REVERB case study

Fan Carpool Program

Dave Matthews Band's Bama Green Project

Online Carpooling

Over 80% of the carbon footprint of a rock concert comes from fans traveling to and from the venue.

In an effort to reduce the carbon emissions created from fan travel, Reverb coordinated with PickupPal to create and promote an online rideshare program. Fans were able to connect with fellow concert-goers to find or offer rides to and from shows across the country.

Those choosing to carpool were provided with **priority parking**, and all Dave Matthews Band Rideshare users were entered to win **signed merchandise** from the band.

In 2008:

160,000 participants

1,600 tons of CO_2 avoided

3,200,000 miles of driving eliminated