



HOW CAN YOU INCREASE PARTICIPATION IN WALK/RIDE DAY?

- **Promotion:** Plan ways to promote the competition internally. Are there regular newsletters or other in-house press? Are there bulletin boards or screens where internal news is posted? Can you put a link on your company's intranet homepage? Will you make regular announcements at staff meetings? We recommend you start the build-up now and get people excited and starting to think about their plans for the first Walk/Ride Day, which is April 28.
- **Incentives:** Decide what types of incentives you are going to offer. In the past, for example, workplaces have used internal raffles and prizes (in addition to the competition-wide raffles that Green Streets runs monthly). There are printed materials like postcards, stickers, bookmarks, pins, flyers and banners that you can order from us to help get the word out, and a number of types of merchandise, like umbrellas, bicycle panier bags, and water bottles, printable with both the Walk/Ride Day logo and your company logo, that could make great prizes.
- **Retail Partners:** Other popular incentives are discounts and freebies from the Walk/Ride Day retail partners. Be sure to look at the list of retail partners to see which ones are near your workplace, and highlight those in your internal promotions. Further, if there are retail establishments nearby that your employees often patronize that aren't retail partners, you can ask them to sign up online or bring them the enclosed sheet. If that doesn't work, let us know and we'll try to sign them up ourselves.
- **Internal Competition:** Consider forming sub-teams, if you haven't already. A little healthy competition with the next department or floor can often greatly increase participation rates!
- **Collaborate:** Decide who in your workplace you are going to involve in your promotion efforts. The HR department, public relations people, bicycle and/or environmental clubs or committees all could be great partners in your promotion efforts!
- **Encourage:** Think about the best way to encourage check-ins. If most of your employees spend most of their time at a computer, it is likely that an email reminder will be successful. If your workforce is more mobile, or if people don't necessarily have regular internet access during the workday, perhaps a check-in station in the cafeteria or the lobby where people check themselves in as they arrive in the morning might be a good option. We may be able to help out by providing people to help with morning check-ins for a small additional fee. You could also recruit volunteers from the most enthusiastic supporters in your workplace to check people in.
- **Flexibility:** The Walk/Ride Day Challenge has new schedule flexibility this year for those workplaces whose commuting habits may not be best represented on a Friday. You should decide whether you want to reinforce to people that they can check-in for any day in the last week of the month, or whether you want to just consolidate your efforts on the last Friday.

- **Let us know how we can help!** We are happy to brainstorm with you about how to best improve your workplace's turnout, and are available to provide support to you.