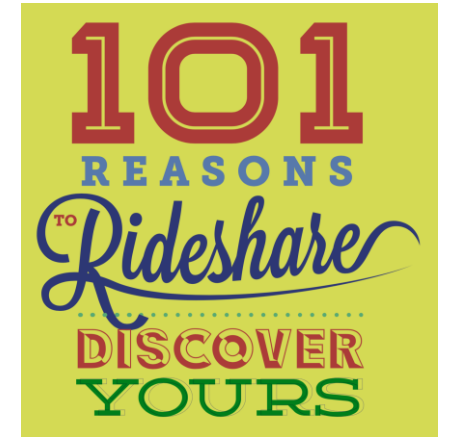




# Rideshare Week 2018

# Situation Analysis

- Pledging = main data source
- Highlight all forms of Ridesharing
- Have engaging and fun creative



2013 101 Reasons to Rideshare



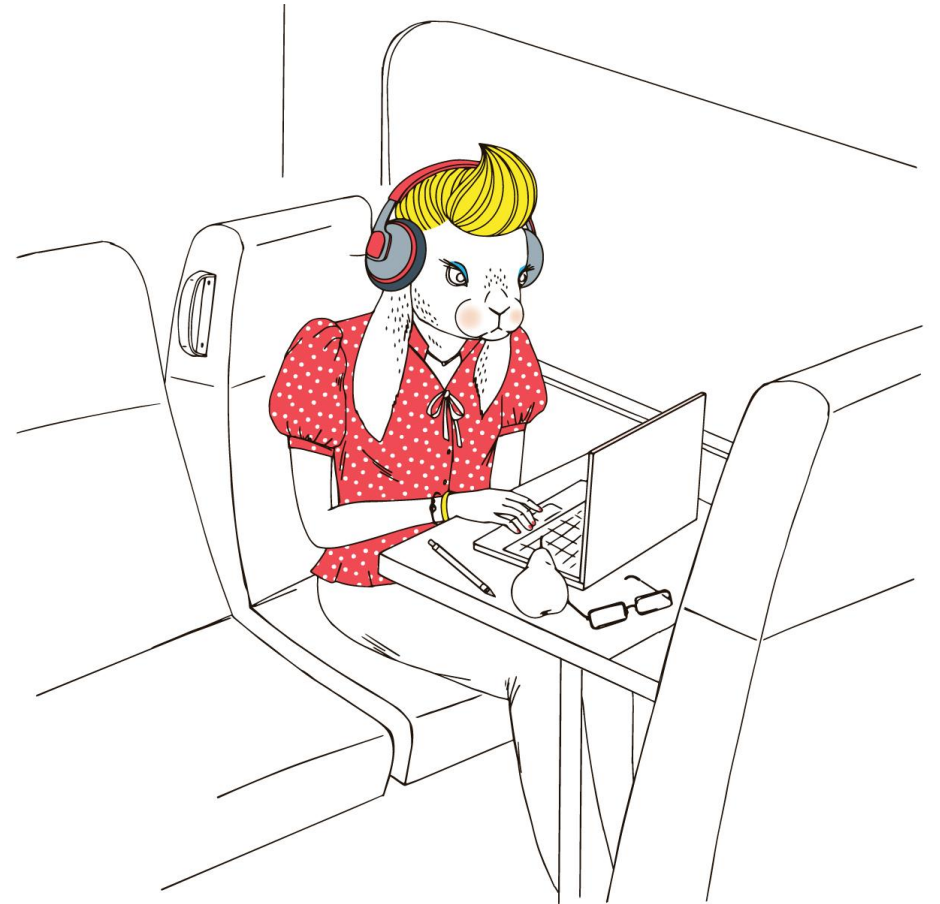
2014 Bring Out Your Inner Super Hero



2017 Go Green, Save Green

# Background

- Rideshare week is a nationally recognized event
- OCTA, Metro, SBCTA, VCTC & SANDAG chose the shared theme of “It’s Your Life, Enjoy the Ride.”
- Employee Transportation Coordinator (ETC) Training on August 28<sup>th</sup>



# Key Message Points

- Pledge to “Share the Ride” during Rideshare Week
- General Rideshare education
- General Vanpool education
- Encourage Ridematch.info participation



# RIDESHARE WEEK

**VANPOOL** Have a relaxing commute



**BUS** Make your commute more Bear-able

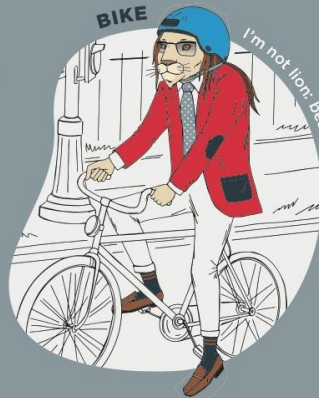


**METROLINK** Hop on the fast train



**BIKE**

I'm not Lion: best commute ever



**CARPOOL** Don't drive Owl by yourself



# RIDESHARE WEEK

OCT. 1ST-5TH

## BIKE

I'm not Lion: best commute ever



## PLEDGE TO SHARE THE RIDE AND WIN!

It's your life, enjoy the ride. Get rewarded for sharing the ride during Rideshare Week. Pledge online for a chance to win great prizes!

PLEDGE AND LEARN MORE [octa.net/rideshareweek](http://octa.net/rideshareweek)

OCT. 1ST-5TH



# RIDESHARE WEEK

OCT.  
1<sup>ST</sup>-5<sup>TH</sup>

OCTOBER 1 - 5  
**RIDESHARE WEEK**

Pledge to share the ride and be entered to win a Fitbit Charge 2 or Apple Watch

[PLEDGE NOW](#)



## WHAT IS RIDESHARING?

When you commute or travel by bus, train, carpool, vanpool, or bike, that's ridesharing. Leave your one-person, one-car travels behind and give it a try! It's a great way to save time, money, and the planet. OCTA can help you get started.

[LEARN MORE](#)



# Incentives

- Commuters
  - One pledge is one entry to win
    - Prize: One Apple Watch & One Fitbit Charge 2
- ETCs
  - Downloading content is one entry to win
    - Prize: One Fitbit Charge 2



# Goals

- Increase pledges by at least 10% over previous year
- Have ETC Participation
- Increase Ridematch.info participation by 10%

