

# COVID-19 Georgia Commute Options

## Marketing and Communications Activities



GEORGIA COMMUTE OPTIONS

# Digital Assets

## Static Banner

**TELEWORK IF YOU CAN.  
WE'RE HERE TO HELP.**



## In-Market Example

A screenshot of a website interface. At the top right, there are links for "SIGN IN", "REGISTER", "CART(0)", and "CHECKOUT". Below these is a search bar with the text "SEARCH" and a magnifying glass icon. The main content area features the word "website" in a large, bold font. Below it, there is a breadcrumb trail: "Website &gt; Slideshows". The main headline reads: "DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR." Below the headline are two buttons: "+ Read Article" and "Play Slideshow". Underneath the buttons is a paragraph of placeholder text: "Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis." At the bottom of the page, there is a dark banner with the text "PRACTICE SOCIAL DISTANCING. TELEWORK IF YOU CAN." and the Georgia Commute Options logo on the right side.

# Social Media Ads

**Georgia Commute Options**  
Sponsored · 🌐

Do your part. Stay home. Telework. Visit our website for resources on how to set yourself up for success.

**PRACTICE SOCIAL DISTANCING. TELEWORK IF YOU CAN.**

GACOMMUTEOPTIONS.COM

**Set yourself up for success**  
In metro Atlanta, more than 600,000 comm

👍 2

👍 Like    💬 Comment

**Georgia Commute Options**  
Sponsored · 🌐

Adapting to social distancing in the workplace just got a lot easier! Join us for a three-part webinar series on how to maximize work productivity and decrease stress in response to COVID-19.

**Webinar Series: Teleworking in Metro Atlanta**    [Sign Up](#)

**Webinar Series: Teleworking in Metro Atlanta**

👍 🤔 🍷 You and 40 others    2 Shares

👍 Like    💬 Comment    ➦ Share

**Georgia Commute Options**  
Sponsored

**TELEWORK IF YOU CAN. WE'RE HERE TO HELP.**

your business main...  
uring COVID-19 by...

[Learn More](#)

**Georgia Commute Options**  
266 followers  
2w

Exploring telework due to COVID-19? Join us for a three-part webinar series created to help your company feel confident about employees working remotely.

**Webinar Series: Teleworking in Metro Atlanta**  
gacommuteoptions.com

👍 25

**Georgia Commute Options**

**TELEWORK IF YOU CAN. WE'RE HERE TO HELP.**

Sign Up to Establish or Improve Your Telework Program

We'll send this information to Georgia Commute Options, subject to the company's [privacy policy](#)

Email address  
example@gmail.com

First name

[Submit](#)

# Results: Facebook Boosted Post – Quick Start Telework Guide

CAMPAIGN FLIGHT: March 19-27, 2020	DELIVERY STATUS: <b>Complete</b>
Reach	90,944
Impressions	260,203
Frequency	2.86 Per Person
Result Type	Link Clicks
Results	1,110 Link Clicks
CTR	0.43% Per Impression
Clicks (All)	8,252 Total Clicks

[Click to View Ad on Platform](#)



# Website Landing Pages

## Webinar Landing Page

The screenshot shows the Georgia Commute Options website with a navigation bar including 'MEDIA CENTER', 'CONTACT US', and 'SMOG ALERTS'. The main header features the logo and menu items: 'ABOUT US', 'COMMUTERS', 'EMPLOYERS', and 'SCHOOLS'. The breadcrumb trail reads 'GCO / About Us / Media Center / Blog / Telework in the Time of COVID-19'. The hero image shows a woman working on a laptop in a home office, with the text 'TELEWORK IN THE TIME OF COVID-19' overlaid. Below the image, it states 'POSTED ON: March 16, 2020' and provides a brief introduction to the webinar content.

## Telework/Flexwork Consulting Landing Page

The screenshot shows the Georgia Commute Options website with a navigation bar including 'MEDIA CENTER', 'CONTACT US', and 'SMOG ALERTS'. The main header features the logo and menu items: 'ABOUT US', 'COMMUTERS', 'EMPLOYERS', and 'SCHOOLS'. The breadcrumb trail reads 'GCO / Employers / Employer Resources / Telework & Flexwork Consulting'. The hero section has the title 'TELEWORK & FLEXWORK CONSULTING' and three icons representing 'TELEWORK', 'FLEXIBLE SCHEDULE', and 'COMPRESSED WORK WEEK'. Below the icons, a paragraph explains that in metro Atlanta, more than 600,000 commuters are using telework as their preferred commute option, and more employers are looking at telework, compressed work weeks, and flextime as part of a larger business strategy.

