

The Coordinator Update

April May June 2010

Quarterly Communication from the office of Travel Reduction Programs

Please share this information with your employees! If you would like an informational email to distribute, please let us know.

June 21-25 • July 26-30



It's great to save the world; but it's also cool to save some cash!

- Ride with a friend, spouse, or co-worker
- Try transit
- Telework
- Bike or Walk

Times are tight. Every penny counts. Now more than ever, sharing the ride is about saving more than the world. It's also about saving money. Lots of it. If you share the ride just once a week you can save nearly \$1,000 per year - not to mention the 37 pounds of additional pollution you won't share with the earth. Ready to save more than just the world? Share the ride one day during the Challenge Week then fill in the coupon below or do it online at www.capitolrideshare.com. Not only will you be entered to win one of 50 prizes, you may just discover that sharing is good for your wallet and for the earth!

**Save More Than Just The World!
 50 Prizes for Each Challenge Week!**

Send in your coupon below or enter online at www.capitolrideshare.com

I'm saving more than just the world... I'm saving some cash!

June 21-25

Fax to 602.542.3636
 or send interagency to:
Capitol Rideshare
 100 N. 15th Ave #431
 Phoenix

deadline: July 1

Name: _____

Agency: _____

Address: _____ Rm#/Mail Drop/Site Code: _____

Phone: _____

Email: _____

Circle Day: mon tues wed thu fri

Circle Mode:

carpool bus/transit telework bike walk VO compressed work week day off AFV

I'm saving more than just the world... I'm saving some cash!

July 26-30

Fax to 602.542.3636
 or send interagency to:
Capitol Rideshare
 100 N. 15th Ave #431
 Phoenix

deadline: August 5

Name: _____

Agency: _____

Address: _____ Rm#/Mail Drop/Site Code: _____

Phone: _____

Email: _____

Circle Day: mon tues wed thu fri

Circle Mode:

carpool bus/transit telework bike walk VO compressed work week day off AFV

* Calculations based on 55 cents per mile for an average vehicle traveling 15,000 miles per year (AAA 2009 Driving Report); an average State employee round trip commute of 33 miles (2008 TRP survey data); and an average of one pound of pollution being emitted for every 49 miles driven (Maricopa County).

* Rules: Employees must be a non-university State employee in Maricopa County and participate at least one day during the Challenge Week. Participation consists of trips to and from work ONLY. A complete coupon must be submitted by the deadline. No credit given for sick or vacation days. Compressed work week day OFF is eligible. Alternate fuel vehicles are eligible ONLY if they are utilizing alternate fuel. Certain restrictions apply. If you need this information in an alternate format call 542-RIDE.



Oh No - It's Ozone!

*Remember to share
your weekly Air Quality
Forecasts with your
employees!*

Things are heating up! With the warm weather comes the inevitable ozone pollution problems and High Pollution Advisories (HPA). To communicate this, each week there is an Air Quality Forecast issued by the Department of Environmental Quality and reported by Capitol Rideshare to State employees in Maricopa County via you, our Agency Coordinator. Additionally, on days when ozone levels are in danger of reaching or exceeding the health standard, a High Pollution Advisory (HPA) will be issued. When an HPA is issued, please remember to post your HPA signs at your entrances/exits as well as notify your employees via email using the sample email we send to you.

This summer, help us get the word out - especially on HPA days. Don't forget to remind employees on any HPA day to log on to www.capitolrideshare.com and enter the HPA Day Contest! Employees can enter the contest if they used an alternate mode on the HPA Day. At the end of the month, we will be drawing winners from the pool of names! Other tips include refueling your car after dark and avoiding traveling in your car at lunchtime. By visiting www.capitolrideshare.com, you can receive the most recent Air Quality Forecast.

**REMEMBER TO POST YOUR HPA SIGNS
WHEN AN HPA IS ISSUED!**

Great Job!

The 2010 Travel Reduction Survey has been completed and the data has been sent to Maricopa County. Now we wait for results. Thank you to all of our coordinators who worked so hard!!!!!! WOW! What a great group of Agency Travel Reduction Coordinators!

It's Cool To Pool



During the hot months of July and August, we will be promoting the cool side of the pool - carpools! We will be doing special "Pool Tables" at various agencies. The information table will feature "It's Cool To Pool" materials and giveaways. If you would like to have us come to your cafeteria or employee lobby area during the lunchtime hours, please call us at 602.542.3634 and get on the schedule! All you have to provide is a table and we'll bring the rest. It's a great way to educate employees about carpooling in a fun and cool way!

Are You Using YOUR Website?

When was the last time you visited www.aztrpcordinator.com? If you haven't visited lately, stop by! It features everything you ever needed to know about being an Agency Travel Reduction Coordinator. It also features a handy database of all marketing emails.

The Coordinator Update is published quarterly.

Capitol Rideshare is operated by the Arizona Department of Administration and is funded by the Federal Highway Administration through the Maricopa Association of Governments and by the Arizona Department of Environmental Quality. This document is available in alternate formats by calling 602.542.RIDE.

Editor: Abigail Cooksey-Williams

online issue

Our Website

Please encourage your employees via email or other communication to utilize our website for information and applications. Our web address is www.capitolrideshare.com and www.teleworkarizona.com.