

Alternative Transportation Challenge

The purpose of this challenge is to educate employees and encourage them to reduce their transportation emissions by making small changes in their daily lives. Getting people to change their behavior takes time and a little bit of help. **This toolkit provides activities and communication pieces that will help get people engaged and in the habit of conserving, even if they don't do it for environmental reasons.**

Contact Alyssa Stephens at astephens@fcgov.com or 970-416-2248 for assistance with planning your challenge.

Materials:

Roadmap to Challenge Success (pg 2)
Challenge activities (pg 3-6)
Email Templates (pg 7-8)
Pre-and Post-campaign surveys (pg 9-11)
Resources and Links (pg 12-13)
Promotional Posters (pg 14-18)

Roadmap to Challenge Success

Plan for reporting

You **must report** the number and percent of employees participating each month. This should include both:

- How many employees are participating in activities
- How many are receiving monthly emails

Other successes you could report in My ClimateWise include:

- Number of conservation actions completed (*see tracking matrices on pg 6 and 8*)
- Percent/amount reduction in vehicle miles traveled
- Percent who report increase in alternative transportation use (*see surveys on pg 10-11*)

Set a timeline

Example

Oct 1 - send out email announcing challenge (and distribute optional pre-challenge survey)

Oct 8 - launch challenge! With transportation fun fact

Oct 22 - challenge reminder, weekly activity, and transportation fun fact

Oct 29 - challenge reminder, weekly activity, and transportation fun fact

Nov 5 - reminder—last week of the challenge!

Nov 12 - announcing winners and celebrating success

Choose an activity

Activities like alternative transportation bingo and bike scavenger hunts provide a more meaningful way for employees to engage with and learn about conservation than a simple email or newsletter.

Remember, **you must incorporate at least one activity into your challenge.**

Communicate, communicate, communicate!

Email templates and example promotional posters are included. Effective communication happens frequently and through multiple channels (emails, posters, staff meetings, newsletters, etc.)

Optional: Schedule a Kickoff!

Set the tone for a fun and exciting year of energy conservation with a kickoff event. ClimateWise staff may be available to speak or bring a fun, interactive activity for your kickoff event.

Recognize success

An event at the end of the campaign is an excellent way to reward employees and celebrate success.

Prizes can also provide another incentive for employees to participate.

Pro Tip: Ask another local business to sponsor prizes for those who go above and beyond!

Solicit feedback

An optional post-challenge survey is included (*see pg 11*).

Build on your success

Extension toolkits are available to provide brief monthly reminders on fun alternative transportation topics. You could earn an additional **three points** towards your transportation badge using these toolkits!

Challenge Activities

Activities are vital parts of your challenge. They make your challenge more successful, educational, meaningful, and FUN for all involved. **You must provide at least one activity during the challenge to increase education and engagement among your employees.** Adjust activities to fit your challenge and your workplace.

Alternative Transportation BINGO

Employees receive BINGO cards with alternative transportation activities in each box. Employees complete these actions to mark off spaces and get a BINGO. Each BINGO completed gives employees one entry into a drawing for a prize. Employees cannot complete the same BINGO row/column more than two times throughout the challenge.

Pro Tip: Create your own BINGO card with actions that matter to your office! A template is included.

Alternative Transportation Bingo

<i>I biked, walked, took the bus, or carpoled to work</i>	<i>I rode the MAX</i>	<i>I added a fun fact about alternative transportation to my email signature</i>	<i>I watched a TED talk about biking or alternative transportation</i>	<i>I biked, walked, or carpoled to a meeting or appointment</i>
<i>I attended a challenge activity</i>	<i>I ate local food for lunch</i>	<i>I rode the MAX</i>	<i>I biked, walked, took the bus, or carpoled to work</i>	<i>I bundled my errands to prevent multiple trips to the bank, grocery store, etc.</i>
<i>I biked, walked, took the bus, or carpoled to a meeting or appointment</i>	<i>I added a fun fact about alternative transportation to my email signature</i>	FREE SPACE	<i>I biked, walked, took the bus, or carpoled to lunch</i>	<i>I biked, walked, took the bus, or carpoled to work</i>
<i>I used the commute calculator to find money and GHG savings!</i>	<i>I watched a TED talk about biking or alternative transportation</i>	<i>I biked, walked, took the bus, or carpoled to lunch</i>	<i>I biked, walked, or carpoled to a meeting or appointment</i>	<i>I ate local food for lunch</i>
<i>I told someone about my new alternative transportation habits!</i>	<i>I attended a challenge activity</i>	<i>I biked, walked, took the bus, or carpoled to work</i>	<i>I used the commute calculator to find money and GHG savings!</i>	<i>I biked for fun with a friend or family member</i>