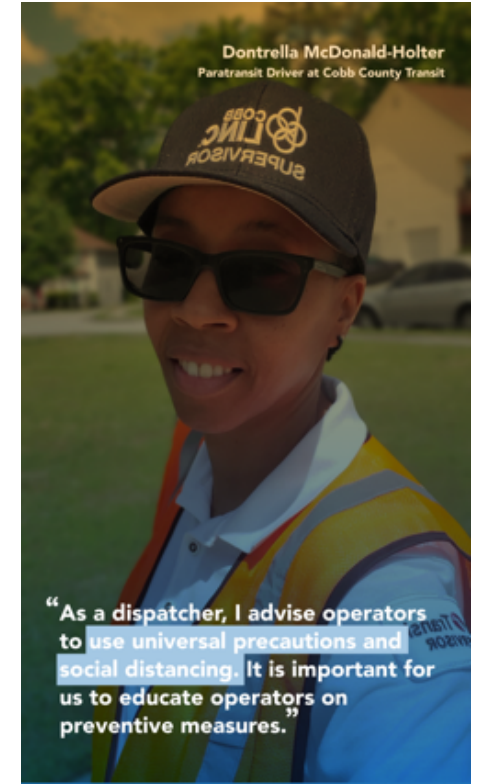
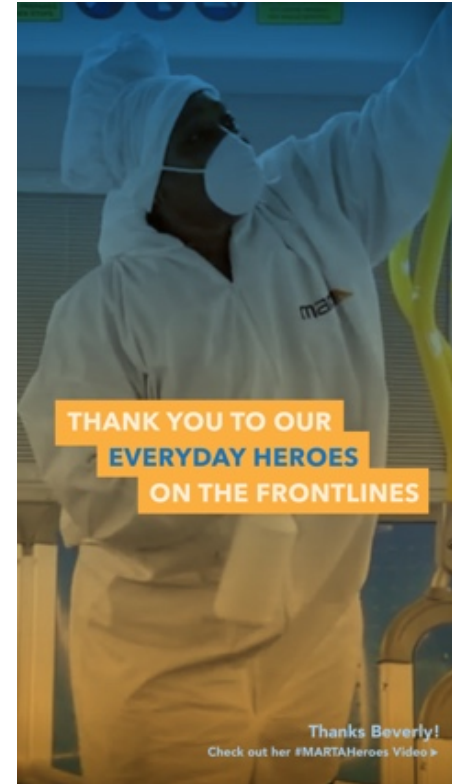
## COVID-19 Commuter Resources Consulting Landing Page

The screenshot shows the Georgia Commute Options website with a navigation bar including 'MEDIA CENTER', 'CONTACT US', and 'SMOG ALERTS'. The main header features the logo and menu items: 'ABOUT US', 'COMMUTERS', 'EMPLOYERS', and 'SCHOOLS'. The breadcrumb trail reads 'GCO / Commuters / Ways to Get Around / A Guide to Commuting During COVID-19'. The hero section has the title 'A GUIDE TO COMMUTING DURING COVID-19' and a paragraph explaining that COVID-19 continues to shape our everyday lives and that the organization has compiled tips and resources from the CDC and the Association for Commuter Transportation. Below this, there are buttons for 'CHECK OUT TIPS AND TOOLS FOR SPECIFIC COMMUTE OPTIONS:' with categories: 'CARPPOOL & VANPOOL', 'TRANSIT', 'TELEWORK', 'BIKING & WALKING', and 'MICRO-MOBILITY'. A 'LIVE CHAT' button is located in the bottom right corner.

## Quickstart Guide Landing Page

The screenshot shows the Georgia Commute Options website with a navigation bar including 'MEDIA CENTER', 'CONTACT US', and 'SMOG ALERTS'. The main header features the logo and menu items: 'ABOUT US', 'COMMUTERS', 'EMPLOYERS', and 'SCHOOLS'. The breadcrumb trail reads 'GCO / About Us / Media Center / Blog / Keep Your Business and Yourself Healthy This Season'. The hero image shows a man and a child, with the text 'KEEP YOUR BUSINESS AND YOURSELF HEALTHY THIS SEASON' overlaid. Below the image, it states 'POSTED ON: March 9, 2020' and provides a brief introduction to the quickstart guide content.

