

# Travel Reduction Program (TRP) Event Planning 101

Transportation Coordinator (TC) Webinar  
October 31, 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.  is a call for ideas. Get ready to share your input!
- Webinar will be recorded and a link emailed.
- Take the post-webinar survey to share your feedback.



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# Overview



Commute Solutions Coordinator Lillian Duarte attended an ASU Earth Day event

- Welcome and Introductions
- TRP Event Planning 101
- TC News



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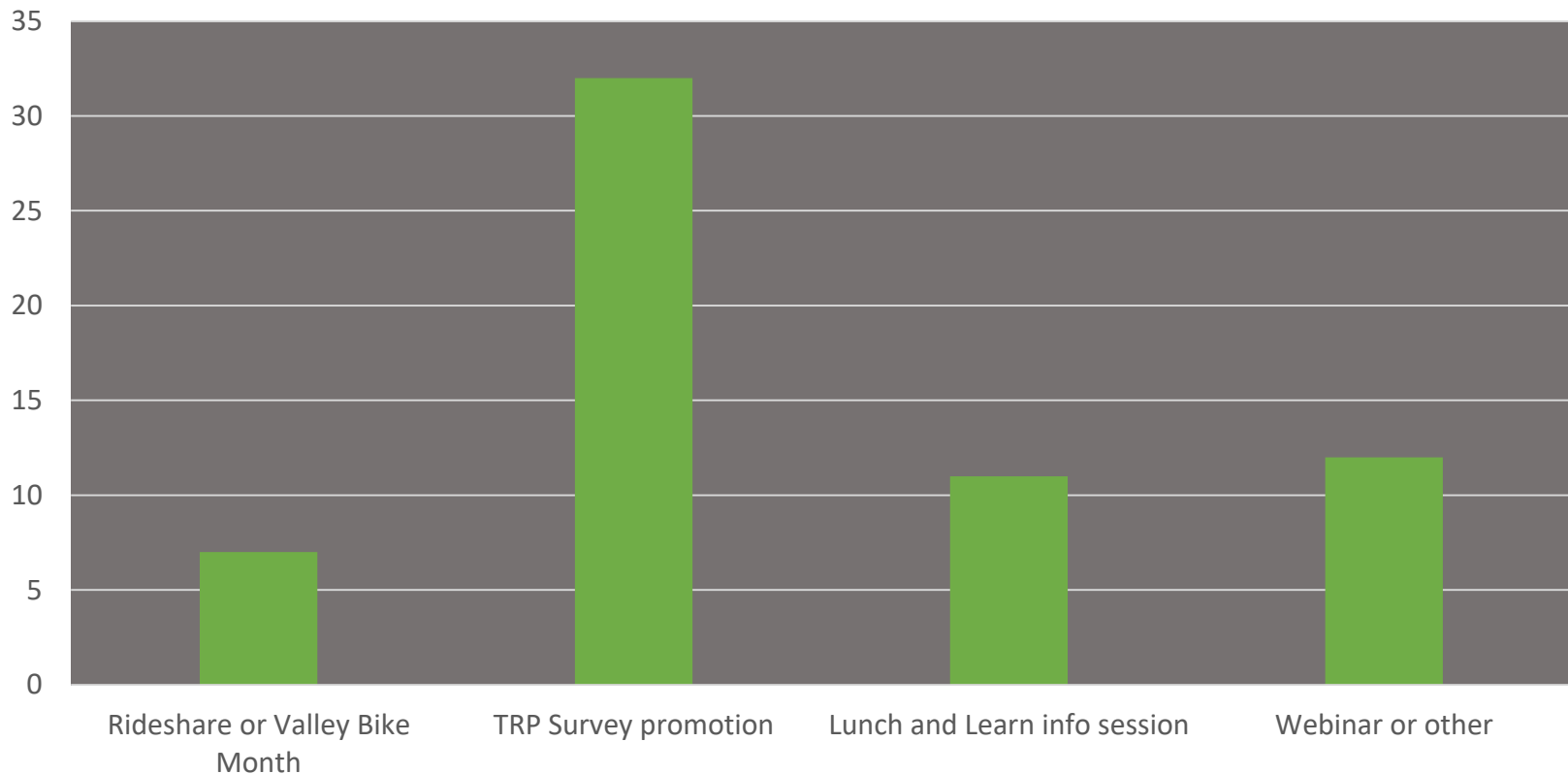


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# Registrant Feedback

What kind of TRP event have you held?



