



Dear Employee Transportation Coordinator (ETC),

It's time to **win big** by re-thinking your commute in the **Commute for Cash Challenge** during Rideshare Month, October 2009. SLO Regional Rideshare is providing the tools to help you take advantage of this fun event and make a difference at your workplace. By encouraging your co-workers to take the challenge and leave their car behind, or share the ride, we all reap the benefits including: reduced commute costs, improved personal well-being, reduced road congestion, reduced parking demand, increased air and water quality and a reduced demand on foreign oil.

So, how can you help? We've created an easy kit for you that includes the essentials to get a friendly commute competition going at your office. Included in the kit are:

- 1) Promotion Ideas
- 2) Commute for Cash Challenge Criteria & Rules
- 3) Prize Information
- 4) Flyers
- 5) Rideshare Month Calendar of Events
- 6) Vanpool Contest Information
- 7) 11X17 Poster
- 8) Buttons (All transportation modes)

At the end of each full week in October, we will award one lucky team with their commute cost savings in cash (up to \$75 per team member) as well as randomly select one person to receive \$100 just for participating. We will also give away prizes each day of Rideshare Month and will have incentives such as Ride the Bus Free Week, Energizer Stations for cyclists and walkers, vanpool contests and prizes for carpoolers.

To participate, all you have to do is 1) form a team of 2-5 people with at least one new user to alternative transportation, 2) **BUS, BIKE, CARPOOL, TELECOMMUTE, VANPOOL or WALK during Rideshare Month, October 2009**, 3) encourage your coworkers to do the same. You can register online at www.rideshare.org. It's as easy as 1, 2, 3!

Should you need assistance getting your promotion started, please give us a call at 781-4362, we're here to help you. Whether taking the bus for the first time, adding a morning stroll to the work day or simply giving a coworker a ride home, these small changes work towards creating a healthier and happier workplace.

Sincerely,

Morgen Marshall
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IDEAS FOR PROMOTING THE "COMMUTE FOR CASH" CHALLENGE

Spread the word in:

- o Company/Department Newsletter
- o Posters in break rooms
- o Inter Office Emails
- o One-on-One visits
- o Buttons
- o Post info on a Bulletin Board
- o Staff meetings
- o Talk about it!

Other ideas:

- o Set an example by riding the bus, etc.
- o Attend the Kick-Off event at Farmers' Market on 10/1/09
- o Contact us and get up to speed on commute alternatives

And don't forget to form your own team so that you can win big at www.rideshare.org!



About the Challenge

- The Challenge begins October 1st and runs thru October 31st. You can sign up online at www.rideshare.org anytime during the challenge for a chance to win prizes.

How to Sign Up – It's fast and easy!

- Join or form a team!
- Click the link online at www.rideshare.org
- Complete the registration form
- Log into your account and track your commute

Commute for Cash Challenge Rules

- Each team has a minimum of 2 MEMBERS and a maximum of 5 MEMBERS.
- Each team requires a minimum of ONE NEW USER to be eligible for team prizes.
- A New User is someone who drives alone most of the time (uses alternative transportation less than twice per month), but for the Commute for Cash Challenge uses an eligible mode of alternative transportation.
- To be eligible for weekly prizes, Teams must log at least **one trip** using a QUALIFYING MODE OF TRANSPORTATION and log it into the online calendar.
 - Qualifying modes are: BUS, BIKE, WALK, CARPOOL, VANPOOL or TELECOMMUTE.
 - A QUALIFYING TRIP IS A UTILITARIAN TRIP that might have been made alone by car but instead was made using an eligible alternative transportation mode.
- Every week, Teams that follow the above guidelines (and log trips) will be eligible to win their commute savings back in cash (limited to \$75 per team member).
- A team member must LOG AT LEAST 1 DAY of an eligible transportation per week during the Challenge to qualify for individual prizes.



