**New Year’s Resolution – Save time, money & reduce stress by vanpooling**

**January Communication Toolkit**

**Pick and choose from the following to spread the word about the benefits of vanpooling during the New Year**

**Draft Email/Article to Adapt to your Needs:**

TO: **(Agency)** Employees

FR: **(CTR/ETC name/title)**

RE: More time, saving money and less stress: Make vanpooling a New Year’s Resolution!

Want more time, more money and less stress in 2019? Join or start a vanpool with Intercity Transit and have all three! Vanpool riders report less stressful commutes and significant savings in gas and vehicle wear and tear. Start a vanpool with two other people and Intercity Transit will provide the van, gas and vehicle maintenance. Your first month is free, then you pay a low monthly fee. Intercity Transit will help you find other riders and provide free emergency rides home when needed.

**Benefits of vanpooling include:**

* **Less stress**—75 percent of vanpool riders report having less stress than when driving alone.
* **More money**—Vanpoolers save about $400 a month on gas and vehicle upkeep on a 50 mile commute.
* **More time**—Vanpools can use HOV lanes where available to cut commute times. Plus, Intercity Transit vanpools remove over 1,200 vehicles a day from congested roads, which keeps traffic moving for everyone.

**Other great incentives for trying and joining a vanpool:**

* **Join a vanpool.** Get a $50 gift card.
* **Start a vanpool.** Receive a $100 gift card or your first month’s fare free.
* **Recruit other riders.** Earn a $50 gift card.
* (Agency Name) offers an **incentive of XXX** for employees who vanpool. (Fill in incentive and include this if your agency offers employee vanpool incentives.

Learn more by calling at 360-786-8800 or 866-330-7033, by emailing vans@intercitytransit.com or by visiting [intercitytransit.com/vanpool](http://www.intercitytransit.com/vanpool).

**DRAFT SOCIAL MEDIA POSTS:**

1. Resolve to stress less and save more this year by vanpooling. Start a vanpool with just two other people and let Intercity Transit provide the van, gas and vehicle maintenance. They’ll also help find other riders so you can save even more. Get details at [IntercityTransit.com/vanpool](http://www.intercitytransit.com/vanpool).
2. Interested in vanpooling but haven’t tried it yet? Start a vanpool this January with just two other people and Intercity Transit will give you $100. They’ll also help recruit new riders to increase your savings. Learn more at [IntercityTransit.com/vanpool](http://www.intercitytransit.com/vanpool).