



Car Free Day Indy Celebration Ideas

1. Friendly competition! Send emails to employees announcing the Commuter Challenge and challenge them to register.
2. Post the Commuter Challenge link and commuter alternatives information on your corporate intranet site.
3. Encourage Commuter Challenge participation on your social media accounts and include the campaign hashtag #CommuterChallenge
4. Host a challenge similar to WZPL and WNTR's "Nicki & Will Take the Commuter Challenge" on social media
5. Conduct transportation information days to promote the Commuter Challenge and commute alternatives such as carpooling, vanpooling, riding transit, and bicycling. Contact a Commuter Connect outreach representative for scheduling.
6. Recognize all participants with Commuter Challenge stickers or buttons. Use the provided electronic template for stickers, buttons, or carpool decals for your employees who register.
7. Have departmental contests for the most participants and/or largest reduction in vehicle miles traveled and/or most alternative transportation methods used. Prizes can include free transit passes or lunch.
8. Bring in lunch for employees who participate to avoid the need to go out to lunch.
9. Provide special preferred parking for those participating in the Commuter Challenge.
10. Provide free or discounted transit passes to those who register for the Commuter Challenge.
11. Offer your employees the Emergency Ride Home program that ensures they never get stranded at work if they use a commute alternative. Contact a Commuter Connect outreach representative for scheduling.