

The Transportation Toolkit is designed to provide event planners with free assistance in moving attendees both safely and efficiently to and from your event site in order to minimize impact on your event and decrease the stress associated with parking demand management.



The Event Planner's Transportation Toolkit

What can you do to encourage sustainable travel to your event?

- Know all of the options that are available to your attendees**
Visit goDCgo.com's interactive map for your initial planning. Type in your event site and locate all available options such as the closest Metrorail station, Metrobus and Circulator routes that come by your location, Capital Bikeshare stations, carsharing locations and accessible bike lanes and trails. Be sure to meet with a goDCgo consultant to discuss additional options such as bike valets and carpools.
- Create a specific transportation page on your event's website**
Design a place on your website that is specific to transportation. List all of the options available to attendees and include links to transportation resources and maps that will help them get to your event easier.
- List sustainable transportation options ahead of parking information on your website's transportation page**
The easiest way to ensure that attendees will consider sustainable transportation as a viable option for travel to your event is to put the information front and center. Most people consider travel by car before anything else. By providing sustainable options first on your transportation page, attendees may gravitate towards these modes as they seem to be the suggested or preferable mode.
- Communicate these options and make them available to attendees through your social media outlets**
With social media at the forefront of information dissemination, attendees may rely solely on those outlets for event information. Be sure to provide information about transportation options here, in the same way you do on your website.
- Educate your staff and event volunteers on sustainable transportation options surrounding your event's location**
Attendees will rely on, and expect, that staff members and event volunteers are educated on area transportation options. Be sure that your staff is aware of more than parking and driving information and that they can easily direct inquirers to sustainable options in the area.
- Get creative: Bike valet, carpools and Capital Bikeshare are great options**
Don't stop at the options surrounding your location for help in attracting attendees. Consider "out-of-the-box" ideas like setting up a bike valet, locating or expanding a Capital Bikeshare station near your event or creating a forum for carpooling. A [goDCgo consultant](#) can discuss these options with you to determine their viability and availability.



How we can help:

All of goDCgo's services are provided to you free of charge.

Provide you with a consultation to discuss available options

A goDCgo consultant can help you to determine what options you have available.

Research and recommend best options for attendees

A goDCgo consultant can research available options and suggest the best possible modes for your event and attendees.

Prepare copy on transportation options

The goDCgo marketing team can help to create copy for your website, social media outlets and promotional materials that portray sustainable modes as the best possible transportation option to and from your event.

Start your initial planning by contacting goDCgo at (202) 299.2186 or info@goDCgo.com

Resources for attendees:

There are plenty of excellent resources available for attendees. Direct your event goers to these great websites!

★ goDCgo.com

Our website has numerous resources to help attendees get around including an interactive map, links to all Washington area transit providers and a carbon calculator to determine the most environmentally friendly way to get to your event

★ CommuterDirect.com

Attendees can visit to purchase transit passes prior to the event

★ [DDOT Social Networking](#)

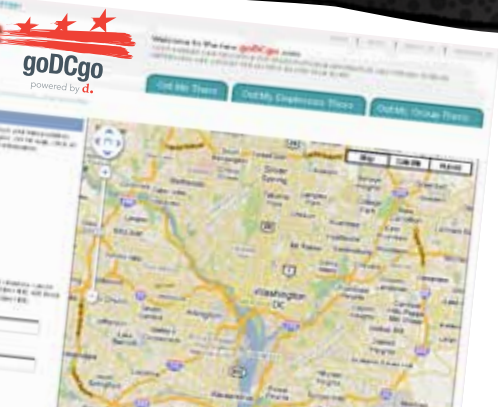
Check out DDOT on Twitter and Facebook. Sign-up for email alerts, news and more on DDOT's social network page.

★ [WMATA's Trip Planner](#)

Attendees can enter their home address and the location of your event for up to three different ways to get there using public transportation.



It's never been easier to find your way!

