

Story Ideas...

Rising Price of Gas...Alternatives

- ⇒ Reviewing the available alternatives (transit, carpools, vanpools, biking and walking).
- ⇒ Calculating the cost of operating a car versus these other options.

CommuteInfo can provide cost comparisons.

Regional Construction/Finding New Ways to Work

- ⇒ As part of a construction update, provide information on alternative ways to getting to work.

CommuteInfo can identify options based on the location of the construction.

A Day in the Life

- ⇒ Follow a commuter through their daily routine...get a real life testimonial, ride along on transit, in a carpool or vanpool

CommuteInfo can identify commuters and arrange for ride along experiences.

Vanpooling...view from the backseat

- ⇒ Join a vanpool for their commute either to or from work
- ⇒ Interview people who ride the van
- ⇒ Get a behind the scenes view

CommuteInfo can identify vanpools, arrange for ride along experiences and for transportation back to the starting point.

May – CommuteInfo Commute Options Awareness Month

- ⇒ Highlight services available through program
- ⇒ Discuss options available to commuters
- ⇒ Inspire commuters to try an alternative mode one day during the month

CommuteInfo can provide background materials, sample resolutions for groups to utilize, ideas for commuters, etc.

August – Simplify Your Life Week

- ⇒ Discuss options available to commuters, which can make commuters' lives easier
- ⇒ Feature story of commuters who have chosen an alternative commute and have "found" more time for themselves/family

CommuteInfo can provide background materials, commuters available for interview, etc.
