



Rideshare Month '09 San Luis Obispo County www.rideshare.org



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1. Campaign Background and Overview

1A. Background

SLO Regional Rideshare hosts two yearly campaigns (Bike Month and Rideshare Week/Month) with a similar goal; to encourage commuters to choose sustainable modes of transportation and not drive alone to work. Key modes of sustainable transportation highlighted in these campaigns include bicycle commuting, transit, carpool, vanpool, walking and telework. Each year these campaigns give Rideshare the opportunity to utilize and improve upon different methods of social marketing and public involvement. This year's Rideshare Month campaign was no different, as it allowed Rideshare to try yet another method to encourage new users of sustainable transportation.

The nation-wide event, Rideshare Week, is typically hosted the first week in October. The closest neighbors who conduct Rideshare Week campaigns include Ventura County, San Diego and Monterey Bay. Each of these organizations use pledge forms as a way to measure and encourage participation and host multi-modal events during the week. It is estimated that Rideshare Week in San Luis Obispo County began in 2000 when SLO Regional Rideshare was part of the Regional Transit Authority. Since then, the event has occurred every year.



Rideshare Week 2008 Logo

In 2007 the event lasted the month of October and in 2008 the event was a week long. The reason for the change from one month to one week was primarily focused on cost savings and limited staff resources. In addition, staff planned a year long campaign, The Low Carbon Diet, from the perceived cost savings. In 2009, staff decided to shift once again to a month long campaign. It was determined that the amount of staff time and campaign costs remained relatively the same over the course of a month, yet the potential for public participation was substantially greater.

It should be noted that the method by which individuals pledged not to drive alone significantly changed from Rideshare Month 2007, to Rideshare Week 2008 and then again for Rideshare Month 2009. In August of 2007, Rideshare's online rideshare matching system was launched, creating an ideal tool for measuring activity during Rideshare Month. Since there were relatively few users in the system, Rideshare simultaneously promoted both Rideshare Month and the launch of TripLink. Any individual who signed up for TripLink and filled out their commute calendar during the month of October was counted as a pledge for Rideshare Month. In 2008, with over 2,300 users in the TripLink system, the method by which users "pledged" to participate in Rideshare Week was not as simplistic. Therefore, it was decided that instead of using an individual's TripLink Commute Calendar as a measurement tool for participation, individuals would instead fill out a separate pledge form (available in paper and online).

In an effort to capture actual data instead of projected data from participants, Rideshare changed the participation process in 2009, allowing users to log actual trips made instead of pledging projected trips. Staff was able to utilize software similar to that developed for Bike Month's Commuter Bike Challenge and customize it specifically for the Rideshare Month campaign. The online tool was separate from TripLink and allowed staff to collect various

data from users and change the individualized focused campaign to a team challenge - The Commute for Cash Challenge.

1B. 2009 Rideshare Month – Commute for Cash Challenge Overview

In 2009, Rideshare made significant changes to the traditional Rideshare Week campaign, including the shift to a month long versus a week long, a team challenge versus an individual challenge, providing the challenge strictly online and using cash as the primary incentive. Staff decided to extend the week long challenge to a month, as it was determined that the results and opportunities for public participation were greater with more time and the financial impacts were relatively the same. A team challenge versus an individual challenge was pursued after staff experienced tremendous success with the similarly formatted Bike Month Commuter Bike Challenge. In addition, having teams that required one new user of sustainable transportation increased the recruitment of single occupancy drivers. Providing the challenge only online was necessary to decrease staff time. Lastly, cash was used as the primary incentive due to the poor economic climate.