Alternative Transportation Bingo

		<i>FREE SPACE</i>		

Transportation Audit

Do you know how many miles you travel in a week? Challenge employees to keep track of how many miles they travel and where they go for a week. Encourage them to think about ways they could combine trips or otherwise reduce how much they drive!

Local Food Challenge

Challenge your employees to eat only food from within 100 miles of Fort Collins for a whole day!

Pro Tip: Offer a local breakfast/snack for those who participate and share some fun facts about our local food scene!

Local Lunches

Use fresh, local food for your next lunch or meeting. Include signs that tell your employees or partners where the food is coming from and how far it traveled!

Scavenger Hunt

Have groups of employees find five items throughout the city on bikes, or taking the MAX. First group to return with pictures of all five items wins a prize. Bonus for choosing bike-related items for the hunt!

Lunch and Learn

Educate your employees on ways they can make a difference during a short lunchtime presentation. Use knowledgeable community members or employees or the TED Talks listed in the resources to present information about alternative transportation and the environment.

Presentation Ideas:

- Bike Safety Basics with someone from FC Bikes
- Bike Tune Up Basics with someone from the Fort Collins Bike Co-op
- Brainstorm barriers to biking (and discussing how they can be overcome)
- Brainstorm strategies for a more bike-friendly workplace (find out if a representative from one of Fort Collins' Platinum Bike Friendly Businesses can come and speak about how they achieved their success).

TED Talks

"The Walkable City" (16:56): https://www.ted.com/talks/jeff_speck_the_walkable_city

"How to Solve Traffic Jams" (8:27):

https://www.ted.com/talks/jonas_eliasson_how_to_solve_traffic_jams

"Nature vs. Humans" (22:48):

https://www.ted.com/talks/paul_maccready_on_nature_vs_humans

"The Idea Behind Zipcar (and what comes next)" (13:39):

https://www.ted.com/talks/robin_chase_on_zipcar_and_her_next_big_idea

"The Shareable Future of Cities" (10:00): https://www.ted.com/talks/alex_steffen

Movie Day

Check out one of the "Greatest Cycling Movies of All Time" (pg 14) from the public library and spend a few hours in the afternoon watching! Bonus for offering local snacks during movie time.

Alternative Transportation Self-Report

Send the table below out to employees and encourage them to keep track of the ways they are reducing their transportation emissions every day for a week. Collect recording sheets at the end and consider raffling off a prize!

Record the number of times you complete each activity this week.

Ate a local food lunch	Rode the MAX	Biked/Walked/Carpooled to work	Biked/Walked/Carpooled to a meeting	Biked/Walked/Carpooled to lunch	Switched a meeting to a phone call/virtual meeting	Bundled errands

Alternative Transportation Miles Tracker

Send the table below out to employees and encourage them to keep track of how many miles they travel using different forms of alternative transportation in a week. Collect recording sheets at the end to report to Climatewise the vehicle miles you saved, and consider raffling off a prize to a few participants!

Record the number of round trip miles you traveled using each mode of transportation this week!

Date	MAX/Transfort	Biking	Walking	Carpooling

Email Templates

The following emails are based on a transportation challenge with one activity in the second week of the challenge. The yellow boxes are information that needs to be personalized to your timeline, activities, and workplace.

These provide a great starting place, but be sure to adapt to meet your employees' needs. Utilize other forms of communication (like incorporating information into staff meetings) if email is not a common communication channel.

