

## Story Ideas...

### **Rising Price of Gas...Alternatives**

- ⇒ Reviewing the available alternatives (transit, carpools, vanpools, biking and walking).
- ⇒ Calculating the cost of operating a car versus these other options.

*CommuteInfo can provide cost comparisons.*

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### **Regional Construction/Finding New Ways to Work**

- ⇒ As part of a construction update, provide information on alternative ways to getting to work.

*CommuteInfo can identify options based on the location of the construction.*

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### **A Day in the Life**

- ⇒ Follow a commuter through their daily routine...get a real life testimonial, ride along on transit, in a carpool or vanpool

*CommuteInfo can identify commuters and arrange for ride along experiences.*

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### **Vanpooling...view from the backseat**

- ⇒ Join a vanpool for their commute either to or from work
- ⇒ Interview people who ride the van
- ⇒ Get a behind the scenes view

*CommuteInfo can identify vanpools, arrange for ride along experiences and for transportation back to the starting point.*

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### **May – CommuteInfo Commute Options Awareness Month**

- ⇒ Highlight services available through program
- ⇒ Discuss options available to commuters
- ⇒ Inspire commuters to try an alternative mode one day during the month

*CommuteInfo can provide background materials, sample resolutions for groups to utilize, ideas for commuters, etc.*

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### **August – Simplify Your Life Week**

- ⇒ Discuss options available to commuters, which can make commuters' lives easier
- ⇒ Feature story of commuters who have chosen an alternative commute and have "found" more time for themselves/family

*CommuteInfo can provide background materials, commuters available for interview, etc.*

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