Rideshare Month - Commute for Cash Challenge aimed to encourage current users of sustainable transportation and recruit new users in a team format with cash prizes. To

participate, individuals logged onto the Commute for Cash Challenge website at www.rideshare.org and joined or formed teams of 2-5 people. Team members could be from any organization/group and could use any eligible mode of transportation (bike, walk, carpool, vanpool, bus, telecommute). To be eligible for prizes, each team had to have at least one new user of sustainable transportation. Once online, individuals could log trips into personal commute calendars and see their individual and team commute cost savings and trips,

miles and emissions reduction. As an incentive, Rideshare gave away \$100 cash every Friday to a random individual taking the challenge and awarded a random team with their commute cost savings in cash (limited to \$75 per person). In addition, gift certificates were randomly awarded every day. Each week in October was dedicated to a specific mode and included outreach events or special incentives, including Ride the Bus Free Week, Vanpool Week with a Vanpool Contest, Carpool Week with daily prize giveaways and Bike/Walk Week with daily Energizer Stations.

2. Planning and Organization

2A. Goals

The purpose of Rideshare Month was to encourage and promote the use of sustainable transportation. Unlike previous years, staff put the greatest emphasis on attracting new users, in addition to rewarding current users. This shift in the target groups makes the comparison of participation data from previous years difficult. In 2007, the goal was to receive 1,500 pledges/users in TripLink and 1,200 pledges were gained. In 2008, the goal was again set at 1,500 pledges and 779 were received. In 2009, staff changed Rideshare Month into a month long team challenge, orchestrated purely online. Thus, the following goals were created by Rideshare staff and partner organizations for the 2009 Rideshare



Month - Commute for Cash Challenge. An evaluation of these goals is provided in the Evaluation and Recommendations section of this report.

- Gain new users of alternative transportation
- Gain more ridership per mode
- Increase overall participation in the challenge
- Have more businesses represented in the challenge
- Get more participation from partner agencies
- Stress the baby steps – make alternative transportation less intimidating
- Have fun!

2B. Planning Team

Rideshare staff worked with a Planning Team of partner organizations and advocates during Rideshare Month - Commute for Cash Challenge. The team met twice per month, on the first and third Thursday for an hour. Rideshare created the agenda and facilitated the meetings, but decisions and actions items were distributed amongst the team. One of the identified goals of the 2009 campaign was soliciting more partner participation, which was achieved through regular attendance at the planning meetings and by empowering partners to organize their own outreach events.

Regular attendees to the planning meetings included: Meghan Field (APCD), Bob Armstrong (Ride-On Transportation), Tom Shahaden (Enterprise Vanpool), Tracey McConnell (VPSI), Aimee Wyatt (RTA), Dee Lawson (SLO Transit), Michael Seden-Hansen (Paso Express), Susan Rains (Cal Poly) and Dan Rivore (SLO County Bicycle Coalition). Agendas and minutes are attached as Appendix A.

2C. Sponsorship

Sponsorship is a vital component to the success of this event. Rideshare was able to invest \$8,000 for the 2009 campaign (\$2,000 more than 2008) to accommodate for the additional three weeks. However, the campaign once again relied on in-kind and cash donations from partner organizations and outside sponsors. Sponsorship letters, together with a list of sponsorship levels, were circulated to approximately 50 local vendors early in the campaign. As a result, Rideshare received in kind sponsorships of approximately \$500 consisting of gift certificates and other items. Partnering organizations including the City of San Luis Obispo, Air Pollution Control District, Enterprise Vanpool, V.P.S.I Vanpool and Ride-on Transportation contributed cash sponsorship and Rideshare was also given approval by the Air Pollution Control District to use some remaining Mover Grant funds from a previous project. Media sponsors included Charter Media, New Times and Radio Central Coast. All sponsors were sent a Thank You Letter and Rideshare Month collateral. Sponsorships accounted for over \$7,094 of the actual budget of \$14,894. For the full budget see Appendix B.

2D. Marketing Plan

The target market for the campaign was identified as commuters, ages 30-55 who typically drive alone to work. Staff aimed to have a media campaign different than years past; less animation with bold colors and more images of real people with a clean, professional image. The theme, Commute for Cash Challenge was developed internally by staff and three logos were provided by designer Stephanie Adelaide. Rideshare brought the logos to the Planning Team and eventually landed on the final Commute for Cash Challenge logo. Collateral developed for the campaign included posters, flyers, buttons and car cards (Appendix C).

