



MARKETING PLAN SAMPLE

Compelling employees to give up their solo commute doesn't stop with the completion of the SCAQMD Rule 2202 Employee Commute Reduction Program submittal. Employers who are serious about improving their AVR, develop an annual rideshare marketing plan. This gives them an opportunity to establish goals and objectives for the coming year and provides performance standards, which can be used to evaluate program successes and failures.

ONGOING MARKETING EFFORTS

- Meet with upper management regarding your commute management program. Maintain an ongoing relationship with upper management and report on program successes quarterly.
- Establish a monthly column in the company newsletter or distribute the monthly employee version of CommuteSmartNews via e-mail.
- Distribute flyers on a monthly basis and update bulletin boards
- Distribute a "vanpool seats available list" monthly, if appropriate.
- Attend new employee orientation meetings and develop information to be placed in new-hire packets.

MONTH 1

- Establish a Transportation Information Center (bulletin board) and update it monthly. Name your program.
- Establish a pre-commute survey marketing strategy geared at getting a high response rate. Issue a challenge to each department to get a 100% survey return rate. Write AQMD plan
- Incorporate a letter from the CEO and offer prizes for the department(s) that returns all survey forms.

MONTH 2

- Report on survey results
- Distribute RideGuides

MONTHS 3 & 4

- Use posters, newsletters and memos to market program.
- Make preparations for California Rideshare Week in October and bike to work in May

MONTH 5

- Advertise in company newsletter and by memos.

MONTH 6

- Organize and publicize the upcoming California Rideshare Week campaign. Contact local merchants and restaurants to donate prizes for that week.

MONTH 7

- Prepare a brief "State of Rideshare Report" for your boss, demonstrating the effectiveness of your program, plans for next year, and funding requirements.

MONTHS 8 & 9

- Host a Transportation Fair in conjunction with California Rideshare Week. Use Metro's materials to market

MONTH 10

- Remind employees about the Guaranteed Ride Home Program available for those employees who share the ride. Use department meetings, a brochure, newsletter, and support memo from CEO to convey the message.

MONTHS 11 & 12

- Review results of various marketing activities for the past year and identify those that have been successful and those that should be changed.
- Begin preparations for annual employee surveys.