**Free Ride Day Partner Toolkit**

**Web/Newsletter:**

1. **Subject/Title: Save the Date: Free Ride Day is Back**

Mark your calendars for Wednesday, October 5 when the [San Diego Metropolitan Transit System](http://www.sdmts.com) (MTS) and [North County Transit District](http://www.gonctd.com) (NCTD) host the [**2022 Free Ride Day**](http://www.sdmts.com/free-ride-day) event. On Free Ride Day, the Trolley, COASTER, SPRINTER and fixed-routes buses will be totally free, all day.

Taking transit in lieu of driving can provide many benefits:

* **Cost savings:**With gas prices still hovering around $5 in San Diego County, riders are invited to try the [commute cost calculator](https://www.sdmts.com/sites/default/files/commute/calculator.html) to see how much they can save by choosing transit.
* **Avoid special event traffic and parking costs:** The Padres will play their final home game on Free Ride Day. Fans can [take the COASTER](https://gonctd.com/coaster-padres-train-2022/) or [Trolley to get to Petco Park](https://www.sdmts.com/getting-around/padres-petco-park).
* **Reduce air pollution:** People who will participate in Free Ride Day are encouraged to [take the clean air pledge](https://www.cleanairday.org/pledge/) and demonstrate the collective commitment to cleaner air.

Learn more at [sdmts.com](http://www.sdmts.com/free-ride-day).

1. **Subject/Title: Ready to Ride? Transit is Free on October 5**

Don’t forget – public transit in San Diego County is free on Wednesday, October 5 for [Free Ride Day](http://www.sdmts.com/free-ride-day)! Trolleys, the COASTER, SPRINTER and all fixed-route buses will be totally free. You don’t need any fare to ride, just hop on and go!

Need some ideas of where public transit can take you? Here’s some ideas for Free Ride Day:

* [Catch the Padres final home game](http://www.sdmts.com/padres)
* [Grab a bite and explore the Tacos by Transit map](https://www.sdmts.com/rider-info/rider-insider/tacos-transit)
* [Enjoy something sweet with the MTS Ice Cream Crawl](https://www.sdmts.com/rider-info/rider-insider/car-free-san-diego-ice-cream-crawl)
* [Stretch your legs with nature trails by transit](https://www.sdmts.com/rider-info/rider-insider/get-outdoors-and-explore-mts)
* [And more!](https://www.sdmts.com/getting-around/trip-planner)

If you’ll be on board for Free Ride Day, snap a photo and share on social using the hashtag #SDFreeRideDay. [Learn more](http://www.sdmts.com/free-ride-day).

**Social Media:**

1. Mark your calendars: @sdmts and @gonctd Free Ride Day is back Wednesday, October 5! All buses, Trolleys, the COASTER and SPRINTER will be free 10/5. Learn more: [www.sdmts.com/free-ride-day](http://www.sdmts.com/free-ride-day) #SDFreeRideDay
2. Are you ready to ride? On October 5, transit in San Diego County will be FREE. All fixed-route buses, Trolleys, the COASTER & SPRINTER will be totally free. #SDFreeRideDay is on #CACleanAirDay, too. Take the pledge & do your part for cleaner air: [www.sdmts.com/free-ride-day](http://www.sdmts.com/free-ride-day)
3. Have you made your plans for #SDFreeRideDay yet? Explore more of San Diego on transit Wednesday, October 5 when all fixed-route buses, Trolleys, the COASTER and SPRINTER will be totally free. Tell us: where will you take transit? [www.sdmts.com/free-ride-day](http://www.sdmts.com/free-ride-day)
4. #SDFreeRideDay is this Wednesday, October 5! Take advantage of the day to explore San Diego on public transit for FREE. @sdmts & @gonctd will be totally free on 10/5. Taking transit can help you save money, create cleaner air, explore our community & more: [www.sdmts.com/free-ride-day](http://www.sdmts.com/free-ride-day)