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# Step One: Why

- What's your objective?
  - Educate
  - Encourage
  - Reward
- Set SMART goals
  - Specific
  - Measurable
  - Achievable
  - Realistic
  - Timely

Valley Bike Month group ride at AECOM



ShareTheRide event at American Airlines



# Step Two: When



“You don’t have to reinvent the wheel – if it worked before, do it again and just tweak the details.” Katie Kes, Vereit, Inc.

- Consider your company’s calendar
  - Annual picnic
  - Holiday Party
  - Employee recognition
- Seasonal
- Commute Solutions calendar
  - October: Rideshare Month
  - April: Valley Bike Month



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# Step Three: Two Whos

Who is your audience?

- The “*who*” helps define the “*how*”
- Focus on “low-hanging fruit”
- Don’t feed the trolls

“Promote events both electronically and ‘old school.’” Selina G., The Tech Group



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# Two Whos Part Two



Ask managers to share and encourage employees to attend.  
Kendra B., Liberty Mutual

## Who can help you?

- Human Resources, site coordinators, IT
- Valley Metro [Commute Solutions](#)
- [Maricopa County TRP](#) staff
- Your alternative mode users



*Who's helped you? Tell us in Chat.*



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# Step Four: How

- Reach out early for support
- [Request materials](#) to update bulletin boards
- [Refresh your forms and promotions](#)
- Send a “Save the date” notice and reminders
- Just do it!

“Bribery works every time.” Sierra F., Sub Zero



Happy commuters at a Mass Mutual TRP event

# TC Spotlight: Irene Sainz

- Sundt Corporation TRP Lunch and Learn
  - Planned two months ahead
  - Sent invitations and reminders
  - Provided free food (including rideshare-themed cookies!) and prizes
- Results: Ten new registrants!



After the event, Irene gave cookies to those who couldn't attend and invited them to learn more

# TC Questions



- “What are some good starter events?”  
Sam E., Federated Insurance
- “How can I get people motivated on a shoestring budget?” Michele D., Mercury Systems
- “Are there facilitators for Lunch and Learn sessions?” Maria B., Chicanos Por la Causa Answer: You betcha!
- “How can TRP be rolled out to retail/multiple locations/various shifts?”  
Dawna D, Sprouts.  
Tip: [Managing Multiple TRP Sites](#) recorded webinar.

# Show Me the Money!

4) TRP Activity:	<u>Annual Budget*</u>
<input type="checkbox"/> Valley Metro TC Webinar Participation	\$ _____
<input type="checkbox"/> AMU parties → Freq: <u>Yearly (once)</u>	\$ _____
<input type="checkbox"/> Valley Metro 'Intro to TRP' Training	\$ _____
<input type="checkbox"/> TRP Fair → Freq: <u>Yearly (once)</u>	\$ _____
<input type="checkbox"/> Bike/Rideshare Month Participation Awards	\$ _____
<input type="checkbox"/> High Pollution Advisories (HPA): Prizes	\$ _____
<input type="checkbox"/> Awards for rideshare matching at ShareTheRide	\$ _____
<input type="checkbox"/> Offer internal zip code (rideshare) matching	\$ _____

- Got money? Check your TRP plan.
- Does your organization have season tickets? Event tickets make great door prizes.

- [Free brochures](#) and [ShareTheRide giveaways](#) are available from Commute Solutions.



*Ideas, please! How have you covered costs?*



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# Tips from TCs

Responses to registration question “What's your best tip for getting people to attend your event?”

