



Government Relations & Public Affairs Committee

August 21, 2017

Transportation Demand Management Fall Campaign – Ready Set Ride Commute Challenge

Issue: What are the campaign strategies for the Transportation Demand Management (TDM) Fall Campaign 2017?

Recommendation: None; this item is for information only.

Discussion: This year, SACOG and Transportation Management Organizations (TMOs) are launching a new TDM fall campaign called Ready Set Ride Commute Challenge. This employer-based challenge will encourage people to try any mode of transportation that reduces single occupancy vehicle trips and miles. This competition format is similar to what our region has experienced through May is Bike Month. In order to increase participation over previous years, SACOG staff is reaching out to young professional organizations, large employers and chambers of commerce who are not members of TMOs to encourage employers to challenge one another to earn bragging rights and recognition as being a best workplace for commuters in the region.

Staff requests that Board members encourage their staff and colleagues to participate and assist with promotion of the campaign. Following the committee meetings electronic promotional materials will be provided to every board member and alternate. Print materials will be available upon request.

This campaign will integrate both web-based and social media outreach. Strategies and goals for the campaign include:

- Increasing number of participants from 800 in pervious fall campaigns to 2,500;
- Launching a new website www.readysetridechallenge.com that is linked to Commuter Club database;
- Launching new Facebook and Twitter accounts; and
- Collecting data from participants about the impact of Ready Set Ride Commute Challenge on travel behavior change by doing post-campaign electronic survey work.

Approved by:

James Corless
Chief Executive Officer

JM:SB:ds

Key Staff: Kirk E. Trost, Chief Operating Officer/General Counsel, (916) 340-6210
Erik Johnson, Manager of Policy and Administration, (916) 340-6247
Sabrina Bradbury, Associate Analyst, (916) 340-6211