Prize Information

Each week during Rideshare Month, Rideshare will be highlighting a different way to get around (Bus, Vanpool, Carpool and Bike/Walk). Rideshare along with partner organizations will host events and contests to celebrate each mode. On the last day of every week, we will award a team with their commute cost savings in **cash**. Also, every week one lucky participant will win **\$100**, and random prizes will be given away everyday just for participating.

To be eligible to win back your commute costs, simply join or form a team of 2-5 people online and record the trips you make by BUS, BIKE, CARPOOL, VANPOOL, WALK or TELECOMMUTE during Rideshare Month, October 2009 (register online at www.rideshare.org). Each team member will be rewarded!

GRAND PRIZES

- Weekly Team Prize - Commute Cost Savings Back in Cash (up to \$75 per team member)
- Weekly Individual Prize - \$100 randomly given away every Friday

TRANSIT WEEK – October 5th-9th

- Breakfast Grab Bags at major transit stops
- Ride Free Week on all transit agency systems (with Commute for Cash Button)
- Gift certificates drawn daily (individual)

VANPOOL WEEK – October 12th-16th

- Vanpool Contest
 - 32" Flat Screen HD TV (1st place)
 - Free weekend rental from Enterprise Rent-A-Car (2nd place)
 - iPods for winning vanpool (3rd place)
- Gift certificates drawn daily (individual)

CARPOOL WEEK- October 19th-23rd

- Jiffy Lube Maintenance Certificates given away daily (individual)
- Additional gift certificates drawn daily (individual)

BIKE/WALK WEEK – October 26th-30th

- Bike/Walk Energizer Stations
- Gift certificates drawn daily (individual)

Calling all Vanpoolers!!!

Have fun calculating the positive impact your vanpool is making by entering in the Vanpool Contest and logging your trips. Also take a group picture and tell us your favorite vanpool story or why your vanpool is the best in the County. NO DECORATING OR DRESSING UP THIS YEAR!

During the Rideshare Month Commute for Cash Challenge, Rideshare Month, October 2009, SLO Rideshare is promoting a different way to get around each day (BUS, BIKE, CARPOOL, VANPOOL, WALK). The week of October 11th-15th is Vanpool Week and entries can be submitted thru Thursday, October 15th, and the winner will be announced on Friday 16th October.

Prize

The winning vanpool will receive a 32" Flat Screen HD TV (courtesy of SLO Rideshare and Enterprise), 2nd prize is a free weekend rental from Enterprise Rent-A-Car, 3rd prize is an iPod.

Timeline

- o Go to www.rideshare.org to access Vanpool Contest entry form. Contact Cindy Blake @ 781-4362 if you do not have computer access.
- o Keep track of the miles and emissions
- o Tell your favorite vanpool story or why your vanpool is the best.
- o Submit your form by 10-15-09
- o Winning entry will be announced on Friday, October 15th
- o Have fun!

Commute for Cash Challenge Vanpool Contest

Contest Rules:

Any vanpool commuting throughout SLO County is eligible to enter for a grand prize drawing. Vanpools will be able to calculate the positive impact they are making and in 300 words or less describe why their vanpool is the best in the county.

Fill out the following:

Vanpool Group Name (Be creative!!): _____

Group Leader Name: _____

Contact Phone #: _____

Email Address: _____

Start Point: _____

End Point: _____

Calculate the following based on your daily commute:

Daily Round Trip Miles ____ X Group Size ____ X 252 = Annual Miles Saved ____

Annual Miles Saved ____ / 25 MPG X Price of Fuel/Gal ____ = Annual \$\$\$ Saved ____

Group Size ____ X 504 = Annual Trips Saved ____

((Annual Miles Saved ____ X 6.91) + (Annual Trips Saved ____ X 16.29)) / 454 = Annual Tons of Carbon Monoxide Saved ____

In 300 words or less tell us (don't forget to submit a picture!)

- 1) **Your favorite vanpool story; OR**
- 2) **Why your vanpool is the best in the county.**
