**June is Ride Transit Month—Take the Pledge, Ride and Win!**

**May Communication Toolkit**

**Pick and choose from the following communication tools to spread the word about Ride Transit Month.**

**Draft Email:**

TO: **(Agency)** Employees

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

RE: Get geared up for the Bicycle Commuter Challenge

Do you ride transit to work? Want to ride the bus but not sure where to start? Tired of sitting in traffic and paying for gas and parking?

Whether you’re new to transit or are a regular rider, June is Ride Transit Month, a time to celebrate YOU, our community of riders who are helping Washington State lead the nation. Get on board and [take the pledge](http://www.ridetransitmonth.org/pledge.html) to show your support for transit—it’s quick, easy, and enters you to win great prizes. Just choose your favorite mode and enjoy the ride.

[**Take the Pledge**](http://www.ridetransitmonth.org/pledge.html) **& Win**

Take the pledge to show your support for public transportation by riding transit three times during June – it's quick, easy, and enters you to win great prizes! Whether you are already a regular rider, or just getting started, you deserve to get rewarded.

**Log Your Trips**

After you take the pledge, challenge yourself by logging your trips. Log your transit trips during June at [Rideshare Online](http://www.rideshareonline.com/) to be entered to win even more prizes.

Logging trips also helps track your impact on the environment by showing the pounds of CO2 you're saving with each trip.

**Set your sites on Gold and start riding!**

* Bronze Level – 8 Trips (Avg. 1 round trip a week)
* Silver Level – 16 Trips (Avg. 2 round trips a week)
* Gold Level – 24 Trips (Avg. 3 round trips a week)

**#RideTransit**

Use #RideTransit to access weekly prize drawings. Snap a picture of your favorite mode, share how transit helps you get around, or simply profess your love for public transportation!

**DRAFT ARTICLE (SEND TO YOUR INTERNAL NEWSLETTER COORDINATOR):**

June is Ride Transit Month in Washington State—a time to celebrate transit riders, showcase the benefits of riding transit, and encourage people who don’t normally ride to give it a try.

Transit agencies, Transportation Management Associations, transportation advocates, and employers across the state are partnering to celebrate transit riders with incentives to ride, prizes, and encouragement.

Riders can enter to win prizes all month long if they log their trips on [Rideshare Online](http://www.rideshareonline.com/), [take the pledge](http://www.ridetransitmonth.org/pledge.html), complete weekly actions, and/or use the #RideTransit hashtag to share their transit stories.

Whether you’re a regular rider or new to transit, thank you for helping Washington State lead the nation. Now it’s time to celebrate YOU, our community of transit riders! Just choose your favorite mode and enjoy the ride.

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**DRAFT FACEBOOK POSTS/TWEETS:**

1. [June is #RideTransit Month! Show your support for public transportation by taking the pledge. Sign up before June 1st for early bird prizes. RideTransitMonth.org](https://www.facebook.com/TranspoChoices/photos/a.10151369369327423.452395.47469157422/10154589453117423/?type=3)
2. #RideTransit month is here! Take the pledge to be entered to win prizes all month long: ridetransitmonth.org