The profile poster campaign proved to be very effective. Rideshare staff identified the “models”, took the pictures and received their profile information. Adelaide Designs then created the posters. Staff wanted the flyers to reflect dollar bills in order to bring attention the cash incentive of the campaign. Lastly, staff decided to do buttons instead of stickers, which proved to be very popular. Below is final amount of collateral used in the campaign: (add in)

- Buttons: 2,700
- Flyers: 2,000
- Posters: 100
- Car Cards: 75



1 Bike Button

The media strategy was very diverse, including traditional and social media. Rideshare used print advertising in the Tribune, Tolosa Press and New Times, radio advertising on The Beach 95.3 and KCBX, developed and aired a television commercial through Charter Media, distributed flyers through the SLO Downtown Association and Chamber of Commerce and posted information on the Rideshare Facebook page, Twitter, our blog, and our monthly Commuter Newsletter and quarterly Rideshare Newsletter. Examples of various media can be seen in Appendix D. A specific Commute for Cash Challenge participant email was also sent out each week with prize winners, challenge statistics and encouragement (Appendix E). In addition, each Park and Ride Lot in the county was flyered, posters were distributed at major public centers and coffee houses and proclamations were received at every jurisdiction. Lastly, staff updated the homepage at rideshare.org and the Rideshare Month webpage regularly. In the first week of the challenge, there were 1,118 visits to the Rideshare Month webpage and 643 visits the second week of the challenge. Visits and clicks dropped exponentially after the second week, as it is assumed that most participants went directly to the online challenge website and not the Rideshare Month webpage. The Marketing Plan is attached as Appendix F.

Press releases (Appendix G) were sent out every week, generating frequent coverage at the beginning of the campaign. Local media coverage is listed below and can be viewed in Appendix H.

- 9/14/09: Tribune, front page, local section
- 9/14/09: KCOY, evening news story
- 9/17/09: American General Media, radio interview
- 9/17/09: Tribune, opinion section
- 9/28/09: KSBY, evening news story
- 10/1/09: KCOY, morning news story

3. Events and Prizes

3A. Employer visits

As part of the Rideshare Month outreach, staff visited approximately 40 employers (Appendix I) during the week of September 21st-25th. The employers were selected based upon their past participation in Rideshare campaigns and the date of our last contact. The visits were used as a way to reconnect with program participants and encourage internal workplace promotion of Rideshare Month. The 40 visits were primarily split between Rideshare staff,

however some visits were conducted with members of VPSI and the Bicycle Coalition. Staff brought personalized baskets of brunch goodies, ETC Kits (Appendix J), Commute for Cash Challenge posters, flyers and an assortment of buttons. Rideshare also followed up with each employer after the visit to thank them for their time and ask how the internal promotion of the challenge was going.

3B. Kick-off Event

The kick-off for Rideshare Month 2009 was held on October 1st at the San Luis Obispo Farmer's Market with the goal of bringing awareness to the challenge and introducing people to the various modes of sustainable transportation. The section of Broad St. between Higuera and Monterey was secured for the event and a bus, vanpool van and bikes were on display. SLO Transit donated a bus for the event and local artist Neomi Vembu painted the passenger's side with a mural incorporating the Commute for Cash Logo. The City of SLO and RTA supplied paints and blank pages to encourage children to either put their handprints on the bus or draw a picture showing why people should use alternative transportation. Ride-



Painted SLO Transit bus at Kick-Off Event

on Transportation supplied a van for the public to view and San Luis Rides created a "bike museum" showcasing various commuter bike options. APCD staff provided informational materials, giveaways and dressed up as the APCD mascot Peril the Penguin. Rideshare staff manned an information table with transit schedules, bike maps, etc., handed out buttons and explained how the Challenge worked. Rideshare also hired a band with help from SLO City, which attracted a lot of attention. The bus was decorated with holiday lights and two generators were used to power floodlights for the information table, bus, bike museum and van. A-

frame boards with information on each mode were placed at each "station" with the idea that people would walk around and learn about each mode.

