

Ten Tips

Ten Tips for a Successful Employee Commuter Event

1. Promote, promote, promote! Before your commuter event begins, make sure employees know about it. Place advertisements for it in common spaces, in the company newsletter, and on the intranet Web site.
2. Set up a commuter choice booth or table in the main entry hall of your worksite. Have a colorful, eye-catching display. Stand by the space during peak hours (8:30-9:30 AM and 4:30-5:30 PM) to hand out brochures and answer questions.
3. Give every employee a reason to stop at your table by offering coffee and donuts (if early in the day), candy, or items like travel mugs or clip-on reflectors for walkers and cyclists.
4. Use the “everybody does it” method of persuasion. It’s important to let employees know that using a non-SOV (single occupancy vehicle) mode of transportation is fun, cost-effective, and, importantly, mainstream.
5. Establish a list of employees who already use other commute options. Encourage drive-alone commuters to talk to these coworkers.
6. Make sure employees leave your table with something in their hands—a brochure, a flyer, a postcard, or a business card. You might not be able to convince them to change their commuting habits after talking to them for only a few minutes, but when they do think about it (after a particularly bad day’s commute), they should know where to get more information about their commuting benefits.
7. Show employees that their coworkers have already had success using non-SOV modes of transportation. Incorporate your commuting awards program into the commuter event and include employee testimonials in your materials.
8. Ask that your president or CEO walk or ride a bicycle to work and say a few words about not driving to work. It will show employees that the whole company is devoted to changing the way it commutes.
9. To promote bicycle commuting, ask your local bicycle shop to perform free tune-ups on employees’ bicycles. It’s good advertising for the shop, and you can promote your commuter benefits program to your employees while they wait for their bicycles to be fixed.
10. Work closely with your local Transportation Management Association. They will have the information and materials you need to make a powerful impression on your employees. They might also send a representative to help you answer your employees’ questions.