



The Association for Commuter Transportation recognized **the Greater Portland Council of Governments** with its 2010 TDM Creative Excellence Award for its successful "GO MAINE Nation" commuter outreach campaign at the New England TDM Conference on June 10th in Boston, Massachusetts.

The **TDM Creative Excellence Award** is given to an organization that has implemented an original and creative promotion or marketing campaign that has furthered transportation demand management.

GO MAINE, in collaboration with marketing and graphics consultants **Buxton Communications** and **Engine 5 Design**, developed and launched a new promotional campaign in October 2009 that combined the use of traditional media (radio, print and web) with the emerging popularity of social media tools (Facebook, YouTube, Twitter, Constant Contact e-mail news) to generate new interest in and demand for services from GO MAINE, and to and urge commuters to become a member of the "GO MAINE Nation" and "Join the Commuter Revolution." As a result, the GO MAINE commuter network increased by 517 commuters and website traffic more than tripled. The network has burgeoned to nearly 8,500 commuters statewide.



Meredith Schuft, ACT Patriot Chapter president awards Carey Kish, GPCOGs GO MAINE Program Manager and Kathryn Buxton, Buxton Communications with the 2010 ACT TDM Creative Excellence Award.



GO MAINE is sponsored by the Maine DOT and the Maine Turnpike Authority and administered by the Greater Portland Council of Governments.