May In Motion

- Established in 2004
- Switched from individual commuter focus to an employer outreach strategy in 2007
- 100+ participating employers

Why May in Motion?

- Businesses
- Employees/Commuters
Git ‘Er Done

- **December**: Sponsors & Outline Plan
- **January - April**: Recruit
- **May**: Implement
- **June**: Celebrate
- **July - December**: Follow-up

Implementation

www.MayinMotion.com
Incentives

- Fun
- Commute related
- Branding opportunity

Progress

Old Fashioned

New Fashioned
Commuting in the Treasure Valley: Employers Leading the Way

Presented by
Julie Bond, MPA and Amy Lister, PhD
Center for Urban Transportation Research
University of South Florida
June 19, 2018
**MAY IN MOTION**

**2018 PARTICIPATION**

- **100** Recorded Local Businesses
- **63,309** Trips Recorded in May
- **10,790** Active Smart Commuters

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**Moving Forward**

- Presentations/Events
- Kickoff
- Number of Businesses
- Business Follow-up
  - Handholding
  - Lack of participation

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**REPORT CARD**

- Participation: A B C
- Instructions: A B C
- Comments: Grading System

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*Thank you for your participation in May in Motion! You Rock! Take a look at your score, consider what worked well for you, and see things you’d like to try, and what ones you would like to continue with. You can help!
Videos