Rideshare promoted the event in press releases, the website and when receiving proclamations. Several individuals visited the information booth to get Commute for Cash Buttons that would allow them to ride the bus free the following week. Staff brought two laptops for individuals to sign-up for the challenge; however the wireless internet connection (even though tested the day before) and computers did not work. The band was placed at the front along with the information table, and the bus, van and bike museum were placed towards the back. The majority of visitors came between 6:00pm and 7:30pm, after which people were primarily interested in music.

3C. Ride the Bus Free Week

The first week of Rideshare Month, October 5th-9th, was Ride the Bus Free Week. All five fixed route transit operators including SLO Transit, RTA, SCAT, Paso Express and North County Shuttle agreed to provide free rides for members of the public who wore a Commute for Cash Challenge button. The free ride week was promoted on all flyers and posters, on the rack cards and via a press release. Representatives of the transit agencies put together 600 Commute for Cash Challenge mini totes containing bottled water, a granola bar, informational flyer and an "i bus" button. The totes were then distributed at various transfer points and stops throughout the County, including the Downtown Transit Center, Park & Ride

at Templeton, Park & Ride at the Paso Robles Transit Center and Ramona Garden Park. When Transit Week began there was some confusion regarding the type of button required to receive a free bus trip, whether it had to be an “i bus” button or any Commute for Cash Challenge button. The transit operators ended up extended the free rides no matter the button type. It should be noted that Paso Express and North County Shuttle provided free rides all week, regardless of whether participants wore a button.

The promotion was very successful and all of the transit operators indicated an increase in ridership during Transit Week. Actual ridership numbers are listed below:

- SLO Transit: 1,462 free rides
- RTA: 1,531 free rides
- SCAT: 400 free rides (300 above regular ridership)
- Paso Express: 4,066 free rides (780 more than last years ridership numbers)
- North County Shuttle: 957 free rides (84 more than last years ridership numbers)



i bus button during Transit Week

It was acknowledged that some abuse of the system took place, but overall there was positive feedback, including several riders who had never used the transit system before Rideshare Month. The transit operators recommended that, if this promotion is included in next year’s campaign, it would be preferable to have a “Try Transit Day” to alleviate the button confusion.

3D. Vanpool Week

Vanpool Week was held the second week in October. In year's past Rideshare has hosted a Vanpool Decorating Contest during Rideshare Week. In an effort to offer something new to vanpoolers, Enterprise Vanpool created a Vanpool Story and Photo Contest and donated the prizes (see Appendix K for contest form and rules). All vanpool drivers were notified of the contest; however only three vanpools participated. Contest entries can be viewed in Appendix L. Originally, the prizes were structured to award the 1st place winners with a big screen television, 2nd place with a free weekend rental from Enterprise Rent A Car and 3rd place with an iPod. However, it was discussed that prizes should be something enjoyed by all members of the van instead of an individual within the van. To accommodate this, iPods were given to all members of the 1st and 2nd place vanpools and 3rd place received two ipods that they could raffle within the van. Because this change did not reflect the information printed on the contest entry form and website this too became problematic. Vanpools were awarded iPods based on the number of members they indicated on their entry form, however some claimed that they had more members that were not included in this number and therefore did not receive a prize. Discussion continued back and forth between Rideshare, Enterprise and the winning vanpools regarding the prizes, lessening the positive intentions for everyone involved.

3E. Carpool Week

October 19th-23rd focused on rewarding and encouraging carpools. Each day of the week random drawings were made for either a \$50 Jiffy Lube gift card or a \$50 iTunes card and both were awarded on Friday. At the planning meetings discussion took place relating to possible promotions for carpools and the committee decided that it was difficult to plan a specific event for carpools, due to the varying starting and drop-off points and irregular times.

