

The Coordinator Update

April May June 2009

Quarterly Communication from the office of Travel Reduction Programs

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

**Saving Money.
Reducing Pollution.
Saving the World.
All In A Day's Work!**

There has never been a better time to share the ride! You'll save money, reduce pollution, and help save our world. If you have been thinking about sharing the ride but were afraid to start, here's your chance. Take the Clean Air Challenge! One day during each Challenge week, share the ride, enter your coupon (online or on paper), send it in and you may win! There are 25 prizes for each Challenge Week plus...

**ONE GRAND PRIZE EACH WEEK
OF AN MP3 Player!**

Not sure how to take the first step?

Log on to www.capitolrideshare.com and complete a simple matchlist to find people who share your commute.

Perhaps a bus route or light rail might work for you? Call 602.253.5000 for trip planning assistance.

See if you are a candidate for telework by logging on at www.teleworkarizona.com.

If all else fails, reach out to our Rideshare Concierge. One phone call and she will help you with a variety of options. She can be reached at 602.542.7433.

Send in your entry (see inside of this issue or go online).

Clean Air Challenge Weeks June 22-26 and July 13-17.

Saving Money. Reducing Pollution. Saving the world. All in a day's work!

Save \$940 a year by not driving one day a week!

Save 55 pounds of pollution from entering the air!*



Summer Clean Air Campaign
Challenge Weeks June 22-26 & July 13-17

Enter online at www.capitolrideshare.com

* 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

Clean Air Challenge Weeks June 22-26 and July 13-17

www.capitolrideshare.com www.teleworkarizona.com

Light Rail Reminder:

Platinum Pass Users: Touch, Hold, Then Go Before Each Ride

Many State employees are enjoying the Valley's newest form of transportation, METRO light rail. For employees who use a Platinum Pass for commuting, remember you must pay as you go! Just Touch, Hold, Then Go!

Riding is fast and simple – just Touch, Hold, then Go!

To validate your Platinum Pass (before boarding the train):

- **Touch** the pass on the orange target.
- **Hold** for the confirmation ding or until target light turns from yellow back to green.
- **Go** enjoy your ride.

Failure to validate each time can result in fines of \$50 to \$500.

For more information on how to ride METRO, visit www.metrolightrail.org.

Touch, Hold, Then Go!



Valley Metro Fare Increase Effective July 1, 2009

Due to tax revenue shortfalls and increased operating costs, Valley Metro will increase the fare on July 1.

What this means for state employees who receive the 50% subsidy via the Platinum Pass program:

With the current state subsidy of 50%, each local bus ride or light rail ride will cost you \$0.88 per ride.

If you ride local buses only - after 32 rides you hit the max - \$27.50. That is the most that would be taken out of your check if you ride local buses and/or the light rail only.

Each express or Rapid bus ride will cost you \$1.38 per ride. If you ride express/Rapid only - you hit the max after 31 rides - \$42.50. The maximum monthly charge for express/Rapid rides is \$42.50. Once you hit the max - that is all you will pay for the month.

If you take express and local rides, the rides will add up - until you hit the 'cap' or 'maximum' of \$42.50. After that, it is as if all rides are free.

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.

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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.