

# Craft Your Commute!



**Hello ETC;**

## **It's Time for Wheel Options!**

Wheel Options is both a great way to promote alternative modes of transportation to your employees and an effective way to help your employer meet the goals of its commute trip reduction program. Read on for exciting details and ideas on how to successfully administer this annual statewide campaign!

## **This October, Wheel Options Invites you to "Craft your Commute!"**

This October it's all about helping your employees craft a commute to match their style. Whether it's more relaxing on the bus, getting active by bicycling or walking, or getting social in the carpool or vanpool or a combination of modes! Maybe it's going green that fits in with a commuter's style or a great feeling of saving money, however someone crafts their commute, October is a great time to do it!

Employees will be eligible by participating 6x in October and logging it on MyCommute.org. Participants will be entered to win one of these great prizes:

### **Statewide**

- \$1,500 Grand Prize
- \$500 Second Prize
- 1 of over 24 - \$50 gift cards to various retailers such as Starbucks, Target, Amazon, Home Depot, Lowe's and more!

### **Local**

- \$50 gift card to MyFreshBasket courtesy of Coffman Engineers (2 winners)
- Workweek of Dutch Bros. (5 winners receive 5 free Dutch Bros. beverage cards)

Wheel Options modes include carpooling, vanpooling, riding the bus, bicycling, walking, working from home or compressing their work schedule; e.g. (4) 10-hour shifts in a week – the day off is a compressed day off and is considered a commute alternative.

## **Your Tools**

All the things you'll need to run a successful Wheel Options campaign at your worksite are included in a toolkit that can be found in the ETC menu on MyCommute.org.

- Poster
- Sample Email Messages
- Promo Ideas
- Prize Flyer
- Craft your Commute Graphics

