August 13 – September 2:
Use Fall Transportation Coordinator (TC) Kit

☐ Use the Rideshare Month poster and contests flyer to freshen bulletin boards and place in high-traffic areas.
☐ Plan to promote Rideshare Month and get employees and driving-age students involved. Visit here to learn more.
☐ Plan a kick-off event.
  • Invite supportive coworkers to help plan.
  • Gain management support.
  • Determine budget for internal events and/or contest prizes.
  • Select a location and time that allows most to attend.
  • Prepare promotional materials and email communications to encourage participation.
  • Contact your Commute Solutions coordinator for assistance.
☐ Register and attend the August 22 Rideshare Month webinar.
☐ Encourage commuters to visit ShareTheRide.com to take the Rideshare Month pledge between August 21 and September 30.

September 3 – 9:
Learn More About Rideshare Month

☐ Encourage employees and driving-age students to: register at ShareTheRide and participate in the Commuter Challenge and monthly contests; and create a Commuter Challenge team by the September 21 deadline.
☐ Look for details in the weekly Commute Solutions Update e-newsletter and visit here to learn more.
September 10 – 23:
Final Planning and Employee Reminders

☐ Include articles promoting Rideshare Month activities in company newsletters and other communications.

☐ Remind employees and driving-age students to create their Commuter Challenge team by September 21.

☐ Remind employees and driving-age students to join a Commuter Challenge team by September 28.

September 24 – 30:
Promote and Hold Kick-off Event

☐ Hold kick-off event to plan activities and incentives.

☐ Ask commuters to carpool, vanpool, ride the bus or light rail, telework, bike or walk during Rideshare Month.

☐ Ask employees and driving-age students to use the cost calculator at ShareTheRide.com to estimate savings when they use alternative transportation modes.

October 1 – 31:
Rideshare Month

☐ Remind commuters to carpool, vanpool, ride the bus or light rail, telework, bike or walk during Rideshare Month.

☐ Encourage employees and driving-age students to track their commutes each day and enter ShareTheRide contests.

☐ Remind commuters of the key benefits of using alternative modes of transportation: reduced traffic congestion and pollution; saving money and winning prizes.

☐ Visit the ShareTheRide.com Commuter Challenge page to monitor progress.

November 1 – 11:
Post Promotion Follow-up

☐ Thank commuters for their efforts and select internal contest winners.

☐ View and share results of the Rideshare Month pledge, monthly contests and Commuter Challenge found at ShareTheRide.com.