

**RIDESHARE WEEK  
GO GREEN  
SAVE GREEN**

September 18 – October 31



# BACKGROUND

- **Rideshare Week**
  - October 2nd – 6<sup>th</sup>

The Rideshare Week promotion is meant to convince OC commuters to try an alternative mode of transportation for their commutes.

# COMPONENTS

- **Pledge** Ask commuters to pledge to try
- **Free Trials & Coupons** Free trial passes and coupons for pledges
- **Ridematch.info** Increase commuters utilizing tracking

# Goals

- **Increase promotion participation by 10%**
- **Increase Ridematch.info participation by 10%**
- **Increase Ridematch.info accounts by 10%**

# B2C PLEDGE

- **The Big Prize**

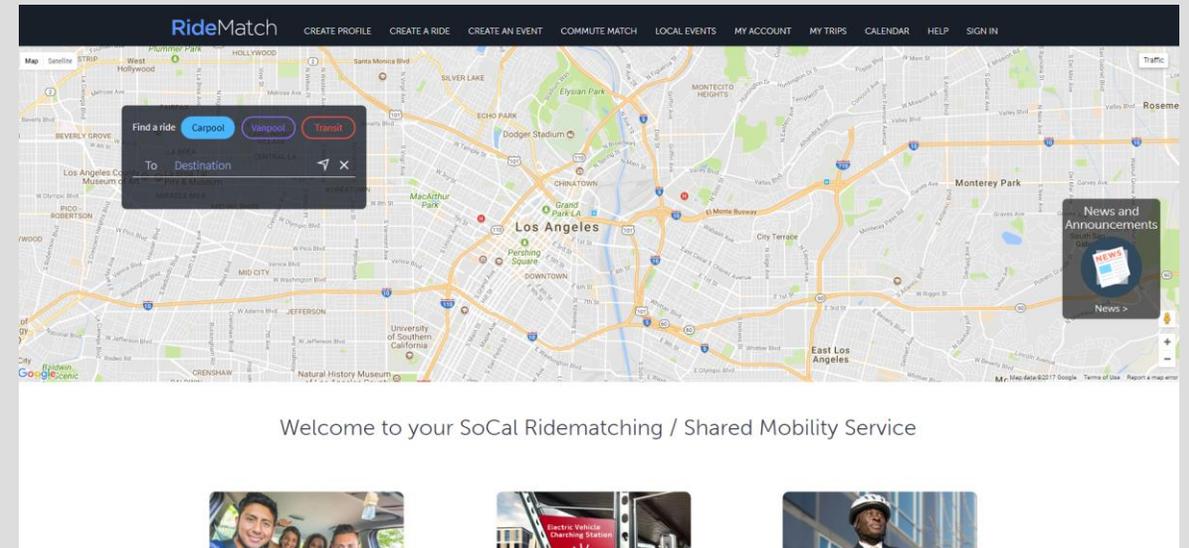
- Entrance in the grand prize to win an iPad!

- **Instant Win**

- Bus – 2 one-day passes
- Bike – Jax Coupon
- Metrolink – 1 free trial ticket
- Vanpool – Entrance into Vanpool Promo Basket Giveaway

# B2C RIDEMATCH.INFO

- **Extra Entries**
  - Each green trip logged on Ridematch.info earns an additional entry



# B2B

- **Ridematch.info Participation**
  - \$100 gift card OR
  - Payed Best Places for Commuters Designation

(prize depends on eligibility for Best Workplaces for Commuters)



# POSTER



**PLEDGE  
TO RIDE**

 Pledge now to get instant win prizes and enter to win an iPad!  
Want more chances to win? Register at [ridematch.info](http://ridematch.info) and track your trips on the calendar!

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**PLEDGE  
TO SHARE**



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# FLYER



**PLEDGE  
TO RIDE**

PLEDGE TO WIN AN IPAD!  
**GO GREEN. SAVE GREEN.**

**OCBUS** 



**PLEDGE  
TO SHARE**

PLEDGE TO WIN AN IPAD!  
**GO GREEN. SAVE GREEN.**

**OCVANPOOL** 

# FLYER



**PLEDGE  
TO RIDE**

PLEDGE TO WIN AN IPAD!  
**GO GREEN. SAVE GREEN.**

**OCBIKE** 



**PLEDGE  
TO RIDE**

PLEDGE TO WIN AN IPAD!  
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**METROLINK.** 

## SAVE THE PLANET & YOUR WALLET!



### TAKE THE PLEDGE

Pledge to take alternative transportation and enter to win an iPad plus other great instant win prizes like bus passes, bike coupons and more!

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### MORE CHANCES TO WIN

Want to earn more entries into the iPad drawing? Register on **Ridematch.info** and track your green trips on the calendar. Each green trip logged is an additional entry!

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Get more info and pledge now at **[OCTA.net/RideshareWeek!](http://OCTA.net/RideshareWeek)**

