

Travel Save Green

Campaign Information Sheet

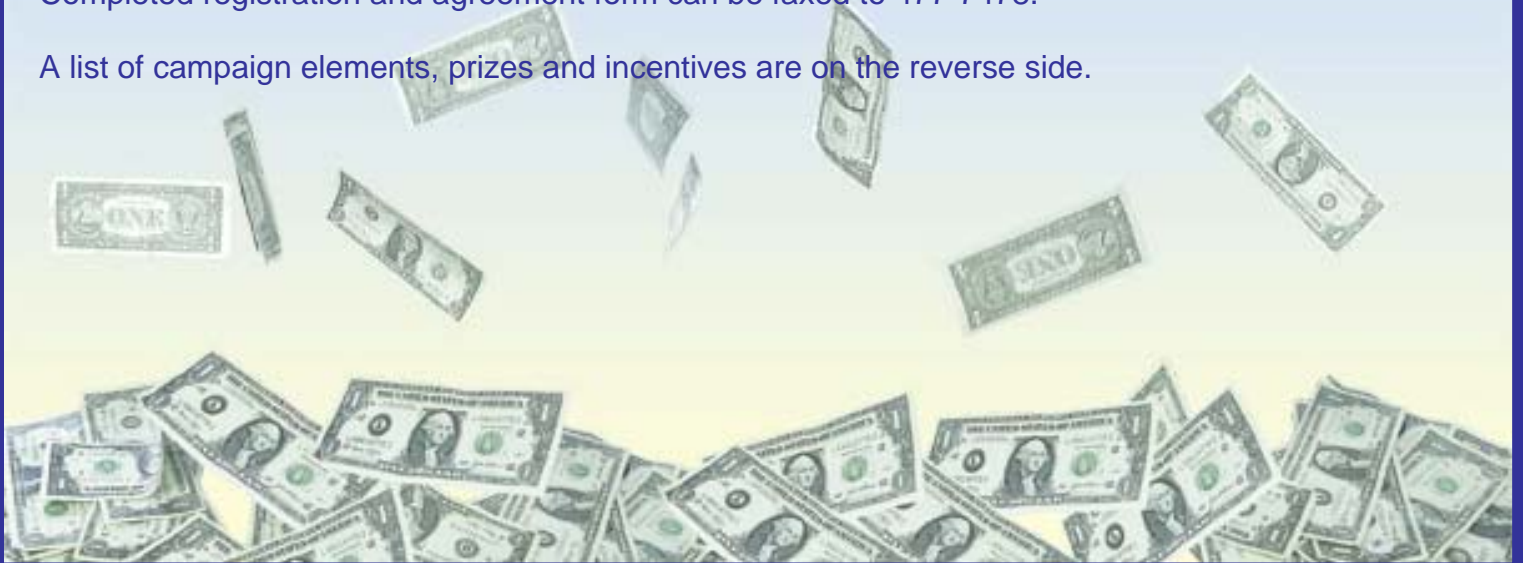
This April campaign is all about ways to Travel Green and how you can Save Green by doing it! When employees make the choice to Travel Green they save money by purchasing less gas, spending less on maintenance and repairs on their car and they have the chance to win a \$1,000, \$500, \$250 and one of 5 - \$50 Visa Cash Cards! Now there are some great savings! Not only will they be saving, they'll be helping the environment by reducing air pollution, traffic congestion and fuel consumption. Anyway you look at it, it's a Win-Win for everyone who participates! There are so many prizes up for grabs, it will be hard for your employees to say no. Be sure to post the prize flyer everywhere you can including bulletin boards, lunchroom, cubicle walls and even bathroom stalls (everyone goes to the bathroom, right?).

This month is critical for you and the CTR Office. We are ending our Trip Reduction Performance Program and need our numbers to be the highest they have ever been in MyCommute.org to secure additional funding. In addition, April is survey month. This campaign is promoted in April to help you be as successful as you can be with the survey. Whichever week you decide to survey, make sure you let your employees know all the incentives available to win and if you have the budget to throw in extras, go for it!

