Give Your Car a Rest on Tuesdays

(For Employers)

Rideshare Campaign

Campaign Objective: To increase awareness of transportation options and to encourage rideshare use at least 1 day each week.

Starting after April 18, 2011, you can promote the “Tuesdays” campaign. The campaign is for 10 weeks. Creative flyers will be posted every Tuesday (or whatever day you wish to post for 10 weeks). Build participation by announcing the campaign 2-3 weeks before your start date.

Inform your community about the economic reasons why the use of transportation alternatives are important such as high gas prices. Encourage your community to use of alternatives such as carpooling, van pooling, transit, biking, and telecommuting, use of flex time through their employer, park and ride use, and other options. Encourage your target audience to register their commute on-line to win prizes!

By participating in the campaign, you also can be part of the solution by saving time, money and reduce traffic congestion. You will also help our environment by reducing carbon emissions.

Information and downloadable materials about the Give Your Car a Rest campaign can be found on-line at: www.dot.state.mn.us/transit/commuter

Also you can register your commute with the statewide Commuter Challenge “Try It” beginning in April at www.dot.state.mn.us/transit/commuter

We can help you get started in creating a great promotional campaign to get your community involved in making good transportation decisions. We can help you set up a “commuter fair” in your community and help promote the “Rest” campaign and the Commuter Challenge. Let us know how we can help.

Our website contains information about the Commuter Challenge, Greater Minnesota Bike/Walk Week, and other bike information. Also, “how to” guides with information from car pooling to how to stage a Commuter Challenge event in your community.

Contact: Jarvis.keys@state.mn.us for more information.