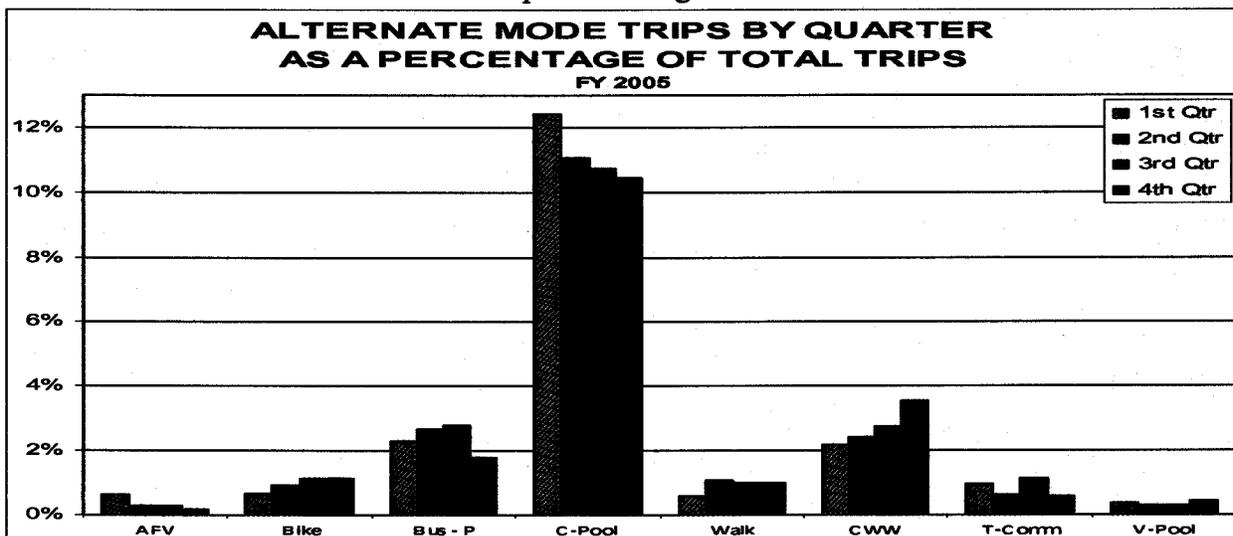


ALTERNATE MODE TRIPS



TRP participants continue to use alternate modes more often each year. During this year, carpool usage continued to be the highest type of alternate mode used for 'All' site types. 'Student' and 'Employee' sites used carpooling as their primary alternate mode.

Students used carpooling for 29.9% of all their commuting trips. Other alternate modes used mainly by students were taking the bus (11.9%) and walking (6.7%). These three modes account for nearly 49% of commuting habits by students. Employees carpoled 11.1% of the time, while CWW accounted for 2.7% of alternate trips and taking the bus resulted in 2.4%.



Carpooling continues to be the highest percentage of trips taken by alternate mode users. Due to the escalating gas prices throughout this year, commuters were able to make an immediate impact on their driving habits by switching to carpooling. As gas prices continued to remain high throughout the year, commuters changed their long-term driving patterns by altering their mode use. Bus-riding and telecommuting showed the largest increase over last year, 4% and 29% respectively.

POUNDS OF POLLUTION

TRP participants continue to use alternate modes of transportation for 23.5% of their commuting miles. This is reflected by the number of alternate miles commuted daily and the amount of pounds of pollution saved as a result of using an alternate mode.

In FY05, students most frequently used carpools and buses as their primary alternate mode. Employees most commonly used carpools and compressed workweek (CWW) as their main choices to reduce mileage. For 'All' sites, pounds of pollution saved daily reached 99,492 pounds per day.

The largest increase of miles not driven by alternate mode users, were by bus riders and telecommuters. Bus rider-ship was up 4.3% resulting in an increase of 25% more miles not driven, while telecommuting resulted in an increase of 17.6%.

POUNDS OF POLLUTION SAVED BY MODE

MODE	STUDENT SITES		EMPLOYEE SITES		ALL SITES	
	Miles Daily (Both - Ways)	Pounds of Pollution Saved Daily ¹	Miles Daily (Both - Ways)	Pounds of Pollution Saved Daily ¹	Miles Daily (Both - Ways)	Pounds of Pollution Saved Daily ¹
Generated SOV	458,252		9,272,665		9,730,917	
Saved						
AFV			42,659	1,422	42,659	1,422
Bike	8,312	277	45,302	1,510	53,614	1,787
Bus (Public)	37,280	1,243	266,598	8,887	303,878	10,130
Bus(School)	54,760	1,825			54,760	1,825
Carpool	253,557	8,452	1,632,129	54,404	1,885,686	62,856
CWW*			375,292	12,510	375,292	12,510
TeleComm*			122,726	4,091	122,726	4,091
Vanpool			117,653	3,922	117,653	3,922
Walk	13,457	449	14,988	500	28,445	949
Alternate Mode Total	367,366	12,246	2,617,347	87,246	2,984,713	99,492
Total Miles	825,618		11,890,012		12,715,630	

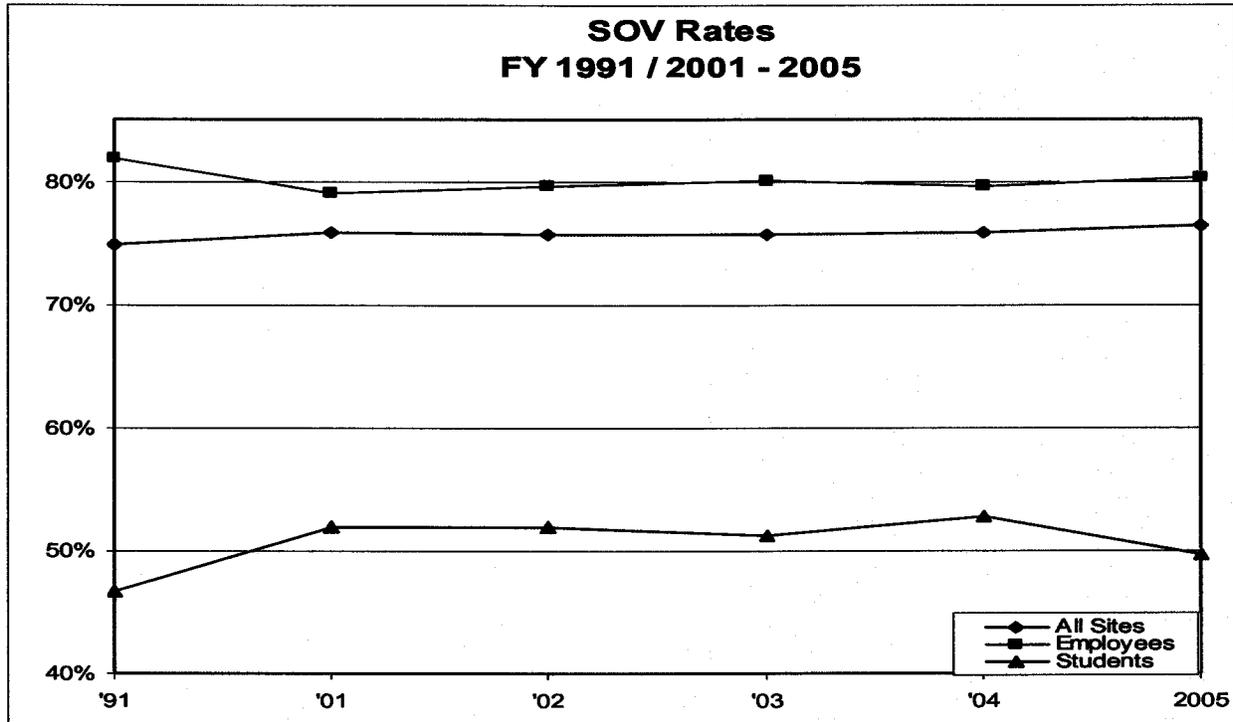
* Miles not driven

¹ To calculate the pounds of pollution saved daily, the "Miles Daily" was divided by 30. "Thirty" is the number of miles driven needed to generate one pound of pollution.

SOV TRIP RATES

The SOV trip and SOVMT rates indicate how well a company is doing at reducing employee/student trips and miles. In order for a company to achieve their reduction goal for the year it must meet or exceed either one of these target rates.

Of the 2,773 sites surveyed, 2,573 were analyzed this year for the purposes of the aggregate data. There were 200 first year sites (baseline year sites) that were processed. However, their results are not aggregated since employers do not fully implement their incentives and/or strategies until their first year trip reduction plan has been approved. Of the sites analyzed, 210 (8.2%) met their SOV trip target or have an SOV trip rate of 60% or lower.



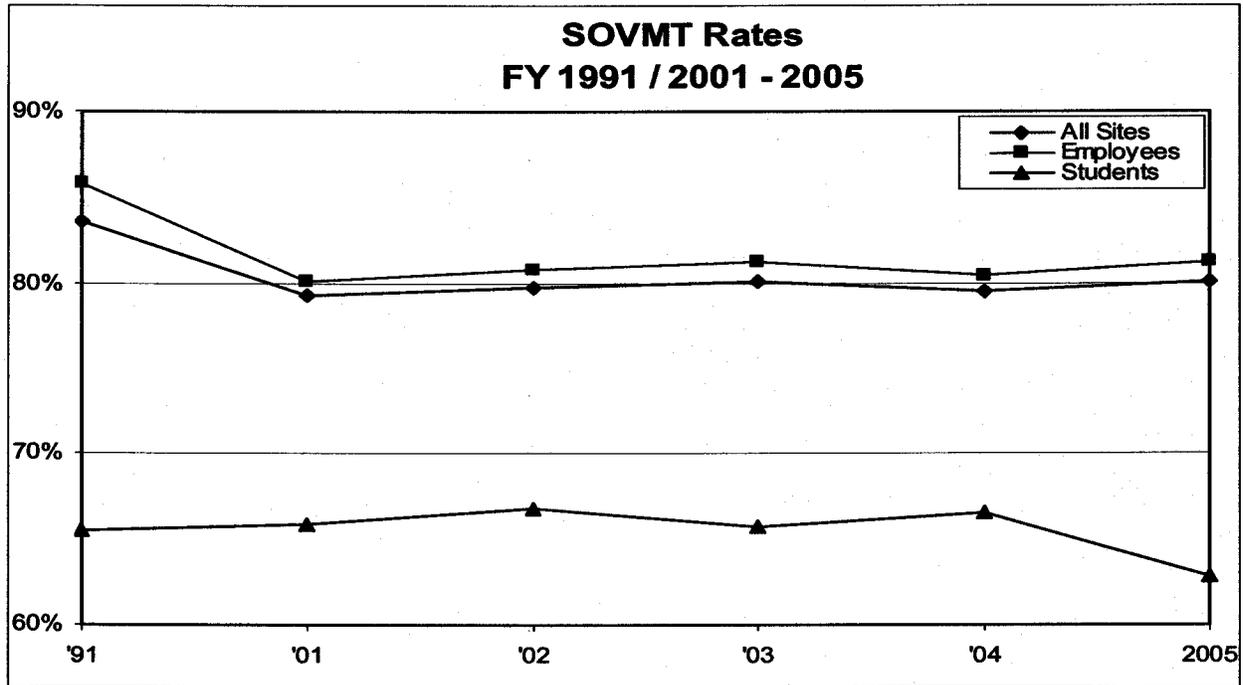
The SOV trip rate is calculated by dividing the number of SOV trips by the total trips taken for all commuters. This is also done separately for 'Employee' sites and 'Student' sites in order to compare their rate of change.

Single Occupancy Vehicle (SOV) Trip Rate

	Students	Change from Previous Year	Employees	Change from Previous Year	All	Change from Previous Year
FY 91	46.78%		81.86%		74.92%	
FY 01	52.00%		79.10%		75.86%	
FY 02	52.01%	0.01%	79.60%	0.63%	75.72%	-0.18%
FY 03	51.28%	-1.40%	80.08%	0.60%	75.71%	-0.01%
FY 04	52.73%	2.82%	79.72%	-0.45%	75.91%	0.26%
FY 05	49.69%	-5.76%	80.17%	0.56%	76.35%	0.58%

SOVMT RATES

This year the SOVMT showed an increase of 0.29% for 'All' sites when compared to last fiscal year. 'Student' and 'Employee' sites also showed the following rate changes, -5.63% and 0.37% respectively.



The SOVMT rate is calculated by dividing the number of SOV miles traveled by the total number of miles driven by all commuters. This is also done separately for 'Employee' sites and 'Student' sites in order to compare their rate of change.

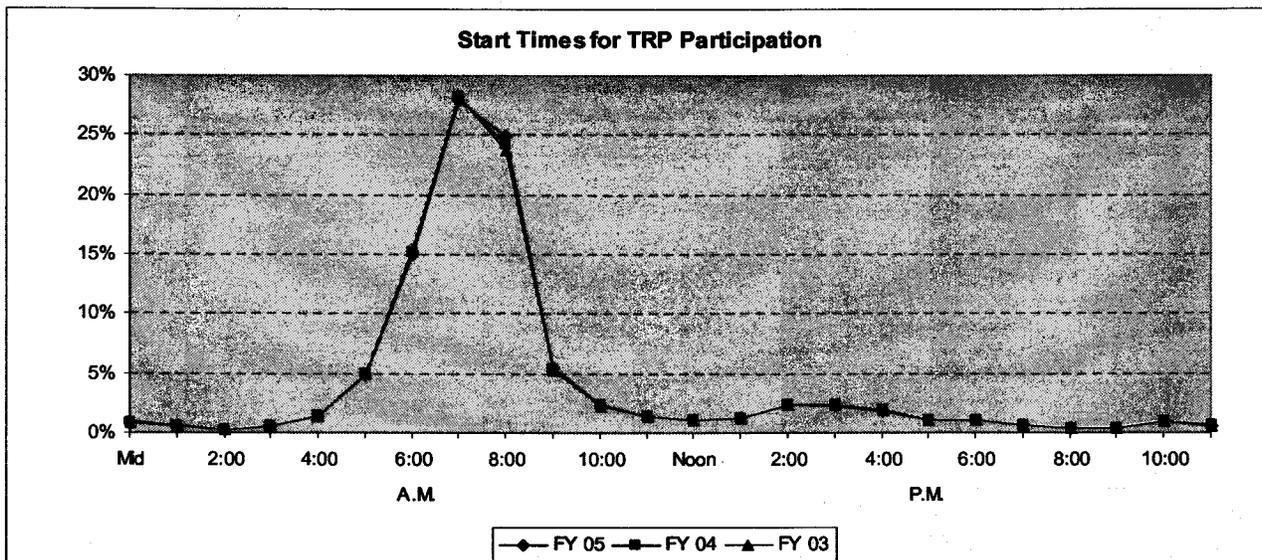
Similar to the methodology used for SOV trips, 2,573 were analyzed this year for the purposes of the aggregate data. Of those sites analyzed, 173 (6.7%) met their SOVMT target or have an SOVMT rate of 60% or lower.

Single Occupancy Vehicle Miles Traveled (SOVMT) RATE

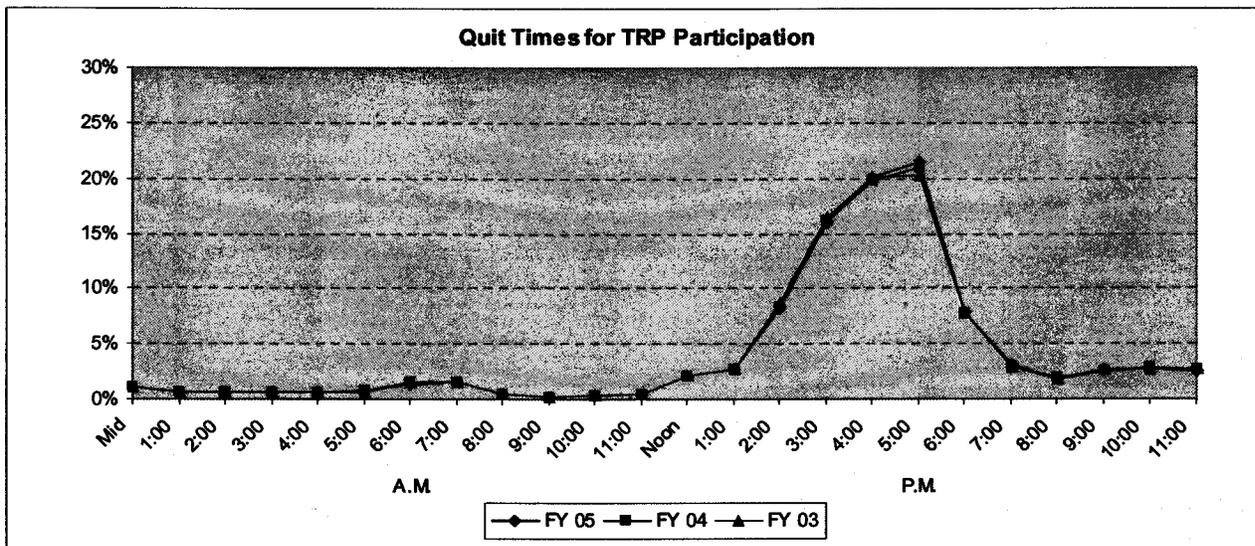
	Students		Employees		All	
		Change from Previous Year		Change from Previous Year		Change from Previous Year
FY 91	65.49%		85.78%		83.57%	
FY 01	65.83%		80.07%		79.24%	
FY 02	66.78%	0.89%	80.78%	0.88%	79.78%	0.68%
FY 03	65.68%	-1.65%	81.28%	0.62%	80.04%	0.33%
FY 04	66.56%	1.33%	80.44%	-1.03%	79.44%	-0.75%
FY 05	62.81%	-5.63%	80.74%	0.37%	79.67%	0.29%

REPRODUCED FROM THE 2005 ANNUAL REPORT

COMMUTING TO WORK



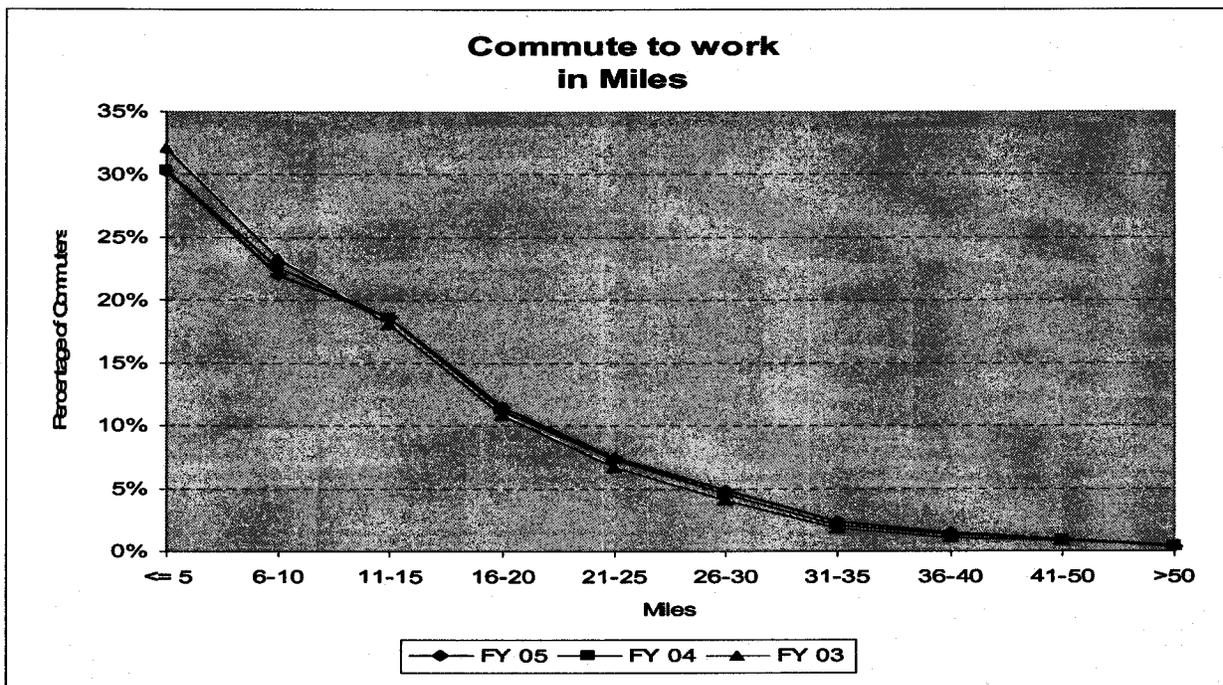
The peak hours for Maricopa County commuters traveling to work are between 6:00 a.m. and 9:00 a.m.; 68% of all commuters are on the road during this time, this is an increase of 0.5% from last year. During the morning rush, the time between 7:00 a.m. and 8:30 a.m. is the most heavily traveled. There is also a second shift peak between 2:00 p.m. and 3:30 p.m. when commuters make their way to work.



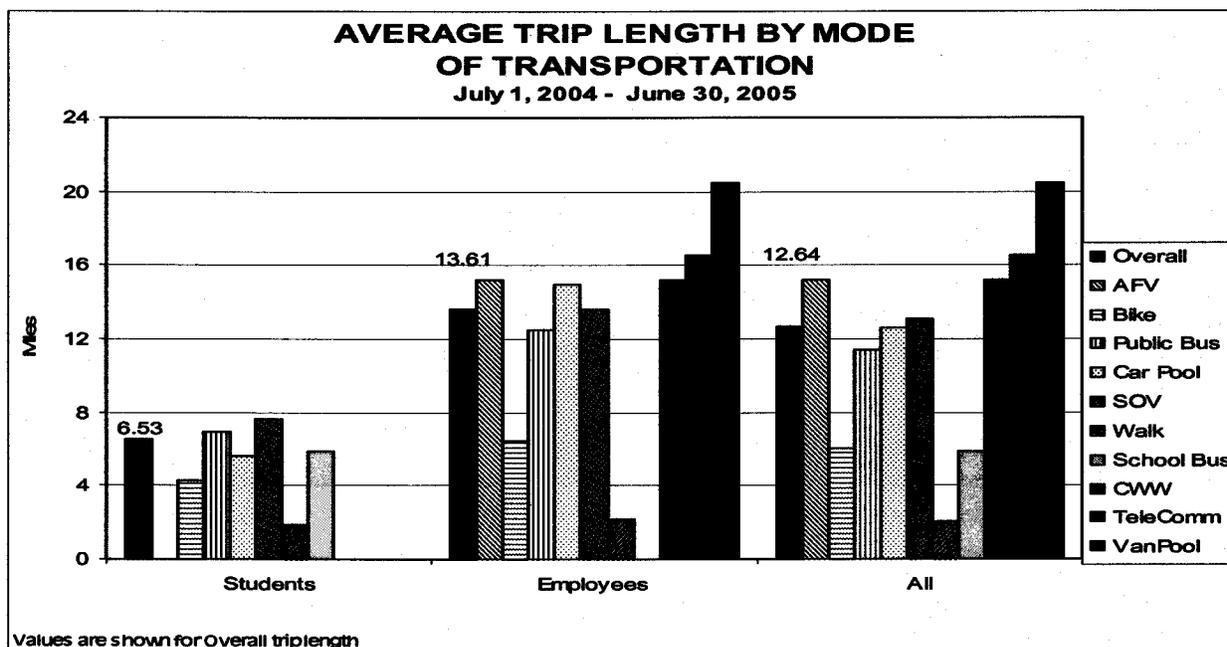
Conversely, quit times for commuters peak between 2:00 p.m. and 6:00 p.m.. Nearly 66% of all commuters are leaving the workplace during this time. However, the peak for departing workers is not as great as that of arrival times. This is caused by workers who complete their eight-hour shifts prior to the afternoon rush or those who put in extended hours. The time between 5:00 p.m. and 6:00 p.m. showed the largest increase of commuters leaving from work.

