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Description automatically generatedTransportation Authority of Marin   
Marin Commutes Rewards

2025 HOV Commute Challenge – Outreach Toolkit

DRAFT August 20, 2025

*From Sept.1 to Oct. 31, 2025, Marin Commutes is hosting the HOV Diamond Dozen Commute Challenge through Marin Commutes Rewards. This initiative aims to promote the new Marin-Sonoma Narrows HOV lanes targeted to open in September, as well as Transit Month and Rideshare Month. In addition to the regular perks, participants will have the opportunity to earn additional rewards as they contribute to a greener, more sustainable community by logging shared rides.*

*The following document contains ready-to-share content to help you promote the 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.*

*Spanish versions of the promotional copy and graphics can be found in this same toolkit available on* [https://marincommutes.org/rewards/hov-diamond-dozen-challenge/](https://marincommutes.org/rewards/hov-diamond-dozen-challenge/%20)

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

**NOTE: THIS CONTENT SHOULD ONLY BE DISTRIBUTED SEPT 1 - OCT 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 September thru October 2025

**Image:** See banner graphic in toolkit

**Subject:** The HOV Diamond Dozen Challenge Starts Now!

From September 1 through October 31, you can help celebrate the new HOV lanes targeted to open in September between Marin and Sonoma with two full months of exciting challenges and rewards!

Since September is **Transit Month**, your mission is simple: log 12 transit trips this month and you’ll be automatically entered into a drawing to win one of six $100 gift cards. Whether you’re riding the bus, hopping on a ferry, or taking the train, every transit trip you log brings you closer to your diamond dozen!

Then on October 1st, we’ll shift into **Rideshare Month** and expand the challenge so that any combination of 12 shared trips—transit, carpool, or vanpool—will earn you another shot at winning one of six $100 gift cards!

**Why Participate?**

* **Celebrate the Season:** The two-month challenge runs through **Transit Month** and **Rideshare Month**, so it’s the perfect time to explore how taking transit or carpooling/vanpooling can transform your commute.
* **Use the New Lanes:** Upon opening, enjoy faster, smoother trips on Highway 101 using the new HOV lanes.
* **Earn Rewards:** Log just 12 eligible trips each month for a shot at one of twelve $100 gift cards.
* **Make an Impact:** Shared trips reduce traffic and emissions while building a cleaner, more connected community.

Trying transit this month? We’d love to hear how it’s going. Share a post about your bus, train, or ferry ride and tag @marincommutes + the transit provider with #MarinCommutes. **The first 12 participants to share their story will receive a $25 gift card!**

Start logging your trips at [marincommutes.org/rewards/hov-diamond-dozen-challenge/](https://marincommutes.org/rewards/hov-diamond-dozen-challenge/)

## Short Blurb - For Inclusion in Regularly Scheduled Newsletter thru October 2025

New Lanes, New Gains. Join the HOV Diamond Dozen Challenge!

With 52 miles of continuous HOV lanes between Marin and Sonoma targeted to open in September, it will be easier than ever to share the ride and cruise through traffic by taking transit, carpool, or vanpool. To celebrate, Marin Commutes, in coordination with GoSonoma Commutes, is launching the HOV Diamond Dozen Challenge— our longest seasonal challenge ​​ever!

From September 1 through October 31, commuters traveling to and from Marin County will have more chances than ever to rack up rewards by logging **shared** trips!

Learn more and start logging your trips at [marincommutes.org/rewards/hov-diamond-dozen-challenge/](https://marincommutes.org/rewards/hov-diamond-dozen-challenge/)

# 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** |
| On or after Sept 1 | 52 miles of continuous HOV lanes are targeted to open in September on Highway 101 between Marin and Sonoma!  To help celebrate, we’re launching the HOV Diamond Dozen Challenge starting Sept. 1 through Oct. 31.  Learn more at [marincommutes.org/rewards/hov-diamond-dozen-challenge/](https://marincommutes.org/rewards/hov-diamond-dozen-challenge/)  #MarinCommutes | A poster for a campaign  Description automatically generated |
| Anytime in Sept. | The HOV Diamond Dozen Challenge has started.  Celebrate Transit Month and opening the new Marin/Sonoma HOV lanes by logging 12 transit trips for a chance to win one of six $100 gift cards.  Start logging now: [marincommutes.org/rewards/hov-diamond-dozen-challenge/](https://marincommutes.org/rewards/hov-diamond-dozen-challenge/)  #MarinCommutes | A poster for a bus trip  Description automatically generated with medium confidence |
| October | Rideshare Month is here, making up the second half of the HOV Diamond Dozen Challenge! This month, ALL shared trips count: log any combo of 12 carpool, vanpool, or transit trips to enter a $100 gift card drawing!  marincommutes.org/rewards/hov-diamond-dozen-challenge/  #MarinCommutes | A poster for a bus  Description automatically generated |