Pro Tip: Challenge emails are a great place to highlight other actions that you are taking to achieve your transportation badge, and other accomplishments you've made in this category!

One Week before Challenge

Subject: Let's spring into a new commute!

Many of us at **insert business name** are passionate about protecting and enjoying the beautiful environment of Colorado. That's why we are partnering with ClimateWise and City of Fort Collins Utilities to help our office become more environmentally friendly in our day-to-day operations.

On **insert date** we will be launching a **insert length** campaign to encourage alternative transportation methods that reduce our carbon footprint. Each employee will have the opportunity to engage in fun activities surrounding waste reduction and learn about small actions you can take—from walking to lunch to combining errands—that can make a big difference for the environment. **Participants will be eligible to win cool prizes like *insert example*.**

We need your help to make this challenge a success! Please take five minutes to fill out our short survey on what you currently do to reduce your vehicle emissions, and what actions you think we should all be taking.

Stay tuned for more information on challenge activities. If you have any questions, ask **insert contact name**.

Week One

Subject: Let the challenge begin!

Today marks the beginning of the alternative transportation challenge! For the next month, be thinking about the ways you can save miles—whether through riding bikes, carpooling, or planning your errands to maximize efficiency.

As part of our challenge, we will be **insert activity** on **insert date!** **Insert challenge directions/challenge time and location.** Don't forget to talk to **insert contact name** if you have any questions!

Week Two

Subject: Did you know....?

Did you know that biking currently accounts for 1% of all trips in the United States? **Increasing that to 1.5% could save 462 million gallons of gas per year.** That's a lot of money saved and emissions reduced!

We hope you've been enjoying finding small ways to change your daily routine to reduce your transportation carbon footprint. To continue the transportation challenge festivities, we'll be hosting a **insert weekly activity here** on **date**! Stop by **place** at **time** to get in on the fun and learn more about alternative transportation!

Week Three

Subject: Badge of Honor

Impress your fellow employees with your commitment to sustainability! Use this email to highlight a change that you've made in your workplace in the past few years to support the transportation badge!

Week Four

Subject: Last chance!

This is the last week of our energy conservation challenge, and we want to end it with a bang. We know you've been working hard to reduce your water footprint, but we would like to challenge you to find **one more thing** this week that you can change.

If you've been recording your efforts to conserve or participating in activities, please turn in those records to *insert contact name* to be recognized and entered into prize drawings. Drawings will happen on *insert date*, so don't delay!

One Week after Challenge

Subject: Thank you!

Our first challenge of 2016 is done and I'd just like to say THANK YOU. **We had __ people participate in __ actions/activities across two weeks!** All those daily actions added up to big reductions in vehicle emissions!

We drew our prize winners this morning—*insert winner names*, it's your lucky day! Please stop by *insert contact name's* office to pick up your spoils!

On a final note, please take a minute and fill out this quick survey letting us know what you liked and disliked about this project. We hope to be involved in many small challenges like this so share your ideas for the future!

Pre- and Post-Challenge Surveys

Pre-challenge surveys provide the opportunity to gather baseline data on participation AND improve your challenge through understanding barriers to participation and incorporating innovative ideas from employees. If you can, use free software like Survey Monkey or Survey Gizmo to reduce paper use!

Post-challenge surveys provide the opportunity to report back to ClimateWise, and to your employees. They also give employees the chance to share feedback about what went well, and what could be changed to make the challenge even more successful next time.

Alternative Transportation Pre-Challenge Survey

Please choose one answer for each of the following questions. Your name will not be attached to your answers!

About how often do you:	Once a month or less	2-3 times per month	About half the time	Less than half the time	Never
Bike or walk to work in the summer					
Use the Transfort system (bus and MAX) to get to work?					
Bike or walk to meetings?					
Use the Transfort system (bus and MAX) to get to meetings?					

What is one thing that makes it easy to use alternative transportation to get to work?

What is one thing that makes it hard to use alternative transportation to get to work?

Alternative Transportation Post-Challenge Survey

Please choose one answer for each of the following questions. Your name will not be attached to your answers!

