

REDMOND CITIZEN ACADEMY

Join us!



think
Redmond
go local be local



Brainstorming



Brainstorming

Chamber of Commerce

- Communication Committee
- Sustainability Committee
- Staff from Chamber
- Business owners and managers



Brainstorming

City Staff
Economic Development Manager
Vehicle Trip Reduction Staff



Partnership Formed



R-TRIP



Program for Redmond
RESIDENTS & EMPLOYEES
offering
RESOURCES & INCENTIVES
for
CHOOSING ALTERNATIVES
to driving alone

GOrtip.com





What else is out there?





Other Programs

- Independently owned
- Locally grown

Program Design

Other Programs

- Independently owned
- Locally grown

Redmond Program

- Any size business in Redmond
- Decrease driving
- Build community





Introducing Think Redmond!





Why Shop Local?

1. Support Redmond's local economy
2. Nurture community pride
3. Help the environment
4. Re-invest in Redmond
5. Create and sustain local jobs
6. Strengthen local non-profits
7. Have more choices



Where are you going today?



Think Redmond, in partnership with the Greater Redmond Area Chamber of Commerce, City of Redmond, R-TRIP and local employers promote efforts of Redmond businesses and consumers to be environmentally and economically sustainable. Think Redmond reinforces community, encourages buying local, contributes to growth of the city's local economy and the awareness of sustainable living.



www.thinkredmond.com





Discount Cards





[Home](#) [Discount Card](#) [Business Directory](#) [For Businesses](#) [Resources](#) [Blog](#) [Contact](#) [Newsletter](#)



Introducing Think Redmond

Think local. Think community, business, environment, traffic, jobs, sustainability, partnerships, investment and pride. **Think Redmond!**

Mission Statement

Think Redmond, in partnership with the [Greater Redmond Chamber of Commerce](#), [City of Redmond](#), [R-TRIP](#) and local employers, promotes the efforts of Redmond businesses and consumers to be environmentally and economically sustainable. Think Redmond reinforces community while contributing to growth of the city's local economy and awareness of sustainable living.

Reasons to Think Redmond, go local and be local





Window Cling

The window cling is a vertical rectangle with a white top half and a blue bottom half. In the center of the white section is a large green house silhouette with a white clock face. Below it, the text "think" is in green, "Redmond" is in blue, and "go local be local" is in green. In the blue section, the website "www.thinkredmond.com" is written in white. At the bottom of the blue section are three logos: "GREATER REDMOND CHAMBER OF COMMERCE", the "City of Redmond WASHINGTON" logo, and the "trip" logo.



