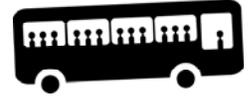




# More Great Ideas for Promoting the Commuter Challenge



**Thank you to all of the coordinators who shared their creative Commuter Challenge motivational 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.**
- **Try the Green Commuter BINGO (find a sample card on the Coordinators Corner). Contestants can compete in teams or individually to fill in a line or full card of Commuter Challenge activities.**
- **Try a daily “Green Trivia” contest in which participants answer questions about green commuting and win prizes. Your contest emails can also include important Commuter Challenge information and interesting stats you find on transportation.**
- **Set up an active transportation display in a high-traffic area in your office. This could include the Winnipeg Cycling Map and Transit Map to assist participants in finding their best route to work.**
- **Arrange for "Ride Leaders" from various starting points for employees who want to try biking to work. Riders can either meet the leader at that location or anywhere on the route. The routes are determined in advance and maps are sent to all participants.**
- **Write-up profiles on people who regularly green commute. Hold a "Mystery Commuter Contest" where people must match these commuters to pictures of their feet.**

- **Offer free morning coffee and muffins for participants.**
- **Meet with participants and get their ideas on how green commuting can be supported all year round. Some ideas include the Winnipeg Transit Eco-pass program, secure bike lock-up, shower facilities, a company bike fleet, or a guaranteed ride home program for active commuters.**
- **Offer a pizza lunch for participants as an end of the week celebration.**
- **Set up a bike tune-up or cycling safety workshop for participants.**
- **Use your inter-office web to share Commuter Challenge information.**
- **Hold an inter department challenge. If one department reaches a certain number of participants or kilometers then their supervisor/manager has to do something funny.**
- **Plan your own workplace kick off events and close with some kind of reward and celebration.**
- **If you're looking for prizes, try writing letters to local businesses to ask for donations.**
- **Ideas for prizes include; bus tickets/passes, iTunes gift certificate, greenhouse gift certificate, chamois car wash gift certificate (carpooling), bike repair kit, bike lights & bells, leg straps, helmets, water bottles, gift certificates for cycling or sports stores, camping passes, backpacks, walking sticks, travel mugs, night's stay in a hotel, organic chocolate, etc. etc.**