



# RIDESHARE WEEK 2019

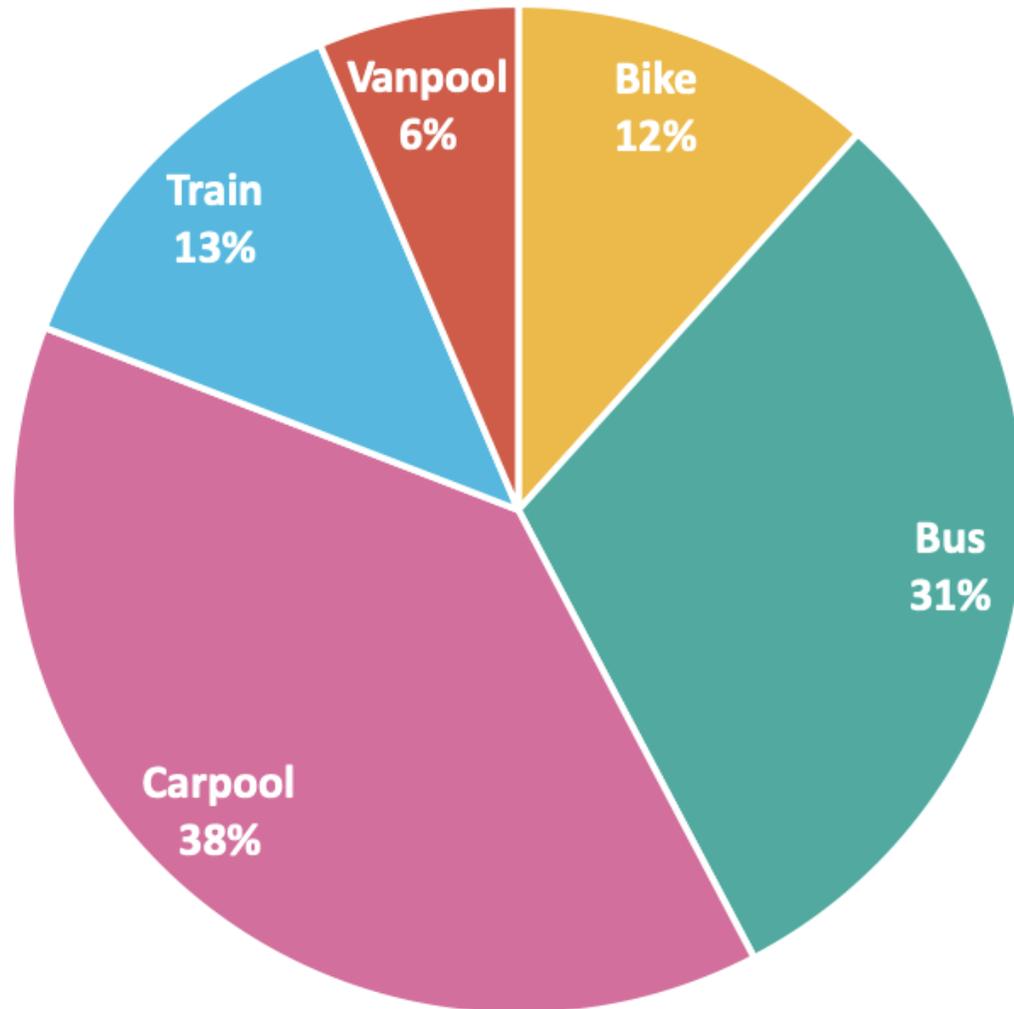
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# BACKGROUND

- Rideshare week is a nationally recognized event
- OCTA, Metro, SBCTA, VCTC & SANDAG chose the shared theme of “Reimagine Your Commute”
- Employee Transportation Coordinator (ETC) Training on September 11<sup>th</sup>

How do You Pledge to Share the Ride?

