



Promoting Carpooling

Whether a formal carpool network exists in your community or you are trying to raise awareness of carpooling as a transportation option, promoting carpooling is one way governments and other agencies can help improve local mobility.

Below are ideas and resources to promote the concept of carpooling and specific carpooling programs within your community. Most ideas are easy to implement and are inexpensive or free. Refer to the "Facilitating Carpooling" page for ways you can facilitate carpooling in your community. Whenever possible, provide a URL, email address, and/or local phone number where people can access additional information.

Marketing/Promotion Tools

- Hang fliers/posters around your community or specific work places to promote the concept of carpooling (four templates provided).
- Send news releases to local media (template provided).
- Submit letters to the editor or "op ed" articles to the local newspaper (template provided). *Each newspaper has its own submission and length requirements. Check with your newspaper before submitting.*
- Include an article in your own organization's newsletter or request that others (schools, churches, etc.) include it in theirs (template provided).
- Use social media, such as a blog, Twitter, or Facebook page, to promote and discuss carpooling. Post information to encourage carpooling, encourage carpoolers to post about their experiences, and/or use it as a forum for matching carpoolers. As an example, see <http://rideshare.appstate.edu/index.php?module=blog&id=1>.
- Purchase display advertisements in local newspapers (two templates provided). *Note: Each newspaper has its own submission requirements and sizes for advertisements. Check with your local newspaper. The templates can be re-sized to fit different requirements. Most newspapers will also design your ad for you for free – check with your local paper.*
- Sponsor a competition to recognize those who carpool or use other forms of alternative transportation (news release template and competition entry form template provided; online example can be found at www.drivelesslivemore.org). *Issues to consider include when to hold the competition (length of time/time of year), who will be eligible (carpoolers or all users of alternative transportation), partners, prizes (perhaps donated by partners), and how winners will be chosen (random drawing, most miles, most number of trips, etc.).*
- Visit www.rideshareonline.com for additional tools.

