



2024 PLAYBOOK

May in Motion (MiM) is the best way for businesses to rally their employees to try a green commute, offer commute benefits, and receive public recognition!

Green commute modes include biking, walking, carpooling, vanpooling, riding the bus, and even teleworking!

Our team at [ACHD Commuteride](#) is dedicated to working closely with individuals and employers to improve the region by providing commuter information, employer services, and incentives to try a green commute.



SPONSOR SHOUT-OUT



ADVOCATE



PARTNERS



SUPPORTERS



FRIENDS



3 CATEGORIES TO WIN



How is the award level determined?

- 1) Employee participation**
- 2) Commute incentives + benefits**
- 3) Outreach + promotional strategies**



Your total points in each category will contribute to which winning tier level your company achieves!

Let's dive into what qualifies for each winning tier and what you can do to earn points in each category.

WHAT'S YOUR GOAL?

AWARD TIERS



 **Listed below is everything you'll need to qualify for a winning category.**



Platinum

- 15% + employee participation
- Offer 7 green commute incentives & benefits
- Use 5 different outreach & promotion strategies



Gold

- 10% + employee participation
- Offer 6 green commute incentives & benefits
- Use 4 different outreach & promotion strategies



Silver

- 7% + employee participation
- Offer 4 green commute incentives & benefits
- Use 3 different outreach & promotion strategies



Bronze

- 5% + employee participation
- Offer 3 green commute incentives & benefits
- Use 2 different outreach & promotion strategies



Kudos (Honorable Mention)

- 1% + employee participation
- Offer 1 green commute incentive or benefit
- Use 1 outreach and promotion strategy

WHAT'S YOUR GOAL?

1) EMPLOYEE PARTICIPATION



How do I track employee participation?

- Each company will have their own network on Share the Ride Idaho (STRI).

STRI is the ride-matching service we use to provide commute options and track trips.



- STRI is where all participants will log their commute trips.

PS: Logging can continue even after May in Motion!

- When promoting participation, use the QR code associated with your company so that employees can directly join the company network.

From there, employees can pick which green commute mode they'd like to use and start tracking!

The more employees you get involved, the more points your company receives!

How much do I need?

15%
PLATINUM

10%
GOLD

7%
SILVER

5%
BRONZE

If I participate, do I win cash?

- Yes! When employees log into STRI this May and track their green commute trips, they can participate in our **Commute for Cash program.***

5 \$
DAYS = **10**

10 \$
DAYS = **20**

20 \$
DAYS = **100** e-gift card raffle entry

**Employees logging 5-19 days this May will earn e-gift cards. If 20+ days are logged, a raffle entry is earned along with a chance to win \$100! Those who do not win the raffle will still be rewarded \$20. 2 trips logged on STRI = 1 day.*

2) INCENTIVES + BENEFITS



Offering a range of incentives and benefits to your employees significantly enhances their commuting experience.

As a commute coordinator, you can help take inventory of what incentives and benefits your company offers. The more you have, the higher the tier you'll qualify for.



What are some employee incentive examples?

- Provide bus and/or vanpool fare subsidy
- Offer City Go membership
- Provide Carpool or bike/walk financial support
- Offer pre-tax commute cost benefit
- Provide bike storage
- Provide shared bikes & scooter
- Provide showers & lockers
- Offer telework option
- Offer flexible start/end times
- Offer compressed work week schedule
- Give prizes/recognition
- Provide trip-reducing amenities such as break rooms, fridges, microwaves, etc.



How many do I need?

7
PLATINUM

6
GOLD

4
SILVER

3
BRONZE

WHAT'S YOUR GOAL?

How can I help promote May in Motion?

- Invite employees to join your organization's STRI network through **emails, newsletters, & more** with our provided sample messaging
- Including green commute information in **employee onboarding**
- Sharing** your May in Motion experience **on social media**
- Visit an **ACHD Commuteride hosted event**
 - 5/2: *Centre on the Grove*
 - 5/17: *National Bike to Work Day*
- Services ACHD Commuteride provides** (*virtual or in-person*)
 - *Onsite Tabling*
 - *Lunch & Learn Presentation*
- Host your own **employee event** while promoting green commute options
- Incorporating fun **employee games** that promote green commute options
- Earn bonus points for **registering a community partner**

How many do I need?

5 =
PLATINUM

4 =
GOLD

3 =
SILVER

2 =
BRONZE

WHAT'S YOUR GOAL?

3) OUTREACH + PROMOS



Sample Messaging

Get your employees excited about participating in May in Motion! Utilize our provided messages OR create your own announcement to let your team know about your participation.*

**Access messages via our Digital Playbook*

Onboarding Flyer

A great way to capture new participants is by sharing green commute information at new employee onboarding.

Flyers are available to reflect your company's eco-friendly commute benefits, and encourage them to track their trips on the Share the Ride Idaho website.

**Access flyers via our Digital Playbook*

Social Media

1) Capture the May in Motion fun!

We love seeing what everyone is doing throughout April and May; take as many pictures and videos as possible and share them online!

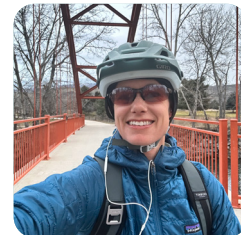
2) Take photos of tablings, presentations, employee games and events, as well as any green commutes!

