

Commuter Challenge 2012 Coordinator Resource Guide



Green Action Centre thanks you for playing the very important role of Commuter Challenge Workplace Coordinator. This Commuter Challenge Resource Guide is filled with information to help you organize the event in your workplace and motivate your colleagues to take the Challenge!

In this booklet, you will find:

- You Are Invited To...
- Reasons for Taking the Challenge
- Workplace Coordination in Four Easy Steps
- Logging Participant's Commutes Online
- Ideas for Building Involvement
- 2012 Prizes
- Challenge Sponsors and Partners

Commuter Challenge Online

The Commuter Challenge is trying to reduce the amount of paper sent out to workplace coordinators. Please check out the Coordinator's Corner on the Commuter Challenge website for these support materials:

- Commuter Challenge Manitoba Poster
- Power-Point Presentation
- More great ideas for promoting the Commuter Challenge in your workplace
- Daily Commute Tracking Form
- Green Commuter Bingo
- "Challenge a Workplace" email and fax template
- Winnipeg Cyclist Map
- The Commuter Cyclist
- Carpooling Tips & Great Transit Tips
- Active & Green Newsletter

All of this and more at:

<http://greenactioncentre.ca/commuterchallenge/>



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You Are Invited to...

Orientation Luncheon

Green Action Centre will be hosting a Workplace Coordinator Orientation Luncheon to give an overview of the Commuter Challenge Tracking Website and share suggestions on how to gain participants. The Luncheon will be held:

Tuesday, May 15th, 11:30 – 1:00 p.m.

at the Sport For Life Centre, 145 Pacific Ave, Winnipeg

To attend this luncheon session, please register by calling 925-3775 or emailing challenge2012@greenactioncentre.ca. Please be sure to include your name, your contact information and your workplace. If you do not attend this session, you can request to have coordinator resources mailed to you or access them online at <http://greenactioncentre.ca/commuterchallenge/>.

Wrap-Up Lunch

You are also invited to attend the **Commuter Challenge Wrap-up Lunch** for Workplace Coordinators on **Tuesday, June 19th**, from 12 to 1:30 pm at the Fairmont Hotel in the West Ballroom. Winning workplaces will be awarded their prizes and all workplace coordinators will be appreciated for their dedication and hard work! Please R.S.V. P. by calling 925-3775 or emailing challenge2012@greenactioncentre.ca by June 15th, 2012.



All Workplace Coordinators are welcome to use the Manitoba Commuter Challenge Poster to advertise the event in their workplace. To receive the PDF file of the poster, please send your request by email to challenge2012@greenactioncentre.ca.

The Commuter Challenge– June 3-9, 2012

The Commuter Challenge is a friendly national competition that encourages individuals and workplaces to explore more sustainable forms of transportation. Participants who choose to bus, walk, cycle, carpool or telecommute to and from work from June 3rd to 9th, 2012 can register their commute online at www.greenactioncentre.ca and will be entered to win some exciting prizes! The website not only totals the sustainable kilometers traveled but also calculates reductions in greenhouse gas emissions, the calories burned and the fuel costs saved! Prizes are awarded both to individuals who participate in the Challenge and to workplaces that achieve the highest participation rates in their population categories.



Public Works and Government Services Canada employees annual canoe commute.

Reasons for Taking the Challenge

Have Fun

The Challenge is a fun way to promote the health and well-being of employees, communities and the environment. Special events are organized in many of the workplaces that participate in the Commuter Challenge to build camaraderie and excitement!

Get Active

A recent Manitoba in motion survey found only half of Manitobans do enough physical activity to improve their health. Walking, cycling, in-line skating, jogging or paddling as part of your daily commute are great ways to fit physical activity into a busy schedule.

Also, a recent report in the Journal of Public Health Policy found that people who use public transit are three times more likely than drivers to meet fitness guidelines!

Win Prizes

Prizes are awarded to both to individuals who participate in the Challenge and to workplaces with the highest participation rate in their population category. Everyone who registers and participates in the Commuter Challenge has a chance to win some exciting prizes!

Save Money

The Canadian Automobile Association estimates average vehicle ownership costs \$8500 per year for fuel and general maintenance! Leaving your car at home can create substantial savings, especially when you factor in the additional costs of parking, depreciation, insurance and major repairs.

Breathe Easy

Choosing active and sustainable transportation reduces fuel emissions, combats greenhouse gases that lead to climate change and keeps our air clean.

Workplace Coordination in Four Easy Steps

Step 1. Register your workplace online:

Before the Challenge, visit the website accessible at www.greenactioncentre.ca and register your workplace. By doing so, you get access to the Admin section of the website, which allows you to track your workplace's participation. Be sure to remind your coworkers to register as an individual under their workplace.

Step 2. Recruit people who can help make it happen:

Find co-workers who already cycle, walk or ride the bus to work. Whether they choose these alternatives for their health, their pocketbook, or the environment, they will prove to be your best allies! Ask for help from colleagues and friends who are good at gathering support and are enthusiastic about workplace social events.

Step 3. Get the word out:

Set up a "Commuter Challenge Corner" on a bulletin board, intranet site, or display table in a lunch room to make materials available to your colleagues (Winnipeg Cycling Map, The Commuter Cyclist hand-out, How to use Navigo info, etc.). Visit the "Coordinator's Corner" on the Green Action Centre website to download promotional materials.

