

The Ride Roll Stroll Challenge is back: Oct. 1-Nov. 2, 2024!

Participating in the challenge is a great way to gear up for the Florida Department of Transportation's ninth-annual Mobility Week, October 25-November 2, 2024. Mobility Week is a cooperative effort by the Florida Department of Transportation and its partner agencies to promote awareness of safe, multimodal transportation choices. The challenge is hosted by FDOT as part of Mobility Week.

This year, the Ride Roll Stroll Challenge starts on Oct. 1, before Mobility Week. Participants can record their transit, bike, walk, and carpool trips all month long through Nov. 2, 2024, lining up with the end of Mobility Week.

How it works:

- The Ride Roll Stroll Challenge runs from Oct. 1 to Nov. 2, 2024.
- To participate, go to www.RideRollStroll.com and click "Join" or "Sign In." All new members are automatically entered for a chance to win the \$250 New Member prize.
 - Already a member of [Commute Connector](#) or [reThink Your Commute](#)? Participate in the challenge within your existing account.
- There are three ways to complete. Pick one, two, or all three.
 - As an **Individual** - The trips you record will earn you a spot on this leaderboard. Opt in to compete as an 'Individual' before Oct. 1 and you'll be automatically entered for a chance to win one of three \$250 Early Bird prizes.
 - As part of your **Organization** - Commute to work or school? Add your Organization to your Profile and your recorded trips will help your work or school earn a top spot on the Organization leaderboard.
 - As part of a **Team** - Create a team and add up to 20 friends. The trips that team members record will boost your group's spot on the Team leaderboard.

Record your transit, bike, walk, and walk trips in your account. Not sure where to start? Use the "Find Rides" trip planner to explore your options.

Prizes:

- Twenty participants will win a \$25 gift card every week leading up to Mobility Week (Oct. 1-24).
- Four participants will win a \$100 gift card each day of Mobility Week, Oct. 25-Nov. 2.
- Participants who record at least 10 transit, bike, walk, or carpool trips from Oct. 1-Nov. 2 are entered to win a \$1,000, \$750, or \$500 gift card.
- Participants who record at least 10 transit trips from Oct. 1-Nov. 2 are eligible to win **FREE TRANSIT FOR A YEAR**.
- The top Organizations and Teams will receive Certificates of Appreciation. The top Organization selects a non-profit organization to receive a \$500 donation on their behalf.
- Everyone who records trips earns points toward thousands of rewards, like discounts for dining out, shopping, and other services.
- [Read the full Rules & Prizes information here.](#)

How you can help:

The Ride Roll Stroll Challenge is an easy, free, and fun way for your employees and your constituents to participate in Mobility Week. Here’s how you can help promote the challenge:

- **Internally to your employees**
 - Send an email to your employees directing them to sign up and take the challenge to ride transit, bike, walk, or carpool for a chance to win one of the prizes.
 - Display flyers in the break room and other common areas in the office.
 - Add a highly-visible link to RideRollStroll.com on your company’s intranet page - especially helpful for remote workers!
 - Have a TV monitor in your lobby? Add a slide featuring the challenge.
 - Announce your company’s support of the challenge at your next employee meeting - and make it clear they’re encouraged to participate!
 - Schedule a specific date for employees to ride transit, bike, walk, or carpool to work. Just make sure it’s Oct. 1-Nov. 2 and everyone records their trips to be eligible to win prizes!
 - Lead by example and ride transit, bike, walk, or carpool to work or other places - and record your trips, too!

- **Externally to your constituents and partners**
 - Add a link to RideRollStroll.com on your agency’s public-facing website.
 - Include an article about Mobility Week and the Ride Roll Stroll Challenge in your agency’s next newsletter.
 - Put up posters and stock flyers in your public spaces, like lobbies, meeting spaces, and other high-traffic locations.
 - Have a TV monitor in your lobby? Add a slide featuring the challenge.
 - Show your support by posting content and pictures on your agency’s social media accounts and include this hashtag: #MobilityWeekFL
 - Host a “Try It Day” and invite all of your constituents to try transit, biking, walking, or carpooling on a specific date. Just make sure it’s Oct. 1-Nov. 2 and encourage everyone to record their trip!

Use the marketing tools below to encourage your employees, constituents, and partners to participate and help make the Ride Roll Stroll Challenge a statewide success. All materials are available for download through this Google Drive link.

