



## TIPS FOR “GETTING HERE” COMMUNICATIONS

Whether you’re hosting an event or sending the reminder for the next big meeting, follow these steps to make the journey to University Circle as convenient as possible.

**1** Let people know all of their transportation options. Don’t assume everyone is going to drive to your event. If your event is taking place near a transit line such as GCRTA’s HealthLine or Red Line, call it out specifically. Are there [bike racks](#) nearby? Mention those, too. **Pro tip:** share the walking distance from the nearest transit stop in your instructions!

**2** Mention the parking options. Recent studies show that 30% of cars on urban streets are searching for a parking spot. Do your guests (as well as the environment) a favor by telling people where they can park! It’s likely not at the same point their GPS is directing them to. The uGO [parking map](#) has a list of nearby parking facilities with pricing and contact information.

**3** Include a simple map. You don’t need fancy software to take a quick screenshot and show people where your event is relative to well-known landmarks. This is especially important if your event is taking place in a building or part of campus that the public is unfamiliar with.

**4** Promote carpooling to major events. Not only does carpooling reduce the number of parking spaces you need, your guests can save money on parking or valet. Gohio Commute’s [event page](#) makes promoting carpooling easy. **Pro tip:** [this tutorial](#) walks you through how to post your event to the Gohio Commute event page.

Follow these steps, and the last thing your guests will be thinking about was how they arrived! That’s a good thing.

