

Charlotte Area

NC Air Awareness

[HOW TO: CLEAN COMMUTE DAY OR "TRY IT" DAY]

Prompt employees to try a clean commute.

Step 1. Select a date

Step 2. Determine if you will ask employees to "pledge" participation beforehand.

Step 3. Select appropriate incentives from the [Incentive Ideas list](#) to encourage employee participation. A fun incentive is to surprising clean commuters as they arrive in the parking lot or lobby with a small reward like a doughnut!

Step 4. Publicize the event at least two of the following ways:

- Email an event announcement at least one week before the event and a reminder the afternoon before your Clean Commute Day
- Post fliers in community areas and break rooms
- Announce the event at your staff or departmental meetings
- Place an announcement on your internal email, intranet site, or newsletter

Step 5. If you plan to surprise clean commuters with rewards as they arrive:

- Recruit volunteers, plan to have at least three volunteers per entrance. (If you will be in a parking lot, consider providing reflective safety vests to volunteers.)
- Make signs so that clean commuters know where to get their rewards

Step 6. Assign volunteers to the following roles:

- Flagger (directs clean commuters toward the reward area—make sure this is someone employees will recognize and stop for)
- Greeter (thanks employees for participating)
- Server (distributes doughnuts or other rewards)

Also Consider:

After a successful Clean Commute Day, consider having a SURPRISE Clean Commute Day. This type of event is designed to reward employees who clean commute regularly. The steps are the same, except you don't publicize the date of the event and you focus on "catching" and rewarding clean commuters as they arrive at work.