

Change Your Game Plan Success Stories

Transportation Coordinator (TC) Webinar
June 27, 2018



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Tech Tips

- Your microphone is muted. Ask questions and give input using the controls on your screen.
- Click on Handout to open the PDF and access live links or print to take notes.
- The  symbol indicates an audience poll.  means we'll ask for a show of hands. Get ready to share your input!
- Webinar will be recorded and a link emailed.
- Take the post-webinar survey for a free t-shirt!

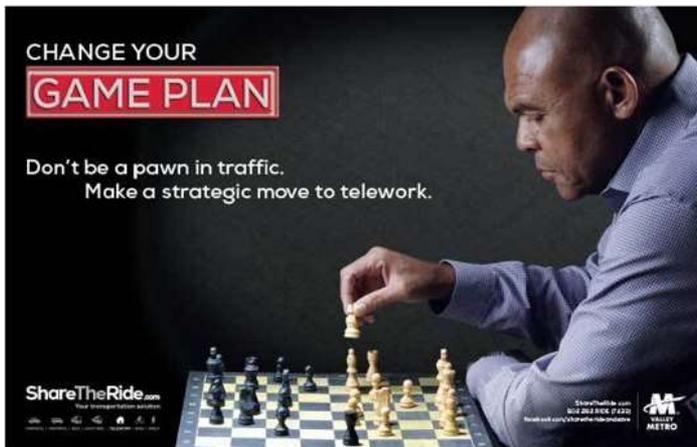


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Overview



- Welcome and Introductions
- Change Your Game Plan Success Stories
- TC News



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Meet Our Guest Speakers



Kamela Hanna-Rubio
Carpooler



Everett Russell
Carpooler, teleworker



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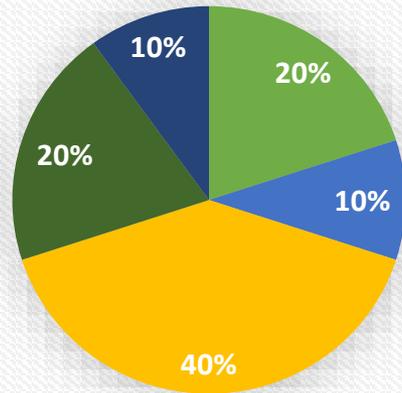


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Your Feedback

Registrant Alternative Mode Use



- Carpool or vanpool
- Bus or light rail
- Telework or compressed week
- Bike or walk
- More than one of the above

Responses to the registration question “If you use an alternative commute mode, which do you use?”



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Change Your Game Plan



- Alternative modes of transportation campaign 2016-18
- Highlighted local, “real-life” alternative mode users
- Memorable images referred to classic board games



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Before

- **Everett:** “I used to drive to work. It was expensive, time consuming and exhausting.”
- **Kamela:** “Before we started carpooling, my commute was pretty much the radio and me.



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After



Kamela: “In the morning, the passenger reads the news to the driver. We sing along with the radio or discuss upcoming events. In the evening, we talk about work and de-stress. Once we’re home, it’s all behind us!”



Kamela carpools with her wife, Diane.

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Facing Fears

Everett: “I worried that if I teleworked, I might miss something in the office.”



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Obstacles: Overcome.

Everett: “It took some time to find someone who was willing to carpool. I reached out to our Transportation Coordinator for help.”



Everett and his carpool partner, Muriel



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Emergency: Handled.



Kamela: “We got a call that a family member was hospitalized. Diane needed to go and I stayed at work. Diane suggested my employer might offer a taxi for carpoolers in emergencies. She was right! Pretty cool.”

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Sound Advice



- **Everett:** “Reach out to your TC or Valley Metro for support.”
- **Kamela:** “Track your trips and enter contests! I’ve won movie tickets, gift cards and cash.”

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TC Update



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Clean Air Campaign Awards and Luncheon

- Thursday, October 25, JW Marriott Desert Ridge Resort & Spa
- Master of Ceremonies, Amber Sullins, ABC 15
- Entertainment, The Sahnas Brothers Band
- Sponsor interest? [Contact Lillian](#).
- We'd love to hear from you! If you've won or have been a finalist please share why you entered and why others should too. We'll share your input in next month's webinar. Email [Lillian Duarte](#) by July 13.



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Share Your Story

- We're seeking alternative mode users to share their stories, inform and inspire others.
- We'll interview, develop narratives and professionally photograph individuals for an upcoming ad campaign.
- [Submit your name for consideration.](#)



Our [Change Your Game Plan](#) campaign featured real-life users in print, on light rail wraps, during webinars and more.



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South Central On Track

- The [South Central Light Rail Extension](#) will connect with the current system in downtown Phoenix and operate south to Baseline Road.
- The project remains on track while Valley Metro [responds to a request by Phoenix City Council.](#)



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Possible TC Roundtables

Commute Solutions discussions

- Assist TRP employers with participation
- Opportunity to hear from others who have successful programs
- Interact with other TCs and learn from each other
- Take our poll



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Valley Metro Book Drive



- Valley Metro conducts an annual drive
- Program started by operator Jermaine Bethea
- 5,000 books donated by Valley Metro and First Transit employees
- View photos on our [Flickr page](#)



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Help Mow Down Pollution

Maricopa County Air Quality Department and Arizona Department of Environmental Quality's "Mowing Down Pollution" program lawnmower replacement program

- Launched June 4
- \$150 voucher toward an electric or battery powered mower when turning in a gas mower
- [Learn more here](#)



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Transit Education

Valley Metro offers a transit education program, a fun and interactive experience for youth and adults

- Learn about transportation choices
- Free education programs designed to meet diverse community needs
- [Learn more here](#)



Right vs. Rong

There's a "right" and "rong" way to ride light rail.

- [Learn what's Right and what's Rong](#)
- Part of [Respect the Ride](#) code of conduct
- [Take the pledge to Ride Like Right](#) for a chance to win a 31-Day transit pass



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Summary

- Change Your Game Plan Success Stories
- TC Update
- Upcoming webinars
 - [July 25, 10 a.m.](#) – Writing an Effective Clean Air Campaign Award Nomination
 - [August 22, 10 a.m.](#) – Get Involved with Rideshare Month
 - [September 26, 10 a.m.](#) – Effective Travel Reduction Programs in Challenging Industries
- Access [recorded webinars and slide shows](#)

Can't make it during a scheduled webinar? Register anyway; we'll email you the recording!



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