About how often do you:	Once a month or less	2-3 times per month	About half the time	Less than half the time	Never
Bike or walk to work in the summer					
Use the Transfort system (bus and MAX) to get to work?					
Bike or walk to meetings?					
Use the Transfort system (bus and MAX) to get to meetings?					

Did you take the survey before the start of the challenge?

Yes **No** **Not sure**

Did you participate in any activities offered during the challenge?

Yes **No** **Not sure**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The challenge was fun.					
I learned something about energy conservation from the challenge.					

What other challenges or activities should we do to be more environmentally friendly?

Resources and Links

Online Resources

- Transportation in Fort Collins:
 - Public Transportation
 - [Bus Schedules](#)
 - [Bus Fares](#)
 - [MAX Rapid Transit](#)
 - Biking in Fort Collins
 - [Bike Library](#)
 - [Bike Regulations:](#)
 - [Bike Maps](#)
 - Youth and Biking
 - [National Safe Kids Campaign](#)
 - [Rad Rider](#)
 - [Safe Kids Larimer County](#)
 - [Safe Routes to School - National](#)
 - [Safe Routes to School - Fort Collins CO](#)
 - [Youth Bicycle Education Network](#)

Local Bike Shops

- [Bike Recyclery- Vintage & Used Online Bike Shop](#) - 401 S. Shields St. (Appt. only) | (314) 814-0999
- [Brave New Wheel](#) - 105 E Myrtle St Fort Collins CO 80524 | (970) 416-0417
- [Drake Cyclery](#) - 2100 W Drake Rd Ste 4, Fort Collins CO 80526 | (970) 631-8326
- [Fort Collins Bike Co-op](#) - 331 N College Ave Fort Collins CO 80524 | (970) 484-3804
- [Full Cycle](#) - 230 S College Ave Fort Collins CO 80524 | (970) 484-1800
- [Lee's - North Store](#) - 202 W Laurel St Fort Collins CO 80521 | (970) 482-6006
- [Lee's - South Store](#) - 931 E Harmony Rd Fort Collins CO 80525 | (970) 226-6006
- [Peloton Cycles](#) - 3027 E Harmony Rd Fort Collins CO 80528 | (970) 449-5595
- [Performance Bicycle](#) - 2407 S College Ave Fort Collins CO 80525 | (970) 419-2770
- [Phoenix Cyclery](#) - 1532 E Mulberry St, Suite D. Fort Collins CO 80524 | (970) 493-4517
- [ProVelo](#) - 100 E Foothills Pkwy Fort Collins CO 80525 | (970) 204-9935
- [Recycled Cycles - CSU Store](#) - Lory Student Center Fort Collins CO 80525 | (970) 491-9555
- [Recycled Cycles - South Store](#) - 4031-A S Mason St Fort Collins CO 80525 | (970) 223-1969
- [REI](#) - 4025 S College Ave Fort Collins CO 80525 | (970) 223-0123
- [Road 34](#) - 1213 W Elizabeth St Fort Collins CO 80521 | (970) 221-3434
- [Rocky Mountain Recumbent Bicycles](#) - 2111-G S College Ave Fort Collins CO 80525 | (970) 221-4838
- [RunAbout Cycles](#) - 1304 Duff Drive, Unit 12 Fort Collins, CO 80524 | (970) 493-4541
- [Small Planet E-Bike](#) - 244 N College Ave Fort Collins CO 80524 | (970) 416-6803

Best Cycling Movies of All Time

Pee-wee's Big Adventure

The greatest movie ever made about cycling is the wildly creative, idiosyncratic masterpiece *Pee-wee's Big Adventure*. Stop rolling your eyes.

The central plot device of *PWBA* is the traumatic theft of Pee-wee's prized bike: a customized, cherry-red vintage Schwinn with handlebar tassels, rearview mirrors, metal panniers and an enormous lion's face atop the head tube. It gets ripped off early in the film—while Pee-wee is visiting his local bike shop, no less—and the remainder of *PWBA* is a raucous, Bob Hope-style road movie in which the juvenile protagonist fends off an escaped prisoner, an outlaw motorcycle gang and a eyeball-popping ghost truck driver named Large Marge as he tries to find his cherished ride, which, thanks to a shady psychic—an homage to *The Bicycle Thief*—he believes is stashed in the basement of the Alamo.