Data collected over the last three years show a continued pattern where on the average, commuters start and quit times have varied little. During start times, the 7o'clock hour continues to be the busiest commuting period, while 5:00p.m. is the busiest quitting time.

HOW FAR IS THE COMMUTE?

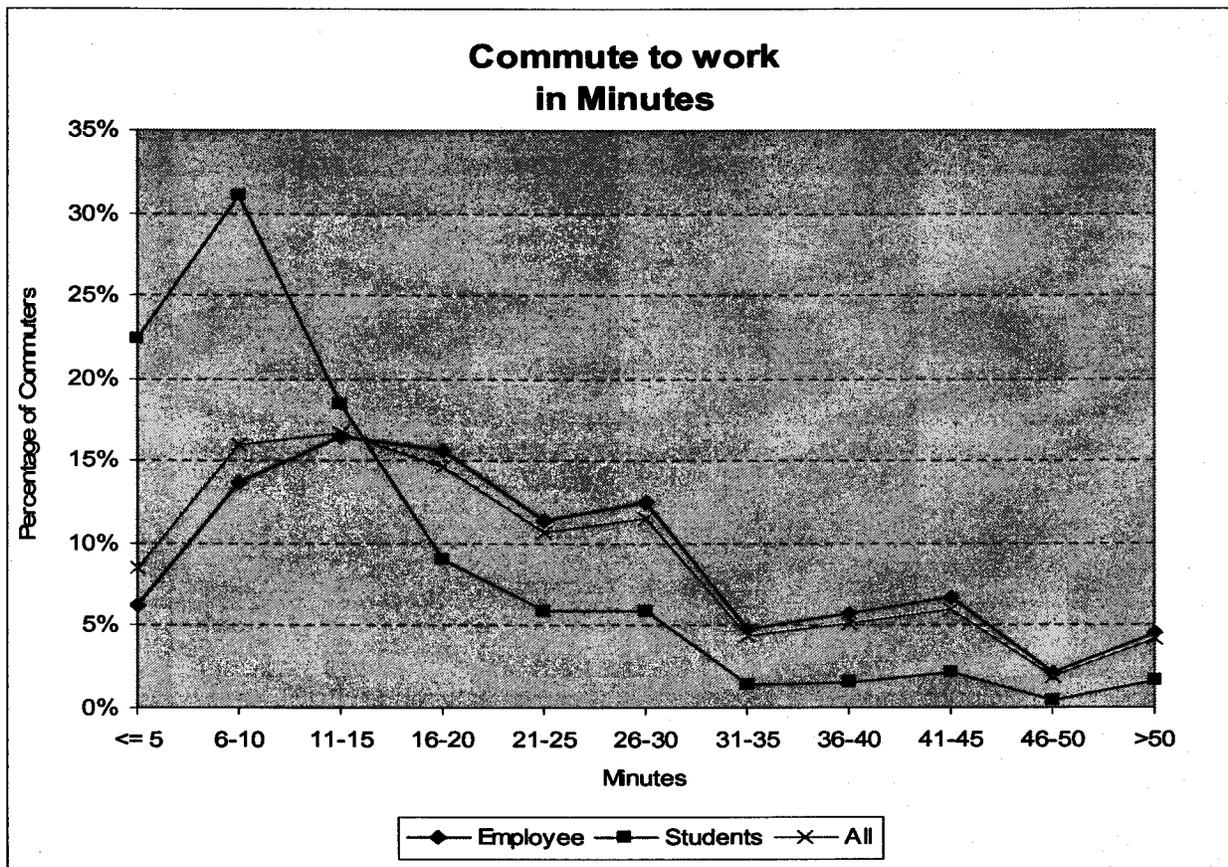


In FY05, the typical TRP commuter (employee or student) could have expected to drive, on the average, 12.7 miles one-way to work or school. While the average drive for an employee was 13.7 miles to work, students drove an average of 6.5 miles one-way to school. Compared to previous years data, more commuters are experiencing longer drives. Overall, 30.4% of all TRP participants drive less than five miles to work/school. Another 41.9% of the commuters live between 11 and 30 miles from work. Over 5% of all commuters have a drive of 30 miles or more.



The average trip length by mode split shows that employee trips on all accounts are longer than student trips. However, employees' longest commuting trips are taken using an alternate mode, not SOV's. The longest of these trips using alternate modes are vanpools (20.5 miles) and trips not taken (CWW's - 15.2 miles, and Telecommuting - 16.8 miles). This indicates that those commuters who live farthest from work are more likely to use these alternate mode types as their commuting method.

HOW LONG DOES THE COMMUTE TAKE?

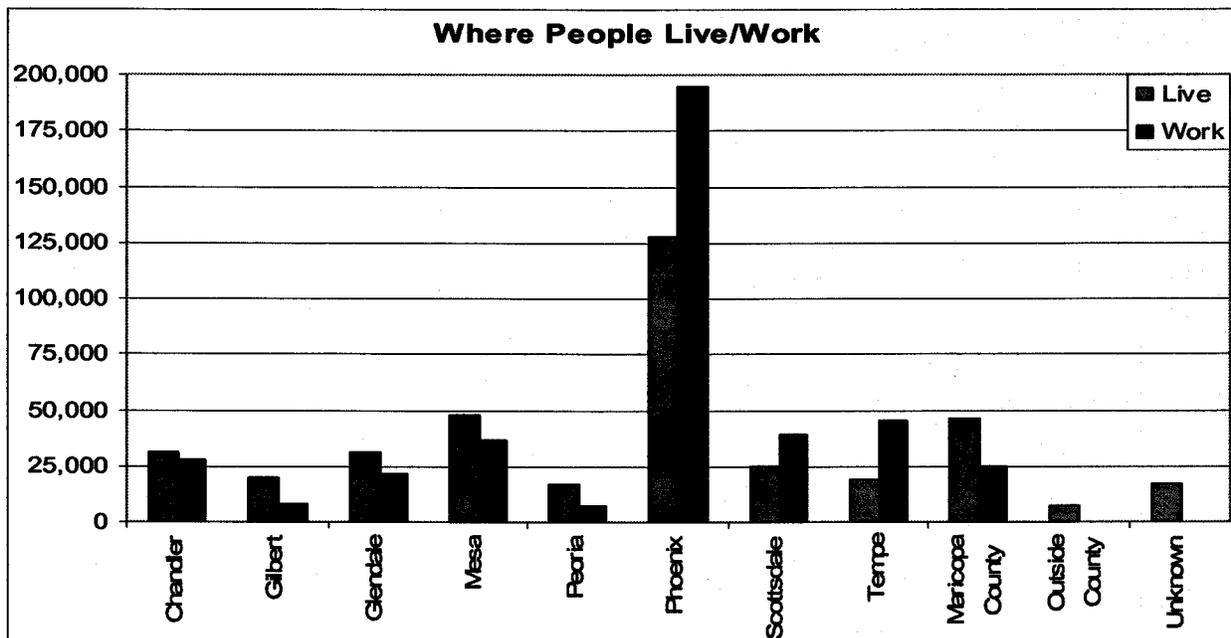


Typically, TRP participants can expect to spend an average of 23.5 minutes commuting to work or school. Students take an average of 15.0 minutes to get to school, while employees average 24.9 minutes to get to their worksite.

Approximately one-half of all commuters take between six and 20 minutes to arrive at work/school. The largest group of all respondents is represented by those who take between 11 and 15 minutes to commute, while 32% of commuters take 30 minutes or more to get to their worksite.

For students, 72% commute to school in 15 minutes or less. Nearly 32% of all employees take 30 minutes or more to arrive at their workplace.

WHERE TRP EMPLOYEES LIVE COMPARED TO WHERE THEY WORK



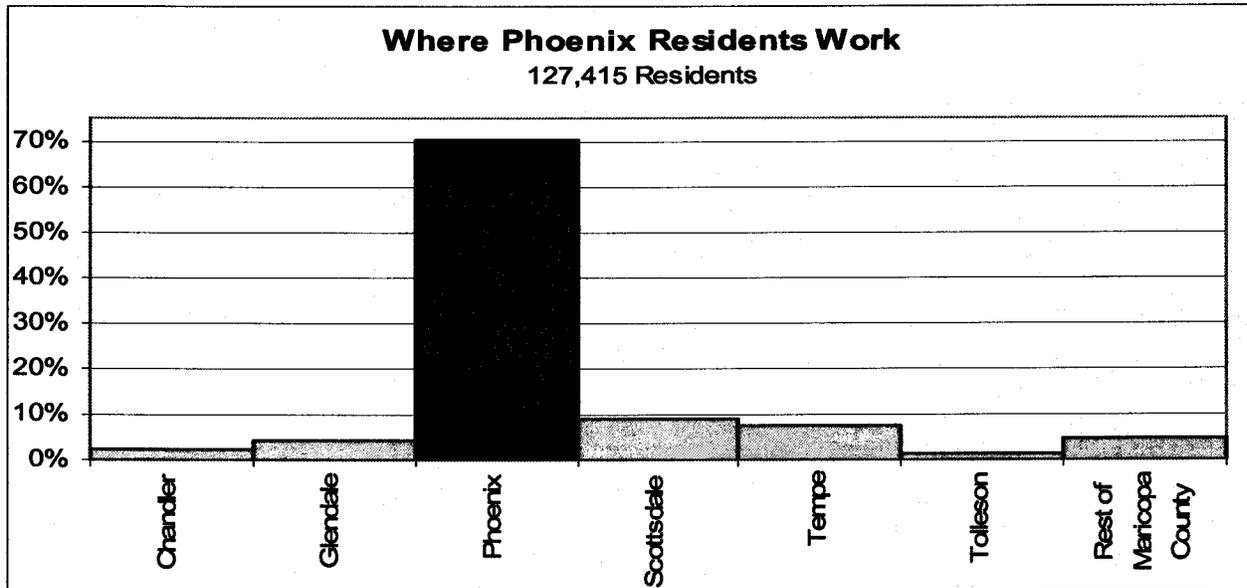
During FY05, 386,292 employees responded to the survey indicating their city of residence. For the purposes of this report, only those cities whose residents total 17,000 or more employees in the TRP for the year are listed.

As expected, the City of Phoenix is the largest contributor in both residents and number of employees in the workforce. While 127,415 residents live in Phoenix, 194,716 work within the city limits. Other cities that have a positive employee/resident ratio (more employees working in an area than live in that area) are Scottsdale and Tempe. This trend indicates that these cities have to accommodate more commuters coming into their communities during the rush hours. Additional scheduling of alternate modes of transportation will be needed in order to reduce traffic congestion associated with commuters getting to their worksite.

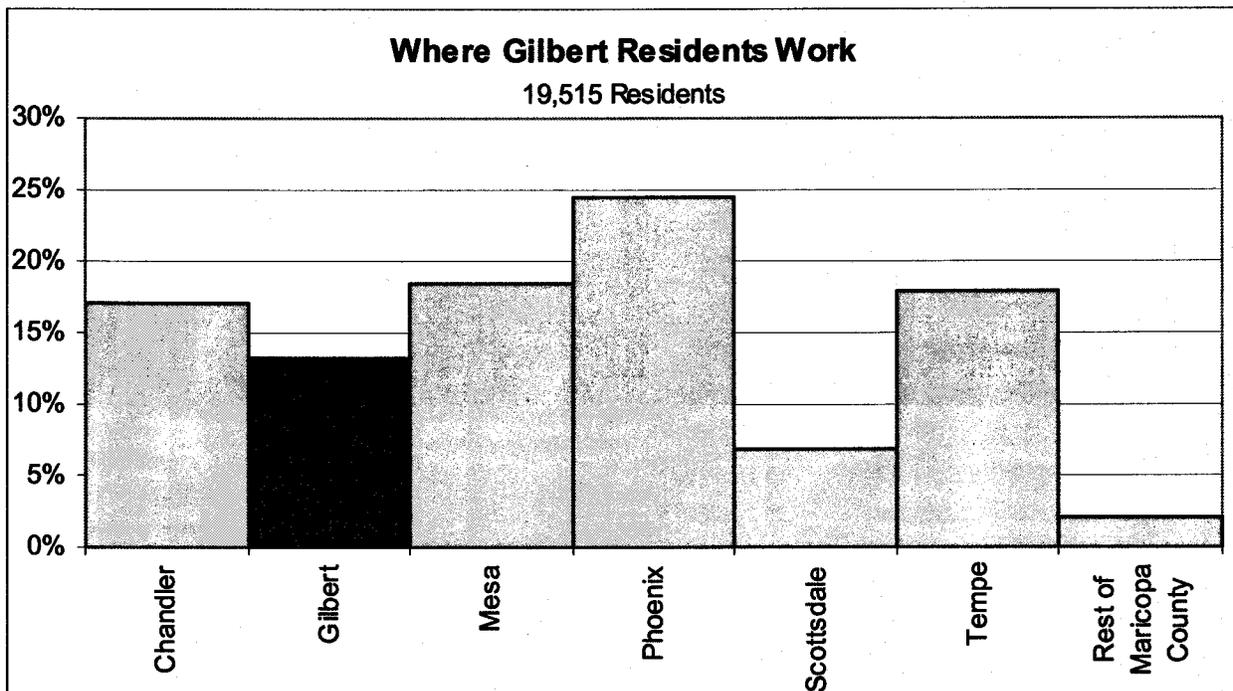
Conversely, all other major cities in the area have a negative employee/resident ratio. These communities also face the task of commuters returning to their residences. The Town of Gilbert shows true characteristics of a 'bedroom community'; while there are 19,515 residents in Gilbert who participate in the TRP, only 8,313 TRP participants work in Gilbert.

The following charts show two completely different examples of demographic trends here in the Valley. The city of Phoenix represents the typically large metropolitan area with major employers within the city limits, while the Town of Gilbert shows signs of being the suburban enclave where commuters live, but work in surrounding cities.

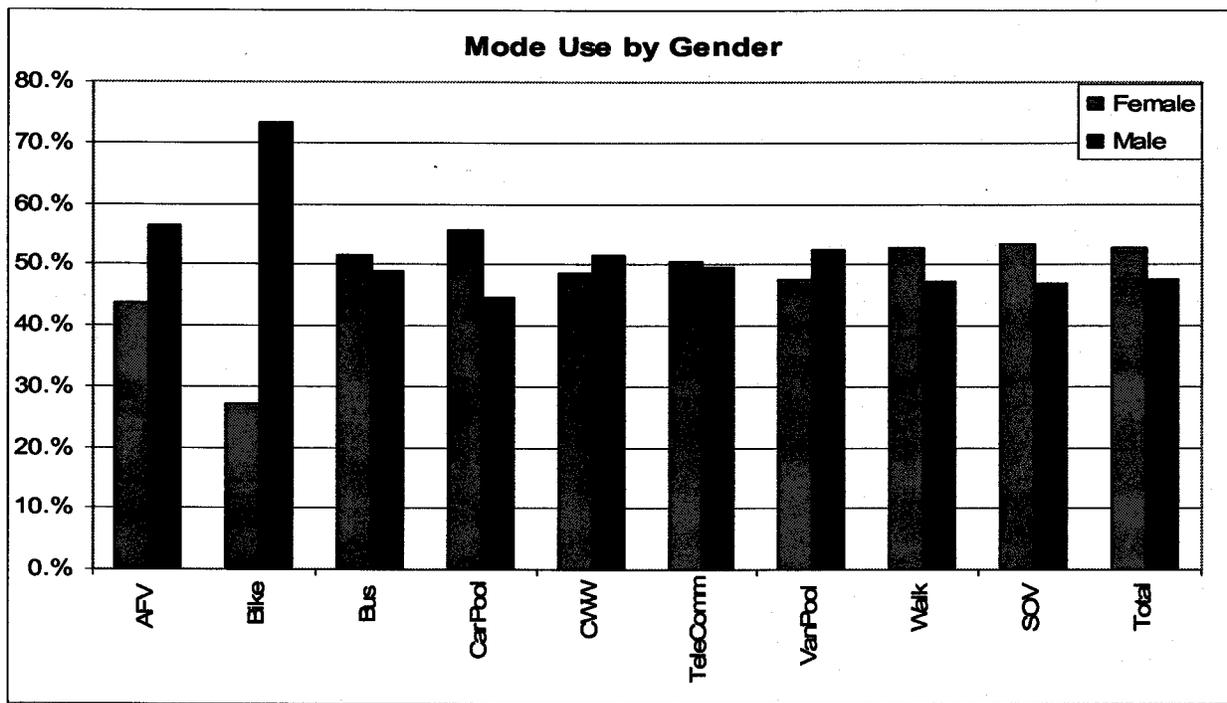
Of all Phoenix residents in the TRP, 70% (88,038) live and work within the city limits. Approximately 22% of all other Phoenicians work in adjoining major cities. While the rest of the city's residents work throughout the County, representing only 5% of Phoenix TRP residents.



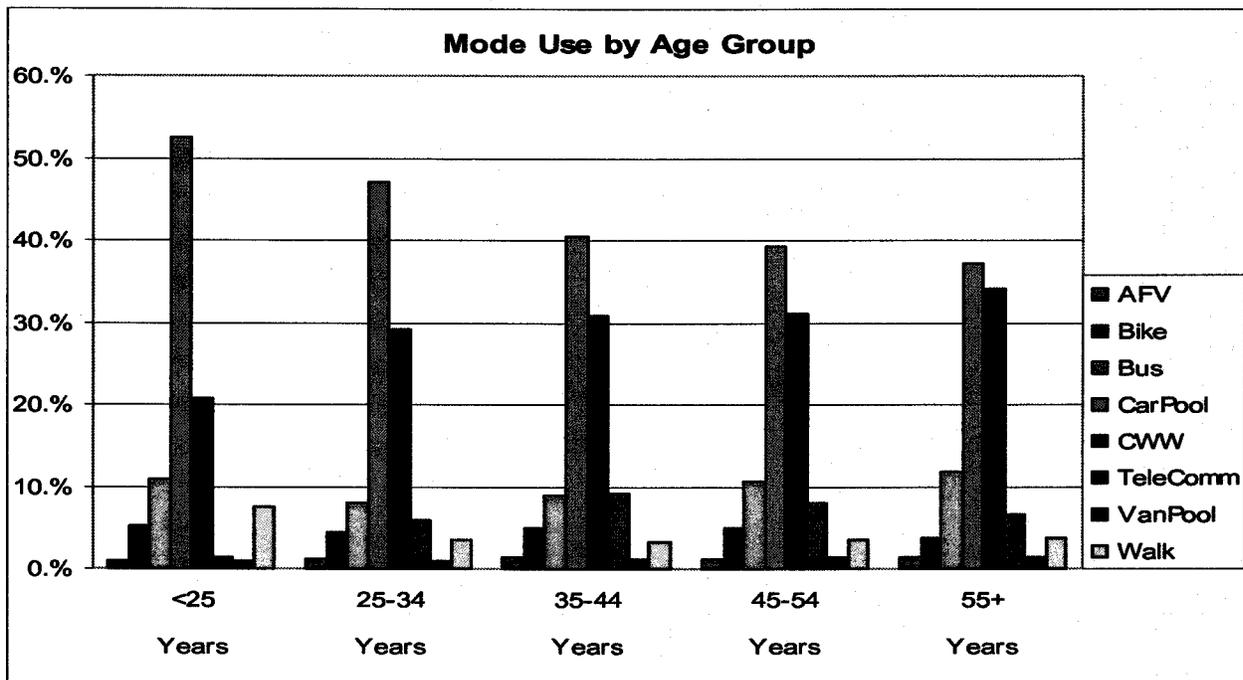
Representing the other side of commuter travel, the majority of the Town of Gilbert residents work in other cities in the Valley; nearly 87% work outside of Gilbert. Only 13.2% of the TRP participants (2,583) who live in Gilbert also work within the city limits. This is down for the third year in a row, indicating that Gilbert residents who participate in the TRP continue to seek work outside of the Town, resulting in a true bedroom community for the fastest growing city of its size in the nation. Comparatively, for the other major cities in Maricopa County, the average percentage of residents who live and work in the same city is approximately 35% for TRP participants. The Town of Gilbert is substantially below the average for other major cities in Maricopa County.



DEMOGRAPHIC DATA



For this year, over 492,000 TRP participants answered the optional question on gender. Females account for 52.5% of the total responses. While women show a higher percentage than men do of carpooling and walking, men are more likely to use an AFV and vanpool. The greatest disparity is represented by bicyclists. Men are more likely to bike to work than women, by a 3:1 ratio.



For those who responded to the optional question on age, all groups use carpooling as their primary alternate mode to get to work. The <25 year old group is more likely to use an AFV, bus, carpool or walk than any other group and are the least likely to use telecommuting as an alternate mode. The 35-44 year old group bikes or telecommutes more often than other groups. The 55+ year-old group uses vanpools and compressed workweek (CWW) more than any other group. The older groups who participate in the TRP generally use telecommuting and CWW's.

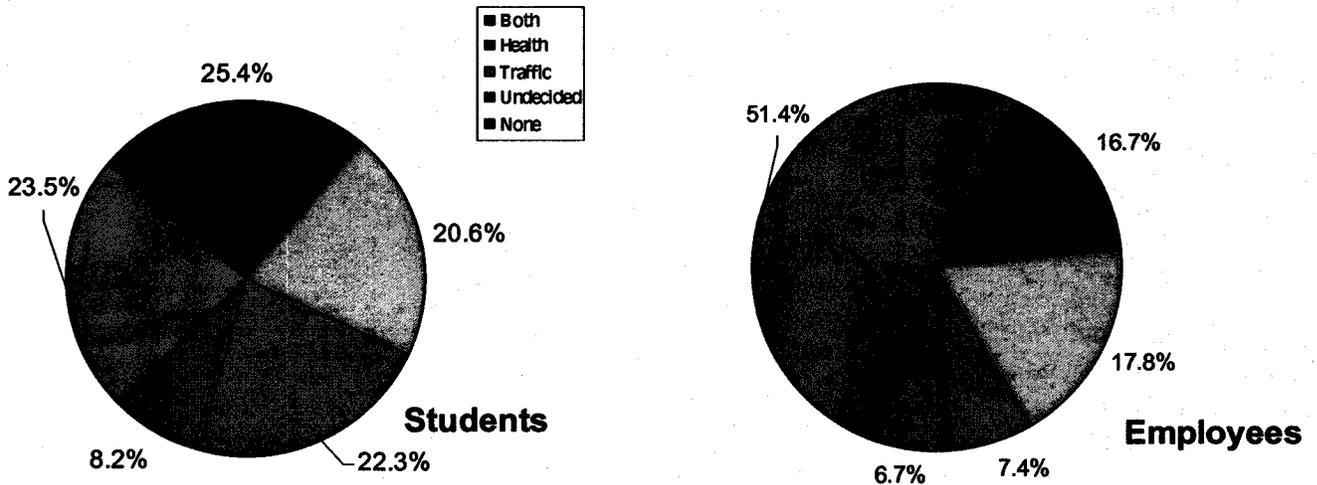
IMPROVING AIR QUALITY

Air quality and traffic congestion continues to be a concern of Valley residents. The TRP asks whether an alternate mode makes a difference in reducing these valley problems with the following question on our survey form: **“Which of the following do you feel can be improved by using an alternate mode of travel?”**. This question was asked of both employees and students.

