

BELLEVUE

After Dark

PARTNER TOOLKIT

Choose
Your Way
Bellevue







Overview

Thank you for helping spread the word about Bellevue After Dark

Bellevue After Dark is a Choose Your Way Bellevue challenge running Nov. 16 – Dec. 14. Participants take transit, carpool, vanpool, walk or bike to Bellevue's after-dark activities, like the Bellevue Downtown Ice Rink, Snowflake Lane and Garden d'Lights, then log their trips to earn rewards. Everything here is ready to post as is.

How it works

- Sign up at **bit.ly/Bellevueafterdark**, then log trips at **bit.ly/cywbtriplog**.
- Any non-drive-alone trip that starts or ends in Bellevue counts, including Lime bikes and scooters.
- Log at least 15 trips for a chance to receive 10 Bellevue Downtown Ice Rink tickets ($220 value).
- Log at least 10 trips for a chance to receive 5 Garden d'Lights tickets ($50 value).

Key dates

Nov. 16 Challenge begins
Nov. 30 Two weeks left
Dec. 7 One week left
Dec. 14 Last day to log trips
Dec. 21 Reward recipients announced on Choose Your Way Bellevue's social media pages

Instagram: **@ChooseUrWayBell**
Facebook: **@ChooseYourWayBellevue**

Tag us! #BellevueAfterDark #EveryTripCounts

Graphics in every size can be found on the ETC Resource Marketing Hub!







Newsletters and Email

Pick the version that fits your space. Pair it with the banner or email header.

Newsletter blurb

Choose Your Way Bellevue, the City of Bellevue's transportation options program, invites you to make your evenings out part of the fun this season. From Nov. 16 – Dec. 14, take transit, carpool, vanpool, walk or bike to evening activities like the Bellevue Downtown Ice Rink, Snowflake Lane and Garden d'Lights. Log at least 10 trips for a chance to receive 5 Garden d'Lights tickets ($50 value), or at least 15 trips for a chance to receive 10 Bellevue Downtown Ice Rink tickets ($220 value). Every trip counts. Sign up at **bit.ly/Bellevueafterdark**.

Email to staff or residents

Subject: Earn rewards for your evenings out in Bellevue

Hi [team / residents],

Choose Your Way Bellevue challenges you to take transit, carpool, vanpool, walk or bike to Bellevue's after-dark activities, then log your trips for a chance to earn rewards. Bellevue After Dark challenge runs from Nov. 16 – Dec. 14

Log at least 10 trips for a chance to receive 5 Garden d'Lights tickets ($50 value).

Log at least 15 trips for a chance to receive 10 Bellevue Downtown Ice Rink tickets ($220 value).

Sign up at **bit.ly/Bellevueafterdark**.

Enjoy the lights

[Your name]

Slack, Teams or text

Bellevue After Dark, a challenge from Choose Your Way Bellevue runs Nov. 16 – Dec. 14. Take transit, carpool, vanpool, walk or bike around Bellevue and log at least 10 trips for a chance to receive 5 Garden d'Lights tickets ($50 value), or at least 15 for 10 Bellevue Downtown Ice Rink tickets ($220 value). **bit.ly/Bellevueafterdark.**







Social media

LinkedIn for employers and HR Teams

Planning a holiday outing for your team? Make getting there part of the plan.

Bellevue After Dark, a Choose Your Way Bellevue challenge running Nov. 16 – Dec. 14, invites employees to take transit, carpool, vanpool, walk or bike to evening activities around Bellevue and log their trips. A team skate night at the Bellevue Downtown Ice Rink, a stroll down Snowflake Lane or an evening at Garden d'Lights all count, and so does the daily commute.

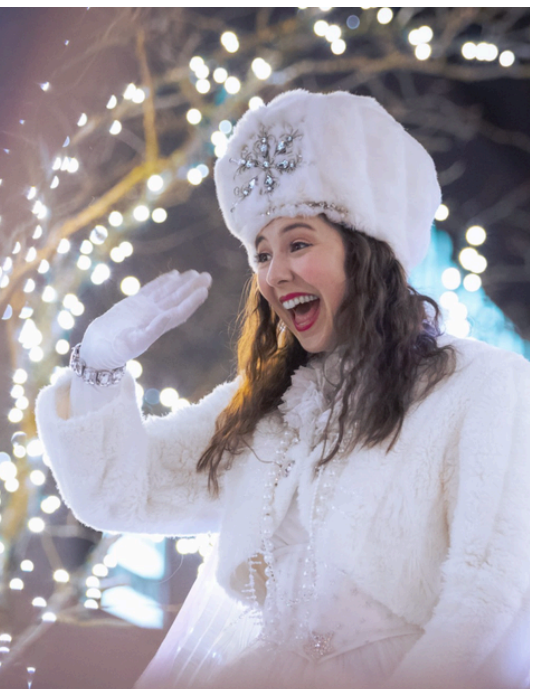
Participants who log at least 10 trips have a chance to receive 5 Garden d'Lights tickets ($50 value), and those who log at least 15 have a chance to receive 10 Bellevue Downtown Ice Rink tickets ($220 value).

Add it to your next team update so employees can sign up: **bit.ly/Bellevueafterdark**

The best team outings start on the way there.







FAQ

Quick answers for your audience.

Who can take part?

Anyone whose home or work address is within Bellevue city limits. Trips must start or end at a Bellevue location to count.

How do I log trips?

Sign up at **bit.ly/Bellevueafterdark**, then log trips at **bit.ly/cywbtriplog**. Logging starts the day you create your account, so trips taken before you sign up don't count. Already use RideshareOnline or a similar regional program? Use the same login.

How are reward recipients chosen?

One recipient is selected for each reward by random drawing among participants who meet the trip requirement.

How are rewards delivered?

Recipients are announced Dec. 21 on Instagram **(@ChooseUrWayBell)** and Facebook **(@ChooseYourWayBellevue)** and notified by email. They may be asked for a mailing address and need to respond within 10 days.

How do I get there?

Take the 2 Line to Bellevue Downtown Station or a bus to Bellevue Transit Center (RapidRide B, 220, 226, 240, 249, 250, 270, 532, 535, 556, 560, 566). From there, the ice rink and Snowflake Lane are a short walk, and a free BellHop via the Circuit app reaches Garden d'Lights. Plan trips with Google Maps or OneBusAway.

Questions?

Contact Choose Your Way Bellevue at info@CYWB.org or 425-283-1357 for help with trip logging, rewards, ridematching or personalized commute planning.