

Overview

What is Club Ride Commuter Services?

Club Ride Commuter Services is a free program of the Regional Transportation Commission of Southern Nevada (RTC). It is designed to help reduce traffic congestion, improve air quality and mobility, encourage the use of commute alternatives (including carpooling, vanpooling, taking transit, teleworking, walking and biking), and ultimately create a more sustainable community.

Club Ride works with employers and commuters in the Las Vegas Valley to establish custom commute options programs and offers incentives to get commuters to try new modes for getting to work. Through the Guaranteed Ride Home program, the EZ Rider transit pass program and Club Ride Rewards, Club Ride offers employers and commuters time- and money-saving solutions.

Funding

Club Ride is funded through the Regional Transportation Commission of Southern Nevada (RTC), with additional funding from federal Congestion Mitigation and Air Quality Improvement (CMAQ) dollars.



Employer Programs

Employers are uniquely positioned to empower their employees to make changes in commuting habits. Club Ride provides free, one-on-one assistance to design and implement customized commute options programs and air quality improvement programs.

Club Ride makes it easy for employers to participate by designating a Club Ride outreach coordinator who manages the partnership; provides fliers, posters, and other marketing materials; staffs onsite events; generates ridematch lists; and ensures the success of the program.

Additional services include:

- Worksite assessments and full support to set up and expand programs
- Customized trip-reduction plans and reduction targets
- Onsite events to register and reward commuters
- Air quality education
- Internal and external marketing tools
- Incentive ideas and development
- Baseline measures, tracking and program evaluation



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Employer Program Benefits

By giving employees alternatives to driving alone, employer programs have been shown to provide a variety of individual and business benefits:

- Reduced absenteeism and health care costs related to air pollution
- Increased productivity gained from reduced stress
- Increased employer recruitment and retention
- Higher morale and employee satisfaction
- Reduced parking and related costs
- Reduced costs from changes to operations and maintenance practices, such as energy savings
- Potential tax savings

Commuter Programs

Club Rides works with commuters at an individual level, providing tools and incentives to encourage them to use commute alternatives. The following services are available through Club Ride:

- **Guaranteed Ride Home** - This program eliminates the fear of being stranded at the office by offering up to five free rides home a year in case of emergency, such as illness or unexpected overtime.
- **Ridematching** – Club Ride offers free match lists to help commuters find co-workers, friends and neighbors to share the ride to work. Commuters can register online and create their own match lists; or complete a registration form and let the Club Ride staff generate match lists for them.
- **Vanpooling** – Club Ride works with employers and commuters to assist in the formation of vanpools.
- **Club Ride Rewards** – Club Ride members who log clean commutes are eligible to win logoed merchandise and \$5, \$25 and \$50 gift cards.

Commuter Program Benefits

Commuters who use a commute alternative, such as carpooling, vanpooling, riding transit, etc. benefit from:

- Saved time and money
- Cash and prizes through Club Ride Rewards
- Reduced wear and tear on their vehicles
- Reduced stress
- Less pollution/Reduced carbon footprint
- Tax savings



Club Ride Rewards

Club Ride Rewards is a financial incentive program available to employees whose employer is a Club Ride Partner. The program encourages commuters to use commute alternatives when traveling to and from work, such as carpooling, taking transit, walking and more. Commuters who report their commutes are eligible to win logoed merchandise and \$5, \$25 and \$50 gift cards.



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Air Quality Fact Sheet

What is Club Ride Commuter Services?

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The Problem with Our Air

Across Southern Nevada, the U.S. Environmental Protection Agency (EPA) has classified 1,500 square miles as a nonattainment area for both carbon monoxide and particle pollution. This area includes the cities of Las Vegas, Henderson and North Las Vegas, and parts of unincorporated Clark County.

Nonattainment status means that pollution levels are likely to exceed federal and state limits on many days throughout the year. Poor air quality threatens economic prosperity, poses risks to human health and is harmful to the environment.

Air Quality Alerts

The Clark County Department of Air Quality and Environmental Management (DAQEM) issues Air Quality Alerts if it anticipates that carbon monoxide, particle pollution (dust) or ozone may reach the *Unhealthy for Sensitive Groups* range or higher within the next 12 to 24 hours.

Enviroflash is DAQEM's notification system that delivers complete air quality advisories directly via email or text message. Enviroflash provides instant information that can be customized for individual needs, allowing residents to make good decisions that will help protect the health of the community.

