



May 17-21

What is the Way to Go Commuter Challenge?

An fun annual one week event encouraging everyone to use a commuting alternative (walk, bike, carpool, bus) to driving solo.

- Participate in one day or all five days
- All schools can participate and compete
- Easy two-step online sign-up

The top performing school will be awarded the
2010 Way to Go School Challenge Award

Get the most number of faculty and staff to sign-up and participate and be eligible to win a special statewide recognition award, prizes and possibly Path Points* too

Heres how to participate:

Step 1 Sign-up your school online

Get online, identify and sign-up your school contact, check out free promotional materials a www.waytogovt.org

Step 2 Spread the word to co-workers and friends

Step 3 Get ready to feel great and put a huge dent in your greenhouse gas emissions

What are you waiting for? Encourage your school to accept the Challenge, then start spreading the word to be the top VT school at www.waytogovt.org

**VEHI and Way to Go are aligning to advance shared goals—wellness to health and commuting, stay tuned!*
Questions? Want more information? Visit www.waytogovt.org or contact Tom Horn, Coordinator, thorn@veic.org or Debra Sachs at dsachs@10percentchallenge.org

Steps to Promote **Way To Go!** Commuter Challenge in Your School/Community



➔ Follow these easy steps to create a successful commuter challenge

1. Identify Champion(s) and enlist a group of volunteers to oversee this challenge.
2. Design local project elements (e.g., personal involvement, outreach to faculty, staff, administration, green team, student/faculty project, organizing community events or make Way to Go part of other projects and events)
3. Ask the Way to Go organizers to help track results and provide recognition
4. Keep it simple and have fun!

➔ Getting Started in your School/ Affiliate Group Outreach

1. Familiarize yourself with the Way to Go! Program, incentives and resource materials by perusing the Way to Go website (www.waytogovt.org)
2. Ask your School Board/Principal/CEO to sign a resolution supporting school-wide or company-wide participation
3. Design a marketing plan addressing how you will introduce the Way-To-Go program to your co-workers, principal and others interested in commuting green
4. Introduce the Way-To-Go program making use of your marketing plan
5. Brainstorm and prepare a list of ideas for promotional events (including opportunities to co-market Way to Go! locally as part of other wellness challenges. Identify key individuals and events that you may be able to co-sponsor. Look to other interested groups and service providers (e.g., transit, carpool, bike walk) to help
6. Host or co-host promotional events either at your site or at other community locations.

➔ Community Stakeholders and Allies

Connect and establish alliances with:

1. VEHI Path Coordinators, community groups
2. PTO/PTA, Selected faculty, Health Office, Principal, School Board
3. Transit Service Providers
4. Walk / Bike Groups and Shops
5. Activist, Health, and Environmental Groups

➔ Support from the Way to Go! Green Team Organizers

1. An Interactive Website Sign-up and downloadable Promotional Materials
2. State-wide Radio and Print Ads
3. Events and Promotions might include: Earth Day, Way to Go! Kick-off, Free transit day, Carpool Day, and Awards Ceremony
4. Training Events—check online for upcoming events