



## **CASUAL CARPOOL**

### **Another Way to Get Guests to Your Events**

Driving alone and parking are not the only ways for your visitors or guests to get to your event. Depending on the event location parking is often times limited, far away and comes with a cost. Other transportation choices to not overlook include transit, carpooling and biking.

#### **Steps to getting started:**

1. **Let your guests know about transportation choices.** As you develop your marketing material expand ways for people to get to your event from just driving alone to include taking the bus, biking and carpooling as options. Contact Rideshare to ask about buses serving your event and arrival and departure times.
2. **Promote Casual Carpool as an easy option to get to your event.** Add a link to your organization's website directly to the Casual Carpool registration form. This will encourage people going to the same event to find another way to get there besides driving alone. Rideshare will provide you with a TripLink/Casual Carpool graphic to be added to your page. Keep this up all year round or just for special events.

#### **Example Graphic to place on website:**



3. **Provide incentives for people who share the ride.** For example the San Luis Obispo Symphony's POPS concert provides free parking to carpools of 4 or more people, free shuttles and bicycle information.

## **Contact SLO Regional Rideshare**

We are your one stop shop for transportation information. Let us help you maximize the number of people who can attend your event while enhancing your positive image in the community. We provide you with information and graphics for your website all at no charge to your organization.

**Please contact:**

**781-4362**

**[www.rideshare.org](http://www.rideshare.org)**

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