Transportation Authority of Marin   
Marin Commutes Rewards

2026 New Year Commute Challenge – Outreach Toolkit

December 23, 2025

*From January 12 to February 20, 2026, Marin Commutes is hosting the New Year Commute Challenge through Marin Commutes Rewards. This initiative aims to promote 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 New Year 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. A Spanish version of this this toolkit is available on* [*https://marincommutes.org/rewards/new-year-commute-challenge*](https://marincommutes.org/rewards/new-year-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 FEBRUARY 20, 2026.**

# 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 January 2026

**Subject:**   New Year Commute Challenge: Turn Resolutions into Routines🌟

The Marin Commutes Rewards **2026 New Year Commute Challenge has kicked off**! From **January 12 through February 20**, you can earn exciting new rewards for choosing active or shared trips and making sustainable travel a new routine!

**Why Participate:**

* **Turn resolutions into routine:** Whether you walk, bike, take transit, or share the ride, small shifts can become habits that last all year long.
* **Discover what works for you:** A new year is a time for exploration— try out different commute options and enjoy a greener, more active way to get where you’re going.
* **Compete for exciting new rewards**: Log at **least 8 sustainable trips** in each 3-week period for a chance to win a $**50 gift card** and climb the leaderboards for a chance to win the $**100 Grand Prize**!

Join the Challenge!

[**REGISTER OR LOG IN NOW**](https://marincommutes.rideamigos.com/#/networks/61781ca131ba68ca091f0a48?join=1f0a48)

## Short Blurb - For Inclusion in Regularly Scheduled Newsletter by February 2

**Turn Resolutions into Routines during the New Year Commute Challenge! 🎊**

The Marin Commutes Rewards **2026 New Year Commute Challenge** has begun! From **January 12 through February 20,**  you can earn exciting new rewards for choosing active or shared trips and making sustainable travel a new routine!

Join the Challenge!

[**REGISTER OR LOG IN NOW**](https://marincommutes.rideamigos.com/#/networks/61781ca131ba68ca091f0a48?join=1f0a48)

# 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****(X & FB) or* ***@Marin\_Commutes*** *(IG) throughout the challenge period.*

|  |  |  |
| --- | --- | --- |
| **Date(s)** | **Copy** | **Graphic** |
| January 12 | Start the year off strong by shaking up your boring commute! Log your walk, bike, transit, carpool, or vanpool trips to earn exciting rewards in the 2026 New Year Commute Challenge!  Sign up and start logging today: [link] | A poster with text and images  AI-generated content may be incorrect. |
| January 27 | The 2026 New Year Commute Challenge is well underway—have you logged your trips yet?  Turn “someday” into today: [link] | A poster with text and images  AI-generated content may be incorrect. |
| February 10 | We are halfway through the 2026 New Year Commute Challenge! Keep logging your walk, bike, transit, and shared trips to stay in the running for a $50 prize and be entered into a drawing for a $100 Grand Prize!  Catch up or keep it going: [link] | A poster with text and images  AI-generated content may be incorrect. |
| February 17 | ⏰ Last chance to win big! The 2026 New Year Commute Challenge wraps up this Friday.  You’ve already started 2026 on the right foot… now finish strong!  Log your trips by Feb. 20: link | A blue and white poster with text and numbers  AI-generated content may be incorrect. |