



Wheel Options Calendar

Follow these important dates & deadlines for Wheel Options activities.

Plan Your Campaign – ASAP

- Review the online toolkit located under the ETC Menu on MyCommute.org and decide which activities and messages you will use and modify them for your worksite.
- Ask your CEO for his/her support and a budget for your campaign.

Promote Wheel Options all month long

- Display Wheel Options posters.
- Display the Wheel Options prize flyer that also includes local prizes given away for the whole month of October.
- If your company has a newsletter, submit an article for the October edition.
- Use sample e-mail messages to encourage employees to participate in Wheel Options.
- Use some of the Great Ideas included in this packet to generate extra attention to your campaign.

Wheel Options Fall Campaign – October 18-31

Local Prizes up for grabs – October 1 -31

Employees Enter to Win:

- Remind employees to fill out their commute calendar on MyCommute.org by **November 8 to be eligible for Wheel Options prizes and local prizes.**

Follow-up with Employees – November 2-13

- Thank employees for participating – send them Travel Green post it not and Thank You card.
- Hold your own worksite prize drawing if you have prizes.
- Communicate your internal results – let everyone know how many people participated, who won your worksite prizes (if applicable) and how much pollution was prevented during the campaign.

Announce the Results of the Statewide Prize Drawing – November 20.

- Winners will be posted www.MyCommute.org.

**wheel
options**
your trip, your way.