Over 51% of TRP employees agree that using an alternate mode of transportation can improve both the air quality and alleviate traffic congestion, where only 23% of students agree that both air quality and traffic congestion can be improved. A higher percentage of students than employees believe that only air quality can be improved using an alternate mode. Approximately the same percentage of both students and employees believe that only traffic congestion can be improved by using an alternate mode.

Nearly three times as many students as employees were undecided that using an alternate mode of transportation could improve either air quality or traffic congestion. More students than employees feel that neither of these problems can be resolved by using an alternate mode to commute.

Which of the following do you feel can be improved by using an Alternate Mode of Travel?



CONCLUSION

In FY05, the TRP is currently in its sixteenth program year. Analysis of the TRP data shows that the employees/students participating in the TRP continue to be strong supporters of using alternate modes of transportation in order to get to work or school. Although the TRP has consistently shown an increase in the number of trips saved and pounds of pollution saved each year, this year showed a substantial increase due to higher gas prices throughout the year.

Alternate mode users in the TRP continue to support the program by showing a substantial amount of miles driven weekly in order to reduce Valley pollution. **The total amount saved this year was 14.9 million miles weekly for alternate mode commuters.** Carpoolers and public transit users accounted for 73.3% of those miles saved. The miles saved by TRP commuters resulted in 12,934 tons of pollution not being produced. Even though commuting distances and time traveled to the worksite have increased this year, TRP participants continue to make environmentally sound decisions by choosing to use an alternate mode in order to lessen their SOV trips.

The employees who participate in the program continue their support of the TRP as shown by a high survey response rate, 79%. **Employee's contribution to the amount of pollution saved annually accounted for 87.7% in the TRP,** an increase of 1.1%. The e-survey for was a large success this year for TRP employers. The number of companies using the e-survey for their employees increased from 91 to 120.

The **miles saved by alternate mode use for students was 1,592 tons of pollution annually.** The student participation numbers decreased substantially this fiscal year due to Maricopa County Community Colleges changing their anniversary date to FY06, this accounted for 19,000 students and 3,800 employees. Since new high school students enter the TRP annually, RPTA's efforts to educate students on the program's environmental benefits represent an ongoing training opportunity. Educating students on the use of alternate modes to commute will only increase the probability that once the students are out in the workplace they will continue with their learned environmental commuting practices.

TRP's monitoring of employer data continues to benefit local governmental agencies by assisting them in their goal of improving Valley air quality and reducing traffic congestion. As Maricopa County continues to grow in population, TRP's impact on reducing SOV trips and SOVMT will continue to be a challenge. Additional public transportation in the form of buses and rail lines, more aggressive carpool and vanpool programs, and more bike lanes are needed to counter the effect of population growth and urban sprawl occurring in the Valley.

Future Goals:

- Update the TRP survey questionnaire form, seeking input from RPTA and regional TCA's.
- Convert the current Paradox TRP database over to SQL Server and make any enhancements for the new survey form.
- Re-program the e-survey Internet form that will create enhancements for the users and TC's, and allow for easier data collection.

COMPANIES PARTICIPATING IN THE TRIP REDUCTION PROGRAM E-SURVEY PROCESS IN FY 2005

	Number of		Number of		Savings Cost to Employer	Savings Cost to TRP
	Employees using E-survey	Total Number of Employees	Sites E-Surveying	Sites		
Intranet						
Charles Schwab & Co., Inc.	2,235	2,235	3	of	\$4,448	\$916
City of Scottsdale	1,605	1,605	2	of	\$3,194	\$667
Cox Communications, Inc.	1,471	2,253	10	of	\$4,483	\$923
CSK Auto, Inc.	558	567	2	of	\$1,128	\$255
General Dynamics - C4 Systems	3,622	3,622	2	of	\$7,208	\$1,466
Honeywell Intl - DSES Glendale	691	691	1	of	\$1,375	\$305
Honeywell Intl-Air Transport	3,705	3,705	3	of	\$7,373	\$1,499
Honeywell International	6,593	6,593	5	of	\$13,120	\$2,643
Honeywell Process Solutions	1,200	1,200	1	of	\$2,388	\$506
Hypercom USA, Inc.	343	343	1	of	\$683	\$167
Intel Corporation	9,012	9,012	2	of	\$17,934	\$3,601
Motorola, Inc.	1,361	1,361	2	of	\$2,708	\$570
Pinnacle West Capital Corporation	1,046	1,243	4	of	\$2,474	\$523
Salt River Project	7,735	7,781	14	of	\$15,484	\$3,114
Scottsdale Insurance Co.	1,154	1,154	1	of	\$2,296	\$488
State Bar of Arizona	101	101	1	of	\$201	\$71
State Farm Insurance	1,376	1,376	2	of	\$2,738	\$576
The Dial Corporation	577	577	2	of	\$1,148	\$259
TRW Vehicle Safety Systems Inc.	400	903	1	of	\$1,797	\$389
U-Haul International	3,159	3,461	2	of	\$6,887	\$1,402
Wells Fargo and Company	5,502	6,760	21	of	\$13,452	\$2,709
TOTALS	53,446	56,543	82	of	\$112,521	\$22,433

	Number of Employees using E-survey	Total Number of Employees	Number of Sites E-Surveying	Savings Cost to Employer	Savings Cost to TRP
Internet					
1st National Bank of Arizona	814	814	3 of 3	\$1,620	\$353
2nd Ave Design	30	77	1 of 1	\$153	\$61
Allied Tube & Conduit Corporation	60	240	1 of 1	\$478	\$126
Allied Waste Industries, Inc.	288	297	2 of 2	\$591	\$148
American Express	6,132	6,143	9 of 9	\$12,225	\$2,465
American International Companies	557	585	3 of 3	\$1,164	\$263
American Red Cross, Grand Canyon	49	49	1 of 1	\$98	\$50
Ameron International	104	108	1 of 1	\$215	\$74
APOLLO Group, Inc.	4,889	5,089	4 of 4	\$10,127	\$2,047
Archstone Care Center	94	94	1 of 1	\$187	\$68
Arrowhead Mountain Spring Water	55	55	1 of 1	\$109	\$53
AutoZone	340	340	1 of 1	\$677	\$166
AZ Service Center	421	421	1 of 1	\$838	\$198
Bank One Arizona	2,900	3,000	2 of 3	\$5,970	\$1,219
Bechtel Corporation	393	393	1 of 1	\$782	\$187
Blackboard, inc.	90	90	1 of 1	\$179	\$66
Brown & Brown Insurance of Az, Inc	105	105	1 of 1	\$209	\$72
Bull Information Systems, Inc.	259	259	1 of 1	\$515	\$133
CableOne.Net Solution Center	122	122	1 of 1	\$243	\$79
Caremark	1,945	1,945	3 of 3	\$3,871	\$801
CBIZ Miller Wagner, Inc.	65	65	1 of 1	\$129	\$57
CDI Aerospace Technologies	86	117	1 of 1	\$233	\$77
Charmess Rolocation Services, Inc.	70	70	1 of 1	\$139	\$59
Cheesecake Factory - Biltmore	10	160	1 of 1	\$318	\$94
Coca-Cola Enterprises, Inc.	200	750	1 of 1	\$1,493	\$328
Computer Associates, Inc.	94	94	1 of 1	\$187	\$68
Computer Guidance Corporation	78	78	1 of 1	\$155	\$62
Cyclone Commerce	75	75	1 of 1	\$149	\$61
Daniel, Mann, Johnson, Mendenhall & Harris	109	109	1 of 1	\$217	\$74
Desert Mountain Properties	30	668	1 of 1	\$1,329	\$295

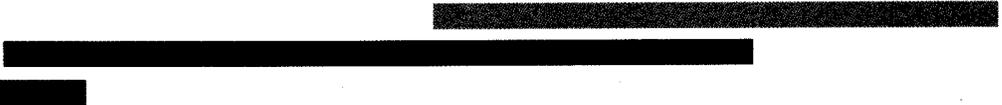
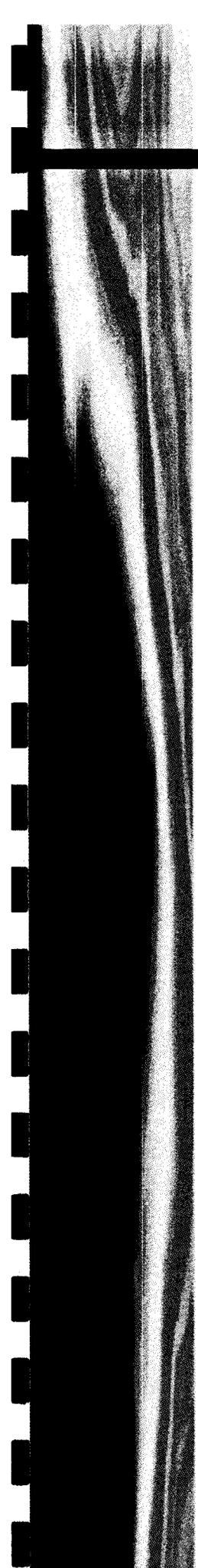
	Number of		Number of		Savings Cost to Employer	Savings Cost to TRP
	Employees using E-survey	Total Number of Employees	Sites	E-Surveying		
Internet (Con't)						
Perot Systems Corporation	300	300	1 of 1	1	\$597	\$150
Phelps Dodge Corporation	405	405	1 of 1	1	\$806	\$191
Prudential Overall Supply	88	88	1 of 1	1	\$175	\$66
Pulte Home Corporation	211	481	2 of 2	2	\$957	\$221
Quaker Unit of Pepsi Co	30	388	1 of 1	1	\$772	\$185
Regional Public Transportation Authority	60	60	2 of 2	2	\$119	\$55
Renaissance Scottsdale Resort	84	122	1 of 1	1	\$243	\$79
Research International USA	367	367	1 of 1	1	\$730	\$176
SCA Thermosafe	45	45	1 of 1	1	\$90	\$49
Scottsdale Cultural Council	95	95	1 of 1	1	\$189	\$68
Simula	136	262	1 of 1	1	\$521	\$135
Smith Pipe & Steel Company	17	65	1 of 1	1	\$129	\$57
SRP Credit Union	54	57	1 of 1	1	\$113	\$53
Star Human Resources Group	420	420	1 of 1	1	\$836	\$197
Sunset Ford, Inc.	157	157	1 of 1	1	\$312	\$93
Suntron Corporation	100	307	1 of 1	1	\$611	\$152
Tech Group Scottsdale, Inc.	128	128	1 of 1	1	\$255	\$82
The E.W. Scripps Company	179	179	1 of 1	1	\$356	\$102
Thomson NETg	226	226	1 of 1	1	\$450	\$120
Thunderbird, The Garvin School of Intl. Mgmt	310	310	1 of 1	1	\$617	\$154
Ticketmaster	124	125	1 of 1	1	\$249	\$80
Toyota Financial Service	459	459	1 of 1	1	\$913	\$213
Tri-City Mechanical Inc.	50	135	1 of 1	1	\$269	\$84
Triple R. Behavioral health Inc.	76	79	1 of 1	1	\$157	\$62
UnitedHealth Group - United HealthCare of AZ	650	705	1 of 1	1	\$1,403	\$310
URS Corporation	210	210	1 of 1	1	\$418	\$114
US Dept of Agriculture, Tonto Nat'l Forest	25	97	1 of 1	1	\$193	\$69
US Dept of Defense-DCMC Phx	12	102	1 of 1	1	\$203	\$71
US Dept of Vet Affairs - Regional Office	298	298	1 of 1	1	\$593	\$149
Valley of the Sun United Way	58	58	1 of 1	1	\$115	\$54
Virgo Publishing, LLC.	20	126	1 of 1	1	\$251	\$81

Desert Schools Federal Credit Union	404	407	1 of	1	\$810	\$192
DFD CormoyerHendrick	73	73	1 of	1	\$145	\$60
Dircks Moving Service	32	83	1 of	1	\$165	\$64
Direct Alliance Corporation	683	683	2 of	2	\$1,359	\$301
DMB Associates, Inc	70	92	1 of	1	\$183	\$67
East Coast Seafood of Phoenix	51	51	1 of	1	\$101	\$51
Empire Southwest	578	706	3 of	3	\$1,405	\$311
Fennemore Craig, P.C.	307	307	1 of	1	\$611	\$152
Freescale Semiconductor Inc.	3,425	3,425	2 of	2	\$6,816	\$1,388
GE Commercial Finance, Franchise	223	223	1 of	1	\$444	\$119
Govig & Associates, Inc.	51	51	1 of	1	\$101	\$51
Hyatt Regency Scottsdale	20	550	1 of	1	\$1,095	\$249
Institute For Supply Management (ISM)	77	77	1 of	1	\$153	\$61
International Institute of the Americas	113	113	3 of	3	\$225	\$76
Inter-Tel, Inc.	482	495	3 of	3	\$985	\$227
IPS - Sendero	50	99	1 of	1	\$197	\$70
JC Penney Company	140	968	4 of	6	\$1,926	\$414
JDA Software, Inc.	561	561	1 of	1	\$1,116	\$253
Kutak Rock LLP	47	47	1 of	1	\$94	\$49
Lockheed Martin	690	690	1 of	1	\$1,373	\$304
Londen Insurance Group, Inc.	111	111	1 of	1	\$221	\$75
Maricopa County Gov't	7,957	10,475	15 of	18	\$20,845	\$4,181
MarketFare Foods, Inc.	30	113	1 of	1	\$225	\$76
Matson Navigation Company, Inc.	152	166	1 of	1	\$330	\$97
MCI - Chandler	641	641	1 of	1	\$1,276	\$285
Medicis	177	178	1 of	1	\$354	\$101
Medwestern University - Employees	195	205	1 of	1	\$408	\$112
Mesa Air Group	600	600	2 of	2	\$1,194	\$269
MFS Investment Management	155	155	1 of	1	\$308	\$92
Mission Foods - Tempe	31	191	1 of	1	\$380	\$106
Nebco Hotel, Inc.	60	64	1 of	1	\$127	\$56
Pacific Care of Arizona	275	275	1 of	1	\$547	\$140
Paragon Steakhouse dba Carver's	19	57	1 of	1	\$113	\$53
Parker Hannifin Corp. Air & Fuel Division	30	64	1 of	1	\$127	\$56
Pearson Digital Learning	325	325	2 of	2	\$647	\$160

Vital Processing Services, L.L.C.	486	503	1 of 1	\$1,001	\$230
Western Agricultural Insurance	84	85	1 of 1	\$169	\$64
Wood Patel & Associates	104	104	1 of 1	\$207	\$72

TOTALS	45,367	53,281	147 of 153	\$106,029	\$24,159
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Intranet Totals	53,446	56,543	82	92	\$112,521	\$22,433
Internet Totals	45,367	53,281	147	153	\$106,029	\$24,159
E-Survey Totals	98,813	109,824	229 of 245		\$218,550	\$46,592



**MARICOPA COUNTY
REGIONAL TRAVEL REDUCTION PROGRAM
TASK FORCE MEMBERS
FY 2005**

Lori Singleton, Director
PO Box 52025
Phoenix, AZ 85072
(Salt River Project)

Renee Levin
2306 W. Park Ave.
Chandler, AZ 85224
(Intel Corp.)

Judi Rogalski
2398 E. Camelback Rd.
Phoenix, AZ 85016
(Northern Trust Bank)

Gary Ewing
13970 N. Lightning St.
Luke AFAB, AZ 85309
(Luke Air Force Base)

Betsy Turner
302 N. 1st Ave
Phoenix, AZ 85003
(RPTA)

Matt McMahon
10001 E. Pinnacle Peak
Scottsdale, AZ 85255
(Outback Steak House)

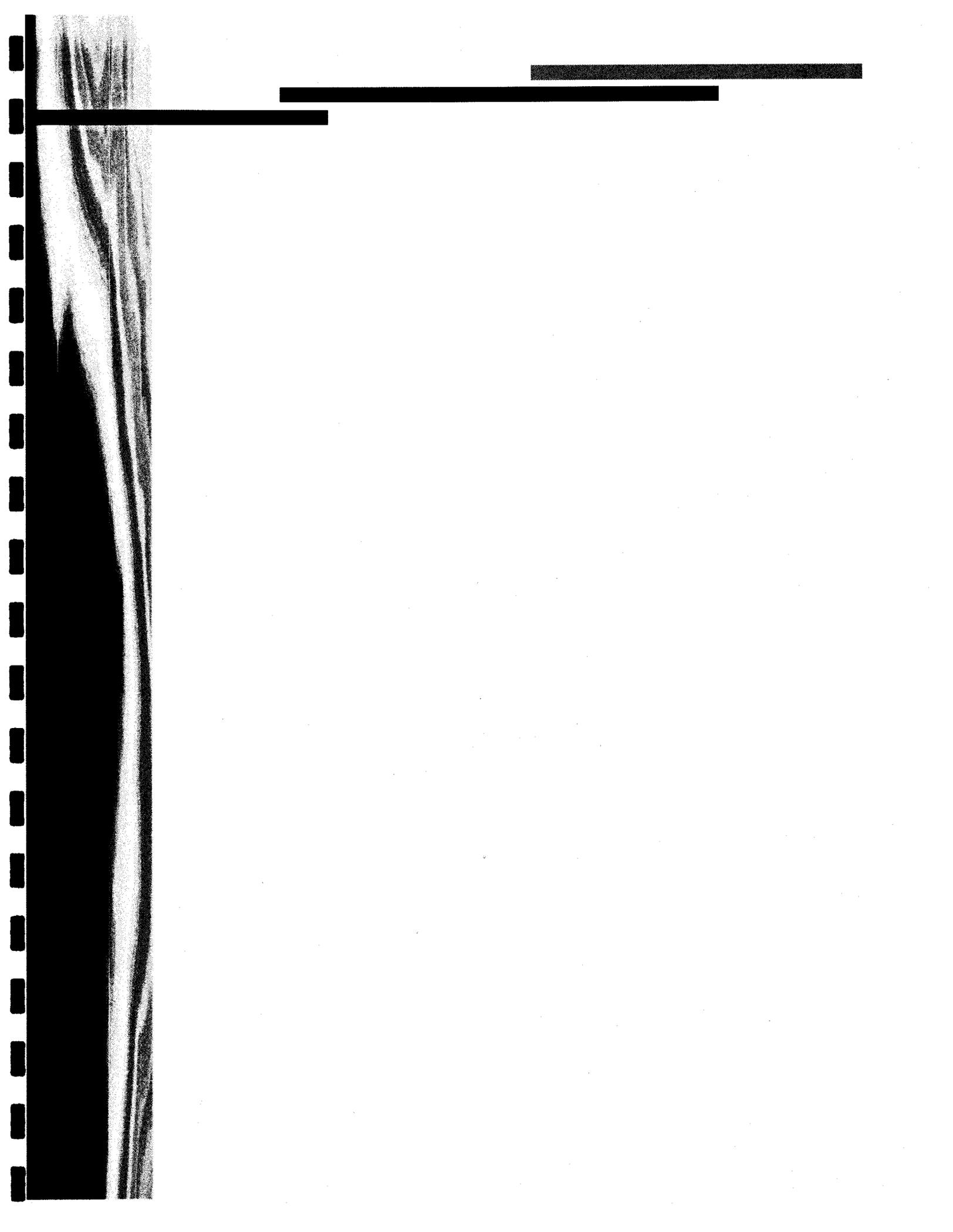
Jerry Geering
5125 E. Madison St.
Phoenix, AZ 85034
(Thornwood Furniture)

Penny Taylor
7532 N. 22nd St.
Phoenix, AZ 85020
(South West Gas Corp.)

Dow Rigler
4100 E. Broadway Rd.
Phoenix, AZ 85040
(Home Depot)

Perry Wright
7801 E. Frank Lloyd Wright Blvd.
Scottsdale, AZ 85260
(Ed Moses Dodge)

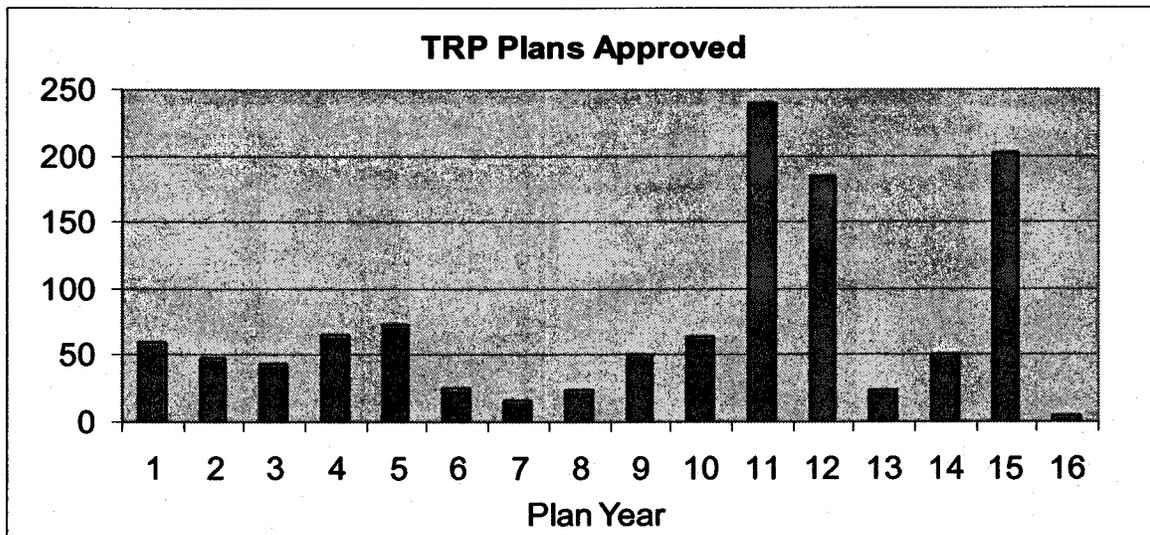
Aaron Rogos
3636 N. Central Ave.
Phoenix, AZ 85012
(Security Title Agency)



TRIP REDUCTION PLANS

During Fiscal Year 2004-2005, the County received 1,138 plans and presented 1,175 plans to the Task Force for review and approval. Of those approved by the Task Force 59 of them were first year plans.

