

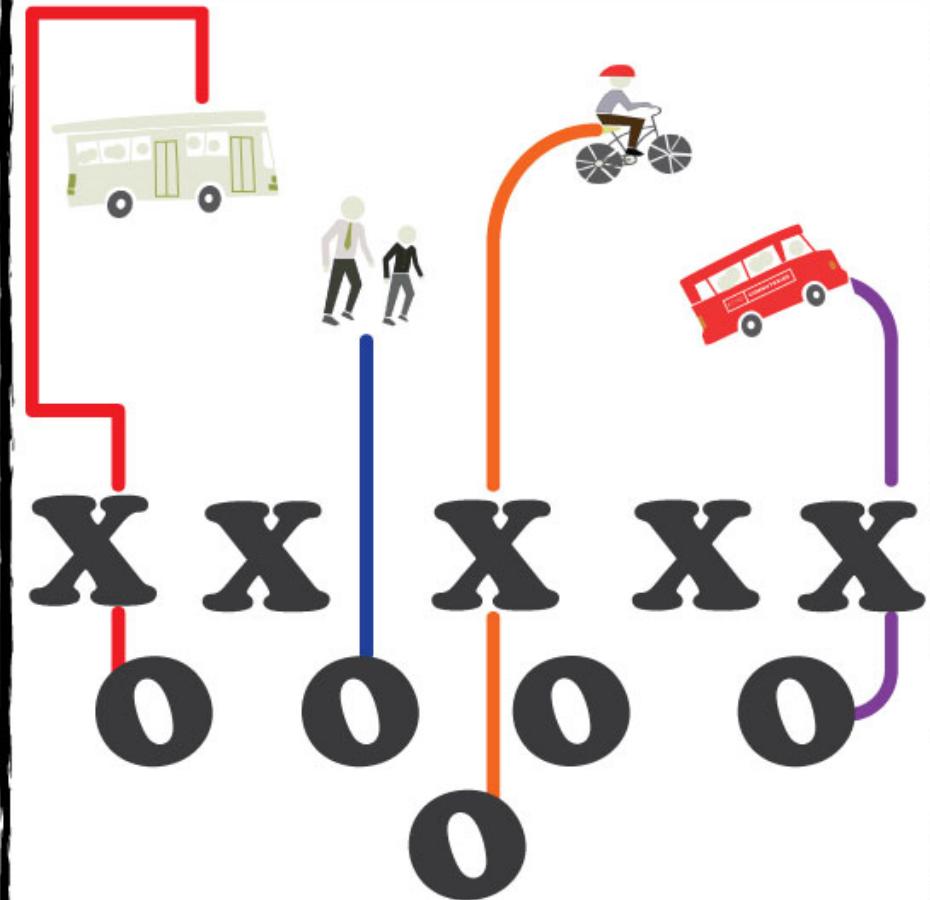
May in Motion 2016

Presented By:



For More Information:
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www.MayInMotion.com

May In Motion



PLAYBOOK 2016

**Everything you need to conduct and promote
May In Motion in your workplace.**

Be a Smart Transportation Roll Model

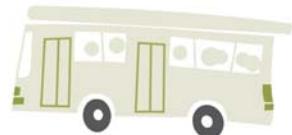
ACHD Commuteride, in partnership with Valley Regional Transit (VRT) and Boise Green Bike (BGB), challenges you and your organization to become a Smart Transportation Roll Model.



A Smart Transportation Roll Model promotes smart commuting options to their employees through fun competitions, prizes, and educational events. By participating in May in Motion, you and your employees reap the rewards of thinking outside the car. Not only will you have happier, healthier, and wealthier employees, your organization will be recognized throughout the Treasure Valley as a Smart Transportation Roll Model.

During May in Motion, ACHD Commuteride, VRT, and BGB provide assistance to capitalize on your organization's potential.

Assistance includes: conducting educational on-site events, providing prize items to incentivize employees, promoting competitions, and best practices. At the end of May in Motion, your organization is promoted as a sustainable leader and one of the best places to work in the Treasure Valley.



