

# Are you a **MVC?**

## *Spokane's Commuting Champions*

The Most Valuable Commuter (MVC) award is one of four categories included in the Way to Go Awards program, an on-going countywide recognition program designed by employers for employers.

Individual commuters are honored with a Most Valuable Commuter award. Outstanding Employee Transportation Coordinators (ETCs) may receive one of four All Star Coach awards presented each year. One worksite Commute Trip Reduction (CTR) Committee is selected to receive an annual All Star Team award and up to three exceptional organizations are publicly recognized each year for their commitment to encourage employee use of alternatives to solo commuting with a coveted Pinnacle Award.

The Way to Go Awards aims to increase awareness and support for trip reduction efforts among citizens, managers and business leaders of the Inland Northwest. At the same time, the program seeks to promote greater use of commute alternatives by dramatizing the link between individual automobile use, traffic congestion and Spokane's air quality.

If you.....

- Use a commute alternative regularly
- Are enthusiastic about your preferred commute choice
- Encourage others to try an alternative to driving alone to work

... you might just be Spokane County's next MVC!



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## *Recognizing Commitment*

Most Valuable Commuters are very special people. They have made a choice to help our community and the environment by using an alternative to solo commuting. MVCs enjoy the benefits of leaving their car at home or sharing the ride. They are more relaxed when they arrive at work. They save money on their commuting costs. And, they develop more friendships.

Each year, twelve Most Valuable Commuters are selected from across Spokane County to receive special recognition for their commitment to use a commute alternative, instead of driving alone. These dedicated commuters are honored with countywide recognition for their efforts, including:

- Plaque, lapel pin and a \$25 gift card
- Recognition on MyCommute.org and ETC Luncheon
- Poster featuring three MVCs and All Star Coach
- Letter of recognition to top management

Most Valuable Commuters are nominated by their worksite's Employee Transportation Coordinator, during a quarterly call for nominations. A committee of employer representatives scores each nomination to identify the most outstanding commuter to receive MVC honors.

Most Valuable Commuter nominations are made based on commute choice -- bus rider, walker, carpooler, bicycle rider, vanpooler and teleworker. Periodically throughout the year, your Employee Transportation Coordinator has the opportunity to nominate one outstanding commuter for each of the featured commute choices.

If you, or someone you know, deserves special recognition for choosing a commute alternative, tell your Employee Transportation Coordinator! You might just be one of this year's Most Valuable Commuters!

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