3F. Bike and Walk Week

The last week of the challenge, October 26th-30th, celebrated biking and walking. Rideshare teamed up with the San Luis Obispo County Bicycle Coalition to offer “Energizer Stations”, handing out small breakfast treats such as granola bars, baked goods, juice and fruit to people riding their bike and walking in the morning. Stations were held every morning during Bike/Walk Week from 7-9 am at the following locations:



Dan, Kelsie, Cindy and Morgen at Friday's Halloween Energizer Station

- Monday- SLO County Bicycle Coalition Office, Monterey St. SLO
- Tuesday- Rideshare Office, Marsh St. SLO
- Wednesday- Bike Blvd. Morro at Santa Barbara St. SLO
- Thursday- Foothill at California Blvd. SLO
- Friday- County Building, Monterey St. SLO

The Friday breakfast station was sponsored by the County Board of Supervisors and they provided a wide variety of baked goods and breakfast items. In addition, an organized ride down the Cuesta Grade was led by APCD staff and included Supervisors Bruce Gibson and James Patterson. On average, 15-20 people attended each

morning excluding Thursday at Cal Poly with roughly 65 people.

3G. Daily/Weekly Prizes

In response to feedback from Rideshare Week 2008, staff decided to take a different approach to the prize format and gave away many small prizes as opposed to a few grand prizes. Each work day a participant was randomly selected to receive a small prize (gift cards, tote bags, etc) starting Monday, October 5th and ending Friday, October 30th. In addition, every Friday Rideshare randomly selected a team to win their commute costs in cash for the week (up to \$75 per team member) and an individual to receive \$100 in cash just for participating. As part of the Rideshare Month collateral, one hundred dollar bill flyers were produced and distributed to increase awareness of the prizes. After each drawing the winner was notified by email and was directed to come to the



Team Cash Winners

Rideshare office to collect the prize. Both the weekly team and individual winners were given receipts to sign for the cash and Rideshare obtained a profile of their commuting habits accompanied by a photo (Appendix M), to be used in future campaigns and media exposure. In total, Rideshare gave away \$855 in cash prizes.

4. Online Challenge Component

To accommodate the new Rideshare Month online team format, Rideshare worked with M29 Technology and Design to create an online trip tracking system using Drupal, an open

source system. To view the website go to www.triplink.org/commute-for-cash/. This system allowed teams to register and log their trips online and automatically calculated cost savings, miles traveled and harmful emission reductions for the team and individual. Once logged in, users could participate in a weekly poll and view other teams taking the challenge. Upon registering a team, the system limited teams to five participants and automatically required a "New User" on each team.

Rideshare worked with Andy Mutziger from APCD to develop the emissions reductions calculations (Appendix N) and the cost savings estimates were based off of the AAA cost analysis of driving a car. Rideshare staff administered the site and were able to update user information and view user calendars, a necessary component for prize calculations and distribution. The website had a few errors with development and user instruction, creating issues with calculations early on in the challenge. As a result, participants were asked to edit their calendars to reflect the correct amount of trips both on the challenge site, the weekly emails and via a video cast. Given the small budget that was allocated for development (\$1,500) the site worked well, however there are adjustments that could be made (see recommendations).

5. Post-Event

5A. Participation and Stats

By the end of the month, 522 individuals representing 194 teams registered for the online challenge. In total, participants traveled 215,685 miles, reduced 155,572.6 pounds of harmful emissions and saved \$153,136 by not driving alone. A startling 201 individuals who had never before used an alternative to driving alone participated.

5B. Final Budget

Rideshare allocated \$8,000 to the month long campaign, received \$4,000 of cash sponsorship and used \$2,894 of remaining Mover Grant funds. In addition, in-kind donations and certificates were provided by sponsors. Thus, the total budget for the campaign was \$14,894.33 (not including staff time, in-kind donations and certificates). A detailed budget, including projected costs, is attached as Appendix B.

5C. Participation Follow-up Survey

To obtain user feedback, Rideshare sent out a Commute for Cash Challenge Survey asking participants to share their thoughts on Rideshare Month. Over 70 people responded to the survey and 69.4 % of participants rated their overall challenge experience between 4 and 5 on a 1-5 scale (1 being very poor, 5 being outstanding). For more detailed information see the Commute for Cash Challenge Survey Report in Appendix O.