Promotional and marketing tools including promotional ideas, sample messages, prize flyer, letters of support and much more will be available to download on MyCommute.org under ETC tools the week of March 16. Campaign posters will be distributed at the Travel Green Kick Off event on March 11 and will be available for pick up at the CTR Office at 1026 W. Broadway Avenue.

The deadline to register for the Travel Green Save Green campaign in April is March 20, 2009. Completed registration and agreement form can be faxed to 477-7478.

A list of campaign elements, prizes and incentives are on the reverse side.



Travel Green Save Green Campaign Elements, Prizes and Incentives

Tiered for Success! Grand Prizes in April!

Employees will be entered into a drawing for \$1000 Visa Cash Card for participating at least 15X
Employees will be entered into a drawing \$ 500 Visa Cash Card for participating at least 10X
Employees will be entered into a drawing \$ 250 Visa Cash Card for participating at least 5X
Employees will be entered into a drawing \$ 50 Visa Cash Card for participating at least 2X

Countywide Prizes Up for Grabs

Employees that participate at least once and fill out their on-line calendar on MyCommute.org will go into a drawing for the following countywide prizes.

Overnight Stay at the Red Lion Hotel	\$100 in Bicycle Accessories	\$25 Luigi's Gift Card
Pair of Silverwood Tickets	\$50 Safeway Gas Cards (2)	\$25 Mustard Seed Gift Card
Pair of Mt Spokane Lift Tickets (2)	\$25 Fred Meyer Gift Cards (8)	\$25 Bath & Body Gift Card
4 tickets to the Spokane Chiefs	\$25 Home Depot Gift Card (4)	STA monthly pass, blanket and mug
\$50 Anthony's Restaurant Gift Cards (2)	\$25 Gonzaga Book Store	And more! Check out the prize flyer!

First Time Participants

Employees who use a commute alternative for the first time or for the first time in the last six months (October 1), participate at least 5 times in April and fill out a commute calendar on MyCommute.org will go into a drawing for \$100 Visa Cash Card.

Worksite Incentives

By signing up and agreeing to promote **Travel Green Save Green** in April and continuing to promote CTR in the months of May and June, you'll receive 3 - \$25 Safeway Gift Cards. Exchange them for other gift cards, buy smaller incentives for your participants or give them away as is. It's your choice! Pick what works best with your participants and have fun!!

Travel Green Executive Challenge

Different this year! The top executive from your worksite has been invited to an Exclusive Executive Breakfast on March 18. Rex Full, Executive Dean, EWU Spokane and Brian Pitcher, Chancellor, WSU Spokane are hosting the breakfast at SIRT1. We will be giving your executive an overview of the campaign, your worksite goal and asking for their commitment to use a commute alternative at least once in April to show their support of the campaign. By agreeing to use a commute alternative, they will have their name, title and business name published in a Journal of Business ad that will challenge other executives throughout Spokane County to use a commute alternative. **We need your help!** Please follow up with your executive and encourage him/her to attend the breakfast. When other executives see and hear other executives, they will be more likely to participate.

ETC Survey and MyCommute.org Incentive

Due to worksites having different employee counts, worksites will be grouped with similar size worksites for this challenge. The ETC with the highest rate of return on their CTR survey within their group, will receive a \$25 Safeway gift card. All winners from each group will then go into a drawing to win a gift certificate for overnight accommodations at the Montvale Hotel including \$25 to Catacomb Restaurant.

Media Outreach Efforts

Teaming together with the Clean Air Agency, you will hear the Travel Green messages on "Total Traffic" on all Clear Channel radio stations during the morning and evening commute from March 30 – April 17. It's a great fit as commuters are stuck in traffic listening to traffic updates with a message about Traveling Green! In addition, commuters will see the Travel Green message on the reader boards on I-90 and will hear it on the AM radio station with the Highway Advisory Alerts.

