A logo with text on it

Description automatically generatedTransportation Authority of Marin   
Marin Commutes Rewards

2025 Spring Commute Challenge – Outreach Toolkit

April 22, 2025

*From April 28 to May 31, 2025, Marin Commutes is hosting the Spring Commute Challenge through Marin Commutes Rewards. This initiative aims to promote Bike Month and Bike to Work Day as well as the benefits of choosing eco-friendly transportation options. In addition to the regular perks, participants will have the opportunity to earn additional rewards as they contribute to a greener, more sustainable community.*

*The following document contains ready-to-share content to help you promote the Spring Commute Challenge through your organization’s social media and email newsletters. By helping to spread the word, we can encourage more residents to embrace sustainable commuting options and contribute to a healthier environment. Graphics can be downloaded from the toolkit link at the bottom of this page:* <https://marincommutes.org/rewards/spring-commute-challenge/>

*Spanish versions of the promotional copy and graphics can be found in this same toolkit available on* <https://marincommutes.org/rewards/spring-commute-challenge/>

*For any questions or additional support, please contact us at marincommutes@tam.ca.gov.*

**NOTE: THIS CONTENT SHOULD ONLY BE DISTRIBUTED NOW THROUGH MAY 31, 2025.**

# Newsletter Content

*The following content may be shared with your organization's mailing list or email newsletter as a standalone email or short blurb for inclusion in a regularly scheduled newsletter.*

## Standalone Email – May be Shared Anytime Through May 30, 2025

**Subject:** Get Ready for the 2025 Marin Commutes Spring Challenge!

The Marin Commutes Spring Commute Challenge is back for 2025! From now until May 31st, log your sustainable trips to earn rewards and help build a cleaner, healthier, less congested Marin County!

**Why Participate?**

* Feel the Season: Embrace the season of renewal and make the most of the extra daylight with an active commute to boost your health and reduce stress!
* Rediscover Marin: Marin County is a beautiful place to bike ride and walk, and sustainable trips help keep it that way!
* Inspire Others: Whether you're hopping on a bike, trying bikeshare or starting a carpool or vanpool, your commute choices can motivate friends, coworkers, and neighbors to rethink how they get around.
* Exciting New Rewards: Enter weekly drawings for a $50 gift card, log trips during special challenge periods to get 2x or even 3x multipliers towards year-round rewards and compete for a $300 Grand Prize gift card!
* Share Your Story: Tell us about your commute on social media with the hashtag #MarinCommutes – the first 10 posters will receive a $25 gift card

## Ready to spring into motion? Learn more and start logging trips at <https://marincommutes.org/rewards/spring-commute-challenge/>

## Short Blurb - For Inclusion in Regularly Scheduled Newsletter through May 30, 2025

**Revitalize your Routine: Join the Spring Commute Challenge!**

Don’t miss the Spring Commute Challenge running from April 28th through May 31st. Commuters traveling to and from Marin County will have the opportunity to:

* Revitalize the daily commute experience by trying active or shared options
* Get rewarded for logging a first-time bike/bikeshare trip, riding in May, and on Bike to Work Day
* Qualify for meaningful bonus incentives beyond the standard year-round offerings

With longer daylight hours, spring provides an ideal opportunity to incorporate active or shared transportation options into your commute routines.

[**REGISTER OR LOG IN TODAY**](https://marincommutes.com/rewards) to start earning rewards while fueling a positive change for the environment!

# Social Media Content

*The following social media posts may be shared as-is or adapted to suit your organization's tone and voice. You can also retweet or share posts directly from****@MarinCommutes****throughout the challenge period.*

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| **Date(s)** | **Copy** | **Graphic** |
| April 28th or after | The 2025 Spring Commute Challenge starts NOW! Log your trips through May 31 to win prizes and reduce your carbon footprint. Let’s get moving, Marin!  Sign up now: <https://marincommutes.org/rewards/spring-commute-challenge/>   #MarinCommutes |  |
| May 14 | Tomorrow is Bike to Work Day!  All bike, bikeshare, and walk trips logged on will count **3x** toward prizes!  Don’t have a bike? You can join the movement by taking a Redwood Bikeshare ride!   #BikeToWorkDay #MarinCommutes |  |
| May 22 | It’s the home stretch – keep rolling! Log your trips now through May 31 to be entered to win a $300 grand prize.  Need some help closing the distance? From now until May 31st, Carpool, vanpool and bike trips count 2x towards rewards!    #MarinCommutes | A poster for a race  Description automatically generated |