Ride Roll Stroll Challenge Marketing Tools		
● Email text	● PowerPoint slides	● Flyers and Banners
● Newsletter article	● Social media posts	● Business card
● Videos	● QR Code	● Supporting images

Email text

Announcement Email (any audience)

Subject line: Win \$250! Take the 2024 Ride Roll Stroll Challenge

Text:

The Ride Roll Stroll Challenge is back! Take the challenge to ride transit, bike, walk, or carpool for a chance to win \$1,000.

The challenge is a great way to gear up for the Florida Department of Transportation's ninth-annual Mobility Week, Oct. 25-Nov. 2, 2024. Mobility Week is a great opportunity to promote awareness of safe, multimodal transportation choices and we're on board!

Will you join us? It's easy to get started at www.RideRollStroll.com.

Make sure to join before Oct. 1 for a chance to win the \$250 Early Bird Prize. Starting Oct. 1, record your trips for a chance to win gift cards and more.

~YOUR SIGNATURE HERE~

Reminder Email to Employees

Subject line: Help us win \$500 for _____

Text:

Our company is participating in the Ride Roll Stroll Challenge and we need your help!

Join today at www.RideRollStroll.com and list our company as your Organization in your profile. Record your transit, bike, walk, and carpool trips now through Nov. 2 and you'll help us earn a top spot on the Organization leaderboard.

If we win, _____ will receive a \$500 donation on our behalf.

Do you typically drive to work? Use the "Find Rides" trip planner to explore your transportation options and try something new.

Thanks for your help!

~YOUR SIGNATURE HERE~

Reminder Email to Partners, Residents, and Others

Subject line: FREE Transit for a Year?!

Text:

The Ride Roll Stroll Challenge continues until Nov. 2, 2024 - which means you still have a chance to win FREE TRANSIT FOR A YEAR.

That's right, you could win free rides on [insert public transit name] for a whole year! To be eligible to win, make sure to record at least 10 transit trips at www.RideRollStroll.com between Oct. 1-Nov. 2, 2024.

Not a transit rider? You can still win big by biking, walking, and even carpooling.

Time is running out, so [join today!](#)

~YOUR SIGNATURE HERE~

Newsletter article

Short Blurb (less than 100 words)

What moves you? Trying something new or winning great prizes?

With the [Ride Roll Stroll Challenge](#), you can do both from Oct. 1-Nov. 2, 2024!

Take the challenge to ride transit, bike, walk, or carpool for a chance to win gift cards and more. Participating is a great way to gear up for the Florida Department of Transportation's ninth-annual [Mobility Week](#), Oct. 25-Nov. 2, 2024.

It's easy to get started at www.RideRollStroll.com.

Long Blurb (Less than 300 words)

The [Ride Roll Stroll Challenge](#) is back! Take the challenge to ride transit, bike, walk, or carpool for a chance to win gift cards and more.

The challenge is a great way to gear up for FDOT's ninth-annual [Mobility Week](#), Oct. 25-Nov. 2, 2024. Mobility Week is a great opportunity to promote awareness of safe, multimodal transportation choices.

Starting Oct. 1, record your trips for a chance to win these great prizes:

- \$250 New Member Prize: Create a new account before Oct. 1 to be eligible to win.
- \$250 Early Bird Prize: Opt-in to compete as an 'Individual' before Oct 1 to be eligible.
- Weekly \$25 Gift Cards: Twenty participants will receive a \$25 gift card EVERY WEEK leading up to Mobility Week (Oct. 1-24).
- Daily \$100 Gift Cards: Four participants will win a \$100 gift card EVERY DAY of Mobility Week, Oct. 25-Nov. 2, 2024.
- \$1,000, \$750, and \$500 Grand Prizes: Participants who record at least 10 transit, bike, walk, or carpool trips between Oct 1.-Nov. 2, 2024 are automatically entered to win a Grand Prize.
- Record at least 10 transit trips for a chance to win FREE TRANSIT FOR A YEAR.
- Plus, Organizations and Teams compete for top spots on statewide leaderboards, with the top Organizations and Teams receiving Certificates of Appreciation.
- The top Organization will win \$500 that will be donated to the nonprofit of its choice.
- Everyone who records trips through Ride Roll Stroll earns points toward thousands of rewards, like discounts for dining out, shopping, and other services.

