

Tips for the Commuter Challenge Team Captain

Thanks for signing up your organization for the 2008 getDowntown Commuter Challenge! In order to make your job a bit easier, we've compiled some tips we hope will help you in your efforts to encourage broad participation within your organization.

1. **Get the support of upper management.** If you're not the boss, try to encourage management to participate in the Challenge and have them encourage all employees to participate. The Commuter Challenge is a great way to encourage team work & introduce employees to healthy and less expensive commute options. And if your business is located downtown & subsidizes parking costs for employees, the Commuter Challenge is an opportunity to encourage behavior that could save your organization a lot of money!
2. **See if your employer will offer incentives for participating in the Challenge.** Internal prizes help to motivate employees and show that the Challenge is supported by the organization. Incentives could range from a gift certificate for lunch to a bonus day off work. Contact us for ideas.
3. **Promote the Commuter Challenge to employees.** getDowntown can provide you with posters, brochures and other materials that you can download and post in common areas at your work site. You can also find materials at www.getdowntown.org. We are also happy to stop by with brochures about Curb Your Car Month & the Commuter Challenge, make presentations at staff meetings about transportation options, or set-up a display at your workplace.
4. **Plan a group outing.** Take advantage of all the other events happening during Curb Your Car Month~ lunchtime walks, bike to work day ride and rally, speedpooling and more! It's a great way to get involved & have fun together! All the events are posted online on the May calendar of events... www.getdowntown.org
5. **Talk up the Commuter Challenge!** Every winning organization last year had a vocal team leader. Send out frequent e-mails encouraging co-workers to sign-up, pop in their offices and see if they need help. Discuss progress at staff meetings. We're also happy to stop by and help out in any way that we can.

Have fun & always remember that we're here to help in any way we can. Call getDowntown at 214.0100 or email getdowntown@annarborchamber.org for more ideas or additional help!