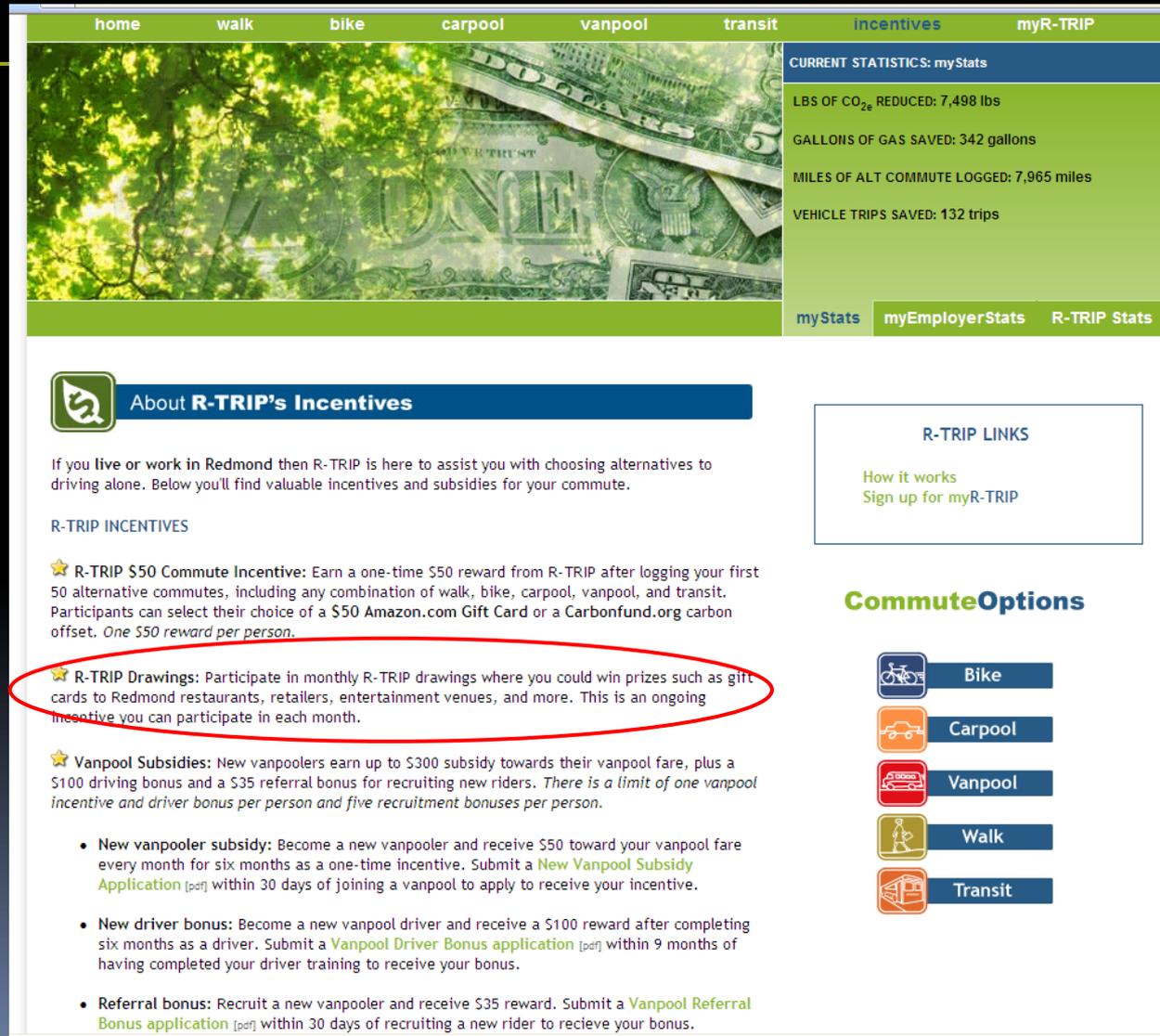
Think Redmond Gift Cards



Dear Kelly,

Congratulations, your name has been randomly drawn as a winner in the April R-TRIP drawing! Your \$25 American Express gift card will be mailed to your home address next week. We simply ask that you "Think Redmond" and spend the money locally.....

R-TRIP Prizes



The screenshot shows the R-TRIP website interface. At the top is a navigation menu with links for home, walk, bike, carpool, vanpool, transit, incentives, and myR-TRIP. Below the menu is a large banner image of US dollar bills. To the right of the banner is a 'CURRENT STATISTICS: myStats' section with the following data:

- LBS OF CO₂ REDUCED: 7,498 lbs
- GALLONS OF GAS SAVED: 342 gallons
- MILES OF ALT COMMUTE LOGGED: 7,965 miles
- VEHICLE TRIPS SAVED: 132 trips

Below the statistics are tabs for myStats, myEmployerStats, and R-TRIP Stats. The main content area has a section titled 'About R-TRIP's Incentives' with a sub-header icon. The text reads: 'If you live or work in Redmond then R-TRIP is here to assist you with choosing alternatives to driving alone. Below you'll find valuable incentives and subsidies for your commute.' Below this is a section for 'R-TRIP INCENTIVES' with three items:

- R-TRIP \$50 Commute Incentive:** Earn a one-time \$50 reward from R-TRIP after logging your first 50 alternative commutes, including any combination of walk, bike, carpool, vanpool, and transit. Participants can select their choice of a \$50 Amazon.com Gift Card or a Carbonfund.org carbon offset. *One \$50 reward per person.*
- R-TRIP Drawings:** Participate in monthly R-TRIP drawings where you could win prizes such as gift cards to Redmond restaurants, retailers, entertainment venues, and more. This is an ongoing incentive you can participate in each month.
- Vanpool Subsidies:** New vanpoolers earn up to \$300 subsidy towards their vanpool fare, plus a \$100 driving bonus and a \$35 referral bonus for recruiting new riders. *There is a limit of one vanpool incentive and driver bonus per person and five recruitment bonuses per person.*

Below the incentives is a list of additional benefits:

- New vanpooler subsidy:** Become a new vanpooler and receive \$50 toward your vanpool fare every month for six months as a one-time incentive. Submit a [New Vanpool Subsidy Application \[pdf\]](#) within 30 days of joining a vanpool to apply to receive your incentive.
- New driver bonus:** Become a new vanpool driver and receive a \$100 reward after completing six months as a driver. Submit a [Vanpool Driver Bonus application \[pdf\]](#) within 9 months of having completed your driver training to receive your bonus.
- Referral bonus:** Recruit a new vanpooler and receive \$35 reward. Submit a [Vanpool Referral Bonus application \[pdf\]](#) within 30 days of recruiting a new rider to receive your bonus.

On the right side of the page is an 'R-TRIP LINKS' box with links for 'How it works' and 'Sign up for myR-TRIP'. Below that is a 'CommuteOptions' section with five buttons: Bike, Carpool, Vanpool, Walk, and Transit, each with a corresponding icon.



WANTED

Less Traffic & Improved Air Quality
Let's Share the Ride!



bike walk carpool vanpool bus

REWARD \$25

Use alternatives to driving alone and you
could win \$25 per month. Sign up at 80trip.com.





Online

Think Redmond.com & Marketing Video



Measurement

- Business Participation
 - 186 businesses
 - approx. 45% offering discounts
- Website Statistics
 - 300 unique visitors per month





- Community Events
- Residential calendar and summer promo
- Mailing and calls on business owners
- Social media
- Holiday marketing
- Print: City, Redmond Reporter, Chamber, Etc
- Upgrades to website and directory.....



Questions or
Ideas?

WWW.THINKREDMOND.COM