

2010 Way to Go! Commuter Challenge Awards

Six Business Award Categories

Based on number of employees

Micro(2-19), Small(20-59), Medium(60-149),
Large(150-399), Macro(400-799), and Major(800+)

PLUS

Two Community Award Categories

- Community Challenge
- K-12 Challenge



Sign-up at www.WAYTOGOVT.org

Six Business Award Categories

Micro (2-19 employees), Small (20-59), Medium (60-149), Large (150-399), Macro (400-799), and Major (800+)

Employers of all types and sizes are encouraged to sign-up and compete for the 2010 top performing Businesses. Go to www.waytogovt.org and click on *Business Sign Up*. The individual signing up accepts responsibility for being the contact person for special events and notices about Way to Go! happenings. By signing-up, your employer will compete with others in your employer-size category.

You may decide to compete for your entire organization, your workplace site location, or on a department-by-department basis within the same employer. For employers with multiple locations, be sure to sign-up each site separately (you may elect to have the same contact person), as each location will be entered into the Employer Commuter Challenge for a chance to win a **2010 Business Challenge Award**.

Two Community Award Categories

Community Challenge ■ K-12 Challenge

NEW! 2010 Community Challenge We're encouraging Vermont's cities and towns to compete to see who can achieve the highest Way to Go! participation rate. This new award category will recognize the municipality with the best success rate at getting their fellow townspeople registered for Way to Go! No special registration is required – just register your participation at www.waytogovt.org.

K- 12 Challenge This category encourages Vermont K-12 public and private schools to compete for the top performing school. It is easy to participate – go to www.waytogovt.org and click *Business Sign Up* to complete registration for your school. Designate a single contact person and begin promoting Way to Go! to students, faculty and staff. All they need to do is click *Sign Up!* at www.waytogovt.org and then select their school name on the registration page.

The Way to Go! Green Team will keep track of the competing communities and schools and award the top performers based on their participation rates. Be creative and identify every opportunity to engage residents and students on ways to promote alternative transportation, including local/school events. Establish a sign-up and information table at community events to encourage these alternatives.

QUESTIONS? Email thorn@veic.org or call (802)658-6060 ext. 1067