

## Section 3 Marketing Strategies – Document Table of Contents

1. **Metro Bike Map Sample**
2. **Bike to Work Samples and 10 Easy Steps to Bike to Work** – Metro sponsors an annual bike event in May.
3. **Brochure Template** – Use this template to design a brochure for a rideshare program.
4. **CommuteSmart.info Popular Pages** – Samples of some of the most popular pages for ETCs.
5. **Diamond Awards Sample** – Metro’s annual recognition banquet for employer’s rideshare programs.
6. **Earth Day Info** – Website links to popular Earth Day support.
7. **Event Planning Check-off List** – List of things to do for an event.
8. **How to Plan an Event** – See how one employer holds a rideshare event.
9. **Marketing Plan Sample** – This plan is organized by months.
10. **Metro Materials Samples to Order** – Available by request.
11. **Metro – Share the Ride. Go Metro To Work Free** – New employees receive free Metro weekly pass.
12. **Metro Rideshare Poster Samples** – Four 11” by 17” rideshare posters available by request.
13. **Month-to-Month Marketing Flyers (18)** – These flyers are designed in PowerPoint and can be customized to your needs.
14. **Rideshare Week Samples** – 2009 samples of Rideshare Week materials.