

# Implementation Guide

## Step-by-Step Guide to Implementing an Employee Commuting Awards Program

*Before you begin, talk to your local Transportation Management Association. Many have conducted commuter awards programs before and will be valuable resources.*

### Step 1. Choose a prize.

Because the goal of your award is to attract attention to your commuting program, it's more important for the prize to be noteworthy than to be valuable.

Some suggestions:

- Gift certificates to restaurants
- Tickets to shows
- Bicycles (might be donated by local bicycle shop)
- Spa gift certificates
- Tickets to sporting events
- Seasonal promotions (e.g., summer beach passes or ski-lift tickets)

Prizes can be awarded as often as your employer's resources allow. Many companies give away a prize once per year.

### Step 2. Decide how you will select a winner.

There are several different ways to determine who will receive the prize.

- Chance—every employee who uses an alternative commuting method more than a certain number of days per week/month/year earns a raffle ticket.
- Competition—whoever commutes alone in a car the fewest days per week/month/year wins.
- Combination of both—every day an employee uses an alternative commuting method, that employee earns another chance to win a raffle.

If an employee's chance of winning the prize is based on frequency of alternative commuting, find a way to track your employees' commuting behavior.

Some companies ask for their employees to report their commuting method on a weekly timesheet; others conduct less frequent commuting surveys.

### Step 3. Promote the award.

This is the most important step. Awarding a prize without extensive promotion will not change the way your employees commute—employees will not leave their cars solely for the purpose of winning a prize. Instead, the effective announcement and promotion of an award will inspire employees to learn more about the benefits that they're guaranteed to receive as alternative commuters—and those are what will change their behavior.

- Mention the prize in every monthly commuting newsletter.
- If there is a general employee newsletter, submit a press release about the contest to its editors.
- If the prize is material (i.e., a bicycle, not a gift certificate), display it prominently in a high-traffic area of your office along with brochures and promotional information.

### Step 4. Announce the winner.

- If the prize is merit-based, design a certificate to recognize the exceptional commuter.
- Incorporate the award into an alternative commute day.
- Send out a special company-wide email announcing the award presentation.
- Have a speaker come to discuss the benefits of alternative transportation: you, a company leader/president/CEO, or a representative from a local TMA.
- After the prize has been awarded, follow up with a feature on the winner in the commuting newsletter.