

LOSE THOSE  
EXTRA MILES!

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## Countdown to a Successful Workplace Event

### 6 weeks out

- Set dates for optional motivational events on your workplace calendar.**

Decide how much time and effort you would like to invest. Fun events with promises of food and prizes always attract a crowd and will motivate greater participation. These possibilities are described on the back of this page:

- ★ Before the Car-Lite Diet: *Transportation Tips Kick-off*
- ★ During the Car-Lite Diet: *Stay in for Lunch Day*
- ★ After the Car-Lite Diet: *Celebration and Awards Event*

- Let your workplace know that the Car-Lite Diet is coming soon.**

Email a meeting invitation to get it on employee calendars. You can download a poster, an article for your newsletter or intranet site, or an email template from the Workplace Resources page at [www.carlitediet.com](http://www.carlitediet.com)

- Write and share Tales from the Commute.**

Interview employees who do not currently drive alone to work. Let them tell their stories about ridesharing, taking the bus, telecommuting, walking or biking. Hearing from a trusted co-worker will help colleagues take the plunge. Include information about how to get started, pros and cons. See sample at Workplace Resources at [www.carlitediet.com](http://www.carlitediet.com)

### 5 weeks out

- Do some advance planning for prizes and friendly team or individual competition.**

Decide whether or not you would like to offer prizes and incentives. Consider the possibilities on the back of this page.

- Name Team Coordinators if you would like to have departments and divisions compete.**

Your coordinators can register a team name on the website. Plan together how to spread the word and how to best encourage participation. Try inter-departmental challenges.

- Reserve a time and a venue for any planned events. Decide on refreshments.**

### 3 weeks out

- Consider coordinating with Bike to Work Week.**

If your event coincides with May Bike to Work Week, let your employees know about events at [www.bfw.org](http://www.bfw.org)

### 2 weeks out

- Contact the media about your workplace event.**

April 22 is Earth Day, a good time to let the community know what you are doing. May is Healthy Air Month, and the rollout of the new Healthy Air Car-Lite Diet pilot event will be publicized along with Bike to Work Week events.

### 1 week out

- Invite employees to register for the Car-Lite Diet and come to the Kick-off Event. Provide resources.**

All of the promotional materials mentioned here are found in Workplace Resources at [www.carlitediet.com](http://www.carlitediet.com). Send an email invitation with a link to Trip Tips commuting resources for employees. Have Trip Tips handouts and paper logs ready to distribute. Customize posters with the date of your Kickoff—the draw can be food and a raffle prize for those who register. Consider setting up internal carpool matching via a bulletin board for posting ride requests or via an email ridematching invitation. For most, carpooling with a colleague feels safer than ridesharing with a stranger.

### Day before

- Send a reminder about the Kick-off Event.**

Be sure everything is ready for tomorrow's event. Ask your workplace leaders to encourage registration for the Diet.

### Launch day

- Announce the launch of the 14-day Diet.**

Let employees know that they can join the Diet any time if they register and log in their trips at [www.carlitediet.com](http://www.carlitediet.com) or use a paper log. During the event, we will send a motivational email every several days to participating employees.

### Last day

- Wrap-up.**

Participants will receive an email encouraging them to complete their online trip logs. Collect paper logs and send to Madison Environmental Group, 25 N. Pinckney, Madison, WI 53703 by May 25. In several weeks, you will receive your workplace results and total Car-Lite Diet results to share with employees.

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## Promoting a Successful Workplace Event

### Event Options

*Before the Car-Lite Diet*

#### Transportation Tips Kick-off Event

Offering coffee in the morning or treats at lunch or break time several days before the launch is a good way to be sure employees officially register for the Diet. Those without computer access can pick up a paper trip log. Employees with computers can register online so they'll be ready for the start of the Diet. Resources can be offered very simply by distributing Car-Lite Diet *Trip Tips* sheets to employees. You may choose to do some of these additional activities at the Kick-off:

- ★ Build buzz by offering a raffle prize drawing for all those who sign up.
- ★ Schedule Rideshare, Etc. (608 266-9114 or wpaxton@ci.madison.wi.us) to come to your workplace with displays, maps, and brochures that will help your employees learn how to vanpool, ridepool, or take Metro Transit (608 266-6532 or mruschw@cityofmadison.com for a bus representative).
- ★ Contact the Wisconsin Bike Federation (608 251-4456 or info@bfiw.org) for bicycle commuting resources including maps of safe routes, posters and brochures.
- ★ Provide Bicycling Tips from a Pro. Ask an employee who is a longtime bike commuter to be available with her bike during a lunch hour or break to answer FAQ like: How do I start? What do I wear? How do I carry a change of clothes to work?
- ★ Invite a bike store to your workplace to offer free tune-ups and commuting accessories like lights, helmets, and bags.

*During the Car-Lite Diet*

#### Stay in for Lunch Day

Encourage ordering in or bringing lunch to reduce miles. Provide cookies or bagels, have a prize drawing, or reward those who eat in or walk rather than drive to lunch.

*After the Car-Lite Diet*

#### Celebration and Awards

It's fun to tell stories about the event and to share the results of the Car-Lite Diet. We will let you know how many miles and pollution were reduced by your workplace (and a total from all participating workplaces) several weeks after the event ends so you can share this with your group. The grand prize drawing can be held, individual and team prizes can be awarded, or if you collected pennies per mile for a charity, the grand total you raised can be announced. An Ice Cream Social during the afternoon, a party after work, or a bulletin board display are all ways to celebrate the results.

### Incentive Options

Incentives help encourage 14 days of participation and increase the number of completed trip logs. Here are some options if you decide to offer your employees incentives:

- ★ A simple prize like a coffee certificate to reward all who give new habits a try
- ★ All participating employees automatically entered in a drawing for a grand prize or prizes
- ★ Awards to different categories of individuals (see below)
- ★ Winning Team Award
- ★ Fund-raising for a charity –your workplace donates a penny for each mile reduced

### Awards

#### Individual or team awards

- ★ Carpool Champion –Most miles by carpool
- ★ Vanpool Champion –Most miles by State Vanpool
- ★ Bike Champion –Most miles by bike
- ★ Bus Champion –Most miles by bus
- ★ Walk Champion –Most miles on foot
- ★ Fitness Award –Most miles by bike and foot combined
- ★ Most Versatile –Wide range of trip types (Carpool, bus, walk)
- ★ Car-Lite Champion –Fewest miles driven

#### Team awards

- ★ Car-Lite Miles –Lowest team average mileage per person

#### Individual awards

- ★ Top Recruiter –Invited the greatest number of colleagues

#### Prizes

- ★ Employee recognition certificate
- ★ Thanks and recognition for participants on bulletin board
- ★ Casual dress days for employees participating in the Diet
- ★ Preferred spots or discounted parking for car and vanpoolers
- ★ Student-designed thank you cards or certificates. (*Team up with area grade schools during an environmental emphasis.*)
- ★ Discount card at a nearby business (*Possible donation*)
- ★ Free drinks or desserts for employees who eat lunch in
- ★ Free oil changes or car washes for carpoolers and vanpoolers
- ★ Free gas cards for car and vanpoolers (*Possible donation*)
- ★ Free bike tune-ups (*Possible donation*)
- ★ Free massages or massage certificates (*Possible donation*)
- ★ Free coffee (*Possible donation*)
- ★ Gift certificates for shopping, events, and dining
- ★ Dinner out or movie coupon (*Possible donation*)
- ★ Credit at the company cafeteria
- ★ Earned time off based on frequent alternative commutes
- ★ Gift card