The instruction package sent to participating organizations consists of a blank plan format and an example plan, which are included in this section.



MONITORING

The monitoring program was developed to review the trip reduction measures addressed in an employer's plan. The TRP staff conducts a substantial amount of monitoring through written and verbal channels, focusing on companies that are approaching survey dates. Additionally, employers that do not achieve targeted reductions or are suspected of not implementing all approved strategies are the primary candidates for on-site visits. During this year, 542 monitoring calls were made and 640 onsite visits were conducted. These calls and visits resulted in 656 requests for documentation.

ENFORCEMENT

Enforcement ensures that any organization participating in the TRP shall maintain compliance with the requirements of the TRP statutes. Enforcement activities occurring during FY05 are as follows: the monitoring staff sent 113 Notices of Violation (NOV) informing organizations of non-compliance to the Trip Reduction Program. Of those referred to the TRP Task Force for enforcement, 99% were withdrawn because of compliance. The remaining 1% was referred to Maricopa County Board of Supervisors (BOS) for action. Civil penalties were enforced for three companies, who paid a fine and subsequently came into compliance.

Employer Trip Reduction Plan

Organization: _____

Employees travel to the work site _____ days per week, starting at _____ AM / PM and ending at _____ AM / PM or 24 hours.

Trans-Coord: _____ Phone: _____ Ext: _____ Fax: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

E-mail Address: _____ Attended Valley Metro TRP Training? Yes No

Effective Trip Reduction Strategies/Projected Expenses – *Select the measures to be implemented within 30 days of submitting this plan. The qualifications/budget for each measure shall encourage employee alternate mode usage throughout the entire plan year and take into consideration all mandatory sites. Call (602) 262-7433 for Plan Development Assistance.*

1) AMU Drawings:

Frequency	Prize Value	Annual Value*
<input type="checkbox"/> Monthly [12] x \$ _____ = \$ _____		
<input type="checkbox"/> Bi-Monthly [6] x \$ _____ = \$ _____		
<input type="checkbox"/> Quarterly [4] x \$ _____ = \$ _____		
<input type="checkbox"/> Semi-Annual [2] x \$ _____ = \$ _____		
<input type="checkbox"/> Annually [1] x \$ _____ = \$ _____		

2) Other AMU Incentives:

	Prize Value	Annual Value*
<input type="checkbox"/> New AMU/Move Closer \$ _____ \$ _____		
Award Frequency: _____		
<input type="checkbox"/> Best AMU \$ _____ \$ _____		
Award Frequency: _____		
<input type="checkbox"/> Point Program \$ _____		
_____ Points earned = \$ _____ prize value.		
<input type="checkbox"/> All AMU's awarded \$ _____ \$ _____		
Award Frequency: _____		

3) Guaranteed Ride Home:

Free Ride Home for AMU's in the event of emergency.

Offered to all Alternate Mode Users

Ride provided by: Taxi

3) Annual Budget*

Company vehicle \$ _____

Co-worker, mileage paid

4) TRP Activity:

	Annual Budget*
<input type="checkbox"/> TCA Meetings: Attendance \$ _____	
<input type="checkbox"/> AMU parties: freq: _____ \$ _____	
<input type="checkbox"/> Valley Metro Rideshare Training: \$ _____	
<input type="checkbox"/> TRP Fair: freq: _____ \$ _____	
<input type="checkbox"/> Bike / Rideshare Week(s): Employer Prizes \$ _____	
<input type="checkbox"/> High Pollution Advisory: Employer Prizes \$ _____	
<input type="checkbox"/> ShareTheRide.com: employer incentives \$ _____	
<input type="checkbox"/> Employer Zip Code Map/List \$ _____	

5) Car/Vanpool Parking: Provide total from all sites

Number of Preferred spaces permanently marked: _____

Car/Vanpool spaces covered? All Some

Vehicle Eligibility/Tracking: (Select 1) **5) Annual Budget***

<input type="checkbox"/> Carpool tags/carpooler list \$ _____	
<input type="checkbox"/> Carpooler registration/license plate numbers	

6) Transportation Subsidy:

Type(s)	Subsidy	Frequency	Annual Budget*
<input type="checkbox"/> Walk	_____	_____	\$ _____
<input type="checkbox"/> Bike	_____	_____	\$ _____
<input type="checkbox"/> Carpool	_____	_____	\$ _____
<input type="checkbox"/> Vanpool	_____	_____	\$ _____
<input type="checkbox"/> Bus	_____	_____	\$ _____
↳ <input type="checkbox"/> Bus Card Plus <input type="checkbox"/> Reimburse <input type="checkbox"/> Employer Buy/Distribute			

7) Other TRP Activities

Description: _____

Annual Value/Budget* \$ _____

Physical Amenities – Check all that apply. On-site daycare Men's Shower Women's Shower Bike rack
 Indoor bike parking Employer Alternative Fuel Vehicle All pay to park \$ _____/month Free parking available

Alternate Work Schedules – The participation reported must be verifiable from company records (don't use the TRP Survey Analysis)

Telecommute:

Number of employees that, on a regular basis, telecommute from home: _____

Compressed Workweek:

Schedules must be documented for 6 months or more of the plan year

9/80 (Work 9 days 80 hours): Total number of employees: _____

4/10 (Work 4 days 40 hours): Total number of employees: _____

3/12 (Work 3 or 4 days 36+ hours): Total number of employees: _____

Communication Methods: select at least 2 methods to promote your incentives to all employees. Communication frequency must be at least quarterly.

- Payroll Stuffers Memos WebPages E-mail CEO Memo Message System
 Bulletin Boards Employee/Staff Meetings (documented) Company Newsletter

New Hire information: Indicate how you provide information on the employer TRP program to your New Employees. (Select 1 or more)

- Memo New Hire Packet Orientation presentation (documented) Student Handbook/Package

Statement of Participation

As the highest-ranking local official for this organization, I have reviewed this plan and submit it for approval by the Maricopa County Trip Reduction Program Task Force. Our organization will notify Maricopa County Trip Reduction Program within 30 days if the Transportation Coordinator (listed above) changes. **I also understand our organization shall maintain 12 months of documentation* that verifies all incentives, drawings, subsidies and related activities are being implemented and promoted throughout the plan year.**

Failure to appoint a Transportation Coordinator or implement/document this plan may lead to civil penalties of up to \$300 a day.

Highest Ranking Local Official: _____ (Print)

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Signature: _____
Highest Ranking Local Official

Date: _____

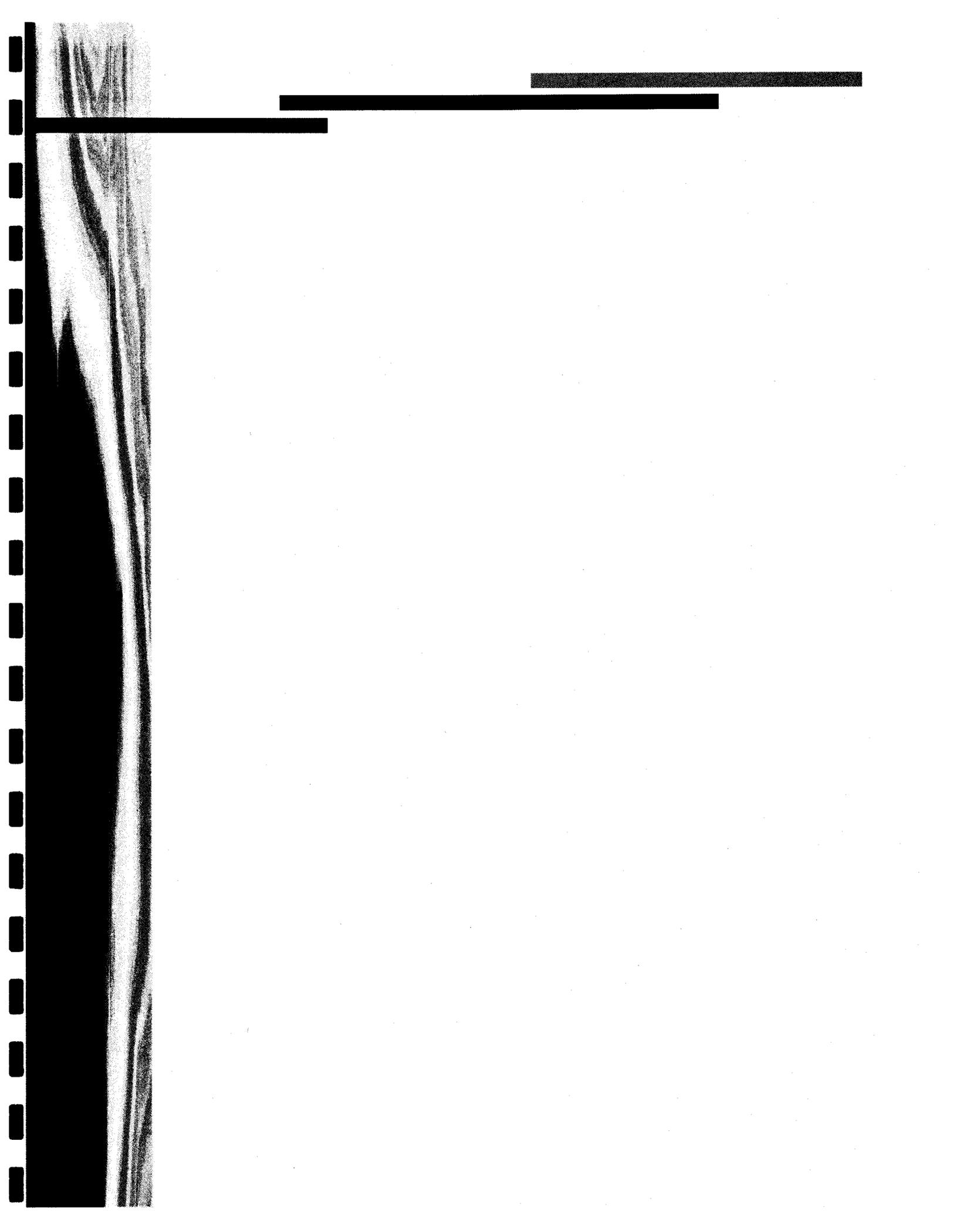
Signature: _____
Transportation Coordinator

Date: _____

* Examples of documentation are, but not limited to:

- Prize receipts and/or copies of gift certificates awarded
- Logs signed/initialed by recipients if you are awarding internal/donated merchandise
- Completed entry forms for drawing winners
- Registration forms used for reimbursements, subsidies and/or new enrollment awards
- Copies of TRP-related newsletters, emails, memos, pay stuffers, meeting minutes and/or "winner" announcements
- Car/Vanpool parking registration log (employee/vehicle information)
- Payroll/Human Resource reports that substantiate compressed week/telecommute participation
- Transit bills and expense reports showing amounts paid/collected from employees

You should contact your Valley Metro Representative (602 262-7433) after plan approval for implementation assistance and to review what documentation you will need to complete a future employer program audit.



Welcome to the Trip Reduction Electronic Employee Survey

1. Enter the ONE letter that best describes your typically assigned work schedule at THIS worksite.

FULL TIME

PART TIME

- | | |
|--|--------------------------------------|
| <input checked="" type="radio"/> 5 days/40 or more hours per wk. | <input type="radio"/> 7 days per wk. |
| <input type="radio"/> 4 days/40 hours per wk. | <input type="radio"/> 6 days per wk. |
| <input type="radio"/> 9 days/80 hours in 2 wks. | <input type="radio"/> 5 days per wk. |
| <input type="radio"/> 3 days/36 hours per wk. | <input type="radio"/> 4 days per wk. |
| <input type="radio"/> 3 days/4 days per wk. | <input type="radio"/> 3 days per wk. |
| <input type="radio"/> 6 days/over 40 hours per wk. | |

2. Enter your typical start time and end time of your scheduled work hours at this worksite. (If times vary, select your average start time/end time).

	HOUR	MINUTES		
START TIME	0	: 00	<input checked="" type="radio"/> AM	<input type="radio"/> PM
END TIME	0	: 00	<input type="radio"/> AM	<input checked="" type="radio"/> PM

3. IF YOU DO NOT USE ANY OF THE MODES LISTED BELOW, PLEASE SKIP TO QUESTION #5.

On average, how often do you use each of these alternative modes to get to this employer's worksite? If zero, leave blank. Do not include trip home.

Drive Alone	0 days per week
Carpool / Vanpool	0 days per week
Bus	0 days per week
Bicycle	0 days per week
Walk/Run	0 days per week
* Telecommute	0 days per week

* Telecommute means working ALL DAY at home for this employer (on a scheduled work day) INSTEAD of driving to the worksite.

4. If you ride in a carpool or a vanpool, how many other people (age 16 or older) travel with you?

0	Others in carpool	0	Others in
			Vanpool

5. How many miles (ONE-WAY) is it from your home to this worksite?

Miles

6. How many minutes (ONE-WAY) does it usually take you to travel from home to this worksite?

Minutes

7. If you were to use an alternative mode which one(s) would you consider using if available?

- | | |
|--|---|
| <input type="checkbox"/> Alternative Fuels | <input type="checkbox"/> Biking/Bike Routes |
| <input type="checkbox"/> Bus/Bus Schedules | <input type="checkbox"/> Carpool |
| <input type="checkbox"/> Compressed Work Weeks | <input type="checkbox"/> Light Rail |
| <input type="checkbox"/> Tele-Commuting | <input type="checkbox"/> Vanpools |

8. What would motivate you to use an alternate mode?

- | | |
|--|--|
| <input type="checkbox"/> Bus / Carpool subsidy | <input type="checkbox"/> Carpool parking |
| <input type="checkbox"/> Prize drawings | <input type="checkbox"/> Vanpool Subsidy |

Your responses to the following optional questions are important for transportation planning and research purposes. Thank you for your assistance.

9. Do you commute in a vehicle that uses any of the following?

- | | |
|--|----------------------------------|
| <input type="checkbox"/> Bio-Diesel | <input type="checkbox"/> CNG |
| <input type="checkbox"/> Electric | <input type="checkbox"/> Ethanol |
| <input type="checkbox"/> Hybrid (gas/electric) | <input type="checkbox"/> LNG |

10. Are you:

- Male Female

11. What is your age?

- 16 to 24 years 25 to 34 years 35 to 44 years
 45 to 54 years 55 years or older

12. What are the two (2) MAJOR cross streets closest to your home?

North 24th Street
AND
East Camelback

Direction	Major Street/Avenue Name
	AND

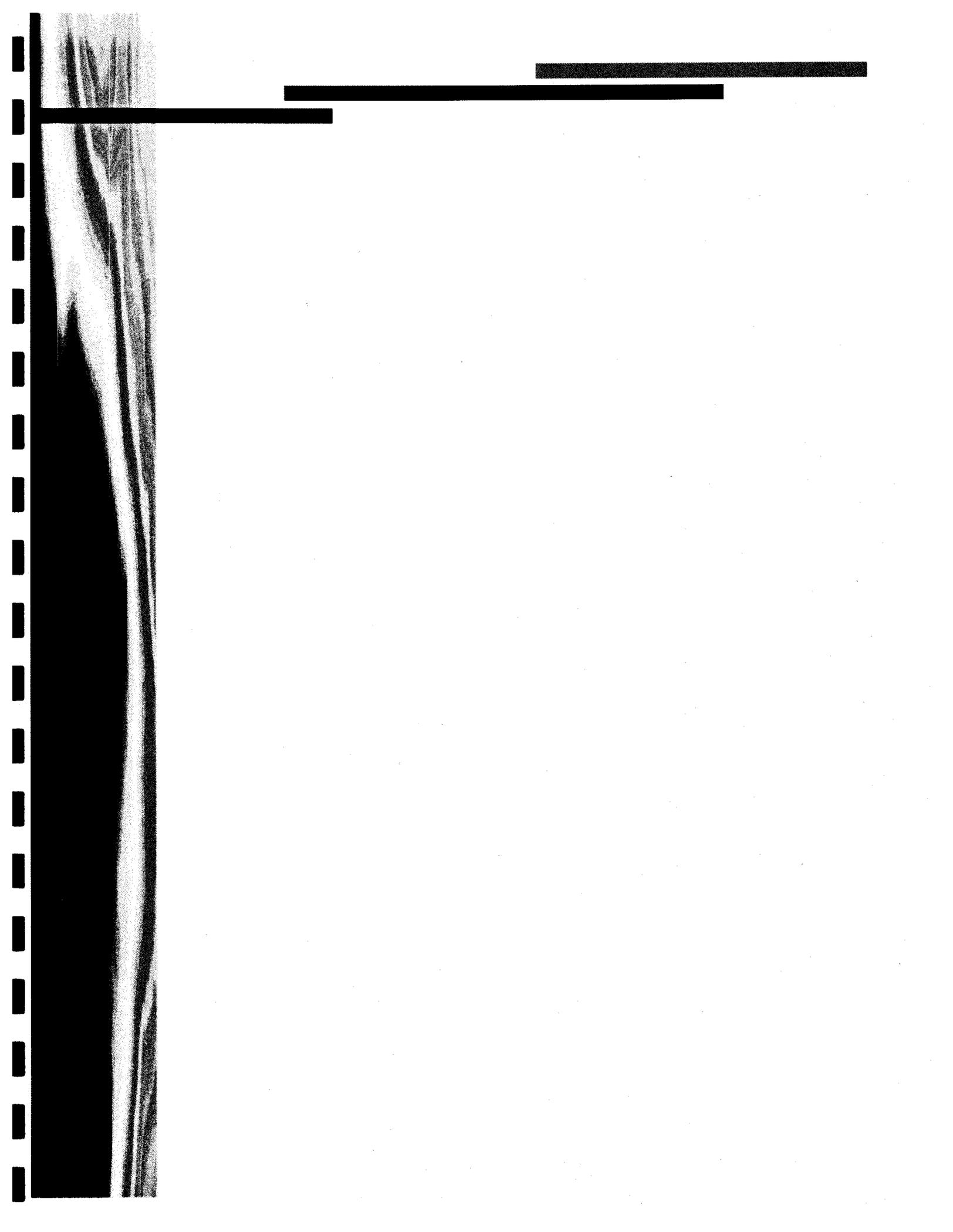
13. In what city do you live?

14. What is your home zip code?

Please move to Question #6 at the top of the page.

Submit Survey

Clear Survey





Maricopa County
Air Quality Department
Trip Reduction Program
INITIAL NOTICE:

Information received by this office indicates that your organization may be affected by the requirements of Arizona law (A.R.S. 49-581). **Please complete and submit this report no later than . Submit to: Maricopa County -Trip Reduction Program, 1001 N. Central Ave, Suite 500, Phoenix, Arizona 85004**
REVIEW &REVISE INFORMATION THAT MAY BE INCORRECT OR INCOMPLETE.

INFORMATION ON RECORD		IS THIS INFO CORRECT?	CORRECTED INFORMATION
Legal/Proper Name of Organization:		YES NO	
Address:		YES NO.	
City/Zip:			
Phone: Please Include - Fax: Please Include		YES NO	PHONE: FAX:
# of employees at address listed above who report 3 or more days/wk at least 6 months of the year Total = 50		YES NO	If no, please enter corrected number here: _____
Number of OTHER work sites: 0		YES NO	We have ____ other sites. (See Item "B" below.)
COMPLETE THE FOLLOWING INFORMATION			
A. Briefly describe your business. Provide Standard Industrial Code (SIC) if known:			
B. List ALL additional sites of 50 or more in Maricopa County. Indicate number of employees at each site.		2)	EMPs: _____
1)	EMPs: _____	3)	EMPs: _____
(continue on reverse, if more space is required)			
Please Include the name of the HRLO, Highest Ranking Local Official			
HRLO: Mr./Ms.		Title	

(YOU ARE REQUIRED TO IDENTIFY ALL WORK SITES LOCATED IN MARICOPA COUNTY OVER 50 EMPLOYEES)

I also appoint Mr./ Ms. _____ as the **Transportation Coordinator**. Please include Transportation Coordinator's Phone, _____ Fax, _____ and E-Mail _____

As the highest-ranking local official, I hereby certify that the information herein is true and accurate to the best of my knowledge.