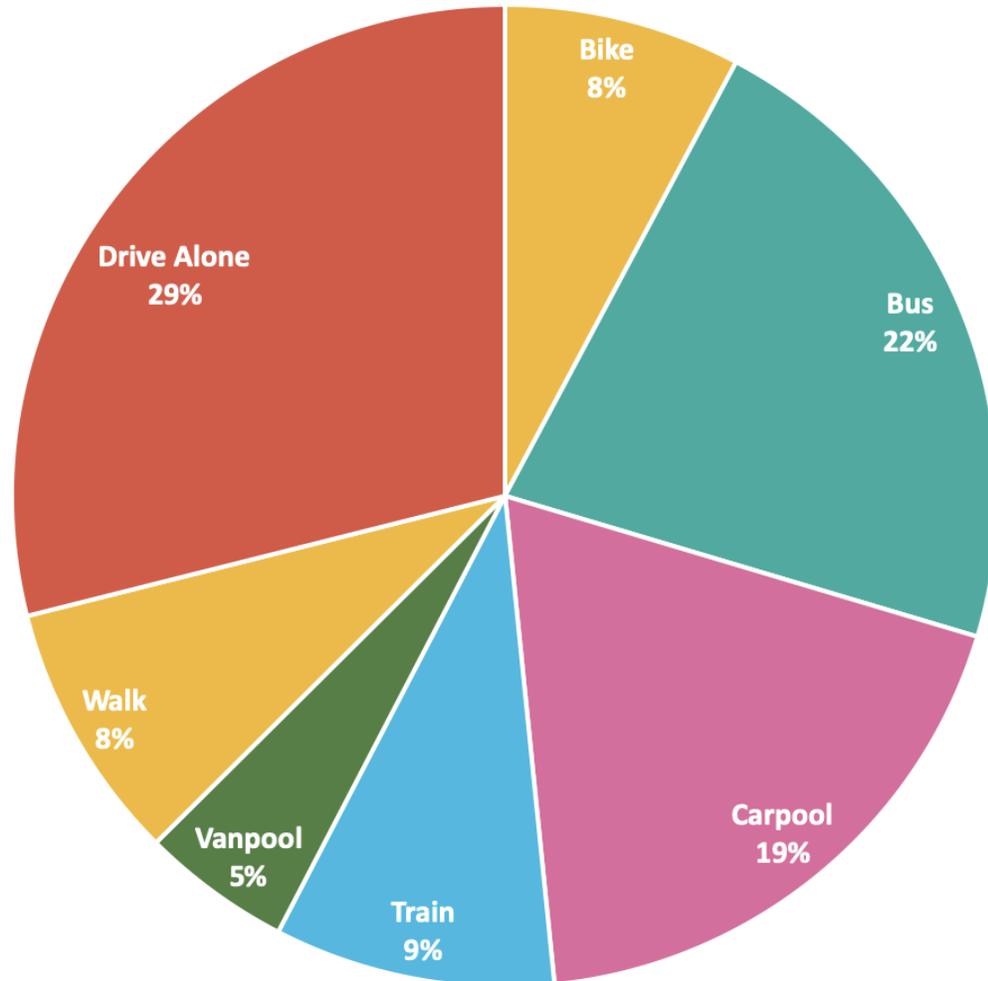


REVIEW OF 2018 DATA

TOTAL PLEDGES: 2,500

BIKE PLEDGES: 292

## How do You Normally Commute?

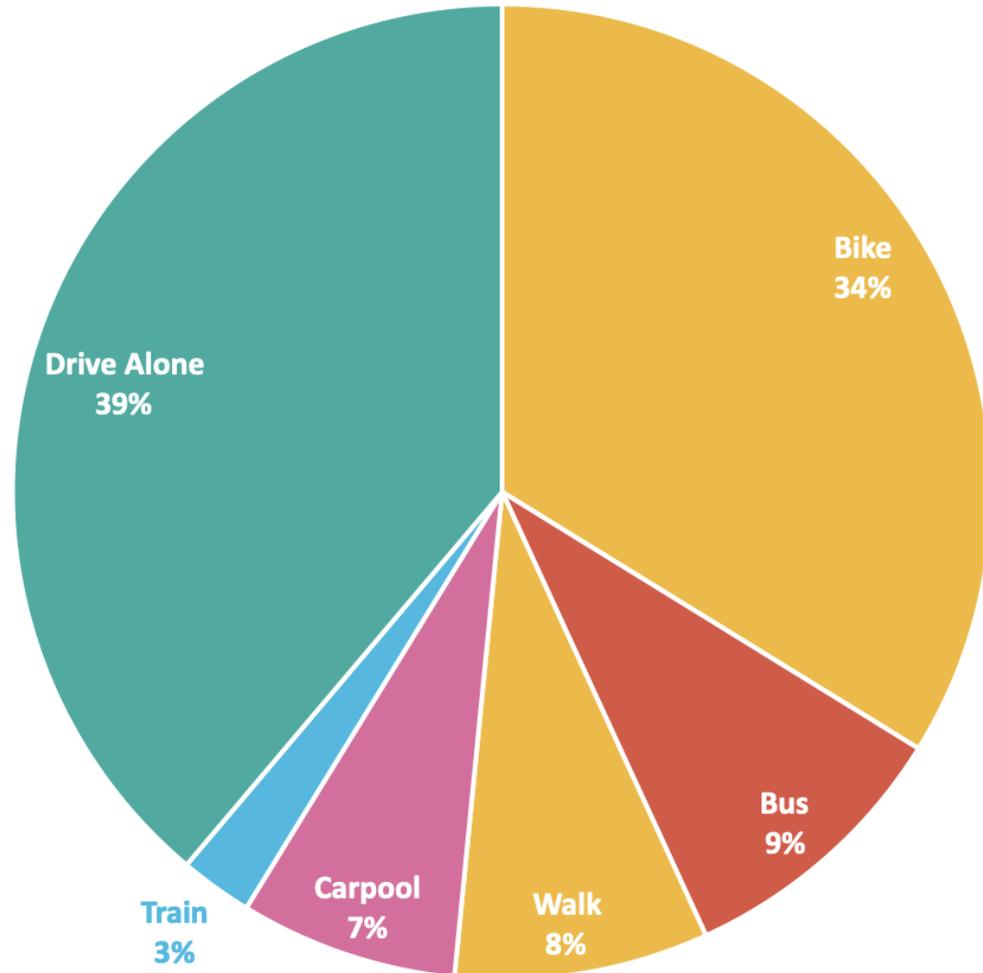


## REVIEW OF 2018 DATA

TOTAL PLEDGES: 2,500

BIKE/WALK COMMUTERS: 491

How do You Normally Commute?  
(Bike Pledges Specific)



