

Co-promotion and Cross-branding for TDM Pool

The Way to Go program is a partnership between the Denver Regional Council of Governments and seven Transportation Management Associations 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.

In November of 2012, the new brand was launched with an awareness campaign and the program continues to build brand equity with ongoing advertising and promotions across all media. In order for the Way to Go brand to most effectively establish its position as a regional TDM resource, we are prescribing that CMAQ pool grant applicants demonstrate a direct link to Way to Go. In order to accomplish this we have outlined the following guidelines.

Firstly, as a requirement all CMAQ pool grant recipients will display the logo in a prominent and intuitive location on their website, with a hyperlink to the Way to Go regional website. This may mean display on the organization's homepage, ideally above the fold, but the details can be worked out between DRCOG and the recipient at the conclusion of the process.

As a second step, each grant recipient will be invited to meet with DRCOG's Way to Go team to explore and plan for additional co-promotions opportunities. We recognize 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 would be to outline that plan for cross-promotion and develop a roadmap for implementation.

We welcome any ideas that a grant recipient may propose to help build the regional brand. As a starting point the following list of options may be considered:

- Co-branding collateral materials, such as brochures, pamphlets, business cards and flyers. We can discuss options for presenting the two logos together, if that is deemed most effective. An example might include "XYZ Company, a Way to Go partner" or similar.
- Incorporating the My Way to Go platform into the project's design. The My Way to Go platform is an innovative trip planning and tracking tool being used to facilitate and encourage non-SOV travel, as well as to track results.
- 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 grant recipient may help contribute to its success. Promotional options may be defined broadly – again what works for one partner may be impractical for the next, but may include direct participation – e.g. 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, social media promotion, or inclusion on the organization's website.
- Social Media – many opportunities exist to use social media for cross-promotions, and DRCOG is active on both Facebook and Twitter, particularly. Grant recipients are encouraged to follow

and connect with Way to Go and DRCOG, and we'll certainly reciprocate, to better leverage that broader reach to deliver promotional and informational messaging.

- Email and other digital marketing – Co-brand recipient-generated emails in a manner similar to website and collateral suggestions. 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 be happy to work with you to deliver these co-branded events.
- And finally . . . we're really open to discussing any innovative and unique ideas your organization may have, where co-branding and cross-promotion might benefit our efforts!