# Transit Appreciation Posts



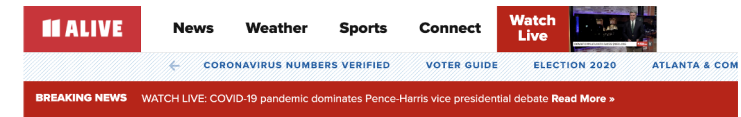
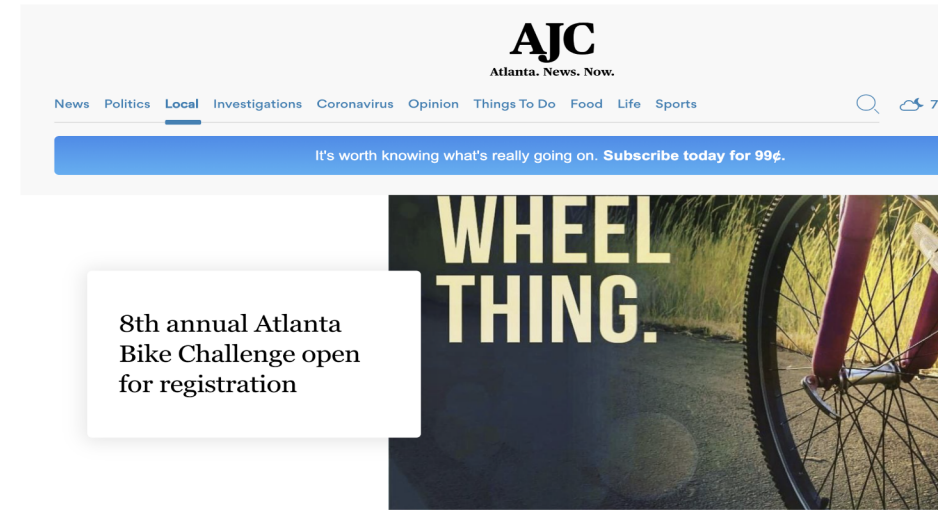
# Biketober Media Coverage

14  
PLACEMENTS

4,396,769+  
IMPRESSIONS

## Highlights

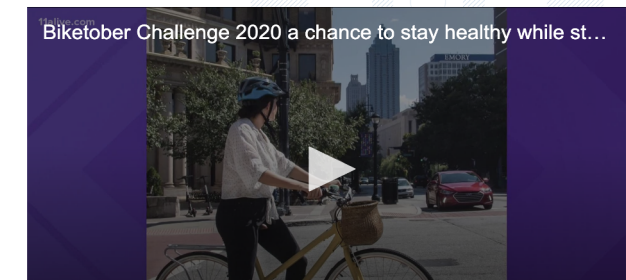
- September was a busy month for GCO as it kicked off the pre-registration period for Biketober.
- Our earned media efforts produced coverage on such media outlets as WXIA-TV, WSB-TV, Atlanta Journal Constitution, FGTV, Atlanta Voice, Newnan Times Herald, Atlanta.net, Georgia Chron, Saporta Report, Be Active Decatur, etc.
- Joel Wascher/GCO Marketing was interviewed by WXIA-TV as well as MIXX106 to discuss Biketober.



### HEALTH

## Biketober in Atlanta: Are you up to the challenge?

It's the eighth year for the event which challenges commuters to go from four to two wheels. Participants are eligible for big prizes.



# Biketober!

**Georgia Commute Options**  
381 followers  
1w • 🌐

#Biketober is finally here!

Let's gear up, get out there and have some fun. Ride anywhere, any time, in October to earn points and be entered to win epic prizes. You got this!  
[https://lnkd.in/eVSp\\_Az](https://lnkd.in/eVSp_Az)



👁️ 15

👍 Like    💬 Comment    ➦ Share    ✉️ Send



POSTED ON: September 24, 2020

Even as businesses begin to reopen, many of us who work in offices are still doing our jobs remotely. The pressure of trying to balance our personal and professional lives, often now with children nearby to care for during working hours, is taking a toll on our well-being. And for those of us who have continued to commute to our workplaces throughout the pandemic, the regular stress of our jobs is only compounded by anxieties around COVID-19 and changing home responsibilities, like managing remote learning. Many of us are stressed to the point of burnout.

And while stress can be useful in the short-term to help get us through a challenging situation, such as giving a presentation or hitting a deadline, the American Heart Association (AHA) finds that constant work-related stress can put us at greater risk for cardiovascular disease.

