

Press Release



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FOR IMMEDIATE RELEASE

September 28, 2017

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'Share Your Ride Week' Launches in Alameda County October 2-6!

Solo Drivers Encouraged to Carpool, Vanpool, or Take Transit to Ease Congestion

ALAMEDA COUNTY, Calif. – The Alameda County Transportation Commission (Alameda CTC) is launching Share Your Ride Week during the week of October 2-6. By promoting Share Your Ride Week, Alameda CTC and regional partners are encouraging drivers of single-occupant vehicles to rethink their commutes and to fill empty seats: “skip” traffic and “hop” on the bus, on BART, into a carpool, or onto a Rideshare app.

The objectives of this effort include raising public awareness about available alternative transportation choices, as well as motivating people throughout the County to leverage technologies that make sharing rides easier, such as carpool apps. By encouraging commuters to try alternative or multiple transportation modes, the Share Your Ride Week initiative aims to support users in the many choices available, thereby reducing solo commutes and reducing traffic congestion.

“Share Your Ride Week is an excellent opportunity to encourage the public to take different options such as carpooling and transit for daily commutes, using the many apps available online at Rideshare.511.org.” said Alameda CTC Chair Rebecca Kaplan, Oakland City Councilmember At-Large. “This education effort shows how people can use major infrastructure projects that improve transportation choices for families and workers throughout Alameda County, such as the BART Warm Springs Extension, the I-80 SMART Corridor project, and the I-580 and I-680 Express Lanes, which are free to carpoolers with a FasTrak Flex.” She continues, “Alameda CTC works year-round to ease congestion for the commuting public, and Share Your Ride Week serves as an extra push to promote transit and carpooling.”

Alameda CTC is deploying a strategic public awareness effort to encourage solo drivers in Alameda County to try a different commuting method, such as a carpool, a vanpool, or mass transit. The public awareness artwork is specially designed to illustrate how easy it is to “skip traffic.”

To complement the public awareness effort, Alameda CTC will deploy street teams during commute hours throughout the week to raise awareness of the benefits, available technologies, and ease of ridesharing and alternative modes of transportation. Outreach activities are scheduled to occur at Warm Springs BART to encourage people to carpool to BART on their next commute. As an appropriate incentive, a pre-loaded Clipper Card will be given to participants who download a ridesharing app or schedule a trip. Additionally, Alameda CTC will conduct school and employer outreach leading up to Share Your Ride Week

for potential material distribution targeted toward parents, administrators, teachers, students and employees. Alameda CTC's key partnership with the Contra Costa Transportation Authority (CCTA) and other transportation agencies in the Bay Area will ensure that the Share Your Ride Week extends throughout Alameda County and beyond.

For more information about Share Your Ride Week, visit Alameda CTC's website and <http://Rideshare.511.org/>

Commuters can earn rewards for sharing their ride with the [511 Contra Costa Text-Your-Commute Challenge!](#)

A promotional banner for "Share Your Ride Week" featuring a blue background with white and black text. The text reads "SHARE YOUR RIDE WEEK IS COMING! OCT 2nd-6th Rideshare.511.org". To the right is a circular inset image of a woman with long brown hair wearing a headset, looking out a window. At the bottom left of the banner are logos for Alameda County Transportation Commission and Contra Costa Transportation Authority.

**SHARE YOUR RIDE WEEK
IS COMING! OCT 2nd-6th
Rideshare.511.org**

About the Alameda County Transportation Commission

Alameda CTC plans, funds and delivers transportation programs and projects that expand access and improve mobility to foster a vibrant and livable Alameda County. Alameda CTC coordinates countywide transportation planning and delivers the expenditure plan for the Measure B sales tax approved by 81.5 percent of county voters in 2000 and the expenditure plan for Measure BB, approved by more than 70 percent of voters in November 2014. Visit www.alamedactc.org to learn more, and follow Alameda CTC on [Facebook](#) and [Twitter](#).

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