Display Commuter Challenge posters in high traffic areas - don't forget to include a label with your telephone number so employees can call you directly to ask questions, or post info updates as the event approaches.

Step 4. Give participants a chance to "walk the talk":

On the first day of the Commuter Challenge, visit the website for the list of employees who have registered at your workplace and send them a gentle reminder to log their daily commute. Follow the Commuter Challenge Theme Days and check out the Tips to Spice up your Commuter Challenge to help you organize small events in your workplace that promote green or active modes of transportation.



Don't forget to log km for ALL modes of sustainable commuting throughout the week.

Tip: Bookmark

[http://greenactioncentre.ca/
commuterchallenge/](http://greenactioncentre.ca/commuterchallenge/)

For daily access to the site during the Commuter Challenge!

Questions?

Green Action Centre can help you every step of the way!

Just call 925-3775 or email

challenge2012@greenactioncentre.ca

Logging Participant's Commutes Online:

Option 1– Participants Hit the Net

Participants log their own commutes online.

1. Participants Register as an Individual:

After clicking on 'Register an Individual', simply choose the province and city, choose the workplace from the drop-down menu of company names and enter the individual's personal information (name, postal code, email address and password).

2. Participants then login using their email address and password to submit daily commutes.

Option 2– Manual Registration

Participants who have limited or no access to the internet may want to manually log their commutes. In this case:

1. Print and distribute the Daily Commute Tracking Form from the Coordinator's Corner online.

2. Participants complete the form and return it to the workplace coordinator on the last day of the Challenge.

3. The forms are inputted on the Commuter Challenge website, either individually for small workplaces or tallied and entered as one mass entry for larger organizations.

Ideas for Building Involvement:

Theme Days

Use Commuter Challenge Theme Days to provide an opportunity to promote mode-related special events in your workplace.

Monday, June 4: Think Transit

Join other commuters on the bus and don't forget to check out NaviGo, Winnipeg Transit's handy online trip planner at www.winnipegtransit.com.



Tuesday, June 5: Tele-Commute Tuesday

Save on the commute and work from home! Visit www.teletrips.com for ideas on providing telecommuting options for you and your colleagues.

Wednesday, June 6: Clean Air Day

Leave your car at home! Join us for free coffee, juice and muffins from 7- 8:30 am. Location TBD. Check our website for updates.



Thursday, June 7: Share Your Ride!

Promote workplace carpooling. Visit www.carpool.ca for creative ways to organize rideshare programs in your workplace.

Friday, June 8: Bike to Work

Regular cycle commuters can organize group rides with co-workers to give shy riders the support they need to give cycling a try!

More Great Ideas

- Write up profiles of people who regularly green commute to inspire and encourage others.
- "Caught in the Act!" Send out an email with a candid picture of someone coming into work using green transportation. You can also do a daily prize draw and include the winner's name in the same email.
- Offer free morning coffee and muffins for participants.
- Try Green Commuter BINGO. Find a sample card online in the Coordinator's Corner.
- Set up an active transportation display in your office. Include cyclist map to help participants find the best route to work.
- Hold a "Mystery Commuter Contest" where people must match the commuters to pictures of their feet.
- Try a "Green Trivia" contest. Participants answer questions about green commuting and win prizes.
- If you're looking for prizes, try writing letters to local businesses and ask for donations.
- Join our [Facebook Events](#) page and follow us on [Twitter](#). Upload photos and share your activities.

Prizes

Every individual who participates in the Commuter Challenge is entered into a prize draw. This year's prizes include:



\$500 Travel Voucher From VIA Rail

Challenge Participants are entered to win a \$500 travel voucher with VIA Rail.



Night at The Fairmont

Challenge Participants are entered to win a luxurious night at The Fairmont Winnipeg and breakfast for two at the Velvet Glove restaurant.



Winnipeg Transit

Monthly Bus Passes from Winnipeg Transit

Challenge Participants are entered to win one of twelve monthly bus passes from Winnipeg Transit.



Passes to the YMCA-YWCA

Challenge Participants are entered to win a year-long family pass to the YMCA-YWCA.



Yoga Classes and Gear

Challenge Participants are entered to win yoga passes and gear from Yoga North.



Learn to Kayak

Challenge Participants are entered to win Learn to Kayak classes with the Manitoba Paddling Association.



Cycling Gear

Challenge Participants are entered to win gear and gift certificates from Olympia Cycle and Ski.



Outdoor Gear

Challenge Participants are entered to win great gear and gift certificates from MEC.

Enjoy Dinner Out

Challenge Participants are entered to win gift certificates from Mise and Peasant Cookery.



Winning Workplaces will win plaques honouring their achievement.

Visit our website to see the winning workplaces from 2011.



Plus, the top downtown workplace will win a **Bike Rack**, courtesy of the Downtown Winnipeg BIZ!

Commuter Challenge Sponsors & Partners



The Commuter Challenge is made possible thanks to the generous support of the following government agencies, community groups and corporate citizens:

Planning Partners

Cancer Care Manitoba
Climate Change Connection
Downtown Winnipeg BIZ
Health Sciences Centre
Investor's Group
Manitoba Hydro
Red River College
The City of Winnipeg
The Fairmont Winnipeg
The University of Winnipeg
Winnipeg Transit

Sponsors 2012



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