



Tips for promoting the Way to Go! Commuter Challenge—May 2010

Visit www.waytogovt.org or Contact Tom Horn (802)658-6060 ext. 1067

Steps for Promotion

Step 1 - Promote the Way to Go! Commuter Challenge in your workplace.

Include articles about Way to Go! in your newsletter. Encourage participation through memos, e-mail, phone messages and announcements, and at staff meetings. Develop a customized flier that describes specific incentives and activities at your work site.

Step 2 - Promote registration through the internet at www.waytogovt.org and download free posters, tips and other promotional materials.

Step 3 - Host a morning “Bagel Stop.” Identify a location in your workplace where employees might stop and sign-up (recommended one to two weeks prior to beginning of May). Some employers produce a festive atmosphere by providing music and give away prizes like T-shirts, stickers or coupons. Invite company management to participate. Free refreshments could be just coffee, bagels and muffins, or a full breakfast.

Step 4 - Identify commuting options. Obtain materials about alternative commuting options, bus routes, bus stops, bike routes and encourage employees to explore co-workers or neighbors who might share a ride. Visit the “Resources” section of www.waytogovt.org for commuting information.

Step 5 - Don’t forget to share your commuting stories! Once you’ve made the decision to participate in the Way to Go! Commuter Challenge at your business, why not issue a press release publicizing your intentions? The media loves to cover environmentally-friendly or community-oriented business involvement.

Specific Tips on How to Promote Way to Go! in Your Community/Business/Department

- 1) Download promotional event materials and display posters and brochures in common areas in your community, at your workplace, and in departments.
- 2) Make sign-ups easy by linking your website to www.waytogovt.org. Make announcements at staff meetings and do an email blitz prior to the month of May.
- 3) Use pay check stuffers to employees; send out mid to late April.
- 4) Sign-up your business or community online or call Tom Horn at (802)658-6060 ext. 1067 and let him know that you want your workplace listed in the online sign-up so that you can track participation.
- 5) Appoint an Ambassador or Team Leader to help increase participation and to promote communications and commuting experiences.
- 6) Organize a bagel breakfast or pizza lunch to encourage employees to network and learn more about their commuting options.
- 7) Offer incentives and prizes to motivate your employees (e.g., lunch gift certificates, water bottles, time-off from work)