

# Charlotte Area

## NC Air Awareness

### [ HOW TO: TRANSPORTATION FAIR ]

Follow these steps to provide employees with information about the available commute options via transit, vanpool, carpool, biking or walking.

**Step 1. Select a date and time.**

**Step 2. Select a location that employees already visit regularly:**

- Break room
- Lobby
- Cafeteria

**Step 3. Contact your local transit provider to request a representative to be on hand to answer questions:**

- CharMeck Need A Speaker for CATS or Charlotte DOT Bicycle Program: 704-336-5849
- Gastonia Transit: 704-866-6056
- Iredell County Area Transit System: 704-873-9393
- Concord-Kannapolis RIDER: 704-920-RIDER [7433]
- Salisbury Transit: 704-638-5252

**Step 4. Invite employees who already “clean commute” to attend and share their experience with others.**

**Step 5. To promote ride-matching through [Way2GoCLT.org](http://Way2GoCLT.org), plan to have a computer with internet access at the event so employees can sign-up on the spot.**

**Step 6. Select appropriate incentives from the [Incentive Ideas list](#) to encourage employee participation.**

- Have a special give-a-way for those who sign-up for ride-share partners

**Step 7. Publicize the event at least two of the following ways:**

- Email an event announcement at least one week before the transportation fair and a reminder the morning of the event.
- Post fliers in community areas and break rooms.
- Announce the event at your staff or departmental meetings.
- Include event details in company newsletter or intranet post.

**Step 8. Assign volunteers to the following roles:**

- Greeter (to welcome participants and distribute raffle tickets if appropriate)
- Floater (to help answer employee questions at informal events)
- Data Manager (to help those using ShareTheRideNC system)