

- Create a goal oriented competition among co-workers. Whoever uses a commute alternative the most during a week (or the month of July) wins a prize of sorts (i.e. a “jeans” days, extra time for lunch, prime parking spot, etc). Encourage employees to fill out MyCommute.org calendar to be eligible for countywide prizes.
- Promote the fact that your company subsidizes commute alternatives, like providing discounted or free bus passes to employees.
- Post campaign materials on your Commuting Options Board (COB) and in other high traffic locations.
- Designate a day during the campaign as a “Carpool Day.”
 - In preparation of the day, host carpool matchups during lunch hour. Those interested write down area they live in and schedule. Employees then match-up with others that have a similar schedule and live in same area.
 - Provide a prize or treat to the employees who participate in Carpool Day.
- Encourage employees to go to Rideshareonline.com in order to find a carpool or vanpool match. Send out an email about carpooling or vanpooling, with a link to the website. Be available for any questions about how to use to site.
- Post pictures of employees on COB making “clean air” choices, such as commute alternatives, using electric or manual yard and garden tools.
- Send weekly or daily emails out with TGLG sample email messages.
- Host a “Are you an Airhead” trivia contest. First person to finish with the correct answers wins a prize (i.e. “Jeans” day, prime parking spot, extra time for lunch, etc.)
- Start a lunch-hour running or biking group. Those interested spend part of lunch hour on a run or bike with others at the office.
- Distribute the top 5 reasons to keep our air clean! Challenge employees to come up with their own reasons.
- Promote the *Mow Down Air Pollution* contest- where employees can enter-to-win electric yard and garden equipment.