**Winter driving tip – leave your car at home**

**November ETC Communication Toolkit**

**Pick and choose from the following communication tools to spread the word about the benefits of vanpooling during the fall and winter**

**Draft Email:**

TO: **(Agency)** Employees

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

RE: Get ready for fall and winter driving

By now, our beautiful Pacific Northwest summer is in the rear view. As we look ahead, we see the wet, stormy and short days of fall and winter. Fighting traffic is never fun, but doing it alone in sloppy conditions when visibility is poor is downright miserable.

There is another option; you can leave your car at home and vanpool instead! Think there isn’t a vanpool for you? Think again—Intercity Transit has vanpools from across the region destined for Olympia (36), Lacey (19) and Tumwater (30). Chances are there’s a vanpool heading in your direction. If not, why not start a new vanpool? It only takes three people and Intercity Transit will recruit other riders.

Imagine enjoying your commute rather than dreading it—regardless of the season. It can happen with a vanpool.

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

Intercity Transit has some great incentives for trying and joining a vanpool:

* **It’s No-Cost November**—Join a vanpool in November and Intercity Transit will cover your costs for two months!
* **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.
* **Try it!** Earn a coffee card.

There’s also a **$500 cash** drawing for all recruiters and new riders.

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 ARTICLE**

**Enjoy your winter commute in a vanpool**

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There is another option; you can leave your car at home and vanpool instead! Think there isn’t a vanpool for you? Think again—Intercity Transit has vanpools from across the region destined for Olympia (36), Lacey (19) and Tumwater (30). Chances are there’s a vanpool heading in your direction. If not, why not start a new vanpool? It only takes three people and Intercity Transit will help recruit other riders.

Imagine enjoying your commute rather than dreading it—regardless of the season. It can happen with a vanpool. 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 FACEBOOK POSTS:**

1. Gearing up for winter driving? Imagine enjoying your commute rather than dreading it—regardless of the season. It can happen with a vanpool. Join during No-Cost November and Intercity Transit will cover your commute costs for two months. Learn more at [IntercityTransit.com/vanpool](http://www.intercitytransit.com/vanpool).
2. Interested in vanpooling but haven’t tried it yet? Intercity Transit is so convinced you’ll love the time, money and stress savings of vanpooling, that they’ll let you try it for free. Sign up during November and December and enjoy two months of commuting to work at no cost to you. Learn more at [IntercityTransit.com/vanpool](http://www.intercitytransit.com/vanpool).

**Draft Tweets:**

1. Imagine enjoying your commute rather than dreading it—regardless of the season. It can happen with a vanpool. Details @ [intercitytransit.com/vanpool](http://www.intercitytransit.com/vanpool).
2. Join a vanpool during No-Cost November and Intercity Transit will cover your costs for two months! Details @ [intercitytransit.com/vanpool](http://www.intercitytransit.com/vanpool).