Get started today at www.RideRollStroll.com.

PowerPoint slides

This [series of slides](#) can be used when making presentations about the Ride Roll Stroll Challenge. There is a script to follow in the “Notes” section of the PowerPoint file.



[Here are a series of 16:9 images](#) that can be added to any slide deck.



Social Media posts

Post 1:

Looking for a new way to get to **[WORK/SCHOOL/AROUND TOWN]**? **[COMPANY NAME]** is participating in the Ride Roll Stroll Challenge and we hope you'll join us! Join today at www.RideRollStroll.com. #MobilityWeekFL

Post 2:

Take the challenge to walk, bike, carpool, or ride transit at www.RideRollStroll.com. One lucky Ride Roll Stroll member will win FREE TRANSIT FOR A YEAR. Could it be you?

Join today! #MobilityWeekFL

Sample graphic (in the “Supporting Images” folder):



Notes about posting:

- URLs are not hyperlinked in Instagram posts. This means text that says “click on this link” will not work.
- Instagram requires an image when posting, so personalize the post with a photo or graphic.
- Don't forget about LinkedIn! The Ride Roll Stroll Challenge has a special category for businesses to compete in, so remember to post there, too.
- Link, follow, share, and engage with the Ride Roll Stroll social media accounts:
 - [LinkedIn](#)
 - [Instagram](#)
 - [Facebook](#)

Flyers and Banners

[Here is an 8.5" x 11" flyer](#), which can be easily printed in-house or made available as a tabletop retractable banner.

TAKE THE CHALLENGE TO
M RIDE ROLL!
W STROLL!

Ride transit, bike, walk, or carpool
Oct. 1–Nov. 2, 2024
Record your trips for a chance
to win gift cards and more!

Take the challenge today
at RideRollStroll.com.

M MOBILITY WEEK™

Commute Connector

reThink your commute.

Ride On
Commuter Services

SOUTH FLORIDA
COMMUTER SERVICES
A PROGRAM OF FDOT

The challenge is hosted by the FDOT as part of Mobility Week.
Learn more at MobilityWeekFL.com.

These 33.5" x 78.7" retractable banners ([transit](#), [carpool](#), and [bike](#)) are available for display for expos and events:



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at RideRollStroll.com.

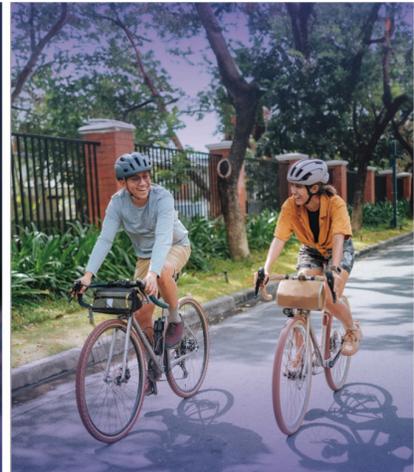


TAKE THE CHALLENGE TO
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Business Cards

A business card is an easy-to-carry and easy-to-share way to promote the challenge. Here is what [the business cards](#) look like:

Statewide Promotions



Central Florida Promotions
District 5 - reThink Your Commute



Southwest Florida Promotions
District 1 - Commute Connector



Southeast and South Florida Promotions
Districts 4 & 6 - South Florida Commuter Services



Videos

As videos are developed for Mobility Week and the Ride Roll Stroll Challenge, links will be added here.

- Mobility Week 2023 [Promo Video](#)

QR Codes



Take the challenge at www.RideRollStroll.com

This is the main QR code that leads to the statewide Ride Roll Stroll web and mobile app.

The below QR codes lead to the local Commuter Assistance Program apps or co-branded sites.



Take the challenge with Commute Connector.



Take the challenge with reThink Your Commute



Take the challenge with RideOn Commuter Services.



Take the challenge with South Florida Commuter Services.

Supporting Images

As supporting images are made available, [they will be added here](#). This includes this proposed computer screensaver image:



The Ride Roll Stroll Challenge logo files are available in that same folder, along with images showing the Ride Roll Stroll, Commute Connector, and reThink Your Commute mobile apps.



[Click to jump back to the list of Marketing Tools](#)