SILVER LEVEL



BRONZE LEVEL



SPONSORSHIPS

PLATINUM LEVEL



NORTHBYNORTHWEST



GOLD LEVEL



Welcome to May in Motion!

This packet includes all necessary information you and your organization need to prepare for May in Motion. It includes:

- *GETTING STARTED: STEP-BY-STEP INSTRUCTIONS* 4
A quick guide on how to start marketing May in Motion.
- *IDEAS TOOLBOX* 6
If you want to add a bit of pizzazz to your MiM campaign... here are a few ideas that may interest you.
- *TRACK & RECORD DATA* 7
Find out how employees will record and track participation in May in Motion 2016.
- *CERTIFICATION LEVELS, CRITERIA & AWARDS* 8
Learn why it's important to complete the Certification form, the different recognition levels and their criteria and awards.
- *GIVEAWAY PACK* 11
What is in the Giveaway pack and how to effectively use it during May in Motion.
- *SPONSORSHIPS* 14
A quick look at all the organizations that helped make May in Motion 2016 happen.

Getting Started

We want to make the 2016 May in Motion campaign as easy as possible for you. We know that coordinating and conducting a month-long office competition is not technically part of your job description, so here are some basic tips to make your role a breeze.

STEP 1) READ STEPS 1-5 FIRST

Yes, nobody likes to read directions but it does come in useful at times and will make your life much easier. For those who love to cross things off their lists, this is an easy one to accomplish. Step 1...check!

STEP 2) USE MiM RESOURCES

Go to www.MayInMotion.com to print off May in Motion posters and flyers. Hang up posters to let your employees know your business is promoting MiM. Get the word out, plant the seed early, so everybody is ready when May rolls around.

STEP 3) KEEP OUR EMAILS

Please read our emails completely and do not delete them!

You can forward many of the emails directly to your employees. Look for emails that contain the following information:

- ◊ Fun and easy activities for your fellow employees
- ◊ Information on different modes of smart transportation
- ◊ Instructions on how to participate (including completing and turning in tracking forms)

NOTES

GIVEAWAY PACK Cont.



Backpack
Cooler
Sponsored
by
May in
Motion



Water Bottle
Sponsored by
ACHD
COMMUTERIDE



Picnic Blanket Tote
Sponsored by
Valley Ride



Bicycle Light
Sponsored by
Boise Green Bike



Retro Lunch Box
Sponsored by
ACHD Commuteride

BUS PASSES

Schedule an informational tabling and we will provide bus passes to be used as a incentive item.

Getting Started Cont.

STEP 4) ENSURE DATA IS TRACKED

May in Motion 2016 will use www.MyCommuterCrew.com to track and record commuting data. Creating a user profile on your computer or your phone is simple and keeping track of commuting data is even simpler. Every participant needs to create a profile and record their data.

STEP 5) COMPLETE CERTIFICATION FORM

After all the hard work of promoting and participating in May in Motion, don't forget to fill out the MiM Certification form so your organization is recognized for its hard work and dedication. The certification form is available in electronic format at www.MayInMotion.com. Forms are due no later than June 3rd.

STEP 6) ATTEND AWARDS LUNCHEON

Celebrate a successful May in Motion campaign at the annual awards luncheon. Make sure to RSVP and attend the event to receive your trophy and listen to John W. Martin, CEO and President of Southeastern Institute of Research, Inc. in the JUMP Room at Jacks Urban Meeting Place (J.U.M.P.).



IDEAS TOOLBOX

Some ideas are easy to come by, some ideas you need a little help with. Here are some simple and unique ideas companies have used in the past to promote May in Motion in the office place. Let us know what ideas work for you.

- Brown bag lunch presentations to inform employees about May in Motion.
- Breakfast, BBQ, or pizza event to kick-off May in Motion.
- Hand out internal awards for most unique form of commuting, most improved record, or who commuted with the most style.
- Compete with neighboring businesses who are also participating in May in Motion.
- Market and promote May in Motion throughout the office with stickers stating "What Mode Are You In?" or "I Biked Today", etc.
- Create internal competitions using a points system.
- Employee FUNded program to incentivize employees. Dollars generated through special events and vending machine sales.
- Organization provides bikes for employee to use during breaks.
- Organization offers free bike tune-ups or access to bike tools .
- Create a visible chart to track employee progress for internal competition.
- Wrap up BBQ lunch to award internal winners and giveaways provided by Commuteride.



