

TRAVEL GREEN.

LIVE GREEN.

Promotions Ideas

Are you an AirHead?

Use the fact sheet and the “AirHead Trivia” quiz provided in the toolkit to challenge your employees. You can have a trivia contest – or host an Air Quality Jeopardy game! Award a prize to the employee who has the most correct answers.

Create a Carpooling Network for Employees

Encourage employees to carpool by offering incentives such as mileage compensation or other perks. Appoint a **Travel Green** carpool coordinator who will help arrange carpools. Encourage employees to use RideshareOnline.com to find a carpool partner or join a vanpool.

Live Green

Using commute alternatives has a huge impact on our air quality, but there are other ways your employees can help keep our air clean. Send weekly clean air tips and facts to your employees. The messages are informative and helpful.

Demonstrate the Impact!

At the end of the month, show that your employees’ efforts make a difference! Send an e-mail summarizing how many miles and trips were reduced, how much air pollution was not emitted into our air and how much money was saved by employees not driving alone. It’s simple to get the data from your ETC Menu at the end of the month. Challenge them to beat those numbers next month!

Guess How Many Candies are in the Jar!

Figure out how much you save by using a commute alternative to work, either one week, two weeks or a month. If you save \$50, put 50 candies (i.e. M&M’s, jellybeans, Starbursts) in a jar. Ask employees to guess how many candies are in the jar and let them know it’s the same as what you save by using a commute alternative. Send out e-mails to all employees and get their curiosity flowing! The person guessing the correct amount wins the candies.

Use the CTR Website Tools

At the beginning of each week use the sample e-mail messages in the toolkit to remind and encourage employees to participate by using a commute alternative. At the end of the month, remind your employees to go to www.MyCommute.org and fill out their calendar for the week. If you use the messaging center located in your ETC menu, you can send group messages to all employees registered, active employees, inactive employees, by department or you can insert e-mail addresses to employees who are not registered. It’s easy and convenient!

Organize a Department Competition!

Challenge the leaders of each department to encourage their employees to use an alternative to driving alone. You decide on the elements of the challenge. By creating departments under the “View Worksite Reports” at www.MyCommute.org, you can obtain how many miles the department reduced, how much air pollution was reduced, how many days the employees participated and the amount of money saved by not driving alone.

