

The Coordinator Update

April May June 2011

Quarterly Communication from the office of Travel Reduction Programs

Please share this information with your employees! You will also be receiving an informational email to distribute.

BIG NEWS! THE CLEAN AIR CAMPAIGN JUST GOT BIGGER!!

Fight the High Cost of Fuel - Carpool! Employees Could Win an iPad!

Message to Employees:

Times are tight. The price of fuel is skyrocketing. It's time to stand up and fight! Ask a friend, spouse, or a co-worker to carpool - just one day during the Challenge Week! Don't know anyone? We'll show you how to find someone to share the commute. Every penny counts. Now more than ever, sharing the ride is about saving more than the world. It's also about saving money. Employees will find that sharing the ride even once a week will make a difference in their fuel fight.

Just one day during the Challenge Weeks of June 20-24 and July 25-29, try to carpool. As with all the Clean Air Challenge Weeks, you get credit for any alternate mode but we hope you'll give carpooling a chance. Then enter your coupon online at www.capitolrideshare.com.

The prizes are amazing. The savings are spectacular. It's just one day to try. It's easy. Game on!

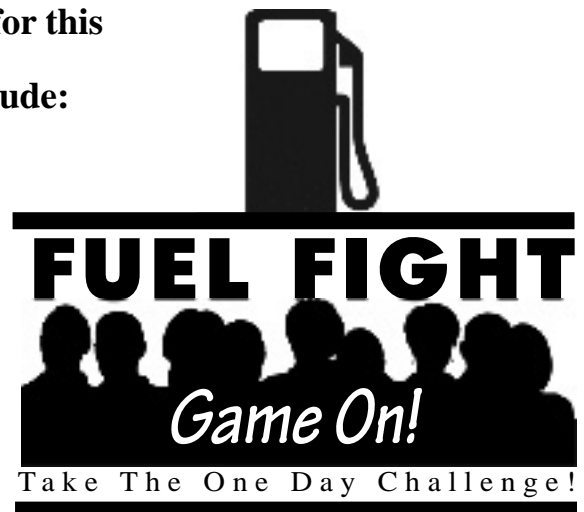
Call Capitol Rideshare at 602.542.RIDE for more information.

Thanks to Arizona State Credit Union, the prizes for this FUEL FIGHT CLEAN AIR CHALLENGE ARE AMAZING! For each Challenge Week, prizes include:



Apple iPad
Apple iPod Shuffles
Apple iTunes Cards

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. Prizes for this Challenge were generously donated by the Arizona State Credit Union.



June 20-24 July 25-29
Capitol Rideshare Clean Air Campaign 2011



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 2011 Travel Reduction Survey has been completed and the data has been sent to Maricopa County. Now we wait for results. Together we surveyed 19,969 employees and achieved an overall 86.2% response rate. Thank you to all of our coordinators who worked so hard! WOW! What a great group of Agency Travel Reduction Coordinators!

Renewal Time!

During the month of June, Capitol Rideshare conducts the annual renewal for Rideshare Parking Permits as well as the Commuter Club. All employees who are currently using an alternate mode must complete the appropriate renewal form. All renewal processes can be completed online by going to our website at www.capitolrideshare.com. It is important to note that the annual renewal process is a requirement of our funding source. Gently remind employees to complete their renewal form. You will be receiving groups of new Rideshare parking permits that need to be distributed to your employees. Call our office if you have any questions.

**Are you a new Coordinator?
Call us for a quick training
session! 602.542.7433**

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 addresses are www.capitolrideshare.com and www.teleworkarizona.com.