



It's Time for Wheel Options!

Dear Employee Transportation Coordinator,

Wheel Options is a great opportunity to promote alternative transportation modes to your employees and an effective way to meet your employer commute trip reduction program goals. *Read on for exciting details and ideas on how to successfully administer this annual campaign!*

You Choose Your Commute, Now Choose Your Adventure!

This year's theme is all about the adventure of choosing a new commute and the multitude of money, time and emissions-saving modes your employees can explore—from bicycling, walking, taking transit, vanpooling, carpooling, telecommuting or compressing their work weeks —your employees can embark on a new commute during Wheel Options!

Prizes

- Employees who record at least six days of eligible Wheel Options commutes in October 2015 will be entered to win a multitude of prizes, including weekly prizes.
- While everyone wins when they save or share rides, this year, our grand prize is truly grand, because one eligible Wheel Options campaign participant will win a \$2000 travel credit and a \$500 prepaid MasterCard to customize an adventure of their choosing!
- New this year, anyone who is extra adventurous and takes and tracks 12 or more days of Wheel Options commutes will be entered to win one \$500 travel prize – this prize includes a \$400 travel credit and a \$100 MasterCard Rewards card.
- 'Like' Wheel Options on Facebook and be entered into additional drawings.

Wheel Options Modes

Wheel Options include carpool, vanpool, bus, train, light rail, streetcar, bicycle, walk, working from home or a compressed work schedule (e.g., four, 10-hour shifts in a week).

Two Easy Ways to Enter

1. Employees may record their trips at www.WheelOptions.org starting Oct. 1. ***The deadline for recording trips is Thursday, Nov. 5, 2015.***
2. Alternatively, employees may record trips on paper Wheel Options entry forms (included in this packet). If using the paper calendar form, you must enter data into the online calendar on behalf of your employee(s). We recommend entering their commutes every week or two as you can only retroactively enter trips for 28 days online. ***The deadline to enter paper-form data is Thurs., Nov. 5, 2015; you will want to give employees using the form an earlier deadline to turn the forms into you so you will have ample time to input the data.***

Your Tools

This toolkit includes all the things you'll need to run a successful Wheel Options campaign!

- A tutorial on how to run a Wheel Options campaign.
- The prize list.
- Sample communications. **Customize to fit *your* worksite; highlighted portions need customization.**
- A paper copy of the entry form.
- Instructions and best practices for setting up and managing an employer network on www.WheelOptions.org (this is the same incentive management system as www.RideshareOnline.com and other partner sites).



Promote Wheel Options

Plan Your Campaign as Soon as Possible

- Review this toolkit.
- Set up or update your employer network on the [Wheel Options administrative site](#).
- Select the activities and messages you will use and tailor them to fit your company.
- Encourage employees to “like” Wheel Options on Facebook, and follow Wheel Options on Twitter, as there will be additional prizes and information over these social networks.
- Ask management for their support and a modest budget to help support your campaign. If your employer can’t provide prizes, just recognizing the efforts of those who participate or those who qualify for the Grand Prize can be gratifying for employees. Please remember that not all prizes need to be elaborate – a company mug or sweatshirt are also great prizes to giveaway...or even lunch or coffee with an executive (or the ETC!)

Notify Your Employees

- Display Wheel Options posters on message boards, in break rooms and in other common areas. Do you have a digital display at your work? If so, ask if you can get information up.
- Include some or all of the sample messages in company communications. Be sure to tailor all messages to fit **your** worksite(s).
- Use some of the suggestions found in the “Additional Ideas” section of this toolkit to generate extra interest in your campaign.

Have Your Employees Enter to Win

- Online: Employees must sign up and log eligible commutes at www.WheelOptions.org. The online entry will be available beginning **Oct. 1, 2015**. The more often they log their trips, the more chances they have to win weekly prizes.
- Paper: Having employees enter their own information online is the fastest and easiest way, however, we understand if there are employees without set worksites or computers. In these cases you will need to provide them paper entry forms to fill out which you will collect and enter. You will enter your employees’ trip data using the proxy entry tool on www.WheelOptions.org. We recommend collecting and entering the paper calendars every week, as you are only able to retroactively enter commutes going back 28 days. **All data must be entered in by Nov 5**, so we suggest setting a turn-in-date of Nov. 2 (or earlier) for the paper forms so you will have time to enter in your employees’ commute data.



Your Commute is Your Ticket to Adventure!

Use Wheel Options for your commute at least six days this October and enter to win the grand prize—a cruise to Alaska for two—or one of dozens of \$50 gift cards!

Record your commutes using the calendar below for Oct. 1–15; submit it by Oct. 20. Record your commutes using the calendar below for Oct. 16–31; submit it by Nov. 5.

Return completed forms to: _____

October 2015

S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- Use this key to record your commutes:
- Bk = Bike
 - Bs = Bus
 - C = Carpool
 - CWW = Compressed work week/day off
 - R = Rail
 - SOV = Single-occupant vehicle
 - T = Telecommute
 - V = Vanpool
 - W = Walk
 - WF = Walk-on-ferry

One-way miles per commute trip: _____

Name: _____

Phone and extension: _____

Email address: _____

Mail stop (if applicable): _____

Work address: _____



Follow up with Employees

- Thank employees for sharing and saving rides and for participating.
- Communicate your internal results. Let everyone know how many people participated, who won your worksite prizes (if applicable) and how much pollution was prevented during the campaign.
- Optional: Hold your own worksite prize drawing(s). This can be as easy as a drawing for a handful of employer gifts (t-shirts, cups, giveaways) or more elaborate such as a gift basket or tickets to a sporting event or concert.