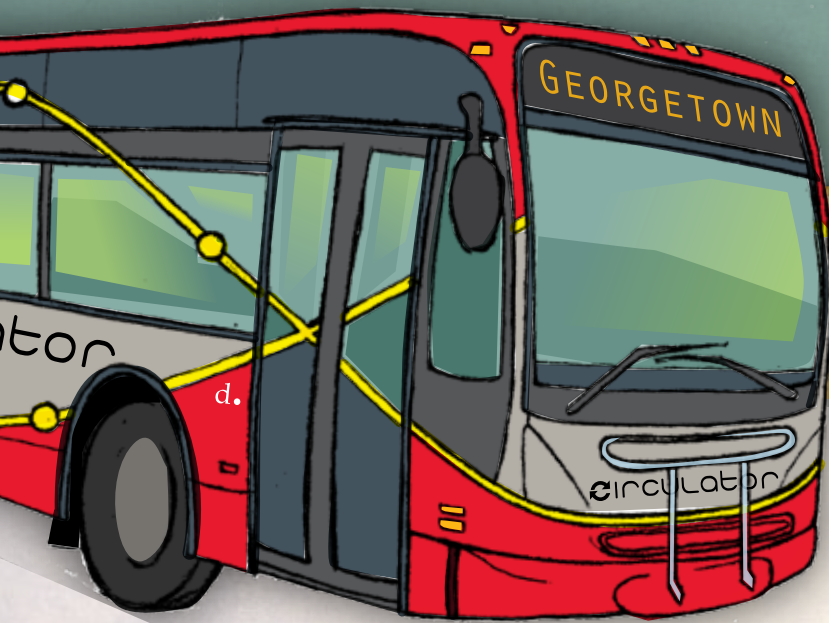


visit goDCgo.com for more resources and information!



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Additional Information

★ Parking

There are many parking garages and street parking meters in the District. While we urge you not to encourage driving as the first mode of transportation for getting to your event, we do understand many people need to drive or prefer to drive to events in the District. You can direct attendees to search [DDOT's Parking Programs website](#) for more information on costs and hours of meters, disability parking and more.

★ Tour bus parking

The District understands the valuable services tour bus and motor coach operators provide and continues to ensure ample parking is available in certain areas of the city to allow for bus parking. In order to make your event accessible to these vehicles and their passengers, please direct tour bus and motor coach operators to goDCgo's website where they will find comprehensive information that includes maps, parking rules and regulations and guides to getting around the city by motor coach. Motor coach and tour bus operators can visit [our motor coach page](#). It is important to let tour bus and motor coach operators know that idling for longer than 3 minutes while stopped, parked or standing is [not permitted](#).

★ Event permits

The Government of the District of Columbia provides essential municipal services in support of special events. More information is available in the ["Guide to Planning a Special Event in Washington, DC."](#)

★ Fare Media

Providing attendees with fare media ensures they will have reliable transportation in the District. [CommuterDirect.com](#) and [WMATA](#) offer the option to purchase SmarTrip cards and other passes for your attendees.

★ Capital Bikeshare Station Corral

[Capital Bikeshare](#) will happily work with you to increase station docks close to your event. They will create a bike corral, offering a manned, fenced-in area where bikes can be checked in and out of the system by Capital Bikeshare staff. Staffed stations greatly increase capacity allowing for more bikes to be used and event attendees can quickly drop off or pick up bikes without causing backup or crowding around the docking stations. Capital Bikeshare can even add a temporary station to your event location if there is not one already installed.

Pricing:

The pricing below is subject to change. Please contact Euan Fisk with Alta Bike Share at euanfisk@bicycleshare.com for current pricing and more information.

- **Four hour corral for existing station:**
\$3,000 – Capital Bikeshare will place fencing around existing bike station to create corral. Cost includes planning, staff, and fence rental.
- **Four hour corral to bring in a new station:**
\$8,000 – Capital Bikeshare will be responsible for installation and removal of station to specified location near your event. Cost includes planning, staff, fence rental and cost of relocating station.

★ Valet Bike Parking

The Washington Area Bicyclists Association (WABA) offers bike valet services for special events around the District. A manned area will offer secure bicycle parking for event attendees. Attendees will be able to enjoy your event without the worry of the security of their bike or where to park.

Price varies based on size of event, length of time and location. Please contact WABA directly to discuss details by emailing bikeparking@waba.org or visiting [their website](#).