Signature of HRLO: _____ Date _____



Maricopa County
Air Quality Department
Trip Reduction Program

SECOND NOTICE

Information received by this office indicates that your organization may be affected by the requirements of Arizona law (A.R.S. 49-581). **Please complete and submit this report no later than** . **Submit to: Maricopa County -Trip Reduction Program, 1001 N. Central Ave, Suite 500, Phoenix, Arizona 85004**
PLEASE REVIEW ,CORRECT&REVISE THE INFORMATION BELOW

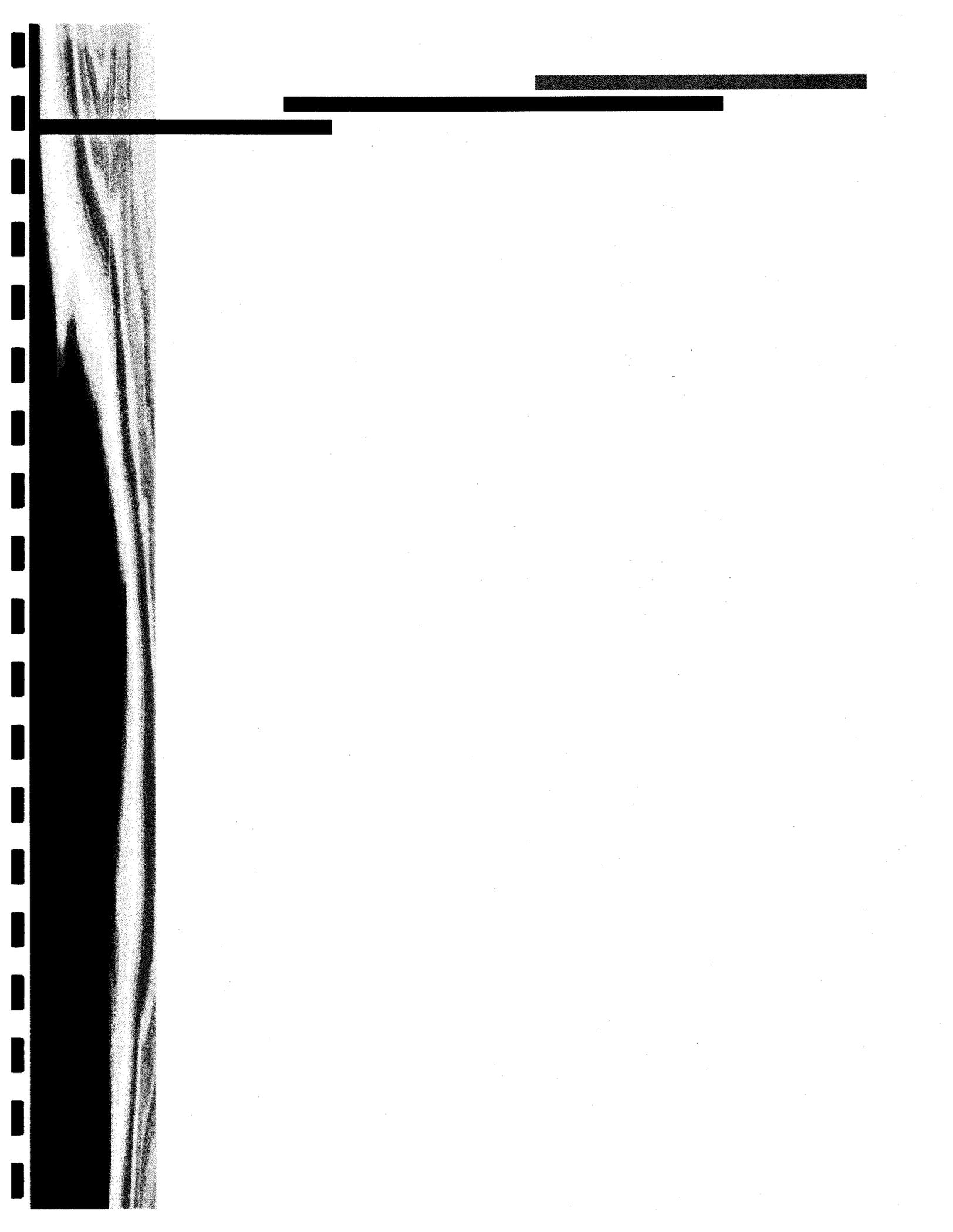
INFORMATION ON RECORD		IS THIS INFO CORRECT?	CORRECTED INFORMATION
Legal/Proper Name of Organization:		YES NO	
Address:		YES NO.	
City/Zip:		YES NO	
Phone: Please Include Fax : Please Include		YES NO	PHONE: FAX:
# of employees at address listed above who report 3 or more days/wk at least 6 months of the year Total = 50	YES NO		If no,please enter corrected number here: _____
Number of OTHER work sites: 0	YES NO		We have _____ other sites. (See Item "B" below.)
COMPLETE THE FOLLOWING INFORMATION			
A. Briefly describe your business. Provide Standard Industrial Code (SIC) if known:			
B. List ALL additional sites of 50 or more in Maricopa County. Indicate number of employees at each site.		2)	EMPs: _____
1)	EMPs: _____	3)	EMPs: _____
(continue on reverse, if more space is required)			
Please Include the name of the HRLO, Highest Ranking Local Official			
HRLO: Mr./Ms.		Title	

(YOU ARE REQUIRED TO IDENTIFY ALL WORK SITES LOCATED IN MARICOPA COUNTY)

I also appoint Mr./ Ms. _____ as the **Transportation Coordinator**. Please include Transportation Coordinator's Phone, _____ Fax, _____ and E-Mail _____

As the highest-ranking local official, I hereby certify that the information herein is true and accurate to the best of my knowledge.

Signature of HRLO: _____ Date _____



Figures For Reduction**Table I:****Response Rate**

Survey	Respondents/Employees	Response Rate
Baseline	54 / 59	92%

The response rate for your organization was 92% based on 54 questionnaires completed out of 59 requested.

Table II:**Targets and Actual SOV Trip Rate
and SOVMT Rate**

	Baseline Survey	First Year Target
SOV Trip Rate	91.26%	82.13%
SOVMT Rate	88.94%	80.04%

The one-way single occupancy vehicle (SOV) trip rate is 91% of all commuter trips made per week. The one-way single occupancy vehicle miles traveled (SOVMT) rate is 89% of all commuter miles traveled per week. The target reduction for each successive program year is based on the goal to reduce the SOV trip rate or the SOVMT rate 10% from the previous year's target.

Table III and Graph I compare the breakdown of total trips and average miles traveled by mode.

54 respondents commute a total of 266 one-way trips per week.

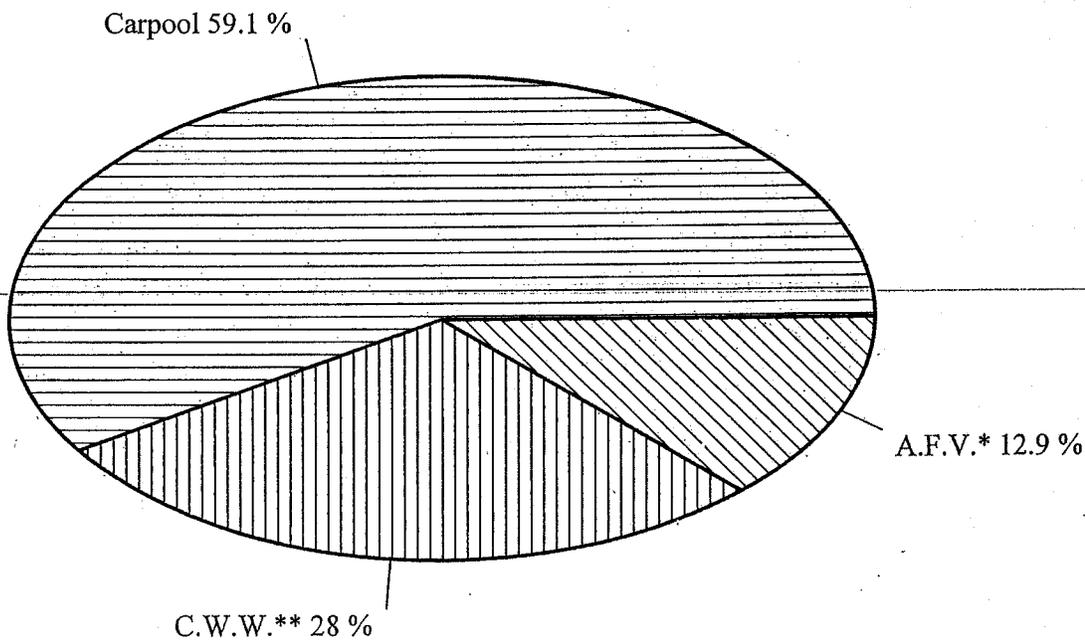
Table III

Current Mode Splits

Mode	Trips/Week	%Trips	Avg. Mil/Trip
SOV	243	91.3%	19.6
Bus	0	0.0%	0.0
Carpool	14	5.2%	24.3
Bicycle	0	0.0%	0.0
Walk	0	0.0%	0.0
Vanpool	0	0.0%	0.0
A.F.V.*	3	1.1%	22.0
Telecom**	0	0.0%	0.0
C.W.W.**	7	2.5%	29.7
	266	100.0%	20.2

Graph I

Alternative Mode Trips



* A.F.V. stands for Alternate Fuel Vehicle (Electric, Compressed Natural Gas or Propane)

** C.W.W. and Telecommute show trips no longer taken. C.W.W. stands for Compressed Work Week (e.g. 9/80, 4/10, 3/4, etc.)

Year 1 Survey Analysis

Table IV indicates how your employees responded to the question "Which of the following do you feel can be improved by using an alternative mode of travel?"

Table IV

31	Air/Health	39	Traffic Congestion	4	Don't Know	4	None
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Columns one and two in Table V show the number of employees and average number of trips made weekly each mode of transportation. The number of SOV employees who would consider using alternative modes of transportation and the percentage of SOV employees are shown in the 'Potential' columns. This information can be useful in determining current and potential alternative mode use.

Table V Current and Potential Alternative Modes

Mode	Current		Potential	
	Number of Employees	Average Trips per Week	SOV Interested in Alt Modes	Percent SOV with Interest
SOV	52	4.7		
Bus	0	0.0	0	0%
Carpool	4	3.4	5	10%
Bicycle	0	0.0	0	0%
Walk	0	0.0	0	0%
Telecom	0	0.0	14	27%
Vanpool	0	0.0	0	0%
A.F.V.*	1	3.0	0	0%
C.W.W.**	5	1.3	17	33%

Table VI shows the responses of SOV employees who have an interest in alternative modes and the reasons why an alternative mode is not used. The data in this table can be useful in developing TRP strategies that may alleviate some of the issues confronting SOV employees.

Table VI Reasons for Driving Alone by Interest in Alternative Modes

Mode	Work Schedule Won't Permit	Second Job or Attend School	Take Kids to Childcare / School	Use My Car for Business	Need Car for Lunch / Errands
Carpool	3	0	0	1	2
Bicycle	0	0	0	0	0
Bus	0	0	0	0	0
Vanpool	0	0	0	0	0
C.W.W.**	11	2	5	9	14
Walk	0	0	0	0	0
Telecom	9	1	6	7	13
A.F.V.*	0	0	0	0	0
Respondents	31	5	12	23	30

* A.F.V. stands for Alternate Fuel Vehicle (Electric, Compressed Natural Gas or Propane)
 ** C.W.W. stands for Compressed Work Week (e.g. 9/80, 4/10, 3/4, etc.)

RECORDED FILE 10/10/2009

In Table VII, an analysis of home zipcode (question #14) by alternative mode interests (question #7), shows the number of employees living in a zipcode with similar alternative mode interests. This information may be useful for carpool or vanpool matching, or promoting one of the other alternative mode interests.

Table VII Employee Mode Interest by Zip Code

Zip Code	Carpool	Vanpool	Bicycle	Walk	Bus	Telecom	Total	Miles	Minutes
85054	0	0	0	0	0	1	3	17	26
85283	1	0	0	0	0	0	3	17	35
85268	0	0	0	0	0	0	2	25	30
85207	0	0	0	0	0	1	2	32	45
85018	0	0	0	0	0	0	2	8	15
85308	1	0	0	0	0	1	2	26	48
85260	0	0	0	0	0	0	2	8	15
85086	0	0	0	0	0	0	2	30	42
85048	0	0	0	0	0	1	2	26	42
85262	0	0	0	0	0	0	2	18	32
85249	0	0	0	0	0	1	2	30	52
85257	0	0	0	0	0	0	2	6	15

Table VIII Current Work Schedules

Work Schedule	Respondents	Percent
5 day week/8 hour day	45	83%
4 days/10 hour days	3	6%
9 days/80 hours/10th day off	0	0%
3 days/36 hours per week	1	2%
3 days (36hrs) / 4 days (48hrs) per week	1	2%
6 days/over 40 hours per week	0	0%
Part-time employees	4	7%

Telecommute Days:

There are 0 employees or 0% who responded to question # 3 on the survey - that they work at home (telecommute), saving a total of 0 one-way commute trips per week.

Table IX Average Commute Time and Distance

Average commute distance: 19.91 miles traveled each trip one way.
Average commute time: 35 minutes traveling each trip one way.

Table IV and Graph II compare the breakdown of the CURRENT year's total trips by mode to that of the PREVIOUS year. This information may be helpful in determining the effectiveness of your organization's TRP Program.

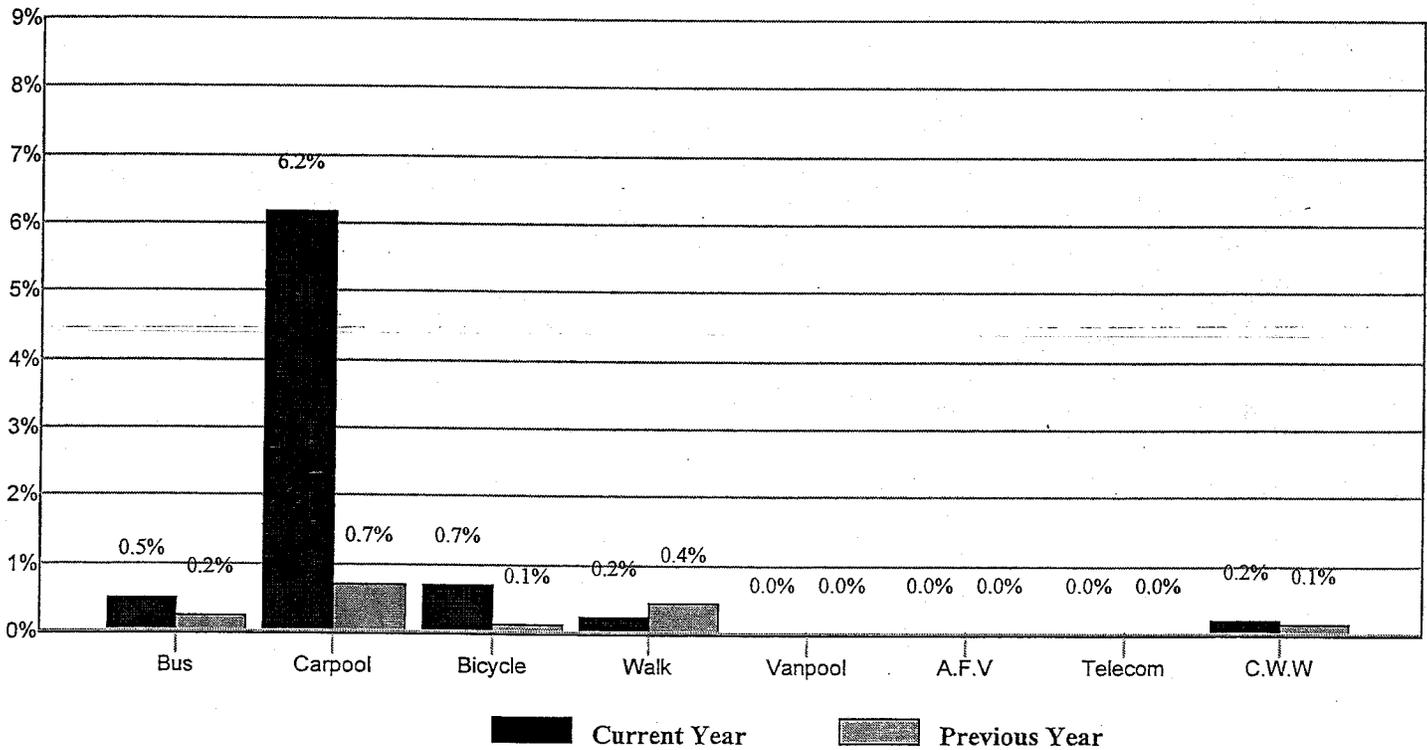
Table IV

Previous/Current Mode Splits

Mode	Current Year		Previous Year	
	Trips/Week	%Trips	Trips/Week	%Trips
SOV	2,047	92.3%	2,253	98.4%
Bus	11	0.5%	5	0.2%
Carpool	137	6.2%	16	0.7%
Bicycle	15	0.7%	2	0.1%
Walk	5	0.2%	10	0.4%
Vanpool	0	0.0%	0	0.0%
A.F.V.*	0	0.0%	0	0.0%
Telecom**	0	0.0%	0	0.0%
C.W.W.**	4	0.2%	3	0.1%
	2,218	100.0%	2,289	100.0%

Graph II

Alternative Mode Trips



* A.F.V. stands for Alternate Fuel Vehicle (Electric, Compressed Natural Gas or Propane)

** C.W.W. and Telecomute show trips no longer taken. C.W.W. stands for Compressed Work Week (e.g. 9/80, 4/10, 3/4, etc.)

Table V indicates how your employees responded to the question "Which of the following do you feel can be improved by using an alternative mode of travel?".

Table V

115	Air/Health	122	Traffic Congestion	20	Don't Know	18	None
-----	------------	-----	--------------------	----	------------	----	------

Columns one and two in Table VI show the number of employees and average number of trips made weekly using each mode of transportation. The number of SOV employees who would consider using alternative modes of transportation and the percentage of SOV employees are shown in the 'Potential' columns. This information can be useful in determining current and potential alternative mode use.

Table VI Current and Potential Alternative Modes

Mode	Current		Potential	
	Number of Employees	Average Trips per Week	SOV Interested in Alt Modes	Percent SOV with Interest
SOV	419	4.9		
Bus	3	3.6	9	2%
Carpool	38	3.6	30	7%
Bicycle	5	3.0	9	2%
Walk	1	5.0	14	3%
Telecom	0	0.0	18	4%
Vanpool	0	0.0	8	2%
A.F.V.*	0	0.0	0	0%
C.W.W.**	5	0.8	28	7%

Table VII shows the responses of SOV employees who have an interest in alternative modes and the reasons why an alternative mode is not used. The data in this table can be useful in developing TRP strategies that may alleviate some of the issues confronting SOV employees.

Table VII Reasons for Driving Alone by Interest in Alternative Modes

Mode	Work Schedule Won't Permit	Second Job or Attend School	Take Kids to Childcare / School	Use My Car for Business	Need Car for Lunch / Errands
Carpool	13	7	10	4	20
Bicycle	7	0	2	5	6
Bus	5	0	4	4	8
Vanpool	4	0	3	1	5
C.W.W.**	16	2	12	8	17
Walk	7	1	3	3	6
Telecom	13	1	10	7	9
A.F.V.*	0	0	0	0	0
Respondents	96	20	43	45	107

* A.F.V. stands for Alternate Fuel Vehicle (Electric, Compressed Natural Gas or Propane)

** C.W.W. stands for Compressed Work Week (e.g. 9/80, 4/10, 3/4, etc.)

RECORDED BY: 10/10/2005

In Table VIII, an analysis of home zipcode (question #14) by alternative mode interests (question #7), shows the number of employees living in a zipcode with similar alternative mode interests. This information may be useful for carpool or vanpool matching, or promoting one of the other alternative mode interests.

Table VIII Employee Mode Interest by Zip Code

Zip Code	Carpool	Vanpool	Bicycle	Walk	Bus	Telecom	Total	Miles	Minutes
85233	3	0	1	0	0	1	13	10	23
85249	5	0	0	0	0	2	11	15	25
85226	1	1	0	1	0	0	11	4	10
85225	2	0	1	1	1	1	10	9	20
85224	1	0	1	0	2	1	10	7	14
85283	0	0	0	2	0	0	9	3	8
85242	1	0	1	1	0	2	9	35	62
85282	2	0	1	2	0	0	9	3	6
85048	2	0	2	0	0	0	8	4	10
85202	1	0	0	1	1	0	8	9	21
85210	2	0	0	0	0	1	7	10	19
85044	0	0	0	1	1	1	6	5	12

Table IX Current Work Schedules

Work Schedule	Respondents	Percent
5 day week/8 hour day	170	83%
4 days/10 hour days	1	0%
9 days/80 hours/10th day off	3	1%
3 days/36 hours per week	0	0%
3 days (36hrs) / 4 days (48hrs) per week	1	0%
6 days/over 40 hours per week	20	10%
Part-time employees	11	5%

Telecommute Days:

There are 0 employees or 0% who responded to question # 3 on the survey - that they work at home (telecommute), saving a total of 0 one-way commute trips per week.

Table X Average Commute Time and Distance

Average commute distance: 12.74 miles traveled each trip one way.
 Average commute time: 24 minutes traveling each trip one way.

Equivalent Emissions Reduction (EER) Credit Application

Peak Commute Trip Reduction

Flex Option #1

In this packet you will find:

Peak Commute Trip Reduction Background Information	Page 1 – 2
Peak Commute Reduction Requirements	Page 2
Required Documentation	Page 2 – 3
Application Instructions	Page 4
Application Page 1 (Organization Information and Signatures)	Page 5
Application Page 2 (Site Information and Participation Data)	Page 6
Employee Participation List—Master Copy	Page 7
Sample Memos	
New Work Hours for Summer	Page 8
New Work Hours for Winter	Page 9

Equivalent Emissions Reduction (EER) Measure #1

Peak Commute Trip Reduction Background Information

The purpose of Flex Option #1, **Peak Commute Trip Reduction**, is to *reduce vehicle emissions at the time of day when pollution levels are highest*. By decreasing the number of vehicles being driven during these critical hours, we can lessen the risk of an exceedance of pollution standards.

In the summertime—**ozone season**—the highest concentration of ground-level ozone occurs during the hottest part of the day, early to mid-afternoon. The 17-week ozone season begins on June 1 and ends on September 30.

In the wintertime—**carbon monoxide (CO) season**—the level of CO tends to be highest after sundown. Officially, CO season begins on October 1 and extends through March 31. Because Maricopa County has never had a high pollution advisory earlier than mid-November, credit for this option may be accrued only November 1 through March 31, about 21 weeks.

To Receive Credit for Peak Commute Trip Reduction:

Your organization can receive credit for one or both of the pollution seasons. *Any number of employees (from one to everyone) can participate.*

To receive credit for ozone season, selected employees *must **change** their regular work schedule to end their work day at or after 4:00 P.M.* during the entire pollution season (June 1 through September 30). The operative word here is **change**—only employees who normally end their workday before 4:00 P.M. can participate in this alternative. For example, say you have a group of employees whose usual workday begins at 7:00 A.M. and ends at 3:00 P.M.—changing their work hours to 8:00 A.M. – 4:00 P.M. beginning June 1 and ending September 30 would qualify them for credit under this option.

To receive credit for CO season, selected employees *must **change** their regular work schedule to end their work day at or before 4:00 P.M.* during the entire pollution season (November 1 through March 31). Again, the operative word is **change**—only employees who normally end their workday after 4:00 P.M. can participate in this alternative. For this example, say you have a group of employees

whose usual workday begins at 8:00 A.M. and ends at 5:00 P.M.—changing their work hours to 7:00 A.M. – 4:00 P.M. beginning November 1 and ending March 31 would qualify them for credit under this option.

Peak Commute Reduction Requirements:

EER credit is awarded after the measure has been completed. Read the bulleted points below to learn what your organization must do to receive Peak Commute Reduction credit.

- **Participate in the ENTIRE season.** The employees who participate in the schedule change, must follow the new hours for the entire pollution season—June 1 – September 30 for ozone season, and/or November 1 – March 31 for carbon monoxide season.
- **Request credit when submitting surveys.** The credit application for Peak Commute Reduction must be submitted with your organization's completed surveys so your TRP credit can be calculated properly.
- **Provide documentation.** You must submit adequate documentation with the credit application, including the list of participants, and a copy of the memo from the highest ranking local official.

Required Documentation for Peak Commute Trip Reduction Credit:

To receive credit for this option, your organization must submit the following data that will document your participation and activity:

1. A brief memo informing employees of the program and indicating that the change in work hours was implemented specifically for EER credit. The memo *must* be signed by the highest ranking local official and should contain:
 - a. the beginning and ending dates of the schedule change
 - b. what departments will participateSample memos are included in this packet on pages 8 and 9.
2. A list of the employees who participated in the work schedule adjustment. (If your organization changed schedules to accommodate both seasons, submit a separate, labeled list for each season.) The list(s) must include:
 - a. the names of participants
 - b. the number of days per week each works
 - c. the number of daily one-way commute miles* each travels
(*If this information is not available, the county will use the average commute miles reported on your Survey Analysis.)

Equivalent Emissions Reduction (EER) Credit Application

Peak Commute Trip Reduction

Application Page 1

Organization Information

Organization Name _____

Transportation Coordinator _____

Phone Number _____ (ext.) _____ Fax _____

Total Number of Sites in Trip Reduction _____

Number of Sites Participating in this option _____

Total Number of Sites in Maricopa County _____

Signatures

This application was completed by _____

Signature _____ Date _____

As the highest ranking local official, I hereby certify, under penalty of perjury under the laws of the State of Arizona, that all information contained herein and information submitted with this application is true and correct to the best of my knowledge.