Breaking Away

Working-class kids, restless in a college town, try to ... we don't have to walk you through this one. All you need to know is that's not just one of the best cycling films ever made but also one of the best films period. It won the 1980 Academy Award for Best Screenplay and was nominated for four other awards.

The Triplets of Belleville

People before they see *Triplets* for the first time: "Am I really about to watch an animated French film?" Same people at end: "...". (They're speechless.) This story of a determined grandmother trying to rescue her cyclist grandson after his kidnapping at the Tour de France—and really, that's just the half of it—is an almost wordless, thoroughly unforgettable adventure. And a stunning homage to Fausto Coppi.

The Bicycle Thief

The unflinching tale of a poor father and son searching for the father's stolen ride—a bike he needs to get a job—is a bleak but truthful story of survival. It's also a rebuke to Hollywood slickness. It ushered in a new era of cinematic realism and is routinely listed as one of the greatest films of all time. Don't let the subtitles scare you off.

American Flyers

Pre-*Bull Durham* Kevin Costner in a mustache is one thing, but Rae-Dawn Chong's wheel change is the real stunner in this fun story of two brothers who tackle the Hell of the West through the Rockies. Some of the details are ludicrous—the way the Russian pros bob and weave as they attack—but as celebration of the 1980s American cycling scene, with appearances by the 7-Eleven Team and the gone-but-missed Coors Classic, it's worth your time.

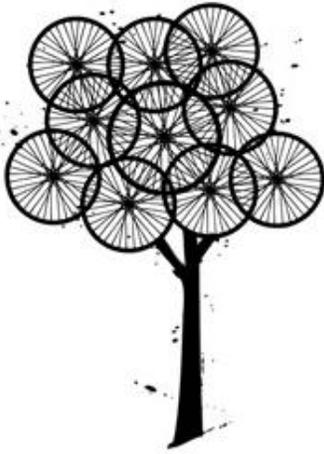
A Sunday in Hell

If you've ever struggled to explain the consuming passion of bike racing to civilians, refer them to this film instead. A chronicle of the 1976 Paris-Roubaix race—with riders like Eddy Merckx, Roger De Vlaeminck, and Francesco Moser—it's a transporting documentary that drops you into the cobblestone dust, soaks you in sweat and fetishizes the suffering of the world's greatest one-day race.

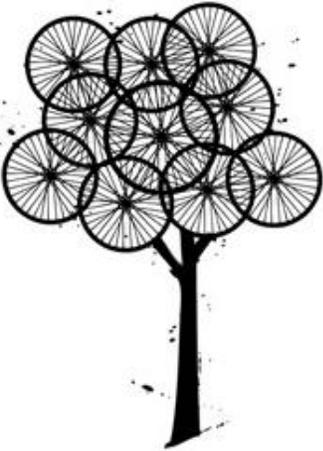




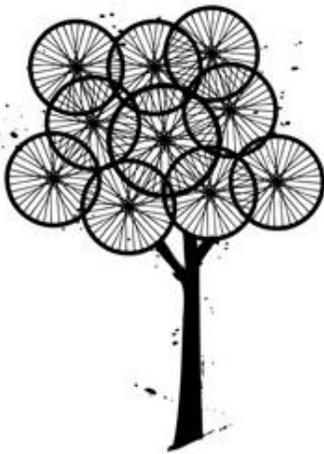
Biking accounts for 1% of all trips in the United States. **Increasing that to 1.5% can save 462 million gallons of gas per year.**



Riding a bike just three hours a week can reduce your risk of heart disease and stroke by 50%.



The average person loses 13 lbs their first year of commuting by bike.

