



RHODE ISLAND PUBLIC TRANSIT AUTHORITY

Executive Climate Change Coordinating Council (EC4)

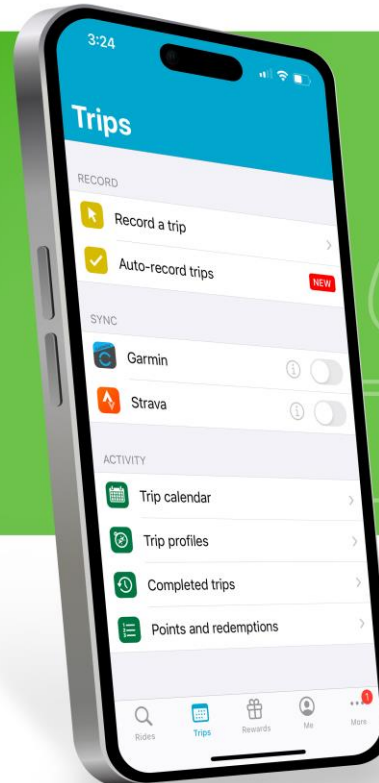
June 23, 2025

Drive Less RI Mobile App

Newly Rebranded Drive Less RI App

- App designed to help commuters find alternative transportation options to single-occupancy vehicles - such as biking, carpooling, vanpooling, public transit, and walking.
- Key features include trip planning and tracking, ride matching, and commuting challenges.
- Users can track metrics such as gallons of gas saved, reduced miles (VMT), reduced CO2 emissions, money saved, parking spots saved and more.
- Log trips to earn rewards and discounts from local businesses and retailers.

GET REWARDED for GREENER TRAVEL!



Record your car-less trips, track your environmental impact in real time, and earn rewards from your favorite companies!



REDUCE • RECORD • REWARD!

Drive Less RI Marketing Campaign

Launch – Late July 2025

- Goal is to increase app downloads, increase engagement, and ultimately reduce single-occupancy vehicle use in the state.
- Build brand awareness, drive app downloads through digital ads and social media and partnerships.
- Emphasize user retention through in-app rewards and continued outreach.
- Supported by a \$75,000 budget allocated across advertising, giveaways, prizes, and event materials.

GREEN TRIPS Make a BIG DIFFERENCE

See the positive impact your green trips have on the environment in REAL time!



drive
LESS RI



REDUCE • RECORD • REWARD!



Summer Youth Pass

Pilot Program – July and August

- New initiative helping high school students access jobs, programs, and community resources during the summer.
- Participating organizations will receive a 50% off discount off monthly passes, day passes, or single rides via Wave cards.
- Open to RI high schools and youth-serving nonprofits.
- Interested applicants should email **pilot@ripta.com** for a pilot program application.

*“Many of our teen participants rely on RIPTA to access DownCity Design’s free after school and summer programs, where they learn valuable skills while designing and building service projects for their communities,” said **DownCity Design Executive Director Adrienne Gagnon.***