Air Quality Index (AQI) Values	Levels of Health Concern	Colors
<i>When the AQI is in this range:</i>	<i>...air quality conditions are:</i>	<i>...as symbolized by this color:</i>
0 to 50	Good	Green
51 to 100	Moderate	Yellow
101 to 150	Unhealthy for Sensitive Groups	Orange
151 to 200	Unhealthy	Red
201 to 300	Very Unhealthy	Purple
301 to 500	Hazardous	Maroon



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Particle Pollution

Particle pollution (also known as particulate matter or PM) comes from motor vehicles (especially older diesel vehicles), power plants and factories. Particle pollution is also created by wood burning, construction activity and agriculture.

Dust Pollution

Dust pollution, one part of particle pollution, is caused when tiny particles of dust or matter become airborne.

A significant source of dust in the Las Vegas Valley is from disturbed vacant land, unpaved roads, unpaved parking lots and dirt shoulders, and contrary to what many residents think, dust is not a natural phenomenon of desert living. Native desert soils are crusted by years of wind, sun and rain. It takes sustained winds of 25 mph to disturb this desert soil. The dust you raise taking that shortcut may not seem like a big deal, but when the soil's crust is broken and the wind blows, this dust becomes airborne, contributing to the Valley's dust or particle pollution.

Carbon Monoxide

Carbon monoxide is a colorless, odorless gas created from the burning of fossil fuels such as gasoline, oil or wood. Even though this pollutant can't be seen in smog, it is particularly harmful to our health – even fatal. ***Automobiles produce 85 percent of the Valley's carbon monoxide emissions,*** which is why it is important to encourage clean commuting to remove as many cars from the road as possible.

Ground-Level Ozone

Ozone does not come from tailpipes and smokestacks. Instead, it is a “secondary pollutant”—a byproduct of two other air pollutants, nitrogen oxides (NOx) and volatile organic compounds (VOCs or hydrocarbons).

- **Nitrogen Oxides (NOx)** come primarily from combustion of fuels in cars and trucks, coal-fired power plants, industrial boilers and gas-powered engines such as lawnmowers and leaf blowers. This occurs because nitrogen—which accounts for about 80 percent of air—also burns (oxidizes) when other fuels are burned.
- **Volatile Organic Compounds (VOCs)** are vapors that emanate from paint and print shops, gas stations, dry cleaners, lawn chemicals, and from combustion engines, such as those in cars and trucks, boats and diesel locomotives. Trees also emit VOCs.



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Sunlight and warm temperatures “cook” NO_x and VOCs, which react to form ozone. While ground-level ozone is a health and environmental concern, ozone in the stratosphere (six to 30 miles above Earth) is beneficial, as it shields Earth from harmful ultraviolet radiation.

What are the Health Effects of Poor Air Quality?

Ground-level ozone, particle pollution and carbon monoxide are all harmful to human health, especially for children, the elderly, outdoor workers and those with respiratory conditions such as asthma. Particle pollution affects these people as well as those with heart disease. The primary target is the respiratory system, but it also targets the heart and the immune system. Ozone is a reactive and irritating chemical. When inhaled, it can irritate and inflame the airways that carry air from the mouth and nose to the lungs.

Some people are more sensitive to air pollution than others, but at very high levels, everyone is at some risk. Everyone should minimize exposure by limiting strenuous activities anytime the air is in the "unhealthy" and "very unhealthy" ranges of the Air Quality Index (AQI).

What Can I do to Protect My Health?

Become aware of your personal sensitivity to air pollution, and pay attention to local air quality forecasts, which are posted on DAQEM's Air Quality Forecast page (<http://redrock.co.clark.nv.us/forecast/>). On days when an Air Quality Alert is issued, everyone should minimize exposure to outside air and reduce polluting activities as much as possible.

The Department of Air Quality and Environmental Management issues an Air Quality Alert when levels are anticipated to reach the “unhealthy” range.

How Do My Driving Habits Affect Air Quality?

Automobiles produce 85 percent of the Valley's carbon monoxide emissions, in addition to other smog-forming pollutants, like NO_x and VOCs. Driving through desert terrain and kicking up dust also contributes to particle pollution in the Valley. To ensure our air quality meets federal standards, it is important to limit the number of cars on the road and use commute alternatives, such as transit, carpooling and vanpooling.



