

# Switch My Trip Campaign

April 1 – June 30, 2014



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# What is it?

- An annual “Try It” campaign.
- Increase public awareness of sustainable transportation options.
- Change behaviors by getting a pledge .
- Creates an opportunity for ongoing engagement with participants.



# How does it work?

- Make a pledge .



- Tell us about the trip that you will switch.



- Share your story.



# Program Promotion

- Traditional and non-traditional ads
- Text the word PLEDGE from a mobile device
- Metro Transit and TMO staff doing outreach
- Post campaign survey





**Thank You!**

**Questions?**