

WORKING WITH WAY TO GO

Applicants with a marketing component to their project are mandated to establish and maintain a link to the Way to Go program. Please contact Steve Erickson, serickson@drcog.org, and Celeste Stragand, cstragand@drcog.org, to discuss ideas for working with Way to Go. This must be done prior to submitting your application. More information about ways to co-promote and cross-brand are included below.

Co-promotion and cross-branding for TDM Set-Aside

The Way to Go program is a partnership between the Denver Regional Council of Governments (DRCOG) and seven Transportation Management Associations (TMA) in the region. Its purpose is to further cooperation and collaboration in carrying out a comprehensive and coordinated program to mitigate traffic congestion and poor air quality through reducing travel demand via a regional TDM program. Furthermore, the program was established to make the best use of federal CMAQ funds allocated throughout the region.

TDM Set-Aside applicants must demonstrate a direct link to Way to Go. To accomplish this, we have outlined the following guidelines.

First, as a requirement all grant recipients will display the Way to Go logo in a prominent and intuitive location on their organization or project website, with a hyperlink to the Way to Go regional website (waytogo.org). Details will be agreed upon between DRCOG and the recipient once a project is selected.

Second, each grant recipient will be invited to meet with DRCOG's Way to Go team to explore and plan for additional co-promotions. DRCOG recognizes that organizations vary greatly in terms of size and resources, structure, and overall marketing approach. The purpose of a planning meeting with the Way to Go team will be to identify at least 3 additional avenues that will help establish the link to Way to Go and enhance the region-wide advertising and promotional efforts. The goal of this meeting will be to outline a plan for cross-promotion and develop a roadmap for implementation.

DRCOG welcomes any ideas that a grant recipient may propose. As a starting point, the following list of options may be considered:

- Co-branding collateral materials, such as brochures, pamphlets, business cards and flyers. DRCOG's Way to Go team will meet with you to discuss options for presenting the two logos together. An example might include "XYZ Company, working with Way to Go" or similar.
- Active participation in Way to Go events. These could be region-wide events such as Bike to Work Day or local events where a partnership with the grant recipient may contribute to success. Promotional options may be defined broadly to suit the partner. Examples include hosting a breakfast station for Bike to Work Day, or helping staff a display at a community fair – advertising (such as email blasts), in-kind sponsorships, or social media promotion.

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- Social Media – many opportunities exist to use social media for cross-promotions, and DRCOG is active on Facebook, LinkedIn and Twitter. Grant recipients are encouraged to follow and connect with Way to Go and DRCOG.
- Email and other digital marketing – Co-brand recipient-generated emails. This may also take the form of cooperating on a single email campaign with combined distribution lists – Way to Go and grant recipient.
- Press or Media releases – with prior DRCOG approval, grant recipients are encouraged to include language that establishes the direct link between their program or the specific project, and the Way to Go regional program.
- Joint seminars, webinars, and employer presentations – DRCOG encourages all TDM partners to look for opportunities to educate and inform the public and to offer solutions. Way to Go management and outreach staff will work with you to deliver these co-branded events.
- And finally DRCOG is open to discussing any innovative and unique ideas your organization may have, where co-branding and cross-promotion might benefit our efforts!