6. Evaluation and Recommendations

Overall, Rideshare Month 2009 – Commute for Cash Challenge was a huge success. Using cash and personal profiles as the cornerstone of the promotional campaign was very successful. In addition, hosting the campaign the entire month of October instead of one week in October provided more opportunity for public outreach and education. The theme Commute for Cash Challenge received a lot of recognition and should be considered as a yearly theme for Rideshare Month. The ability to track New Users was also a big success of the campaign.

Weekly outreach events should be further evaluated to balance involvement from partner agencies and Rideshare staff. Also, there should be more discussion on how to encourage New Users but allow for an individualized focused campaign instead of a team challenge. More successes and lessons learned are discussed below.

6A. Goals

The goals for Rideshare Month – Commute for Cash Challenge were developed internally and with the Planning Team. In evaluating the goals, it is recommended that staff strive to set more quantifiable and measurable goals in the future.

- Gain new users of alternative transportation: This is the first year that “New Users” were tracked and could be quantified after the campaign. Approximately 200 participants of the challenge were identified as New Users. A New User was defined as someone who drives alone most of the time (uses alternative transportation less than twice per month), but for the Commute for Cash Challenge uses an eligible mode of alternative transportation.
- Gain more ridership per mode: This goal is much harder to quantify, especially for carpool and bicycle users. Transit ridership did increase during Ride the Bus Free Week, but the level of increased ridership will have to be tracked over time to determine continued ridership. No additional vanpools were formed as a result of the campaign.
- Increase overall participation in the challenge: Rideshare Month 2009 had less participation than in previous years. This is attributed to three factors: 1) Changing from an individual focus to a team focus; 2) Conducting the challenge purely online; and 3) Asking participants to log actual trips instead of pledging perceived trips. In looking at last years 779 pledges versus these years 522 participants, it is important to recognize the value of actual data, sustained participation and gaining New Users.
- Have more businesses represented in the challenge: This goal was hard to quantify, as the teams were not company/organization specific. However, Rideshare did conduct 40 office visits to employers, informing them of the campaign and the Rideshare program in general.
- Get more participation from partner agencies: Rideshare received much higher participation from partner agencies in 2009 than the previous year. Representatives from all three vanpool organizations consistently attended or phoned into planning meetings. There was also regular participation from SLO Transit, RTA, APCD and Cal Poly. To encourage more participation, Rideshare tried to leave mode specific outreach events up to the modal providers/organizations. As a result, Ride the Bus Free Week was a big success, but the other modal organizations were not as cohesive. There were communication issues with the Vanpool Contest and planning delays with the Bike Energizer Stations. In the future, staff should try and find the balance between empowering partner organizations to promote their own services meanwhile managing communication to the public and coordination of the events.
- Stress the baby steps – make alternative transportation less intimidating: To accomplish the goal, Rideshare required that participants only log one trip in the month of October to be eligible for the \$100 individual prize.
- Have fun!: Always important, staff tried to have fun with the campaign. Weekly polls were posted on the challenge site such as, “What face would you like on a \$100 bill”, “What should be the theme song of the Commute for Cash Challenge” and “What should Kelsie dress up as for the Friday Energize Station” on Halloween.

6B. Successes

Marketing Plan

- Using personal profiles and cash maybe a factor of the campaigns success and substantial media attention

- Buttons were a big hit, as staff continually needed to order more. Substantially more expensive than stickers, but with longer marketing potential
- Producing the TV commercial with Charter was easy and created a lot of exposure. It is recommended to do this again
- Continue to send weekly emails to participants

Employer visits

- Visits were well received and were a great opportunity to make personal connections. It is recommended to continue this form of outreach in 2010
- After the visit, staff sent a follow-up email. It is suggested to do this again

Kick-Off Event

- The Kick-Off attracted a lot of attention and should be conducted again
- There should be some sort of youth focused activity, like painting the bus next year
- The Bike Museum was a great idea, and given a better position, would be a great addition for next year
- Staff should secure the broad street location and have a painted bus, band and other modal representation again next year
- Continue to have some sort of incentive item to attend the event, much like the buttons for Ride the Bus Free Week