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Commuting and Congestion Fact Sheet

Las Vegas Driving Habits:

- The average one-way commute time is 26.4 minutes per person. (U.S. Census Bureau)
- Seventy-five percent of Las Vegas commuters drive alone. The average in the United States is 71 percent. (Sperling's Best Places)
- Each day in Las Vegas, commuters travel more than nine million miles on the freeways alone. (Texas Transportation Institute 2007 Urban Mobility Study)
- To maintain constant congestion levels, Las Vegas would need to annually increase the number of transit or carpool trips by more than 95,000 trips per day. (Texas Transportation Institute 2007 Urban Mobility Study)
- From 1990 to 2005, Las Vegas commuters increased the annual amount of time they spend stuck in traffic by 13 hours. (Texas Transportation Institute 2005 Urban Mobility Study)

Traffic costs time, money and health:

- The average Las Vegas commuter wastes 39 hours per year stuck in traffic. (Texas Transportation Institute 2007 Urban Mobility Study)
- Las Vegas congestion costs \$543 million each year. That's \$720 per person. (Texas Transportation Institute 2007 Urban Mobility Study)
- Annually, public transportation in Las Vegas saves \$47 million in congestion costs and annually reduces delay time by three hours per person. (Texas Transportation Institute 2007 Urban Mobility Study)
- Every additional 30 minutes a person spends in a car translates into a three percent greater chance of being obese. (*American Journal of Preventive Medicine*, "Obesity Relationships with Community Design, Physical Activity, and Time Spent in Cars")



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Frequently Asked Questions

What is Club Ride Commuter Services?

Club Ride Commuter Services is a free program of the Regional Transportation Commission of Southern Nevada (RTC). It works with employers and commuters to reduce traffic congestion, improve air quality and mobility, encourage the use of commute alternatives (such as carpooling, vanpooling, taking transit, etc.), and ultimately create a more sustainable community.

How is Club Ride funded?

Club Ride is funded through the Regional Transportation Commission of Southern Nevada (RTC), with additional funding from federal Congestion Mitigation and Air Quality Improvement (CMAQ) dollars.

Does Las Vegas have an air quality problem?

Across Southern Nevada, the U.S. Environmental Protection Agency (EPA) has classified 1,500 square miles – including the cities of Las Vegas, Henderson and North Las Vegas – as nonattainment areas for both carbon monoxide and particle pollution, which means that pollution levels are likely to exceed federal and state limits on many days throughout the year. Poor air quality also threatens economic prosperity, poses risks to human health and is harmful to the environment.

Why should an employer start a commute options program?

Employers enjoy benefits such as improved employee morale and productivity, reduced absenteeism, and financial savings from tax benefits and reduced operational costs. A commute options program also fits nicely with corporate sustainability goals. Since Club Ride assists in developing, implementing and promoting customized programs at no cost, there is no reason *not* to.

Why are employers so important to the effort?

Employers have the power to directly influence their employees' commuting habits by setting policies on work hours, alternative schedules, or providing incentives. Since the commute is the most predictable trip people take, it can also be the easiest to change. Employers participating in Club Ride can have a tremendous impact on reducing traffic congestion and improving the region's air quality.

What are the benefits of a commute alternative for commuters?

Commuters who choose not to drive alone to work see many benefits. They save time and money; reduce wear and tear on personal vehicles; experience reduced stress; help the environment by polluting less; and earn cash and prizes through Club Ride Rewards.



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What is Club Ride Rewards?

Club Ride Rewards is available to employees whose employer is a Club Ride Partner. The incentive program encourages commuters to use commute alternatives when traveling to and from work, such as carpooling, taking transit, etc. Commuters who report their commute are eligible to win logoed merchandise and \$5, \$25 and \$50 gift cards. Ten percent of commuters who report 12 or more clean commutes per month win.

How can Club Ride help match potential carpool partners?

The Club Ride database matches potential carpoolers with neighbors who have similar schedules and work locations. Commuters can fill out a rideshare application online, or download a printed application and mail or fax it to Club Ride. Both can be found at rtcsonv.com.

What is vanpooling?

A vanpool is a group of seven to 15 passengers who commute each day in a minivan or passenger van. One volunteer driver picks up the group at an agreed upon location. The vehicle can be provided by a company that specializes in vanpooling, the employer or an employee. Vanpool participants pay a monthly fee based on the number of riders in the van and the distance the van travels; however, federal tax incentives make vanpooling an even better deal.

What transit options are available in Las Vegas?

The Regional Transportation Commission of Southern Nevada's (RTC) fixed route transit system features nearly 36 transit routes that cover 266 square miles of the valley. Many routes operate 24 hours a day. The RTC's interactive Transit Trip Planner, powered by Google, helps riders plan their trip, and it can be found at rtcsonv.com. Simply type in your starting address and destination, and the Trip Planner will plan your route. It will also estimate the time the trip will take.



Transit routes and schedules are also available online. Monthly transit passes are available on board the vehicles or at the RTC's transit centers. Club Ride employers may receive up to a 15 percent discount on the purchase of monthly transit passes through the EZ Rider program.

Where can commuters or employers find more information?

Please visit the Web site at rtcsonv.com or call 228-RIDE (7433).