The good news? Regular exercise reduces the harmful effects of stress – and it's never too late to start moving.

**Georgia Commute Options**  
September 24 at 9:00 AM · 🌐

It's time to ride and shine, Atlanta!

Get ready because #Biketober is back! The area's favorite challenge returns in October with great prizes, events, and friendly competition. Register before Oct. 1 for your chance to win a \$1,000 REI gift card!

Let's get rolling 🚲 🚲: <https://www.lovetoride.net/atlanta>

**BIKETOBER**  
ATLBIKECHALLENGE.COM

**RIDE & SHINE**

REGISTER BEFORE OCT. 1  
FOR A CHANCE TO WIN A  
\$1,000 REI GIFT CARD




PRESENTED BY GEORGIACOMMUTEOPTIONS

👍❤️👏 376

14 Comments 11 Shares





# Biketober!

 Atlanta Bicycle Coalition with Georgia Commute Options. **\*\*\***  
Paid Partnership · 

It's your time to shine! Get a jump on a healthy, sustainable routine and your chance to win gear + tons of other great prizes. Register for #Biketober before Oct. 1 and you'll be entered to win a \$1,000 gift card from REI. Sign up today at: <https://www.lovetoride.net/atlanta>

Need a refresher course? Atlanta Bicycle Coalition is offering FREE virtual classes to help everyone move safely and easily--you got this! Find your class here: <https://www.atlantabike.org/classes>



**RIDE & SHINE**

REGISTER BEFORE OCT. 1 FOR A CHANCE TO WIN A \$1,000 REI GIFT CARD

**BIKETOBER**  
ATLBIKECHALLENGE.COM

PRESENTED BY  GEORGIACOMMUTEOPTIONS

*Proclamation*



ATLANTA CITY COUNCIL  
*In Recognition of Georgia Commute Options' Biketober*

WHEREAS, *The Atlanta City Council is pleased to recognize Georgia Commute Options (GCO) as the leading transportation demand management program in the metro Atlanta region; and*

WHEREAS, *The City of Atlanta is invested in the health and wellbeing of its beautiful, diverse residents; and*

WHEREAS, *The City of Atlanta recognized the importance of bicycling by creating a Bicycle Coalition and a Chief Bicycle Officer, which has positioned Atlanta as one of the top cities in the country to ride a bicycle; and*

WHEREAS, *GCO partners with employers, commuters and schools to reduce the number of single-occupant vehicles on metro Atlanta roads; and*

WHEREAS, *GCO provides free customized worksite assistance, ridesharing services, and incentive programs to help commuters, employers and schools with solutions for a better commute in Fulton County and surrounding counties; and*

WHEREAS, *The Atlanta City Council recognizes GCO's contribution to the transportation industry and commuter community by fostering healthy living and eco-friendly transportation; and*

WHEREAS, *Each year GCO celebrates Biketober, a month (October) in which residents are encouraged to bike for at least 10 minutes a day to enhance the biking environment; and*

WHEREAS, *The month of October should be recognized as Biketober in the City of Atlanta; and*

WHEREAS, *Our city's future is brighter because of collaborative efforts and being mindful that biking, walking, and transit are often inextricably tied to equity, health, and safety.*

NOW, THEREFORE, BE IT RESOLVED THAT WE, the members of the Atlanta City Council, on behalf of the citizens of Atlanta, do hereby recognize October 2020 as Georgia Commute Options' Biketober in the City of Atlanta as we encourage healthier lifestyles in our city and celebrate GCO for their efforts in the transportation industry and for promoting a healthier environment in metro Atlanta.

IN WITNESS WHEREOF, WE HAVE APPROVED BY OUR HANDS AND COMMON VOICE, THIS 17TH DAY OF SEPTEMBER 2020, IN ATLANTA TO BE ATTEST.




 Felicia A. Moore  
 President, Atlanta City Council  





**POWER UP & PEDAL ON!**


**BIKETOBER**







 gacommuter · Follow **Follow** **\*\*\***

 gacommuter Power up and pedal on! Biking is a fantastic way to relieve stress and feel good – plus you can win all kinds of prizes! Complete your #Biketober registration before Oct. 1 and you could be the lucky winner of a \$1,000 gift card from @rei.

But wait – there's more! The more you ride in October, the more points you earn and the more chances you have to win an eBike from @edisonbicycles. Sign up today!

To register visit the #linkinbio 

3w

**31 likes**  
SEPTEMBER 17

Add a comment... **Post**