Signature _____ Date _____

Printed Name _____

Title _____

Equivalent Emissions Reduction (EER) Credit Application
Other Vehicle Miles Traveled Reduction Credit

Flex Option #10

In this packet you will find:

Background Information	Page 1
Documentation Requirements	Page 1
Application Instructions	Page 2
Application Page 1 (Organization Information and Signatures)	Page 3
Application Page 2 (Strategy Description and Results)	Page 4

(Note: should you choose to sponsor a non-TRP company or group in trip reduction, you will need to establish a baseline SOV/SOVMT rate using the standard trip reduction survey instrument.)

You will actually apply for credit when your organization completes the annual trip reduction survey. With the surveys you are returning to the County, you will include a copy of EER #10 application pages 1 and 2, and the necessary supporting documentation. Reductions earned from your strategy will be calculated with the surveys and included on your summary analysis.

Other Vehicle Miles Traveled Reduction Credit (EER) Measure #10

Background Information

This measure awards credit to organizations that reduce vehicle miles traveled in unique ways not identified in any of the other EER measures.

Examples might include:

- ☞ Sponsoring non-TRP organizations' participation in trip reduction
- ☞ Reducing travel to malls or special events
- ☞ Implementing a bus or shuttle service between work sites or to meetings

Required Documentation for Measure #10

Your organization can receive credit for this measure once your strategy for reducing emissions under this EER measure has been approved by the Trip Reduction Program Task Force, then completed and the details and documentation have been provided to Maricopa County.

Your Organization Must Submit:

1. **Application Page One** - Organization Information and Certification, with signatures.
2. **Application Page Two** - Strategy Description and Results.
3. **Supporting Data** - Please note that without the proper supporting documentation submitted with your request the approval process will be delayed or denied. Please contact the MIS supervisor at (602) 506-6750 for types of documentation that we will require.

Application Instructions for Other Vehicle Miles Traveled Reduction Credit

Application Page One—Organization Information and Certification

Complete the data at the top of the form:

- ✓ Organization Name (and dba if applicable)
- ✓ Transportation Coordinator Name, ✓ Phone Number, and ✓ Fax Number
- ✓ Site details:
 - ✓ Total number of your organization's sites in trip reduction,
 - ✓ Number of your organization's sites participating in this option
 - ✓ Total number of your organization's sites in Maricopa County
 - ✓ Your organization's survey date

Obtain required signatures:

- ✓ Name and ✓ Signature of Transportation Coordinator
 - ✓ Name, ✓ Title, and ✓ Signature of Highest Ranking Local Official
- (All signatures must be original, not photocopied, stamped, or computer generated.)*

Application Page Two—Strategy Description and Results

The description of your organization's strategy results must include the following:

Individual site information:

- ✓ Site Name and ✓ Site Address

Detailed narrative of the strategy:

- ✓ Implementation date and, if applicable, ending date
- ✓ What your organization did to reduce emissions
 - ✓ How you implemented your plan
 - ✓ What result was produced
 - ✓ Manner in which the reduced emissions were monitored
- ✓ Documentation of results. (Adequate documentation is required in order for your request for credit to be approved. Please contact the MIS supervisor at (602) 506-6750 for the types of documentation that we will require).

Equivalent Emissions Reduction (EER) Credit Application

Other Vehicle Miles Traveled Reduction Credit

Application Page 2 - Strategy Description and Results

Site Information

Site Name _____

Site Address _____

Detailed Narrative

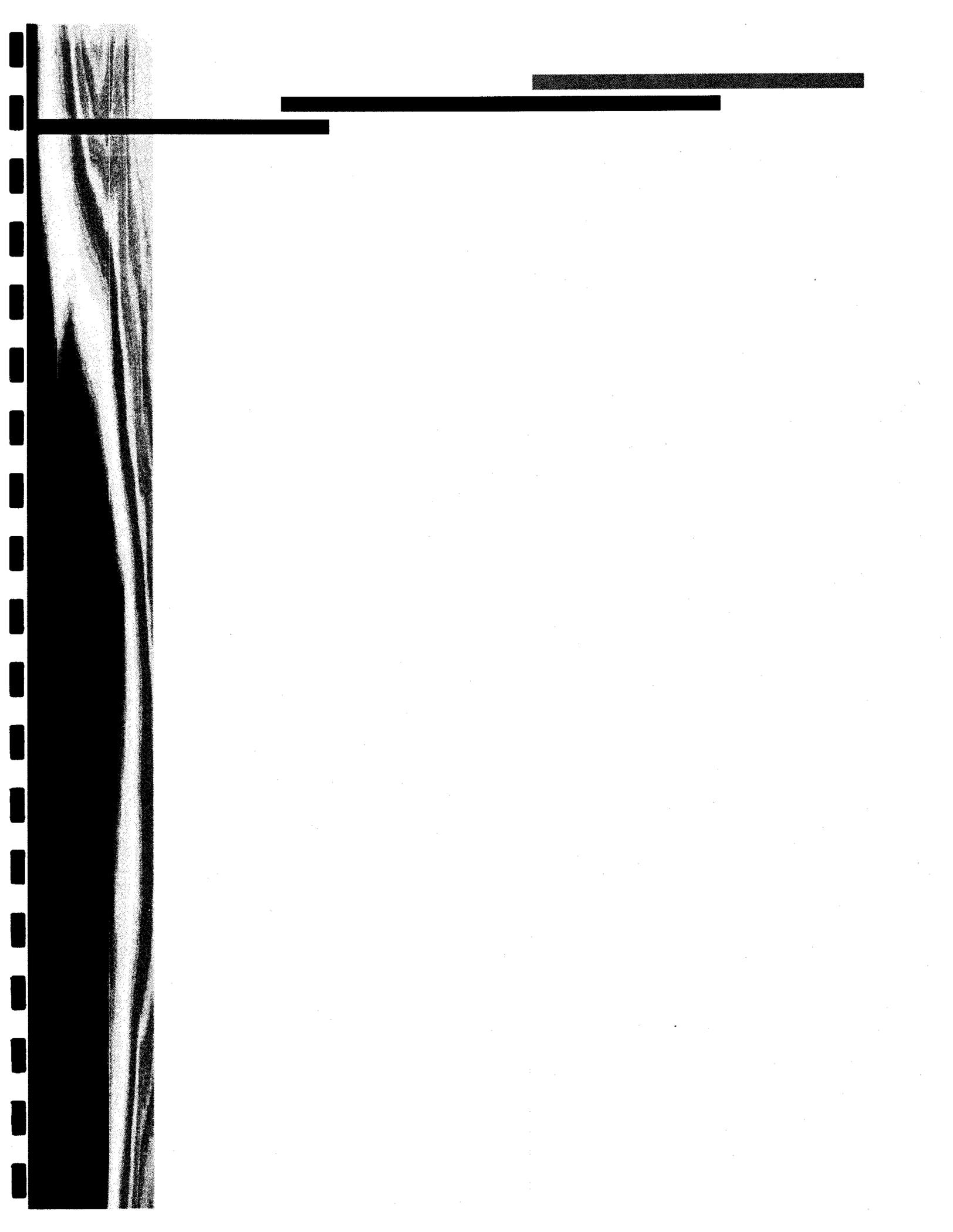
(Please type the information here or on a separate sheet of paper.)

Measure Start Date _____ End Date _____

Methodology (What your organization did to reduce emissions):

Monitoring and tracking mechanism:

Supporting Documentation: (Appropriate documentation must be included with your submittal to receive credit. Please contact the MIS supervisor at (602) 506-6750 for the types of documentation that we will require).



Transportation Demand Management Annual Report

Fiscal Year 2005



Submitted to Maricopa County
by
Valley Metro/Regional Public Transportation Authority

August 2005



2005 Annual TDM Report

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Trip Reduction Program Employer Services

SUMMARY

Now in its sixteenth year under contract to Maricopa County, Valley Metro/Regional Public Transportation Authority (Valley Metro/RPTA) continues to provide training and technical support to employers involved in the Trip Reduction Program (TRP). Through the outreach program, TRP employers receive a variety of services including training, special workshops, one-on-one assistance with conducting surveys, writing TRP plans, developing and implementing trip reduction strategies, rideshare matching, and a full service vanpool program. Support materials such as posters, brochures, rideshare matching, newsletters, area bike maps, and educational materials are available to employers at no charge.

Working with Maricopa County TRP staff, Valley Metro/RPTA's Account Executives (AEs) have made an all-out effort to contact new transportation coordinators (TCs) to better apprise them of their TRP responsibilities. In addition, MCTRP staff generates an audit schedule so that AEs can offer assistance before MCTRP staff conducts the annual audit. Valley Metro/RPTA also generates a schedule of TRP employer anniversary dates so that employers may be contacted midway through their program year to ensure implementation of their TRP plans. As a result, TCs should be better prepared for the audit with documentation in order, thus reducing Maricopa County TRP staff time and lengthy requests for documentation. The number of TRP employers receiving violation notices continues to be low and the length of time taken to satisfy the violation has also been reduced. Very few TRP employers were referred to the MCTRP Task Force for enforcement action in the past year.

These positive results may be attributed to Valley Metro staff's efforts to contact new transportation coordinators shortly after they assume the TC duties, and to deal quickly and effectively with an employer's implementation and/or documentation problems.

Overall attendance at Valley Metro/RPTA training classes decreased from FY '04 and the overall number of training classes decreased as well. The decrease is largely due to the fact that the spring workshops dealing with summer pollution and the high pollution advisory program were held at Transportation Coordinator meetings instead of an additional workshop for TCs to attend. TCs are still hard-pressed to find the time to attend training classes as they juggle more duties; they do recognize the need for information regarding the program and the advantages of attending a training workshop. The number of Intro to TRP and Plan Writing and Documentation workshops held remained the same and attendance for those workshops were up slightly.

The number of presentations and employer events increased significantly this year when compared to FY '04 and the estimated number of employees reached almost doubled. TCs look to Rideshare staff to provide credibility to employee presentations and to provide support at transportation and benefits fairs.

The year-round High Pollution Advisory Program (HPA) was extended for a fourth year with continuing emphasis on the ozone season. Changes were made in 2005 to adjust the time when employers register for the program. In FY '04 and prior years, a four-week period was set aside (usually in April) when a big push would be made to

register employers for the program. Special workshops were usually held via videoconferencing. Employers who successfully implemented the HPA program were able to use their participation as an enhancement to their TRP plan. That caused some problems in documentation and confusion among transportation coordinators; it was often added to plans midway through a season or even after a season was over, depending on the revolving nature of plan submissions. By coordinating enrollment in the HPA program with the plan submission, both employers and county staff are more able to monitor participation.

As a result of these changes, no HPA workshops were held in April. Instead, information on the HPA program and the summer ozone season was presented at April transportation coordinator association meetings.

Two Account Executives terminated their employment at the end of June 2004—FY '03. As a result of the lengthy hiring process, new AEs didn't begin work until September 2004. However, both had extensive knowledge of transportation issues and a good working knowledge of the trip reduction program, and the training period was greatly reduced.

Training and Education

The types of classes and curriculum for existing classes offered by Valley Metro/RPTA in FY '05 continue to evolve. During FY '05, Rideshare staff conducted 48 training classes with a total of 604 attendees. There were 31 regular TRP training classes held with 326 attendees and 17 special workshops (Transit 101 and site coordinator workshops) with 278 attendees. Introduction to TRP and Plan Writing classes are scheduled monthly. The handbook, which is given to each Introduction to TRP workshop attendee, is updated regularly to reflect changes in the Trip Reduction Program and documentation requirements.

Marketing TRP is twice each year to assist the TCs in "selling" alternative mode use to a resistant workforce. The workshop 101 TRP Ideas was offered once in FY'04. Both Marketing TRP and 101 TRP Ideas are interactive workshops and the more attendees, the more effective the workshop. While more of these two workshops were scheduled, those that had fewer than 6 scheduled attendees were cancelled and the attendees rescheduled for another session.

The number of people interested in the electronic survey format continues to decline. While Valley Metro/RPTA continues to offer quarterly E-Survey Workshops, they will be offered periodically. The electronic format will be stressed at Transportation Coordinator Association meetings, in the Introduction to TRP workshops and during individual visits.

TRAINING CLASSES

Valley Metro/RPTA's slate of ongoing classes includes:

Introduction to TRP and Plan Writing & Documentation, one-half day each, for new TCs, covers:

- | | |
|------------------------|---|
| ✓ The law | ✓ Marketing alternative modes |
| ✓ The TRP annual cycle | ✓ How to read & use the survey analysis |
| ✓ The survey process | ✓ Plan writing instruction |
| ✓ The plan format | ✓ Implementing & documenting the plan |

101 TRP Ideas, is a highly interactive class; participants are given the opportunity to network with other TCs; work in teams to exchange ideas for TRP committee formation; brainstorm how to increase employee motivation and participation in TRP; create effective TRP information centers; discover simple inexpensive ways to spice-up their incentive program; and add pizzazz to their trip reduction efforts.

Alternative Work Options, is a combination of two prior workshops, Telecommuting Champions and Compressed Work Weeks. The three-hour workshop focuses on gaining management support for these work options, and the mechanics of setting up a telework program or implementing compressed work schedules. A comprehensive handbook is provided and follow-up assistance is available to TCs who want support in dealing with management or employees.

Marketing TRP is a three-hour interactive workshop which explores the best way to promote alternative mode use to employees. Attendees participate in several

activities to encourage creative thinking and actually work together to create a marketing campaign for an upcoming event.

E-Survey Workshop is a two-hour informational workshop which explains the options for completing the annual TRP survey in an electronic format via either the Internet or the employer's Intranet site. Three workshops were held in FY '05, and will continue on an "as needed" basis in the coming year.

Ozone Workshops were held during Transportation Coordinator Association meetings in April. Because there were no major changes in the High Pollution Advisory (HPA) Program from FY '04 to this year, many TCs were already on board with the program. The decision was made to include the summer pollution information and HPA into the existing TCA schedule.

Site Coordinators' Workshop - Valley Metro/RPTA conducts customized in-house workshops for employers with multiple sites and site coordinators. These workshops focus on the responsibilities of site coordinators to implement and document trip reduction activities, alternative mode information, marketing ideas, and other trip reduction-oriented topic requested. Valley Metro/RPTA also offers in-house training to organizations wishing to start or expand their telework program.

TABLE 1
TRAINING CLASSES FY '05

	Intro to TRP	Plan Writing/ Documentation	101 TRP Ideas	Alternative work Options	Marketing TRP	E-Survey	Transit 101 Workshop	Site Coordinators' Workshop	Totals
Sessions	12	12	1	1	2	3	1	16	48
Participants	196	100	6	1	13	10	15	263	604

The number of Introduction to TRP and Plan Writing classes offered this year remained the same. The workshop locations rotate between Phoenix, Tempe and Glendale. In FY '04, a total of 179 TCs participated in the Intro class. In FY '05, the number rose to 196. Attendance for the Plan Writing class remained essentially the same, from 101 attendees last year to 100 this year. Valley Metro/RPTA Rideshare representatives continue to encourage new TCs to attend classes and many do. However, the emphasis on personal visits to new TCs by their representatives and additional demands on TCs' time resulting from staff cutbacks and economic trends keep many from attending the workshops. The revised plan format combined with personal assistance to TCs makes completing the TRP plan much easier. More emphasis has been placed on the need to effectively document each plan strategy, adding to the value of the workshop.

The interactive workshop, 101 TRP Ideas was held only once this year as interest continues to wane. Marketing TRP was offered three times. It will continue to be offered alternately with 101 TRP Ideas.

The Alternative Work Options workshop has generated no interest from TCs. While employees indicate they are interested in telework and CWW, it appears that employers are offering informal programs and don't require assistance. Because of time constraints, we believe more TCs are accessing the information via the website and AEs report they are providing information during personal visits.

The E-Survey workshop attendance continues to decrease. Most of the "easy" implementers—the high-tech employers—implemented the e-survey format when it was first offered. Valley Metro/RPTA Rideshare continues to promote and host the workshops and also provides personalized guidance. This workshop will continue to be offered two or three times a year.

Technical Assistance & Consultative Services

Valley Metro/RPTA representatives readily assist transportation coordinators whenever they need help with their trip reduction program responsibilities. TCs are contacted and offered assistance before their plan revision is due and again, prior to a program audit by Maricopa County. New TCs receive a letter, information packet and a personal phone call and/or a visit from their representative. Valley Metro/RPTA representatives also readily assist employers in complying with requests for documentation and notices of violations.

TABLE 2
EMPLOYER ASSISTANCE CONTACTS FY '05

Category	Introduction to New TC	NOV/ Legal	Plan Development	Plan Implementation	Pre-Audit	Survey Process	Survey Analysis	Miscellaneous	Total
Phone	212	180	1,585	1,457	573	182	16	139	4,344
Visit	121	28	390	266	196	17	1	7	1,026
Subtotal	333	208	1,975	1,723	769	198	17	146	5,370
Deliveries	0	1	0	95	2	7	0	15	120
E-mail	124	98	886	1,896	295	86	16	170	3,571
Faxes	2	8	53	53	7	0	6	2	131
Left Message	15	21	148	71	73	4	0	9	341
Mail	293	2	2	123	10	2	1	36	469
Voice Mail	103	65	957	507	471	35	3	62	2,203
TOTAL	870	403	4,021	4,468	1,627	333	43	440	12,205

Overall, the number of employer contacts decreased by 7.7 percent, from 13,223 in FY '04 to 12,205 in FY'05. Decreases were in the areas of Introduction to New TCs, NOV/Legal, Plan Implementation, and survey analysis. Survey Process and Miscellaneous contacts stayed the same while increases occurred in Plan Development (2.3 percent increase) and Pre-Audit (19 percent increase) contacts.

The overall decrease is due to changes in personnel. Two AEs terminated their employment on June 30, 2004. Part-time account executives were employed and other staff members assisted in providing client services until two new AEs were hired and began work on September 7, 2004. However, the number of contact was down during July and August and during the initial training period for new staff.

One-on-one contacts, which include visits and direct phone calls, decreased by 17.07 percent from 6,475 to 5,370. Visits to TCs decreased 18.73 percent and phone calls were down 9.2 percent. Valley Metro/RPTA staff continues to offer assistance to TCs in all aspects of the Trip Reduction Program but time remains a premium and e-mails replace phone calls for many questions.

TABLE 3
PHONE & VISIT CONTACTS COMPARISON TO LAST FY

Contact Type	FY 2004	FY 2005	Percent Change
Phone	5,345	4,344	18.73 % Decrease
Visit	1,130	1,026	9.2 % Decrease
Total	6,475	5,370	17.07 % Decrease

Employee Presentations & Events

This year, Valley Metro/RPTA representatives facilitated 53 presentations and events for TRP employers, with over 5,500 employees in attendance. A specific breakdown of the presentations and events is detailed in Table 4.

TABLE 4
PRESENTATIONS & EVENTS FY '04

Description	Events	Employers	Employees
Clean Air/General	8	6	735
Carpool/Ridematch	8	7	477
Benefits/T-Fair	27	24	3,650
Employee Meeting	10	8	709
TOTAL	53	37	5,571*

*Number of employees reached is approximate.

The overall number of events for TRP organizations increased in FY '04, though fewer employees were reached, approximately a 10.41 percent decrease from 6,913 to 5,571. The number of attendees at many events is approximate, as Valley Metro staff estimates the number of employees attending large events. Valley Metro/RPTA representatives are available to assist TCs with their outreach programs to employees, and make a concerted effort to attend as many employer-sponsored events as possible.

In addition to the events specifically related to TRP listed in Table 4, Valley Metro/RPTA staff attended a number of other events. Maggie, the "Bike-Bot," a child-sized robot on a child-sized bike, delighted both adults and children wherever she went. "Maggie" attended Valley Bike Week events including distributing materials at the Community Corner at Arizona Diamondbacks games, acting as the "spokes-bot" at media events, and charming riders at "Bike to BOB" activities. In addition, she attended several bike safety rodeos and employer activities.

Transportation Coordinators' Associations

Valley Transportation Coordinators' Associations (TCAs) offer transportation coordinators the opportunity to network with other TCs and problem solve in a supportive group environment. Additionally, the TCAs are a primary means of communicating personally with a large number of TCs at one time. Currently, there are ten (10) associations in the Valley.

- Biltmore Area Transportation Coordinators' Association
- Central Corridor Transportation Coordinators' Association
- Chandler/Gilbert/Ahwatukee/SouthTempe Transportation Coordinators' Association
- Mesa Area Transportation Coordinators' Association
- North Black Canyon Transportation Coordinators' Association
- North Tempe Transportation Network
- Northeast Valley Transportation Coordinators' Association
- Northwest Valley Transportation Coordinators' Association
- Papago Area/Grand Avenue Transportation Coordinators' Alliance
- Phoenix Industrial/Sky Harbor Transportation Coordinators' Alliance

In FY '04, Valley Metro/RPTA representatives facilitated 86 TCA meetings, eight fewer than FY '03, as the Grand Avenue TCA merged with the Papago Area TCA and the Papago Park TCA, a small group siphoned from the North Tempe Transportation Network some years ago to promote specific area issues, was absorbed back into NTTN in mid year.

Total attendance for all TCA meetings was 1,766, an increase of 5.5 percent, representing 211 TRP employers. See Table 5 for a breakdown of individual Transportation Coordinator Association groups.

TCs continued to be notified of the meetings through the database e-mail/fax system. All employers are assigned a TCA membership area, and all TCs are notified of every meeting in their area. In addition, TCA meeting schedules are included in quarterly mailings and weekly e-mail newsletters so that TCs can plan ahead or attend a meeting out of their membership area that may be a more convenient time or location. The TCA meeting schedule is also posted on the Valley Metro website.

The TCA meetings are the primary distribution points for information on the year-around High Pollution Advisory Program, Clean Air Campaign events (Valley Bike Week and Rideshare Week), vanpools, documentation, and the Trip Reduction Program, as well as updates on transit changes and transportation issues. Account Executives, who facilitate the meetings, regularly schedule speakers from Maricopa County Trip Reduction, Maricopa Association of Governments, Valley Metro and other agencies, as current events warrant.

Table 5
TCA MEETING ATTENDANCE FY '04

Transportation Coordinator Association	# of Meetings	# of Attendees
Biltmore Area TCA	9	159
Central Corridor TCA	9	159
Chandler/Gilbert/Ahwatukee/So. Tempe TCA	8	193
Mesa Area TCA	4	59
North Black Canyon TCA	10	213
Northeast Valley TCA	10	167
Northwest Valley TCA	10	222
North Tempe Transportation Network	4	36
Papago Park TCA	2	7
Papago Area/Grand Avenue TCA	10	339
Phoenix Industrial/Sky Harbor TCA	10	212
Totals	86	1766

Customer Services

Summary

Valley Metro/RPTA offers ridesharing services to TRP employers and to the general public. In an effort to help all area citizens make alternative mode use the commute rule rather than the exception, Valley Metro/RPTA provides both rideshare matching services and a vanpool program.

