



Team Captain Handbook

10 Things You Can Do to Promote the Commuter Challenge

- 1. Set a Goal:** It's always easier to achieve something when you set a goal.
 - How many people would you like to sign up? What percentage participation are you aiming for? Set a goal and then see if you can meet it!
 - Typically, we think a goal of 20% participation in the Challenge is reasonable for most large organizations, and it could be higher for small ones.
- 2. Get some early successes:** Focus on the people you think would be most interested in the Challenge first. Get them to sign up and help you spread the word to others.
 - **People who might be most interested in the Challenge:**
 - Employees who are already doing an alternative commute
 - Employees who have always wanted to try an alternative commute
 - Employees who would like to save money on parking
 - Employees who live in the Ann Arbor/Ypsilanti area
- 3. Spread the Word at Work!** Get the word out in the ways that most fit the culture of your organization. Here are a few ideas to get your started:
 - Send a personal email to your co-workers.
 - Announce the Challenge at a staff meeting or other staff event.
 - Include information on the Challenge in your newsletter or on the intranet
 - Have the CEO or Executive Director write a message encouraging people to participate in the Challenge.
 - Grab promotional items and display them prominently.
- 4. Make sure people know about the PRIZES!** Free Ice Cream, Free drinks and other giveaways may be all people need to consider signing up.
- 5. Ask your company to offer their own prize or incentive.** It doesn't have to be much, but sometimes just a little incentive can get people excited.
- 6. Counter the negativity:** Check out our sheet on responding to negative reactions to trying an alternative commute.
- 7. Play up the competition:** Post weekly updates showing how many people have signed up, how your organization is doing in the Challenge, etc.
- 8. Organize staff to participate in Green Commute Day on May 1.** This is a great Team-Building event that can also help kick off the Challenge and promote your organization to the greater community.
- 9. Volunteer to walk, ride the bus, carpool or bike to work with a co-worker.** The Friendly Friday events are a great way to make this happen.
- 10. Be creative! Have fun!** And let the Commuter Challenge Team know if you need some extra help.



7 Things You Can Say to Promote Alternative Commuting

1. **“I encourage you,” not “You have to.”**
 - You can definitely pester people, but keep the pestering fun. No one wants to be told they have to do something. Instead, give people reasons why they should participate. Keep it fun and positive!
2. **“Try something at least once.”**
 - We’re not asking for wholesale change. Ask co-workers and others to try something once and see how they like it.
3. **“You don’t have to change all at once.”**
 - Again, you don’t have to do it all at once. Let people know that it’s okay if they just try something on nice days or when there are others doing the activity.
4. **“Reduce stress.”**
 - Many people who drive a lot are stressed out by the experience. Letting them know that alternative transportation can help with stress might work wonders.
5. **“Save money.”**
 - Driving alone costs more money, period.
6. **“Alternative commuting can help you get more exercise.”**
 - Most people think they need to get more exercise. Walking, biking and busing are great ways to get more exercise.
7. **“Help the environment.”**
 - Reducing the amount of driving you do is one proven way to be more environmentally friendly. When people use alternative transportation, they are making a huge positive impact on the environment.

And remember, **keep it personal!**
If you know someone well use the language that works best for them.



Responding to Negative Reactions to Trying an Alternative Commute

What others may say...	What you can say in return...
<p>It doesn't fit into my schedule.</p>	<p>Try using alternative transportation on a day when you know your schedule is going to accommodate it.</p> <p>Even doing something different once a week will make a positive impact on the environment, your health, and your wallet.</p>
<p>I live too far away.</p>	<p>Try parking at a Park & Ride Lot and taking the bus to work. Our Guide to Using the Bus has a section on Park & Ride Lots. getdowntown.org/commuter-resources/bus</p> <p>Try finding someone to carpool with a couple of days a week. TheRide has an online resource to do this called CommuterConnectMi.com.</p> <p>If you live really far away, Vanpooling might also be a great option. You can learn more at CommuterConnectMi.com.</p> <p>Telecommuting also counts in the Challenge! Maybe you can telecommute one day and save the gas?</p> <p>If you live in the Chelsea or Canton area, ExpressRide might work for you. Learn more about ExpressRide at Theride.org/Services/Commuter-Services/Express-Routes</p>
<p>I don't know where to go to figure out my options.</p>	<p>TheRide and the getDowntown Program both have people ready and willing to help you figure out the best alternative commuting option for you! Email them at commute@theride.org and they can help.</p> <p>There are people here already [busing/walking/biking/carpooling] to work. I am sure they'd be happy to give you some tips.</p>
<p>If I bike, I'll get all sweaty when I get to work.</p>	<p>Try combining biking and busing to reduce the sweat.</p> <p>Consider a membership to the YMCA and change when you get to work.</p> <p>Find routes that are more leisurely so that you won't be sweaty when you get to work.</p> <p>Wear sweat-wicking clothes to work and change when you get there.</p> <p>Try biking one day and see if you really do get sweaty. You may be surprised.</p>