

MyRide Campaign



Once upon a time, on a college campus not too far away, students, staff and faculty were talking about a topic near and dear to us all – their ride. This is the story of each collective UCLA Bruin, as they traverse the rugged terrain of Los Angeles and beyond, making their way to and from campus each day to learn, teach, support, or even just enjoy this place we call home for more hours than we ever imagined each day. The MyRide story should bring to your face a knowing smile, for it is our story about our commute. The MyRide story will provide some insight on what our customers' value, and will hopefully inspire you as well. So, here it is, MyRide!



"Bikes race past on my left. Skateboards speed on my right. As for me, I keep an even pace on my two-leg power, carbohydrate engine known as my legs."

Steven Tan reduces CO₂ emissions by walking to campus.

Check out the MyRide Site to see Steven's and other stories of Students, Faculty, and Staff who make a difference by choosing Alternative Transportation.



"I now have 3 going on 4 persons in my carpool. I'm loving it!"

Lynn Thihopu reduces CO₂ emissions by carpooling to campus.

Check out the MyRide Site to see Lynn's and other stories of Students, Faculty, and Staff who make a difference by choosing Alternative Transportation.



"That 30-some minutes that I spend running is the best part of my day. Also, I figure that it takes about the same amount of time to run home as to ride the bus. So why not feel good and get some exercise?"

Chun Ly reduces CO₂ emissions by running to campus.

Check out the MyRide Site to see Chun's and other stories of Students, Faculty, and Staff who make a difference by choosing Alternative Transportation.



"Now I regularly walk home once a week. Who needs a gym? I found the perfect exercise routine for me."

Stacey Beggs reduces CO₂ emissions by walking from campus.

Check out the MyRide Site to see Stacey's and other stories of Students, Faculty, and Staff who make a difference by choosing Alternative Transportation.



"So for us, our van is much more than a vehicle by which we get to work or save money or help ease traffic and air pollution. For us, it's a rolling therapy couch. Long live the UCLA Vanpool program!"

Kip Baker reduces CO₂ emissions by vanpooling to campus.

Check out the MyRide Site to see Kip's and other stories of Students, Faculty, and Staff who make a difference by choosing Alternative Transportation.



"At the end of the tunnel was Union Station and it looks exactly as it does in the movie! It was my first time there and it just felt as if I walked onto a movie set."

Donna Chow reduces CO₂ emissions by riding a Metro bus to campus.

Check out the MyRide Site to see Donna's and other stories of Students, Faculty, and Staff who make a difference by choosing Alternative Transportation.



"Bike riding is really good exercise and a fast inexpensive way to move about campus, just remember to watch out for cars and pedestrians."

Chuck Orylaga reduces CO₂ emissions by riding his bike to campus.

Check out the MyRide Site to see Chuck's and other stories of Students, Faculty, and Staff who make a difference by choosing Alternative Transportation.



"Walk to Fleet & Transit Services/ETS for prearranged unmarked Daily Rental Program/DRP compact hybrid; dispatch code: 'Have a safe trip'"

Daniel Chung reduces CO₂ emissions by using DRP's hybrid car for trips.

Check out the MyRide Site to see Daniel's and other stories of Students, Faculty, and Staff who make a difference by choosing Alternative Transportation.



"Riding the bus saved me a lot of money, gave me the opportunity to knit, meet the awesome knitting lady and gave me the idea to create my own club!"

Gina Kim reduces CO₂ emissions by riding a bus to campus.

Check out the MyRide Site to see Gina's and other stories of Students, Faculty, and Staff who make a difference by choosing Alternative Transportation.

MyRide winners' trading cards made out of recycled paper that reflects the mode of transportation that each contestant won and has their image.

UCLA Transportation

www.transportation.ucla.edu

www.transportation.ucla.edu

www.transportation.ucla.edu

The MyRide Story

What started out as a brainstorm on a new way to promote ridesharing to UCLA students, staff and faculty developed into a sustainable transportation strategy. Our idea? Make a campaign where the students, staff and faculty, share their stories about ridesharing, so that their friends & colleagues would be introduced to a new form of transportation and maybe see how it would work for them too. How did we get them to submit a story? That was easy - we held a contest. How did we make it sustainable? The contest stories and images of the winners are being used to promote the different modes of alternative transportation. Now, the MyRide contest participants have become advocates for their rideshare mode, sharing their stories and encouraging others to participate!

So how did we come up with the name? The truth is some of us have a guilty pleasure of watching "Pimp My Ride" on MTV, and, well, that is what gave us this idea. Instead of "pimping my ride," so to speak we gave our customers a alternative options to get to and from UCLA.

Our plan: We had to get the word out and find some cool giveaways that tied in with our alternative transportation, good for the earth, **Go Green** theme. We found some pencils called "Smencils," Gourmet Scented and made from 100% recycled newspapers, with a theme of "Saving trees...one pencil at a time." We branded the smencils with MyRide and had our cool giveaway! Another item to add to our list was a MyRide to-go bag. Now back to getting the word out...emails, website, The Daily Bruin, UCLA Today, Transportation Fair, kiosks around campus, shuttle bus advertising, flyers and best of all, word of mouth!

But to really get the word out we needed to hit the streets! And what better opportunity than to have a booth at the annual Transportation Fair right in the middle of campus? The Transportation Fair is all about alternative transportation and yet another way to make MyRide sustainable beyond the contest. We also handed out flyers on campus and even made phone calls.

The stories rolled in and we were amazed at the cleverness and creativity. In the end, there were over 120 stories. Not bad for our first contest!

Once the votes were in we wanted to make sure that everyone got recognized, so we had winners and runner ups for each mode and even a grand prize winner. We got pictures and started working on Phase Two of the MyRide plan.

As a part of promoting and making these winners part of the face of Transportation, we are giving each of

the winners trading cards made out of recycled paper that reflects their mode of transportation. These cards are a novelty item so when we start requesting more stories there are more incentives for becoming an alternative transportation user (and themselves!) Also, winners distribute cards to promote their alternative transportation mode.



Handing out flyers to students around campus.

Promotional Items



"Smencils," Bag, and Commuter Toolkit.



Advertising

Advertising: Daily Bruin, Online, UCLA Today, Flyer, and Easel sign.

Advertising, Kiosk Ad, Daily Bruin Ad, Online Vote site and E-mail sent out to our staff and customers.

MyRide Winners ads, that ran in The Daily Bruin, UCLA Today, and Online, picture and stories.

Outreach

Transportation Fair



Here we are dressed in Western theme and handing out flyers, bags and Smencils. The smencils were a big hit. We had repeat customers - who were trying to collect every flavor!

Happily ever after

Amazingly, our contest winners have become our greatest advocates. They provide us with feedback on our programs and volunteer to help us plan transportation events. In the works is a website where UCLA students, staff and faculty can submit T-shirt designs (of alternative transportation modes) that are then voted on. Limited runs of the winning shirts will be sold at cost for people to wear around campus and given as prizes. And when the t-shirts run out, a new round of votes will be held for the next winner's shirt, so that this too stays sustainable. We hope that these efforts will expand our outreach and program visibility and advocacy to even more of the campus population.

MyRide
Continues

Bike to campus week



Posters of the MyRide bike winners hung in front lobby during UCLA bike to campus week.

iWalk event



We are using the MyRide images and stories for promotion of our alternative transportation programs. Recently we ran ads of the MyRide walking winners during UCLA walk week.

