



# The New Rideshare Reality: Make it Work for You

## SoCal ACT Marketing Workshop



Have you ever found yourself asking the following questions?

- ...All this AVR data, now what...?
- ...Will my Vanpool program recover from the Pandemic...?
- ... Scooters and skateboards, oh my...?
- ...How to get back the passion for TDM...?

Well, SoCal ACT has you back!

You are invited to attend an on-line marketing workshop hosted by the Southern California Chapter of the Association for Commuter Transportation on Wednesday, November 17, 2021 from 2:00pm to 4:00pm. We'll have presenters from IE Commuter, Urban Trans, Amazon, Los Angeles World Airports, and others. This workshop includes an AQMD marketing certificate and will offer a full range of ideas and information, including using your AQMD survey to help grow your program, sparking behavior change to get real mode change, keeping your program thriving during a pandemic, and how to 'drive' the next generation of employees and commuters.

This workshop is designed to provide you with knowledge to market your Rideshare Program in the new reality of the pandemic-aware society.



Wednesday, November 17, 2021



2:00 - 4:00 PM



Zoom. Link will be emailed 1-2 days before event.



\$10.00 for ACT Members  
\$25.00 for Non Members  
SCAQMD Marketing Certificate Included

Register at <https://www.eventbrite.com/e/socal-act-marketing-workshop-tickets-195209415617>  
by COB Tuesday, November 17, 2021 or directly to Yvonne Wei at [ywei@lawa.org](mailto:ywei@lawa.org).

Any questions? Please email the Programs Committee Chair, Kristina Valenzuela, at [kristina.valenzuela@wsp.com](mailto:kristina.valenzuela@wsp.com).