REVIEW OF 2018 DATA

TOTAL PLEDGES: 2,500

BIKE PLEDGES: 292

NEW BIKE RIDERS: 151

# SITUATION ANALYSIS

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

# KEY MESSAGE POINTS

- Pledge to share the ride during Rideshare Week
- General Rideshare education
- General Vanpool education
- Encourage Ridematch.info participation

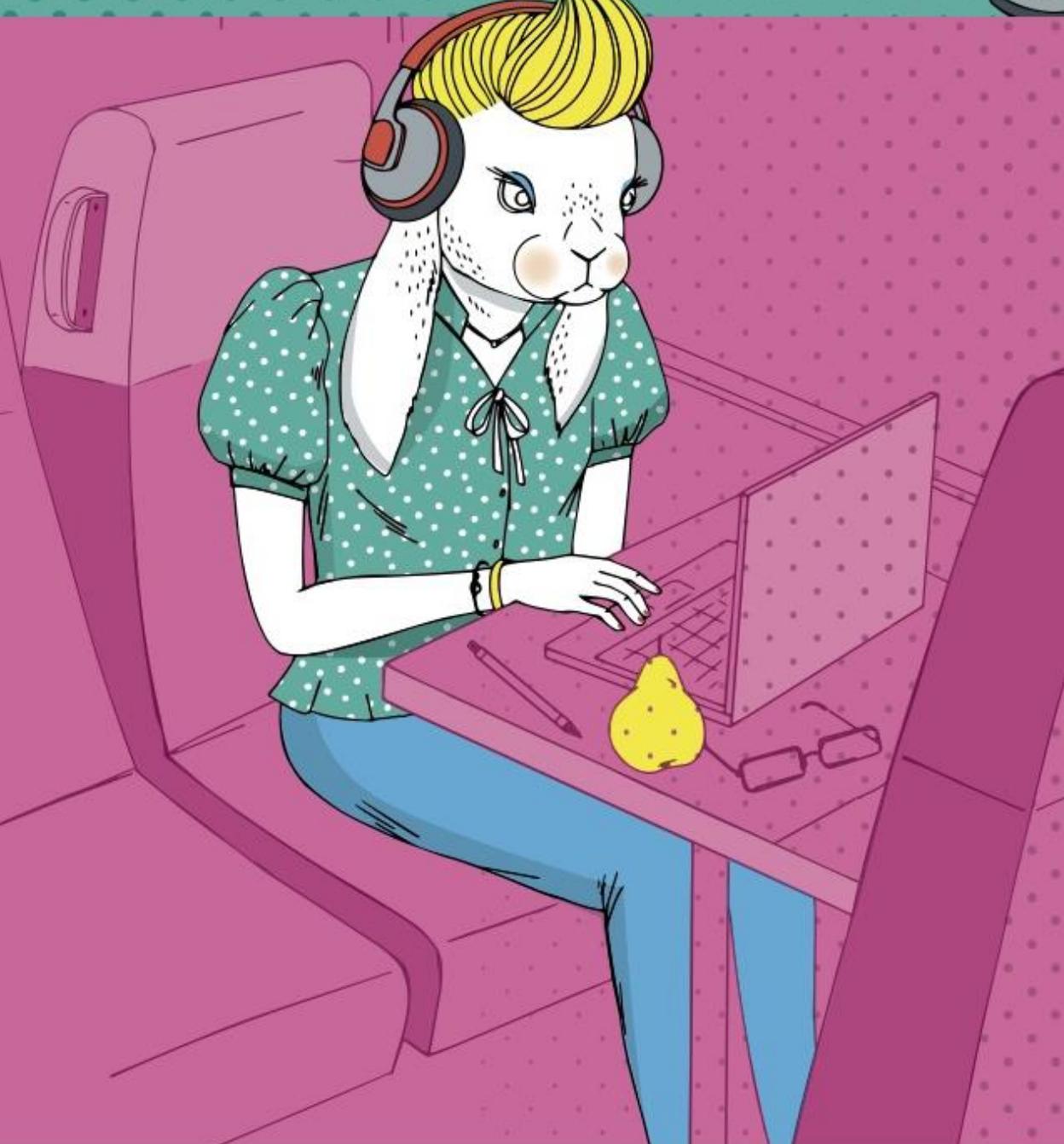
# INCENTIVES

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



*Traffic can be fowl -  
ride **OC Bus***





*Have a hoppy commute  
on Metrolink*



*Relax like a sloth  
on **OC Vanpool***





*Be a wise owl  
and carpool*

# GOALS



INCREASE PLEDGES BY AT  
LEAST 10% OVER PREVIOUS  
YEAR



HAVE ETC PARTICIPATION



INCREASE RIDEMATCH.INFO  
PARTICIPATION BY 10%