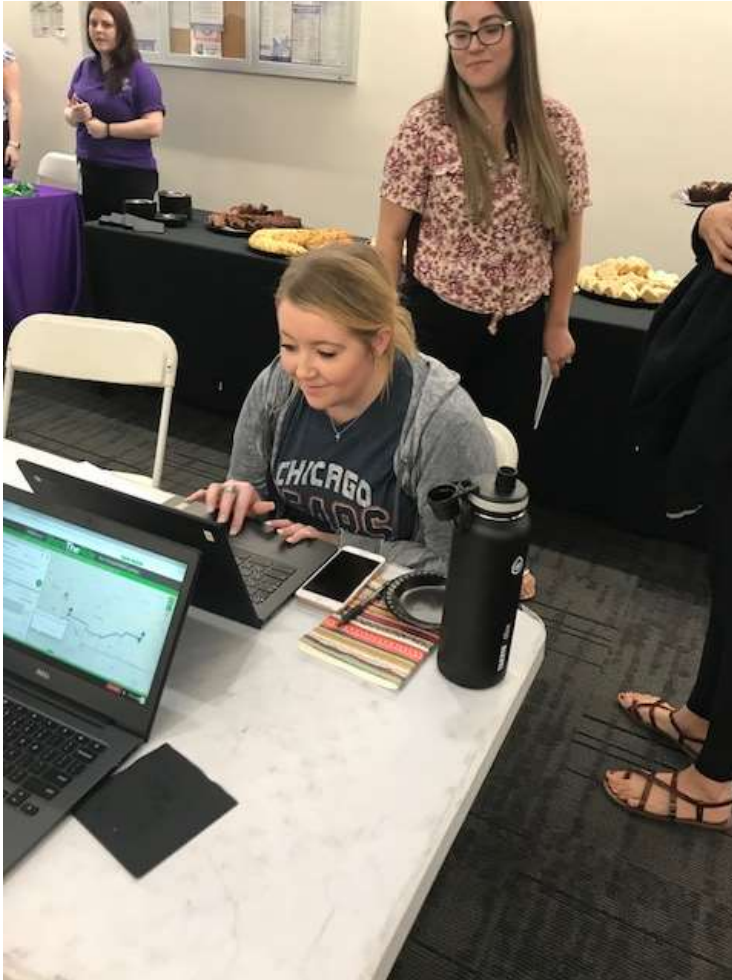
- “Advertise in the employee newsletter.” Maria Q., Sun City West
- “Promote in advance!” Ben W.
- “Have refreshments.” Dixie F. Also Corinne D., Lily L., Rachel B., Michele D., Kimberly R, Darlene S., Roberta A., Crystal R., Diane H., Delfina O...



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# Event Pics



Promotional materials from Phoenix Indian Medical Center's TRP event

Grand Canyon University's  
ShareTheRide event was a big hit

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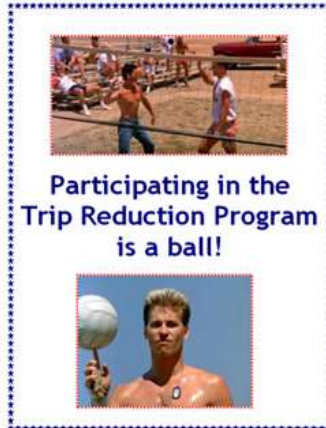
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# TC Spotlight: Katie Kes



- Vereit, Inc. TC holds quarterly events.
- “As soon as I finish one event, I get started on the next one – it helps while I’m still in the zone.
- The first thing I do is set calendar reminders. I need to get HR approval, order or shop for supplies, prepare posters and e-mails, etc.”
- View Katie’s recorded [TC spotlight webinar](#).



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# More Tips from TCs



“Have some type of giveaway, like a spin the wheel for a prize.” Danielle T., American Express



Food and prizes = excellent motivators!

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# More Tips

- Expect the unexpected. Breathe.
- Need a theme? Check [Pinterest!](#)
- A picture is worth a thousand words! Especially for [Clean Air Award nominations.](#)





# TC Update



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# Clean Air Campaign Awards and Luncheon



- Held on October 25
- 430 attendees
- 21 awards
- [See the list of winners](#)
- [See event photos here](#)



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# Rideshare Month Wraps Up

- [ShareTheRide](#) social media contests awarded certificates to Valle Luna Mexican Restaurants, Amazon, Sprouts, Starbucks, and more
- Pledges received: 653
- [Challenge teams](#) competing for prizes: 29
- Winners will be announced in early November



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# Transit Service Changes

- Went into effect October 22
- Travelers on light rail, local bus, circulators and the rural route can now count on regular schedules for these holidays (no express or RAPID service):
  - Veterans Day
  - Day after Thanksgiving
  - Christmas Eve
  - Martin Luther King, Jr. Day
  - Presidents Day
- View the [full list of changes](#).



Begins October 22



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# Paratransit and Ride Choice Changes in Mesa



- If approved, changes will go into effect July 1, 2019.
- Currently, Valley Metro's RideChoice program is available on a citywide basis.
- Process will enhance RideChoice for ADA paratransit certified residents. Would operate in area required by Federal law as opposed to entire city.
- [Find out more.](#)

# Pass2Go Pilot App

- Pass2Go is a mobile ticketing, multi-modal trip planning app
- Links to app-based transportation options including [Grid bike share](#)
- Funded by a Federal Transportation Administration grant to support improved mobility



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# Help Test Pass2Go



- Must be a transit rider who currently purchases a 1-, 7- or 15-Day pass
- Testers who buy and activate 12 1-Day passes within 3 months receive a \$140 gift card to Amazon or Walmart
- [Find out if you qualify](#)



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## Summary

- Event Planning 101
- Upcoming webinars
  - [November 14, 10 a.m.](#) – Valley Metro Rail Station Art
  - [December 12, 10 a.m.](#) – Valley Metro Construction Projects update
- 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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