Encourage your employees to snap some green commuting selfies to share with the team.

3) Post the content online and tag us!

Instagram @achd_commuteride

Facebook @achdcommuteride



SHARE THE FUN



May in Motion Centre on the Grove

Thursday, May 2, 2024

11am-1pm



National Bike to Work Day

Friday, May 17, 2024

Esther Simplot Park

7-9am



SEE YOU THERE!

Take advantage of our services today and schedule a visit with our team!
We can discuss various eco-friendly commuting options and delve into the details of May in Motion!

Encouraging employees to adopt eco-friendly commuting methods is an excellent strategy to both motivate them and reach your objectives, all while fostering enjoyment and contributing to environmental preservation.

Onsite Tablings

**You set the day and location,
and we'll bring the fun!**

Games like Plinko and Cornhole, trivia, SWAG items, etc. will be available to your group. Don't forget to sign up for a tabling slot today!



Lunch & Learn Presentations

Schedule a time for interested employees to bring their lunches while the ACHD Commuteride team presents information about green commuting and May in Motion. ACHD Commuteride will bring the information and be available for any questions. Contact us today to get an event scheduled.



Contact us to schedule a visit



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Host FUN events!

Below we've compiled some past event ideas that made for some awesome memories!

Carpool Box Race

Construct a box van with your carpool companion and engage in a spirited race in the parking lot to see who works together best.

Speed-walk Race in the Office

Challenge each other to a race inside your office to see just who the speed-walk champion will be. This could be done in a relay format to increase group participation.

Slowest Bike Race

Bring your bike in and see just who can be the slowest hare in the group.

Wear Green day

Encourages individuals to wear the color green as a symbolic gesture to support and promote environmentally friendly modes of transportation.

How many people fit in a van?

[ACHD Commuteride](#) will bring the van so you can see how many can fit in it, clown-car style.

Bus Party with VRT

[Contact VRT](#) to schedule a bus party and learn about the great features they have available. They can demonstrate how to use the bus bike rack for safe loading and unloading.

Zip Code Parties

Host zip code parties so employees can see who lives near one another and who could be potential car pool buddies.

Anything BUT a Bike Day

This fun event challenges employees to think of a creative mode for their race vehicle. It could be old school Roller Racers, Big Wheels, trikes, rolling horses, skateboards, desk chairs, and more!



A super easy way to promote participation is through games!

The below game boards are available to download online. Print and post them in your office's break room so everyone can have fun together.

**Be sure to print & display your STR! QR flyer directing folks to your network, & also the Flyer Commute for Cash information!*

Emoji Game (How Was Your Commute?)

Use emoji stickers to express how the daily commute went for each mode of travel. For example, someone who rode their bike to work and got caught in a rainstorm, might use the sad emoji to express their dislike for riding in the rain. This game could be done in a variety of ways that are customizable to your organization.

Pac-Man

Utilize a Pac-Man game to illustrate the daily count of eco-friendly commutes, navigating through the maze to reach the finish line.

Pedal Pursuit

Players navigate a busy road as a bicyclist on their morning commute avoiding hazards by achieving steps to reach the other side.

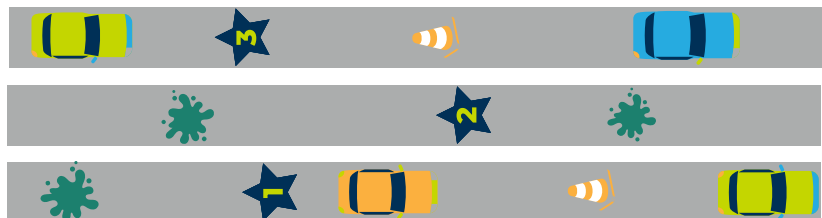
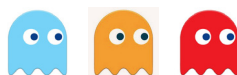
Envirodrive

Players will move forward along the road, aiming to achieve green commuting objectives throughout the month of May. They can achieve badges as they inch closer to end goal.

Word Search

Crossword

READY!



Other games might include:

- *Themed Participation Boards*
- *Office Pictionary*
- *Family Feud: The Green Edition*
- *Charades: The Green Edition*

3) OUTREACH + PROMOS



Are you an over-achiever and eager to EARN EXTRA POINTS?

Reach out to your fellow community connections and encourage them to participate and **register for May in Motion!**

Keep in mind, this is in an effort to **get new businesses involved**. If you notice someone missing from the Kickoff Luncheon, be sure to reach out to them.

Maybe you can even **create some friendly competition between businesses to drum up participation?!?**



If you've registered another company, let us know via email:



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EARN EXTRA POINTS!

WE'RE READY, NOW WHAT?



Now that we've gone through the three categories for points, and how each correlates to the award tiers, let's talk next steps.

-  *Sign up for ACHD Commuteride events & services.*
-  *A digital version of this packet is available on our website. This allows you [download deliverables and print as you see fit.](#)*
-  *Reach out to our ACHD Commuteride Outreach team with questions.*

SAVE THE DATE!

May in Motion Awards Luncheon

Tuesday, June 25, 2024

11am-1pm

SEE YOU THERE!

After the month of May, our team will be crunching the numbers in time for the **May in Motion Awards Luncheon!** This is where our winners will be announced and awarded.