Anyone interested in forming or joining a carpool or vanpool may do so by calling Valley Metro Rideshare, mailing or faxing an application, or completing an application on our Web site.

The vanpool program furnishes vans for groups of commuters who want to travel to and from work together. The passengers pay a monthly fare that covers the cost of leasing the van, insurance, gasoline, and van maintenance. In this fiscal year, the vanpool program increased significantly with 47 new vanpools formed and 21 vanpools terminated resulting in a net gain of 26 vanpools in FY 2005 versus a net loss of six vanpools during FY 2004. At the end of FY 2003, 209 vanpools were operating; 203 were operating at the end of FY 2004, and 229 were operating at the end of FY 2005. All of the Valley Metro vanpool vans are owned by Valley Metro/RPTA, thereby improving the cost benefit to the agency.

The Valley Metro Web site continues to evolve with a new look and expanded content. The Website currently includes information on rideshare services; all aspects of the Trip Reduction Program; telecommuting; the Clean Air Campaign, including updates on clean air events and air quality weekly forecasts; and transit services including bus routes, fares, and Dial-a-Ride information. The site also features the newsletter *Destinations* and links to other transportation Web sites. All marketing materials distributed through Clean Air Campaign mailings are also available for down loading from the website to facilitate use by transportation coordinators.

The electronic newsletter, *Blue Notes*, continues to be emailed on a weekly basis to over 2,000 TCs and site TCs to keep them informed of contest winners, air quality, CAC events and TRP issues. High Pollution Advisories and Weekly Air Quality forecasts are emailed to over 2,600 TCs and interested citizens.

Rideshare Matching Service

Anyone interested in forming or joining a carpool or vanpool may do so by calling Valley Metro, mailing or faxing an application, or by logging on-line to the new rideshare matching system at www.ShareTheRide.com.

At the end of this fiscal year the Rideshare database contained 3,669 compared to 2,154 active registrants at the end of FY 2004. This is a 70 percent increase over 2004.

Welcome to Valley Metro's new online Ridematching System at ShareTheRide.com

Sharing the ride to work is a SMART Transportation CHOICE. By sharing the ride, you help reduce traffic congestion and air pollution in the Valley.

ShareTheRide.com is a new, free ridematching service that provides you an easy way to find others in the Valley who are interested in sharing the ride to work in a carpool or vanpool. Or you can find somebody to bike with in to work.

Simply **log on** and you will receive guidance through the matching process.

Log On

- **Security, confidentiality**
- **Mans** show approximate location of other commuters
- Tips on How to start a **vanpool**
- Information **updated** regularly
- You will be able to call or e-mail your potential car/vanpool partners directly from the ShareTheRide.com registration form.
- Need a **Bike Buddy?**
- **Enter 2004 Summer Ozone Contest**

ShareTheRide.com

Call or E-mail Us for more help or questions!

ShareTheRide.com log on Page

Almost 10,000 people requested a match this year (9,608 up from 7,795 in FY '04; 5,933 in FY '03; 3,322 in FY '02; and 2,345 in FY '01). This is a 23 percent increase over last year and a 62 percent increase over FY '03, and a 189 percent increase over FY '02, reflecting a highly successful fall/winter and summer advertising campaigns.

See Table 5 for the month-by-month number of matches processed. Each on-line rideshare applicant may now log on to the Internet at www.ShareTheRide.com, fill in their work and home information on the new "Registration Page."

ShareTheRide.com Registration Page

CONTACT INFORMATION

First Name:

Last Name:

E-mail Address:

WORK ADDRESS

Enter your work address and home address below, then click on 'Verify Address'

Company Name:

Worksite:

Address:

Mail Routing Code:

City:

State Code:

Zip Code:

Phone Number:

Phone Extension:

Public Release: for Work Phone

HOME ADDRESS

Address:

Apt#/Unit:

City:

State Code:

Zip Code:

Phone Number:

Public Release: for Home Phone

One phone number must be checked for public release. Phone numbers will only be released to Rideshare participants.

Verify Address

Click help (?) above for hints on finding your home location

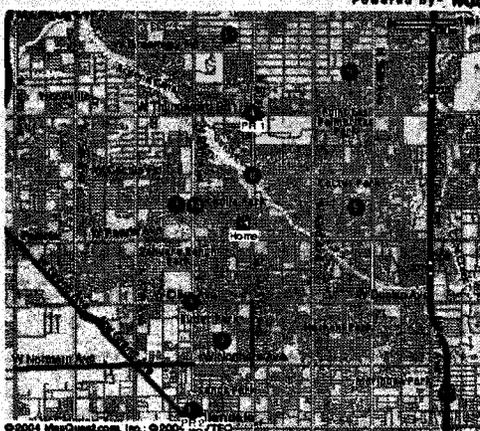
Registration Page

Once applicants have completed the registration, they may go to a "match page" and see a map of potential carpool partners as well as the corresponding contact information. Registrants can e-mail their potential rideshare partners instantly, or call them. The matching process takes a matter of seconds and the location of potential rideshare partners on the map makes it easy to plan routes.

Here's a map of others who can share your commute.
The numbered circles and squares on the map correspond to the matchlist on the right. You may need to scroll down to view the entire map or list.

Matches mapped at Home
Click **MAP** to see work locations of these Matches.

Powered by **MAPQUEST**



Betsy Turner SEND A RIDESHARE REQUEST E-MAIL to names on your list by checking the box to the left of the name and clicking on the "Email" button below. Names without a checkbox can be contacted by phone only.

Check to put all matches in e-mails

Matches From Home

Email?

1. **Dawn Tibbs**
From: Glendale
Zip: 85302
To: AHCCCS
701 E. Jefferson
dmtibbs@ahcccs.state.az.us
Work Phone: 6024174072
Preference: Share Driving
MATCHING TRIPS
To Work: MTWTF
To Home: MTWTF

2. **Judy Kessinger**
From: Glendale
Zip: 85302
To: AHCCCS
701 E. Jefferson
JKkessin@ahcccs.state.az.us
Work Phone: 6024174410
Preference: Share Driving

Match Page

For applicants without access to the Internet, we still accept match requests by phone, enter the information and send a cover letter, match list (with the names, home and work locations, home or work phone number and work hours of the other applicants), and a map.

Matching Update Process

Keeping the names and associated information on the database current is a critical factor in maintaining a viable service. As people apply for matching they need to receive names of individuals still interested in joining a carpool or vanpool, or finding a bike buddy.

A purging process ensures the integrity of the database. In the new system, the e-mail or on-line applicants receive an e-mail notification automatically after 60 days asking them to log on to stay active, or update their information. They receive another e-mail reminder after eleven days, alerting them they will be deleted from the database in four days if they do not log on. For those individuals who do not have e-mail, a letter and mail back or fax back form is sent asking them if they want to stay active in the system. If they do not respond they are deleted.

Features

ShareTheRide.com provides menu items within the site for "How to Form a Carpool or Vanpool" as well as "Find a Bike Buddy." Several links go to basic information about car and vanpools such as vanpool fares and how to apply as a vanpool driver.

Line	Last Name	First Name	Email Address	Password	Status	Home Phone	Work Phone	Ext	Release Home Phone	Release Work Phone	Registration Code	Create Date
1		Randi		andi	Active		6025341802		False	True	TFDCCP	10/5/20 3:54:14
2		Cathy		welcome	Active		6022627433		False	True	AIRKKK	2/27/20 9:19:25 AM
3		Beth		haldane	Active		6025341814		False	True	BGTUDC	4/20/20 7:21:24 AM
4		Jeff		walk	Active	6022627433			True	False	FRGDOQ	10/2/20 2:08:45
5		Sally		carpool	Active		6025555555		False	True	GDBJAL	7/30/20 10:23:0 AM
6		Gary	grynn@grm.com	jiggs	Active		6025341808		False	True	XQRRZT	1/7/200 8:39:55 AM

ETC Report Page – Contact Report of Applicants

One valuable addition added in 2003 allows transportation coordinators to apply to be "a registered TC" in the ShareTheRide.com matching system. Over 170 TCs have registered. This allows TCs to log on to ShareTheRide.com and see reports of their employees who are applicants and enter employee applications for employees without Internet access. This gives the TC much more information and control of the matching system than was previously possible.

Additional enhancements to STR.com went into effect in FY'04 included customization of registered employers' rideshare program incentives in a "welcome e-mail" to the registered employers' employee with "employer specific incentive and contact information. Also added this year is a feature that allows an e-mail to be sent to a registered individual automatically when a new, potential match registers with ShareTheRide.com. The e-mail indicates that a new potential ridematch partner is now in the system and encourages the individual to go to ShareTheRide.com to "check it out."

Vanpool Services

During FY '05 the Valley Metro Vanpool Program went from 203 vans on July 1, 2004 to 229 vans on June 30, 2005. Forty-seven new vanpools started this year and twenty-one vanpools terminated. Vanpool terminations can be attributed to employee turnover, layoffs, shift changes, and elimination/consolidation of work sites by employers. Reductions and changes in employer subsidies due to the sluggish economic recovery was a primary contribution to terminations and lack of growth in the number of vanpools.

Currently, the van fleet is composed of 58 percent nine-passenger vans, 15 percent fifteen-passenger vans, 18 percent eight-passenger luxury vans, 4 percent fourteen-passenger luxury vans, and 4 percent twelve-passenger vans. The average daily commute is 74.5 miles round trip with 9.26 riders including the driver.

VPSI, the contracted vendor, has dedicated a three person office in Glendale to administer vanpool driver eligibility, billing, insurance, and vehicle maintenance and capitol equipment. In addition, the local VPSI office is responsible for collecting and reporting this region's Section 15 (NTD) vanpool data to the Federal Transit Administration.

Table 7
VANPOOL PERFORMANCE STATISTICS FOR FY '05

Performance Category	Performance Statistics
Total Boardings	1,025,136
Total Vehicle Miles Traveled	3,900,162
Total Revenue Miles	3,900,162
Total Passenger Revenue	\$1,791,450
Fare box Recovery Ratio	67%

Bicycle and Pedestrian Programs

The goal of Valley Metro/RPTA's bicycle and pedestrian programs is to increase the acceptance of these alternatives as safe, viable commute options. By working with the MAG Regional Bicycle Task Force, MAG Pedestrian Task Force, city bicycle and pedestrian committees, municipal planners, and employers, Valley Metro/RPTA helps to improve bicycle and pedestrian facilities, provides bike safety education materials, and sponsors bike events for TRP employers and the general public.

Valley Bike Week

Valley Metro/RPTA's Valley Bike Week was held from April 16-24 this year. Participation grew in 2005, with more cities participating in bike-related events than in previous years. Valley Metro/RPTA garnered an extensive amount of earned media coverage, thereby increasing awareness of Valley Bike Week. The designated week received mentions on television, radio and articles in various newsletters and print media. Participating riders in the Bike to BOB Family Fun Ride has grown each year, from 120 riders in 1998 to more than 1,400 cyclists in 2005. This campaign reached many residents in every part of the Valley due to our partnerships with various cities and organizations.

Valley Bike Week is a regional effort that relies on the partnership of both public and private organizations. The weeklong activities are promoted Valley-wide through not only cities, but also employers in the Maricopa County Trip Reduction Program. Any city, town, and local government agency who is a Valley Metro member is invited to be part of the Valley Bike Week planning committee. In 2005, the planning committee consisted of several cities and towns, including the cities of Phoenix, Mesa, Tempe, Glendale, Peoria, Chandler, Scottsdale, and Town of Gilbert. Also represented in the committee were Arizona Department of Transportation, Arizona Coalition of Bicyclists, the Arizona Bicycle Club, Greater Arizona Bicycling Association, Phoenix Children's Hospital, Safe Kids Coalition, the Phoenix Police Department, and the Phoenix Fire Department. The purpose of having a planning committee with private and public participation is to make Valley Bike Week a regional event, as well as consistent in message, timeliness, and purpose.

Valley Bike Week also relies on a number of private partnerships and sponsors. In 2005, sponsors of Valley Bike Week included the Arizona Diamondbacks, Wal-Mart/Sam's Club, Alaska Airlines, APS, BOC Edwards, General Dynamics, Shamrock Farms, Willo Bread, Krispy Kreme Doughnuts, Safeway, city of Phoenix, Scottsdale Healthcare, and Landis Cyclery. Employers in the Maricopa County Trip Reduction Program were also part of Valley Bike Week through promoting the week's activities to their employees.

Bike Safety Poster - Arizona Diamondbacks player, Royce Clayton, was featured on the 2005 Bike Week and Bike Safety poster. The headline in the poster was "Don't Dread Wearing Your Helmet" playing off the dreadlocks that Royce famously wears as a hairstyle. There were 35,000 posters printed, with 25,000 of those distributed at the game on April 24, which also included the Bike to BOB ride. Posters were also distributed via KTAR radio promotions and to employers in the spring employer kits. In exchange for the KTAR logo on the poster, the station promoted the Bike to BOB ride in PSA mentions to help increase ticket sales and participation in the ride.

Valley Bike Week Contest - A contest was held for Valley residents that rode their bike to work or for recreation. Alaska Airlines donated two airline tickets as the grand prize for the contest, and cash prizes were provided along with donated prizes from local businesses. More than 2,726 entries were received via mail, fax or online. The contestants logged a total of 15,335 miles to work, 14,913 miles for recreation for a total of 30,248 miles not driven during Valley Bike Week.

Bike Safety Rodeos - City Police and Fire Departments hosted bike safety rodeos around the Valley to educate youth on the importance of bicycle safety and helmet use. In addition, a bike safety course was set-up for kids to practice proper riding techniques when faced with an obstacle.

Bike to Work Day events - Numerous employers sponsored bike week promotions and encouraged bicycling as a transportation option. Some employers offered a prize drawing to win a bicycle just for riding into work that day. Other employers offered free breakfast and entertainment for those cycling in to work.

"What Would You Do for \$200" Contest - A brief essay contest was introduced this year to encourage employers to host a bike week event. By describing how they would use the money to help fund their event, they would compete for a \$200 check to help defray the costs of a bike-related event during bike week. Eight local employers were named winners of the contest and received checks for \$200 each. The intent of the contest was to also publicize and pitch local employers' activities to the media upon their consent.

Mayor's Bike to Work Day Ride - Phoenix and Tempe held a Mayor's ride on Bike to Work day on April 20. Citizens were invited to join the bike ride. Several stops were made along the way to pick up new riders. In the city of Phoenix, Councilman Tom Simplot showed his support by hosting this ride that city and county employees beginning at Park Central Mall and going to city hall. Complimentary breakfast and refreshments were provided at the end of the ride. Bike to Work Day and the Biketown USA Giveaway (see below) received print coverage in the *Arizona Republic* and *Town of Paradise Valley Independent*. Channel 10 also covered the event as a news story.

Biketown USA Giveaway - Included as a part of the Mayor's Bike to Work Day Ride, 50 bicycles were given away as part of the Biketown USA Giveaway hosted by *Bicycling Magazine*. Phoenix metro area was chosen by the national publication as one of several cities to participate in their annual giveaway. The recipients of the new bikes were asked to log their riding over the following six months to determine if having and riding a bike more often actually changed their lifestyles.

Capitol Ride - Hosted on April 18, this media event encouraged state legislators and state employees to participate in a ride beginning and ending at the State Capitol to show support for bicycling as a way to commute to work, instead of driving alone in a car. This event had articles/photos published in *Arizona Capitol Times* and on the website, www.azdot.gov. The event was also mentioned as a news story on KNXV-TV, Channel 15, on April 18.

Local Bike Week events - Glendale hosted a family bike ride on Saturday, April 16 and a bike to work day ride for employees on April 20, Peoria hosted a family bike ride on Saturday, April 2, and a Swap Meet was hosted by the Coalition of Arizona Bicyclists and Valley Metro on Saturday, April 16.

Bob NOT Bob Campaign – A campaign to promote the Bike to BOB family fun ride was introduced for the first time in 2005. The humorous advertising campaign and promotion included media purchased in print, general market and Hispanic market (:60) radio spots, traffic radio, web banners, and alternative media elements including flyers, a website, viral e-mail flyer, and a phone number to a recorded message with information.

Bike to Bank One Ballpark (BOB) Family Fun Ride - To conclude the week of bike festivities, Valley Metro Rideshare held their most popular Bike Week event, the Bike to BOB Family Fun Ride on Sunday, April 24. The ride started at Margaret T. Hance Park in downtown Phoenix with 1,400 bicyclists and was lead by Arizona Diamondbacks' organist Bobby Freeman. Prize drawings were held, which included autographed Diamondbacks memorabilia, two tickets to sit in Bobby Freeman's suite during a future game, and the chance for kids to ride their bike on the field and meet player Royce Clayton.

The pre-ride event began at 9:30 AM with family activities including face painting, snacks, family photos and free bike safety checks. In 2005, the Bike to BOB event also incorporated the helmet design contest that is sponsored annually by SAFE Kids Coalition and the Phoenix Children's Hospital.

Publicity and earned media received for Bike to BOB was valued at \$187,492 with more than nine million impressions. Articles were featured in the *Arizona Republic*, *New Times*, *Asian American Times*, and the *Glendale Star*. Mentions were made on Channel 3, 10, 12, and 15 that was valued at \$70,000.

First Pitch – Valley Metro received the opportunity to throw out the ceremonial first pitch at the April 24 game that followed the Bike to BOB ride. Vice Mayor and Valley Metro Board Chair Pat Dennis represented Valley Metro/RPTA by throwing out the first pitch.

Valley Bike Week Planning Committee:

Betsy Turner, RideShare	Jeff Reid, RideShare
Briiana Leon, City of Phoenix	Susan Bookspan, Phx. Children's Hosp.
Bill Lazenby, Coalition of AZ Bicyclists	Michael Sanders, ADOT
Suzanne Day, Rideshare	Elizabeth Thomas, City of Tempe
Sue Taaffe, City of Tempe	Kelly LaRosa, City of Peoria
Randi Alcott, RideShare	Susan Tierney, RideShare
Ed Cure, Coalition of AZ Bicyclists	Mitchell Foy, City of Mesa
Ellen Judd, Coalition of AZ Bicyclists	Devon Hoffman, R&R& Partners
Steve Hancock, Glendale Bike Coordinator	Denise Draper, R&R Partners
Mike Normand, City of Chandler	Reed Kempton, City of Scottsdale
Tad Fagerholm, Town of Gilbert	

Telework

The definition of telework is to work from a distance (the prefix "tele" means distance). Employers are viewing this as a practical and functional business tool. Telework, or telecommuting, is accomplished using communications technology that has made information work portable. It's given today's employees the ability to be more flexible and have more personal time, while increasing productivity.

According to the 2005 Transportation Demand Management (TDM) survey (WestGroup Research), the numbers of teleworkers who work remotely at least once a week in 2005 declined from 12 percent down to 9 percent. In 2005, there was an estimated 134,000 employed workers teleworking one or more days per week, down from an estimated 175,000. Currently, more than 1.5 million vehicle miles are saved, which translates into 50,700 pounds of pollution eliminated from Valley skies daily. Telework is a viable solution for both traffic congestion and air quality issues, which continue to be areas of concern for residents in the Valley.

Employer Assistance

Throughout fiscal year 2005, Valley Metro/RPTA provided assistance to employers wanting to develop, expand, and implement telework programs. Telework assistance to employers ranged from answering general questions and making management presentations to assisting with policy development and program implementation. Valley Metro/RPTA representatives also conducted one-on-one training sessions with employers.

Valley Telework Project

The telework assistance program initiated in 2000 with Governor Jane Dee Hull was continued throughout FY 2005. The 2005 Valley Telework Project (VTP) has worked with four (4) employers interested in setting up telework programs. They include: Sky Mall, 1st National Bank, Fortune Plastics and R&R Partners. Staff coordinated the needs of clients with the consultant, Eddie Caine.

1st National conducted focus groups of teleworkers and has almost completed its pilot telework program. Fortune Plastics completed a mid pilot focus group feedback session and has now completed its pilot program. Sky Mall made a decision to move ahead with their telework program and work began to get them ready to start the pilot. R&R Partners also decided to move forward and staff assisted them in getting policies, procedures ready for their pilot start up.

Glendale Telework Initiative

A new program was kicked off in March 2003 that offered employers located in Glendale free assistance and connectivity equipment for telework programs up to \$10,000 per employer. The city of Glendale discontinued funding this program in early 2005, after only one employer, Fortune Plastics took advantage of the program. They set up a telework program and were reimbursed for their connectivity equipment.

Telecommuting Resource Materials

To assist employers in developing and implementing telecommuting programs, Valley Metro/RPTA offers many resource materials for either selling management on telework or developing a comprehensive program from the beginning stages to post-pilot surveys. These materials are available on the Valley Metro Web site, which has

been kept up-to-date with new information as it occurred in 2005. Printed materials are also available by request by calling the 602-262-RIDE phone number at the Valley Metro Rideshare offices.

Telework materials available on request include:

- E-Workwire newsletters that were sent twice in 2005 to 1,200 CEOs and TCs.
- CEO and Employee telework "sales" brochures
- Two Telework Fact Sheets
- Telework Tools and Templates
- Telework Coordinator Training Manual
- New Telework Employee Sales Kit

Maricopa Association of Governments Telecommunications Advisory Group (MAGTAG)

Valley Metro/RPTA participates with MAGTAG, a committee of the Maricopa Association of Governments on telecommunication issues. The MAGTAG membership of communications professionals and information technologists combine resources to engineer new ways to provide public services more effectively and efficiently.

Assistance to Employers

During this fiscal year, a total of four (4) organizations have been given assistance in developing telework at their organizations. We continued to market and solicit for additional employer applicants for the Valley Telework Project program through *E Workwire*, a newsletter publication sent to CEO twice a year.

Telework Marketing

Valley Metro/RPTA continues to find that positive publicity of telework really sells it best. Our pitches to the media and public relations efforts have helped to create positive awareness and buy-in of telework for both the general public and upper management of TRP companies. An advertising campaign was launched in FY 2005 that included print ads, online advertising, and a radio ad that is targeted to the employee to seek out "ask your boss to telework" kit on our website, as bottoms up approach. A special essay contest was conducted online that offered an "IKEA home office furniture set up" and was very successful. Several articles were written in the newspapers (Arizona Republic and Tribune newspapers) about telework during this campaign as a result of the public relations efforts.

In addition, the telework marketing program includes:

Telework CEO and Employee Brochures

These brochures are functional collateral pieces explaining the benefits of telework for both employers and employees. They are included as informational pieces at special telework presentations and also mailed on an "as requested" basis.

Story "Pitching" to Local Papers

Heavy emphasis has been placed on pitching the media about telework programs. Stories about telework programs at companies with trip reduction and flexible work option concerns were the focus of several newspaper stories.

Telework Employee Sales Kit

This new "kit" offers employees with current jobs the tools to approach their supervisor about telework. There are sample or template pieces that can be used as written or parts can be extracted and customized to fit the particular scenario. The

kit includes: a proposal memo; a proposal to telework; fact sheet on overcoming objections; and a fact sheet on benefits for employees and employers.