GIVEAWAY PACK

By participating in May in Motion, your organization will receive a Giveaway Pack that can include up to five incentive prizes. **Giveaway items should be used as rewards or as an incentive to employees to participate in May In Motion.**

The size of your Giveaway Pack depends on the number of employees working at your organization.

Size of Giveaway Packs	
# of Employees	# of Giveaway
1-10 Employees	2 Giveaway Items
11-50 Employees	3 Giveaway Items
51+ Employees	5 Giveaway Items

GIVEAWAY ITEMS



Commuter Tips:
Giving away different Giveaway items to the first person that reaches a designated goal can create a fun competition for the office.

CRITERIA & AWARDS

>BRONZE LEVEL

- Offer two smart commuting incentives and giveaways.
- 5% or above employee participation (1 commute per week per employee).
- Two different internal promotions.

HONORABLE MENTION

- One internal promotion.
- 1% or above employee participation (1 commute per week per employee).

Reward Earned

Platinum, Gold, Silver, and Bronze Award Level

- May in Motion 2016 trophy.
- Recognition on social media outlets, informational materials, along with Commuteride, ValleyRide, and Boise Green Bike websites.
- Recognition at the Smart Transportation Champion awards luncheon.

Honorable Mention Award Level

- Recognition on social media outlets, informational materials, along with Commuteride, ValleyRide, and Boise Green Bike websites.
- Recognition at the Smart Transportation Champion awards luncheon.

TRACK & RECORD DATA

Your employees work hard to participant in May in Motion, make sure their hard work is recorded properly. During May in Motion, participants must track their smart commuting trips. There are two ways participants can track their trips:

Easy & Fun www.MyCommuterCrew.com
OR

Boring & Cumbersome Paper Tracking Form

Why Track Your Trips?

By recording all the data accumulated during May in Motion, we are able to demonstrate to decision makers that people want and use smart transportation options.

Commuter Crew (Share this information with employees)

- 1) Go to www.MyCommuterCrew.com
- 2) Create & Register Your Profile
- 3) Enter & Save Your Smart Commuting Information
- 4) Daily or Weekly Log-in to Track Your Commute Information

Paper Tracking Form (Share information with employees)

The paper tracking form, located at www.MayinMotion.com, is used to track your commute each day during May in Motion. Electronic and hard copy are both available. If tracked manually, make sure all points are added at the end of May and returned to your organizations Employee Transportation Coordinator by Wednesday, June 1st, 2016.

CERTIFICATION FORM

Last step! Complete at the end of May in Motion.

Now that your organization has participated in May in Motion and had poured it's hard work, sweat, and copious amounts of coffee into being a Smart Transportation Roll Model, don't forget to get recognized for your accomplishment!

It is VERY important to complete this form and return it to Commuteride by June 3rd. If it is not filled out properly or returned, your organization is not recognized as a Transportation Roll Model or awarded the MiM trophy.

Visit www.MayinMotion.com to locate and fill out the Transportation Roll Model Certification form.



CRITERIA & AWARDS

Organizations that seize the moment and take advantage of May in Motion are recognized as a Smart Transportation Roll Model. Being designated as a Smart Transportation Roll Model highlights and rewards your organizations smart transportation program. The criteria for each award level is listed below:

Transportation Roll Model Criteria

>>>Platinum Level

- Offer five smart commuting incentives and giveaways.
- 15% or above employee participation (1 commute per week per employee).
- Five different internal promotions.

>>>Gold Level

- Offer four smart commuting incentives and giveaways.
- 10% or above employee participation (1 commute per week per employee)
- Four different internal promotions.

>>Silver Level

- Offer three smart commuting incentives and giveaways.
- 7% or above employee participation (1 commute per week per employee).
- Three different internal promotions.