



MEDIA Release

1290 BROADWAY • SUITE 700 • DENVER CO 80203-5606 • TEL 303-455-1000 • FAX 303-480-6790 • DRCOG@DRCOG.ORG • WWW.DRCOG.ORG

For Immediate Release:

Contact: Steve Erickson
Communications and Marketing
Director
303 480-6716 (office)
720 375-1744 (cell)

DRCOG TELLS THE REGION, “WAY TO GO”
Aims to reduce single occupant vehicle (SOV) travel

Nov. 29, 2012 (Denver, Colorado) — The Denver Regional Council of Governments (DRCOG) announces the launch of a new public awareness campaign to **reduce Single Occupant Vehicle (SOV)** travel and unveils a new brand name to represent these efforts, officially retiring the familiar RideArrangers brand. The new brand, Way to Go, helps reduce traffic congestion, improves air quality, and saves people money. Way to Go also describes a better means of commuting: for some, carpooling or taking transit is the “way to go,” for others, biking to work is the “way to go.”

In 2011, DRCOG Executive Director Jennifer Schaufele led an effort, later adopted by the Board of Directors, to create an alliance with six Transportation Management Associations (TMAs) to cooperatively promote responsible commute options region-wide. A new brand name was needed to represent these efforts – Way to Go seemed like the perfect fit.

DRCOG has spearheaded local efforts to help commuters find carpool partners since the 1970s gas crisis, using the name RideArrangers since 1987. “In the beginning, we identified matches by putting pins on a giant map,” noted Schaufele. “Of course we now use online software, and our ridematching service has expanded well beyond just carpool matching for work commutes to include school carpools for busy parents as well as vanpools for larger groups.”

Along with the new brand, the partnership reveals its upcoming campaign to raise awareness of the issue – too many people driving alone – and get people thinking about how

they commute. The campaign is titled “Stop Being an SOV,” a suggestive play on words that should grab people’s attention. “With the goal of reducing SOV travel, the campaign is a fun way to introduce the new brand and highlight our number one goal,” said Schaufele.

Over the years, DRCOG’s efforts have evolved to include promotion of a host of services, all focused on reducing SOV travel. DRCOG is well known for organizing Bike to Work Day, the second-largest event of its kind in the nation, and also promotes transit ridership, telework and flex work schedules.

“The creation of the partnership presented the perfect opportunity to find a new name that better represents the breadth of our services and to talk about them in a fun and engaging way that spurs people to try them,” she added.

The six partner organizations working alongside DRCOG under this umbrella brand are 36 Commuting Solutions, Boulder Transportation Connections, Denver South TMA, Downtown Denver Partnership, Stapleton TMA, and Transportation Solutions.

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The Denver Regional Council of Governments is a nonprofit collaborative association governed by a Board of Directors representing 56 county and municipal governments. Board members work together to make life better in the Denver region. Through Metro Vision, the plan to manage growth over the next 25 years, the region’s local governments work cooperatively to address development, land use, transportation, environmental quality and older adult issues.