E-Workwire Newsletter

This newsletter was designed for top-level managers to help them understand the importance and advantages of telework as a business and management tool. It focuses on local telework programs and business profiles, while keeping readers up-to-date on what is happening in the industry on a national level. It was produced twice in 2005 and distributed to CEOs in hard copy and to TCs of trip-reduction mandated organizations electronically this year.

Case Studies

A total of 16 case studies are available to view on www.ValleyMetro.org. Some printed versions are available.

Project ADOPT

Project ADOPT—Arizona Donates Office Products for Telecommuting—will continue to work with local employers to encourage donations of used computer equipment. The refurbished equipment will be made available to companies wanting to start a telework program. To date, a total of 361 applications for computers have been received and 285 computers were distributed. In 2005, seven (7) computers were given to applicants.

Training and Support

Telework champion training is offered to employers who are considering a telework program, or are ready to develop or expand telework at their organizations. They will remain an integral part of our telework outreach and assistance. Valley Metro/RPTA staff also will continue to provide customized on-site training to supervisors, telecommuters, and non-telecommuters. The telework champion training sections were revised and updated last year to incorporate compressed work weeks training as a part of this effort. The newly revised sections are:

- Introduction: Defining Telework
- How to Propose Telework at Your Organization
- Tips to Manage Telecommuters
- How to Implement a Telework Program
- Key Factors for a Successful Program
- Getting Started: Helpful Tools & Templates

Compressed Work Weeks

Valley Metro/RPTA continued to promote implementation of compressed workweek (CWW) programs primarily through employer trainings and special request presentations. The TDM Annual Survey shows that the number of employed non home-based employed workers who have an compressed week stayed about the same. The survey indicates that about 15 percent or 223,700 employed enjoy the benefits of a compressed week. There are 1.3 million fewer vehicle miles traveled and 44,500 pounds less pollution per day as a result.

Since 1993, however, there has been a 93 percent increase or 108,000 additional employees participating in compressed work week schedules. Most of those CWW commuters take their "earned day off" on either Monday or Friday and the impact on area roads and freeways is both noticeable and significant, especially on Fridays.

Slightly more than half (53%) of employed residents work a traditional work schedule of 8 hours a day/five days a week. Fifteen percent (15%) working some type of compressed schedule with four-10 hour days being the most popular (8%). Approximately one in five (19%) have a schedule that varies and 12 percent work a part time schedule. These measurements are consistent with prior findings, though this year there are fewer who reported working a varying or part time schedule.

Work Schedules

Schedule	2000	2001	2002	2003	2004	2005
8 hours a day/ 5 days a week	57%	52%	59%	53%	45%	53%
Any Compressed Schedule	12	9	10	11	13	15
10 hours a day/ 4 days a week	7	3	4	6	8	8
12 hours a day/ 3-4 days a week	2	4	3	3	3	4
80 hours in 9 days, 10th day off	3	2	3	2	2	3
Schedule varies/ other	16	21	22	21	24	20
Part time schedule	14	18	20	19	18	12

Which of the following most closely describes your current work schedule?
(Base: Among all employed non-home based employed persons)

- o **The PR value** from Rideshare week was estimated at \$10,000 with articles running in local weekly papers, the *Arizona Republic* and the *East Valley Tribune*. Mentions on television were valued at over \$100,000 and radio was valued at \$1,739. This earned media promoted Rideshare Week and all the activities that were tied with this effort.
- Clean Air Campaign Awards Luncheon was held on October 27 at the Ritz-Carlton, Phoenix. More than 340 guests attended the luncheon that featured keynote speaker Michael Leavitt, EPA Administrator along with guest speakers Mesa Mayor Keno Hawker and ADEQ Director Nancy Wrona. The luncheon had a patriotic theme due to the upcoming presidential election. A stainless steel mug was presented as the lunch giveaway.
- Telework Month was introduced in October 2004 with an online essay contest to win home office furniture donated by IKEA. By going to ValleyMetro.org and writing a 100-word essay on how telework makes you productive, you were eligible to win the new home office furniture. The winner of the contest was featured in local print publications and the story was valued at more than \$8,000 in earned media. The paid media buy included (:60) radio, traffic sponsorship radio, print, and web banners with a theme of telework's benefits and encouraging the listener/reader to inquire about an Ask Your Boss kit.
- The Fall kit included the following elements: *Blue Sky View* newsletter, 21 days AMU contest Flyer and prize list, IKEA Telework Contest Flyer, Transit 101 Flyer, Rideshare Week order form, leaf coaster giveaway, Turn Over a New Leaf Poster, New Times 10K Postcard, and a flyer on how to participate in Rideshare Week.
- The Winter kit included the following elements: *Blue Sky View* newsletter, Let's Keep Moving magnets and poster, a TCA schedule and workshop notice, materials order form, and a bus book order form and flyer.
- The 2004 fall/winter media buy was developed with creative to support the alternative mode campaign theme. The buy included print ads, broadcast radio, traffic sponsorships on radio, outdoor boards, and web banners. The theme of the creative was about using alternative modes and the benefits.
- The 2005 Commuter Club cards were distributed from December 2004 to June 2005. Employers can buy the cards for \$.75 each. More than 10,000 cards were sold during this time period. They were distributed by the TRP employers to their employees as rewards for incorporating alternatives modes into their commute. The 2006 card artwork was also developed and the new cards were ordered for distribution later in 2005.

Spring Campaign

- Valley Bike Week (April 16-24, 2005), a coordinated effort by Valley Metro Rideshare; the cities of Chandler, Gilbert, Glendale, Mesa, Phoenix, Peoria, Scottsdale, and Tempe; and Valley businesses, promote bicycle safety and bicycling as an effective and healthy alternative commute mode. Valley Bike Week included the BikeTown USA bicycle giveaway, bike safety rodeos, Mayor's Bike-to-Work Day in Phoenix and Tempe, Bike to BOB, a Bike Swap Meet, a Capitol Ride with state legislators, local bike week events at employers and cities, and a Valley Bike Week contest for the general public. In 2005, there were 15 major sponsors supporting the annual Bike Week events.

solution. Real-life stories of carpools and vanpools were pitched to the media between June and September.

- The summer ozone media buy consisted of an ongoing variety of placement from May through September. The buy included: traffic sponsorship reads, :30 and :60 second radio buys on Total Traffic Networks/Clear Channel and Metro Networks, outdoor billboard advertising, web banners, and online advertising. In addition, the purchase of freeway message signs will complement the media buy.
- Market research occurred at the beginning of ozone to establish a baseline of attitudes and awareness of ozone as a health-related issue and the benefits of ridesharing to reduce ozone and clean the air. At the conclusion of the ozone campaign, a follow-up study will occur to determine the campaign's effectiveness.
- The Summer kit contained the TC newsletter "The Blue Sky View" and flyers announcing training classes, material ordering, Association for Commuter Transportation, Summer Youth Passport, and more. The summer ozone poster slogan focused on saving gas and frustration by choosing an alternate mode instead of driving alone.
- Carpool Wednesdays Valley Metro purchased specific VMS (Vehicle Management System) signs located at strategic freeway traffic morning and evening commute points. The messages encouraged freeway travelers to go to Valley Metro.org to find a carpool partner.
- Vanpool Campaign Print media was purchased in local, community papers to encourage Valley residents living in outlying areas to reduce their gas costs by thinking about vanpooling. A media pitching effort includes the actual stories of successful vanpools.
- Arizona Diamondbacks Sponsorship—2005 Season Valley Metro invested a portion of the summer ozone campaign funding to sponsor the Arizona Diamondbacks through the 2005 season. As a sponsor, Valley Metro was able to have four TV spots produced by the Diamondbacks and aired on *Playin' Hardball*, the post-game TV show aired April through September. The TV spots were fifteen seconds each in length and focused on the high price of gas and how carpooling or riding the bus were solutions to high gas prices.

Media

Press Coverage

Television, radio, and print stories appeared throughout the year concerning carpooling, air quality, and the health effects of air pollution.

Electronic Highway Signs

The freeway message signs have proven to be extremely effective in recall of the rideshare message. The message signs were purchased in strategic locations according to the morning and evening commutes for Rideshare Week and the Carpool Wednesday campaign during the summer ozone season

Advertising/Media

Seasonal campaigns included specific messages to targeted audiences. Media that was purchased for these campaigns included: Traffic Radio sponsorships on Clear Channel and Metro Networks; 30 and 60 second spots on Clear Channel; web

Market Research: Public Opinions and Mode Changes

This report presents the results of a telephone survey of adults 16 years and older in Maricopa County conducted by WestGroup Marketing Research, Inc. The purpose of the telephone survey was to assess participation in and reactions to the Trip Reduction, Regional Rideshare, and Clean Air Campaign programs for Valley Metro / Regional Public Transportation Authority. The study was conducted in partnership with the RPTA, Maricopa Association of Governments and Maricopa County

The interviews were conducted during March and April 2005. Results are based on 564 telephone interviews conducted with 287 male and 277 female respondents living in Metro-Phoenix. The survey took approximately 12 minutes to complete. The total weighted sample has a margin of error of ± 4.2 percent. The subgroup of employed respondents has a margin of error of ± 5.7 percent.

Perceptions of Valley's Air Pollution

- About three in five Valley residents (61%) feel that air quality, growth, and transportation factors combined are some of the major issues facing the Valley in 2005.
- Residents are significantly more likely to view *traffic congestion* as a problem than they are to view *air quality* as a problem (95% vs. 88%). More than two-fifths, or 43 percent, feel air pollution in the Valley is a "big problem," while 45 percent say it is a "moderate problem." Two in three (66%) residents feel the Valley's traffic congestion problem is a "big problem."
- Approximately 32 percent rate traffic congestion as a 'big problem' for them personally.

Clean Air Campaign

- Overall campaign awareness (i.e., the net total for billboards, azcentral.com, radio ads, and freeway messaging) was 53 percent in 2005. Residents were most likely to recall seeing freeway message signs asking drivers to carpool (40%).
- Only one in ten residents accurately reported that Valley Metro was the sponsor the New Times 10K (10%).
- When asked what message Valley Metro was communicating with its tagline "Smart Move," those aware of advertising were most likely to say that it is telling them to use some type of alternate mode such as carpooling (28%), riding the bus (16%), or using an alternate mode in general (8%).
- Nearly four in five residents (78%) aware of the Clean Air Campaign hold a favorable opinion of it (39% "very favorable" and 38% "somewhat favorable").
- Fifty-five percent (55%) of residents aware of advertising for the Clean Air Campaign indicated they have taken action to try to reduce air pollution as a

result of the information (up from 51% last year and the same higher level recorded in 2001).

Commuting Behavior

- The total alternate mode usage including telecommuting and compressed schedules was only down slightly (45% to 41%).

**Mode of Travel to Work at Least
One Day/Week as Percent of People 1997 to 2005**
(Base: Non-home based employed persons**)

Travel Mode	1997 (306)	1998 (322)	1999 (430)	2000 (424)	2001 (653)	2002 (384)	2003 (308)	2004 (303)	2005 (407)
SOV									
Drive alone	83%	81%	88%	83%	86%	87%	89%	89%	88%
Motorcycle	3	2	2	-	2	3	1	2	1
SOV NET TOTAL	83%	81%	89%	83%	87%	88%	89%	91%	88%
Alternate Mode									
NET Carpool/VP	23%	25%	23%	26%	22%	19%	18%	19%	19%
Carpool	23%	25%	23%	23%	19%	19%	17%	18%	18%
Vanpool	-	-	-	4	3	1	3	6	4
Bike	6	5	4	4	3	4	3	5	3
Bus	5	3	3	4	7	4	4	4	5
Walk	6	5	4	3	5	5	1	6	3
Alt. Mode Sub TOTAL	34%	32%	30%	32%	28%	26%	23%	35%	24%
Non-trip Modes									
Telecommute	6%	7%	5%	5%	10%	8%	11%	12%	9%
Compress. Sched.	11	14	14	12	9	11	12	16	15
Total Net Alt. Mode	43%	43%	41%	40%	37%	35%	37%	45%	41%

*During a typical week, how often do you use each of the following methods to arrive at work or school? (List is rotated) **Home-based employed excluded from data from 1993 to present.*

- The decrease in alternate mode usage is likely due to a decrease in the number of commuters using multiple alternate modes and an increase in the number reporting the exclusive use of one mode (hence the decrease in the drive alone percentage).
- Despite a decrease in the percentage of people using an alternate mode in a typical week, the percent of commute trips from traditional alternate mode usage remained the same (19%) as did the percent of trips associated with carpooling (13%).

- Also, although there was a decrease in the percent of people using all trip reduction modes or work schedules, the percentage of trips associated with alternate mode usage essentially stayed the same (24% vs. 25% in 2004).
- The number of alternate mode users has increased by 264,300 or 76 percent since 1993, while the number of non-home based employed people in Maricopa County has increased by 55 percent. The number of people who drive alone one or more days a week has increased by 56 percent. The alternate modes that have made the most significant changes since 1993 are riding the bus (up 158%) and telecommuting (up 595%).
- In total, close to 6.5 million vehicle miles (approximately 16% of the total possible vehicle miles) were saved or not driven daily in 2005 because employees used an alternate mode of transportation. A savings of 6.5 million miles each day results in the release of approximately 218,200 fewer pounds (or 109 tons) of pollution into the air each day; 1,156,460 fewer pounds (or 578 tons) each week, or 30,000 tons of pollution each year.

Estimated Savings Due to Alternate Modes, Telecommuting, and Compressed Schedules

	2005			2004		
	Daily	Weekly	Annually	Daily	Weekly	Annually
Total Vehicle Miles	6.5 Million	34.4 Million	1.8 Billion	6.8 Million	36.1 Million	1.9 Billion
Pounds of Pollution*	218,200 pounds	1,156,400	60,132,800 pounds	186,200 pounds	986,860 pounds	51,316,720 pounds
Tons of Pollution	109 tons	578 tons	30,000 tons	93 tons	493 tons	25,600 tons
Gallons of Gas (20 miles/gal)	325,000 gallons	1,722,500 gallons	89,570,000 gallons	345,000 gallons	1,828,500 gallons	95,000,000 gallons
Cost savings - gas only	\$685,750 (\$2.11 per gallon per AAA 3/2005)	\$3,634,475	\$189,000,000	\$672,750 (\$1.95 per gallon per AAA 3/2004)	\$3,565,575	\$185,250,000

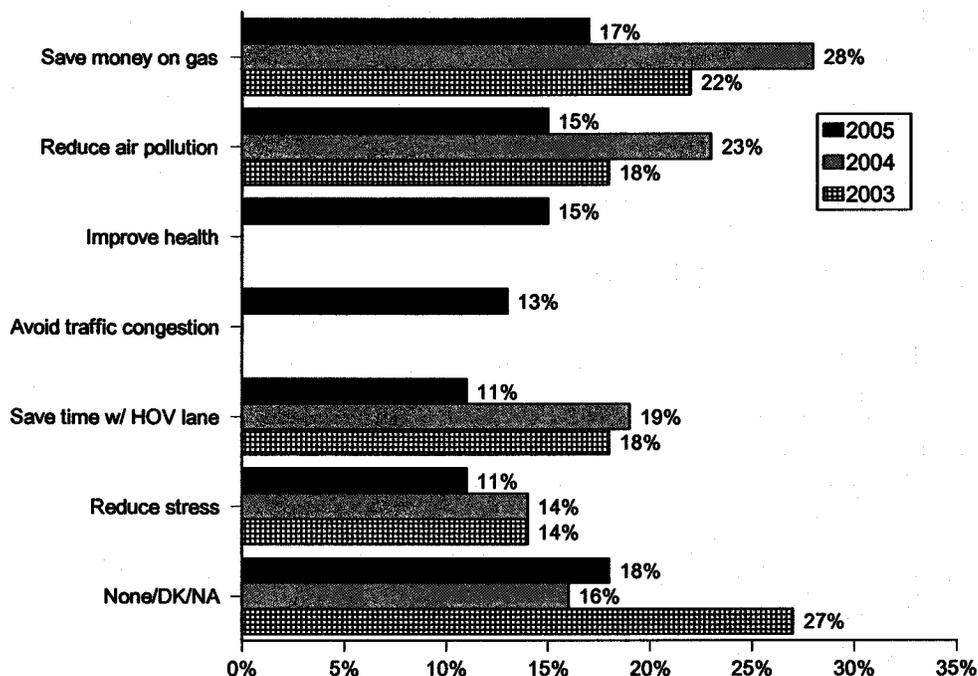
**Based on 29.6 miles per pound of pollution; previous years calculated at 37 miles per pound of pollution.*

- Although the percent of employees at non-TRP affected organizations using traditional alternate modes decreased by 10 points compared to last year (26% down from 36%), the percent of employees using all alternate modes and work schedules actually increased slightly to the highest percent recorded among this group in the tracking study (45% to 47%).
- About six in ten students report using an alternate mode of transportation for their commute to work or school at least once a week (59%).

Reduction of Drive Alone Trips

- In 2005 the advertising messages most likely to influence Valley residents to consider using alternate modes of transportation were saving money on gas, reducing air pollution, and improving your health (17%, 15% and 15%, respectively).

Message Most Likely to Encourage Alt. Mode Usage



- Like last year, nearly one-half (47%) of residents say gasoline prices influence the options they consider for travel around the Valley or the number of trips they make weekly. About one-fifth (19%) indicated either beginning to use or more often using some type of alternate mode because of the higher gas prices and most often the alternate mode was carpooling (14% mentioned).
- Overall, nearly half (49%) recognize that at some level, gasoline prices would impact their method of commuting.
- Those who do not typically use an alternate mode to commute to school or work are most likely to say it is because their work schedule varies and/or because it is inconvenient (30% and 25%, respectively).
- Nearly three in five (57%) reported there are some circumstances that would enable them to use an alternate mode. Residents were most likely to say better transit (26%) and/or a carpool partner (11%) would enable them to use an alternate mode.
- The most common bike safety rule residents were aware of was to wear a helmet, which was brought up by more than half of the respondents (54%). There was an increase in the percent of mentions for biking on the right from 13

percent to 23 percent. This was a prominent message of the Valley Metro bike safety campaign in the summer of 2004.

Carpooling Among Employed Residents

- More than one-half (56%) of those asked how they would find a carpool partner if they wanted one said they would first look at their work place.
- Currently 36 percent indicate they are aware of the online carpool matching service offered by Valley Metro (compared to 33% in 2004 and 20% in 2003).
- Approximately one in every two respondents (51%) reported they would consider using the online matching service if they were looking for a carpool partner.

Internet Access, Usage, and Impact

- More than one-third (35%) of employees have access to a work computer from home and more than half (56%) have high speed Internet access at home. Slightly less than half (45%) of residents have high-speed Internet access from home.
- This year 77 percent of Valley residents and 84 percent of those employed indicated they have a personal computer in their home. The proportion of Valley households with a PC has nearly doubled since 1994. Additionally, about three-fourths (75%) indicate they have access to the Internet at home, work, or school

Summary of Computer and Internet Usage

	Total Sample		Employed	
	2005 (n=768)	2004 (n=564)	2005 (n=346)	2004 (n=303)
PC in Home	77%	78%	84%	83%
NET Internet Access	75%	80%	88%	86%
Access to work computer from home	n/a	n/a	35%	24%
High speed Internet access	45%	33%	56%	43%

Profiles of Drive Alone, Current Alternate Mode, and Potential Alternate Mode Users

- Consistent with previous years, alternate mode users are younger than those who always drive alone and their household income is slightly lower.
- Potential traditional (for carpool and bus) mode users also have the lowest average household income of all groups (\$66,900), however, they have a higher

level of education (15.1 years) but have fewer employed household members (1.8).

- Potential non-traditional (for telework or compressed weeks) participants are more likely than employees in any other group to be married. This group also has the highest average annual income (\$78,900) and the highest average number of employed members in their household (2.1). This is also the oldest group of employees (average age of 43).
- Non-potential users as a group have the fewest number of employed members in their household (1.6) and are least likely to have Internet access (82%).

Conclusions

1. General concern about air quality – growth – transit issues continues to increase, however, the focus of Valley residents appears to be shifting away from concern about air quality and toward more concern about traffic congestion and growth management. It is likely that the progress being made on the air quality front is causing this issue to take a “back seat” to news coverage regarding traffic conditions and problems in general relating to rapid growth.
2. The overall opinion of the clean air campaign increased slightly with a five-point increase in the percentage of residents with a “very favorable” opinion of the campaign. The campaign continues to motivate residents to take action and the tagline “Smart Move” is communicating the desired messages.
3. It appears that the spike in alternate mode usage last year may have been due in part to the increase in gas prices. The increase in alternate mode usage last year was attributed to an increase in the number of valley employees “sampling” or “occasionally” using an alternate mode. These residents may have been motivated to try an alternate mode because the concept of paying more than \$2 a gallon for gas was new and worrisome.

Results from 2005 show a drop off in the percentage of employed residents who occasionally used an alternate mode for their commute. Although gas prices rose and fell over the past year, the price has remained above \$2 for the most part. It is possible that residents are resigning themselves to the fact that gas prices are going to stay up and they have returned to their past, more familiar method of commuting.

However, there was a slight increase in the percent of employed residents who used an alternate mode exclusively for their commute. Additionally, the percent of trips associated with alternate modes did not change dramatically despite the decline in the overall number of alternate mode users. As seen in previous years after a spike in occasional usage of alternate modes, there typically is an increase the following year in those only using alternate modes. It is likely some of the occasional users last year found a mode that worked for them and have made a shift in their method of commuting.

4. Ultimately, convenience is the “make or break” factor for alternate mode usage. It is the number one reason cited by current alternate mode users as to why they use an alternate mode and “inconvenience” is a primary reason

non-alternate mode users drive alone. Gas prices appear to have some influence on commute mode choices, but convenience is the over-riding factor. It is possible that gas prices may have more influence on discretionary trips where the resident has more flexibility.

5. Although Net Internet access has not changed in the past year, access to high speed Internet is continuing to increase. The percent of employees who indicate they have access to their work computer from home also is on the rise. In light of the fact that telecommuting continues to be a popular possible commute alternative among current non-users, these shifts should have a significant impact on the feasibility of telecommuting for many employees and employers.

Involvement in Organizations & Committees

Valley Metro/RPTA staff participates in a variety of rideshare and transportation related meetings and community activities to provide input and feedback on key issues or projects affected by TDM. RPTA staff members have been instrumental in leading organizations including local chapters of the Association for Commuter Transportation (ACT). Staff members' community involvement includes:

Arizona Bicycle Club

Association for Commuter Transportation – International and Local Chapter

City of Glendale Bicycle Advisory Committee

Greater Arizona Bicycling Association

MAG Air Quality Committee

MAG Regional Bicycle/Pedestrian Task Force

MAG Telecommunications Advisory Committee

MAG Transportation Review Committee

Regional Transit Marketing Committee

TRP Task Force and Committees

Valley Forward