Prizes

- Using cash as the weekly prizes was both simplistic for staff (versus Visa Cash Cards) and more appreciated by participants. Cash also has a powerful image of freedom attached to it. Staff should strongly consider sticking with an overall “Cash” theme again next year
- The daily prizes were enjoyed by all participants and should be provided again
- Hand deliver (whether at the office or at the winners office) winnings to get their commuting stories
- \$100 prizes were easy to promote

6C. Lessons Learned

Planning Team Meetings

- Start earlier! Meetings for 2009 Rideshare Month did not start until the beginning of July. It is recommended that a meeting announcement be sent out at the end of May for the first meeting in mid June
- Try to get a couple of employer representatives on the team

Marketing Plan

- In the participant survey, radio was rated as the lowest method by which people learned of the campaign. Next year, staff should be encouraged not to do radio
- Staff should secure a space at the Chambers Good Morning SLO Soap Box early in the year
- Use Facebook and Twitter to better promote the campaign. Examples include posting, “The first 50 people to sign up for the challenge will win a _____” or post weekly trivia questions with prizes for the first winning answer
- The Rideshare Month webpage at rideshare.org quickly lost impressions, especially compared to Bike Month. To encourage more people to visit the site, there should be some sort of daily rotational content, such as photos or a video
- Send out the first press release in July to prepare the media for coverage in September and October

- Similar to Rideshare Week 2008, consider some sort of ETC contest to encourage participation and get rewarded. This type of challenge was not implemented in 2009, and may have resulted in less ETC involvement or excitement
- Paint and utilize bus shelters/busses earlier in the campaign

Employer Visits

- Staff tried to encourage partner support by inviting them to join staff on employer visits. However, with competing companies on the Planning Team, it is recommended that visits be done by Rideshare staff only, so as not to send a conflicted message to employers and partners
- If budget allows, staff should invest in an incentive item, such as a mug or tote bag to give employers on each visit

Kick-off Event

- Put the band further back to entice the public to walk thru the whole area
- Have laptops/forms available for people to sign-up
- Invite delegates and make it a media event

Transit Week

- Although the mini-totes were a great incentive for current riders, it is suggested that the way they were handed out be reevaluated to encourage new ridership
- There should be some sort of follow-up survey for those who take advantage of the free rides to determine if they are new or current riders
- If possible, do not require a “button” or icon to ride free, but allow all riders to ride free. Possibly introduce a “Try Transit Day” for all riders throughout the County

Vanpool Week

- Re think the contest- very little participation in 2009
- Smaller prizes such as team lunches work better than larger incentives (aka iPods)
- Rideshare left much of the planning of this contest to Enterprise, however staff has learned that it is necessary to take more control over the events

Bike and Walk Week

- If staff decides to plan Energizer Stations or Bike Breakfasts again, the dates and location should be decided in the early stages of planning so they can be promoted
- Staff continually tries to brainstorm ways to get bike shops involved. The Energizer Stations only cost \$25. It is recommended that Bike Shops be contacted to see if they would like to host the event for a mere \$25

Prizes

- If time allows, larger prizes should be hand delivered to the winner's office to create buzz and promote the event
- Team prizes should be at least the same amount as individual prizes
- There should be some sort of Grand Prize at the end to maintain excitement and keep people logging. If \$2,500 can be allocated for prizes in 2010, then \$100 can be given out every Friday and \$500 can be used as a Grand Prize

Website Recommendations

- Create a way for participants to select a saved trip as many are traveling the same distance/making the same trip everyday to and from work
- The link to send users a new password was never functional, however this would be very beneficial for users and Rideshare staff

- Allow users to track trips by clicking on the calendar day rather than having a separate trip tracking tab
- Make it easier for admin to find user data such as their miles traveled, mode of transportation, etc.
- Somehow link the online component with the ridematching system

7. Appendices

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