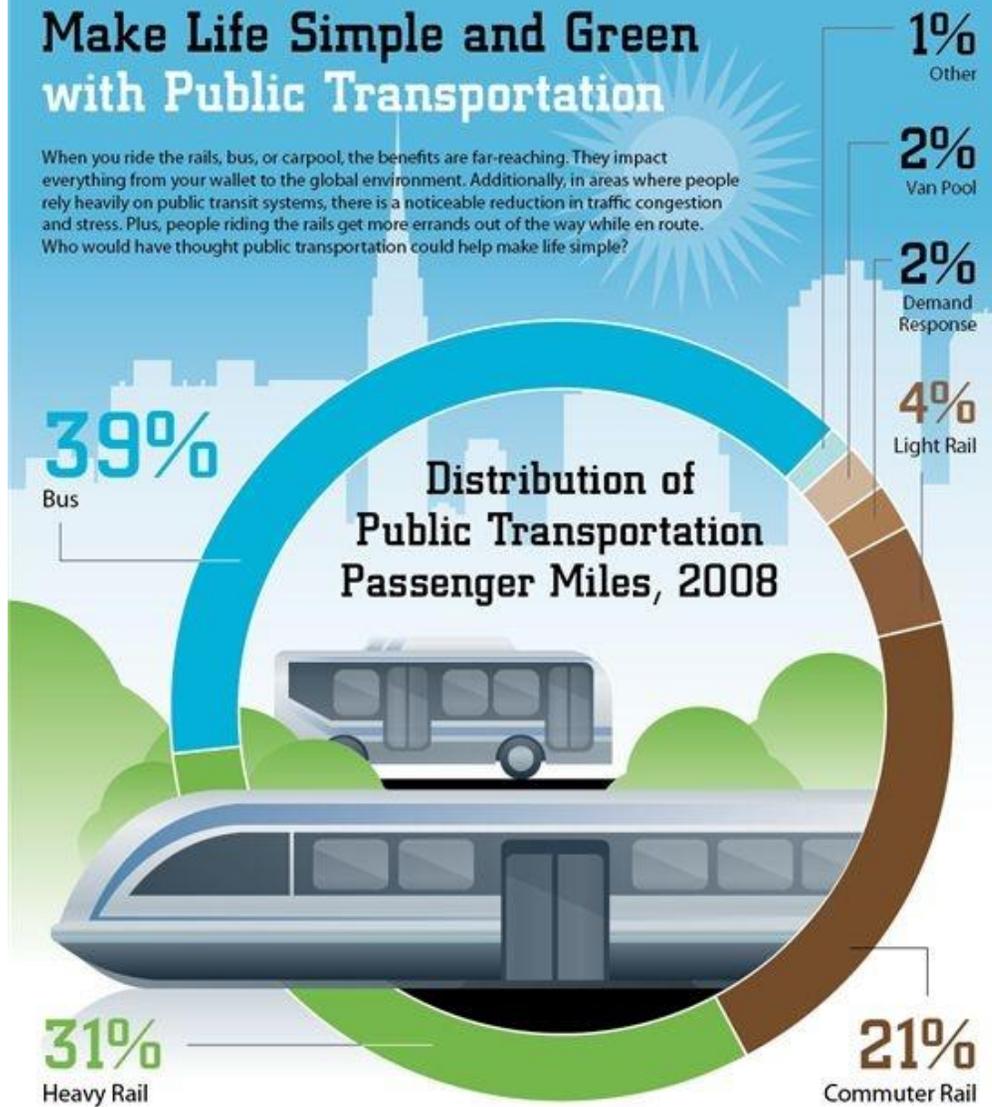


A four mile bike trip keeps about 15 lb of CO₂ out of the air we breathe.



Make Life Simple and Green with Public Transportation

When you ride the rails, bus, or carpool, the benefits are far-reaching. They impact everything from your wallet to the global environment. Additionally, in areas where people rely heavily on public transit systems, there is a noticeable reduction in traffic congestion and stress. Plus, people riding the rails get more errands out of the way while en route. Who would have thought public transportation could help make life simple?



Hidden Savings of Public Transportation



1.4 to 9

less auto miles traveled for every mile traveled by public transportation

102.2

billion fewer miles traveled because of public transportation

340

million gallons of fuel saved due to less congestion because of public transportation



3.4%

of annual U.S. vehicle miles traveled



37

million metric tons of CO₂ are not released