



i care.
iCommute

creating greener and healthier communities through sustainable transportation choices

iCommute annual partnership opportunities

Become an iCommute Partner and join the distinguished group of San Diego area businesses and organizations that are leading the way to a better region. The SANDAG iCommute team can help you design an annual partnership package that supports your business goals and helps improve the quality of life in the San Diego region. These programs offer a wide range of marketing benefits and exposure with regional decision makers, companies, the public, and a database of over 19,000 registered iCommute members. Start by selecting a partnership category that is aligned with your mission and goals. Then choose an annual investment level and we can help you select programs that meet your objectives.

annual partnership categories

iCommute Sustainability Partners support transportation programs and services that reduce greenhouse gas emissions and other environmental pollutants that result from commuters driving alone to work each day.

iCommute Health and Wellness Partners support active transportation programs that encourage healthy ways to get to work and school. Bicycle Encouragement and SchoolPool programs provide incentives and support for healthy and active transportation choices.

iCommute Safety Partners support education and outreach programs that raise awareness about proper and safe commuting while biking or walking to work and school — to ensure the safety and comfort of all users on the roadways.

iCommute Technology Partners support the online tools and services that streamline transportation choices for commuters. The iCommute system offers free ridematching services, a subsidized vanpool program, transit solutions, regional support for bicycling, the Guaranteed Ride Home program, and SchoolPool.

annual partner investment levels

The iCommute Annual Partnership Program offers different levels of support based on cash, in-kind contributions that have an equivalent cash value, or a combination of both. In return, partners receive marketing benefits through iCommute premier regional events, campaigns, and promotions. Platinum level partners also receive additional exposure through paid media. Contributions are tax deductible through our 501(c)(3) nonprofit corporation, Sourcepoint.

Platinum Level: \$35,000

Gold Level: \$20,000

Silver Level: \$15,000

Bronze Level: \$7,500



annual partner benefits

iCommute manages regional events, campaigns, and promotions that reach thousands of residents in the San Diego region. Through these premier annual events, iCommute partners have the opportunity to connect with, and be recognized by, community leaders, participating companies, the general public, and more than 19,000 iCommute members.

Bike to Work Month (May)

May is National Bike Month and iCommute celebrates this event in the San Diego region with Bike to Work Month. The purpose of Bike to Work Month is to create awareness about the public health and environmental benefits of bicycling to work rather than driving alone. The month-long campaign includes Corporate and Commuter Challenges, a Tune-Up Time event, free bike safety and education courses, and Bike to Work Day. In 2011, 57 organizations representing more than 100,000 employees participated in the Corporate Challenge, and more than 6,000 cyclists participated in Bike to Work Day — contributing to a reduction of more than 82,000 pounds of CO₂. Bike to Work Month provided partners with logo placement on numerous items including 6,000 Bike to Work Day t-shirts and 2,500 posters (English and Spanish), booth participation at Bike to Work events, as well as television, print, and digital media coverage.

Rideshare Week (October)

Rideshare Week is a nationally recognized event held the first week in October to promote commute alternatives to driving alone. iCommute celebrates Rideshare Week with a month-long campaign that includes Corporate and Commuter Challenges. Residents and companies region-wide receive incentives and support for replacing their solo drive with a new, more sustainable commute such as carpooling, vanpooling, taking transit, biking, walking, or teleworking. In 2011, 38 companies representing 78,000 employees participated in the Corporate Challenge. More than 2,100 commuters pledged to try a sustainable transportation mode through the Commuter Challenge alleviating more than 1.8 million miles not driven alone. This campaign reaches residents region-wide through billboards, interior public bus placards, and radio, print, and digital media coverage.

SchoolPool and Walk, Ride, and Roll to School (October)

Walk, Ride, and Roll to School is an awareness campaign sponsored by the iCommute SchoolPool program. The purpose of this campaign is to increase the number of children safely walking and biking to school, raise awareness of the benefits of walking and biking, and help combat childhood obesity. The first regional Walk and Bike to School Day was held on October 5, 2011, in honor of National Walk to School Day. Twenty-two schools representing nearly 15,000 students joined the campaign and received resources and support from iCommute. The schools participated in a month-long Walk, Ride, and Roll to School Challenge in which the schools with the most students walking and biking win up to \$1,000. Free bike and pedestrian safety and skill building courses were offered to students, educators, and parents at participating schools. Additionally iCommute developed custom illustrated bike and pedestrian safety trading cards in Spanish and English; 20,000 packs of trading cards were distributed to schools and students throughout the county. iCommute provided over 600 families with free bike and pedestrian safety gear for their active trips to school.