

SMART 09 COMMUTE

Smart Commute 2009 FAQ

What is Smart Commute 09?

Smart Commute is a community-wide calendar of events encouraging everyone to try a healthier, greener, and cheaper way to get to work. On May 15, hundreds of employees in Jackson will walk, bike or ride transit on their morning commute. Throughout the summer, the Fitness Council offers events, promotions, and prize drawings to encourage everyone to continue their Smart Commute.

What's Happening?

Friday, May 15, is the Smart Commute Kick Off!

- Commuter Meet-Up Spots- Park your car, grab coffee and a snack, and ride or walk to work with friends!
- Inter-City Leader Ride- Lead by example! Join a group of community leaders in supporting our growing trail network while riding to work..
- Smart Commute Lunch Party- join us for food and prizes in Bucky Harris Park at 12pm.

The Smart Commute Continues all summer...

May 30	Smart Cycling Class
June 19	Falling Waters Trail Morning Commute
June 19	Walking Event
July 17	Paddle to Work
July 17	Bike Movie Night
Aug 21	Grass Lake Group Bike Commute
Aug 21	Smart Commute Awards Lunch

Learn More!

Don't be shy about calling us with questions or concerns. The website will have lots of information. We will even come to your worksite to talk to a group. Just call or email us:

Scott TenBrink
Fitness Council of Jackson
Phone: 517.990.9798
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www.fitnesscouncil.org

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Corporate Challenge 2009 FAQ

What is the Corporate Challenge?

The Corporate Challenge is a friendly competition between businesses to see who can get the most people to join the Smart Commute *and stick with it*.

This year we have expanded on the single-day event of previous years. The Corporate Challenge starts on Smart Commute Day (Friday, May 15). Over the next three months, join Smart Commute events and track your commute. The last day of the Challenge is Friday, August 14. We will announce winners at an awards event on Friday, August 21.

How do you participate?

Register your business or organization as a team. The person who registers a team commits to acting as the team captain. We will help you recruit your co-workers to join and motivate them to keep at it through the summer. We will also provide tools to help you and your co-workers report your Smart Commutes.

How much does it cost?

There is a \$25 registration fee for each team to join the Corporate Challenge. The fee contributes to costs of the trophy & running the event. If you can't get money for the registration, your team can still participate in the tracking and events, and you will still get a t-shirt. But only registered teams can win a spot on the trophy.

How do we win?

The team with the largest percentage of employees who Smart Commute regularly (at least once per month) is the Corporate Challenge Champion. Teams are divided into leagues based on number of employees:

Mini: 2-10 employees *Medium:* 50-150 employees
Small: 11-50 employees *Large:* More than 150 employees

Ties in each league will be broken based on total number of Smart Commutes per employee.

What do we win?

The Champion in each league will be listed on the 2009 Corporate Challenge bike rack trophy. The bike rack is designed by a local artist using recycled bike parts and located outside a non-profit agency in need of bike parking. This year the Corporate Challenge trophy will be installed at the United Way building.

Ask for help!

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Team Leader Tips: Recruitment

Use the free stuff! We will provide posters, brochures, and email updates that you can use to promote the Smart Commute and get coworkers motivated. Put a poster up in the lunch room and forward the email updates.

Sign up for the Corporate Challenge! Competition is a great motivator. Pick out another team in the Challenge and set a goal to beat them. The team with the best participation at the Kick-Off wins the Jackson Coffee Commuter Cup. In August, we announce the Corporate Challenge Trophy Winners!

Use your resources! Mention Smart Commute in your company newsletter, announce events at staff meetings, get your human resources department and wellness committee involved. Incorporate Smart Commute into other incentive programs, casual Fridays, or other company traditions.

Promoting the Smart Commute to customers, clients and students is great way to build interest and excitement. Let the community know that you have a Smart Commute team this year!

Incentivize! The t-shirts and prizes that we give out are great motivators. You can offer all kinds of cheap and free prizes to your team members:

- Free Dress-Down Days for Smart Commuters
- The boss's parking spot for a week
- Offer a light breakfast on Smart Commute Days
- Swap prizes with another Smart Commute team

Get together! Smart Commuting is more fun as a group. Here are a few easy ways to build team spirit:

- Inter-department competition (Sales vs. Accounting, an epic battle of wills!)
- Meet for breakfast and ride or walk to work together
- Get the boss to lead a group commute

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Team Leader Tips: Management

What does a Team Leader Do?

The Team Leader builds and motivates the team. You also are the contact person for the Fitness Council. We will provide lots of resources to make this a really easy job. These are the basic steps to being a great Team Leader:

Register your team at www.fitnesscouncil.org

There is a short form that gives us all the info we need to get your team set up. This takes 5 minutes. If you joined the Smart Commute last year, we have already added your team info for this year.

Encourage your co-workers to join the Smart Commute and stick with it

We will provide lots of stuff to help with this. You need to get it out to co-workers at your worksite.

Hand out t-shirts and distribute prizes

You are our go-to person. We will deliver t-shirts and any prizes that your team members win to you. We ask that you get the stuff to the people (they will love you for it!).

Submit Smart Commute report cards for Corporate Challenge

Once your team joins the Corporate Challenge, we need to collect commute info from you. We have some simple forms that we need you to complete or collect from co-workers and submit to us each week.

Take all the credit

We'll be telling everyone how great you are, especially if you are leading a winning team. Get ready to be a star!

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