Announce the Results of the Statewide Prize Drawing

- Winners will be posted at www.WheelOptions.org.
- Facebook winners may also be posted on the [Wheel Options Facebook](#) page.

Wheel Options Statewide Prize List

Grand Prize

A Customized Adventure!

Go on a dream hike, take a cruise or a ski vacation, fly off to a remote destination or a charming European village, stay home for the big game or even go glamping (glamour + camping)! All qualified Wheel Options participants will be entered into the drawing for one grand prize.

The grand-prize package allows the winner to choose their own adventure and includes:

- \$2000 travel credit.
- \$500 pre-paid MasterCard for expenses.

And for those who are extra-adventurous...

- Log 12 or more days of alternative mode trips and be entered into a drawing for
- A \$500 travel prize (includes a \$400 travel credit & \$100 pre-paid MasterCard)

Add your own custom prizes here!

Other Prizes

Gift cards to various local retailers
(Complete list not available at press time)



Employee Emails

Use and amend some or all of the email messages suggested below to maximize your company's Wheel Options participation.

(For the week of Sept. 14)

You choose your commute, now choose your adventure!

What is your ideal adventure? Is it a cruise, a stay on a remote island, ice fishing or attending a big sporting event? Whatever your ideal adventure, one lucky Wheel Options winner will get a \$2,500 travel prize to create their own adventure.

The annual [Wheel Options](#) campaign starts in two weeks. Commute via bicycle, transit, carpool, vanpool, walking and/or telecommuting at least six days in October, and you will save money, cut emissions and reduce congestion – plus you will get the added bonus of being entered to win a customizable adventure! Gift cards and many other great prizes will also be awarded!

Wheel Options encourages employees to reduce their drive-alone trips and explore new ways of getting to work. Log in or register at www.wheeloptions.org to explore all your commute options and possibly find a better way to get to work! With your newfound commute you'll be all set to participate in the Wheel Options campaign and possibly win a custom adventure!

Follow Wheel Options on [Facebook](#) and [Twitter](#) for more prizes and information.

Feeling extra-adventurous? Take and track **12 or more days** of Wheel Options commutes and be entered to win an additional \$500 travel prize – this prize includes a \$400 travel credit and a \$100 MasterCard Rewards card.

Your chance to win is coming soon!

(For the week of Sept. 21)

Ready to fly past the congestion?!

Get in the jet-set lane by riding transit, cycling, walking, carpooling, vanpooling, compressing your schedule or telecommuting your way to your adventure. If you choose and track eligible [Wheel Options](#) commutes at least six days in October, you will you save money, cut emissions and reduce congestion – plus you could win the adventure of a lifetime, one of many gift cards or other great prizes!

<Company Name> encourages our employees to discover new and environmentally friendly ways of getting to work. If you'd like help exploring your commute options, contact me – your employee transportation coordinator – at **<phone number>** or **<e-mail address>**. I can help you find a transit route, carpool partner or an existing vanpool.

We'd love to see one of our own on their way to a custom adventure of one of many other prizes.

Instructions for entering the [Wheel Options](#) prize drawing will be sent next week. In the meantime, don't forget to follow Wheel Options on [Facebook](#) and [Twitter](#) for more information.



(For the week of Sept. 28)

Imagine yourself on the adventure of a lifetime!

Now, imagine that you got there because you bicycled, carpooled, vanpooled, walked, telecommuted or rode transit to work.

The 2015 [Wheel Options](http://www.wheeloptions.org) campaign is here! To participate and qualify for one of many prize drawings you need to:

- Bicycle, share a ride, ride the bus or train, or walk to work at least six days in October. You can also participate by compressing your work schedule or teleworking. *<Delete this last sentence if your worksite does not allow compressed work schedules/telework.>*
- Log your commutes at www.wheeloptions.org. Paper entry forms are available at *<describe where your paper entry forms will be>*.

So, choose your own commute to save money, cut emissions and reduce congestion, and you could find yourself on the adventure of a lifetime or winning one of many other great prizes!

You can also “Like” Wheel Options on [Facebook](https://www.facebook.com/wheeloptions) for a chance to win an additional prize!

For more information visit www.wheeloptions.org or contact me – your employee transportation coordinator – at *<phone number>* or *<e-mail address>*.

Wheel Options—your trip, your way!

(For the week of Oct. 5)

Your custom adventure awaits!

We’re in the second week of the [Wheel Options campaign](http://www.wheeloptions.org) and you still have the opportunity to win a customized adventure or one of many other prizes by taking and tracking Wheel Options! You still have time to take and track the needed six (6) days to be entered into the drawing for the \$2,500 grand prize which includes a \$2,000 travel voucher and \$500 MasterCard Rewards card to choose their own adventure!

Feeling extra-adventurous? Take and track **12 or more days** of Wheel Options commutes and be entered to win an additional \$500 travel prize – this prize includes a \$400 travel credit and a \$100 MasterCard Rewards card.

If you are looking to save money, ease traffic congestion and reduce CO₂, changing your commute is an easy way to start. If you bicycle, walk, share a ride or ride transit to work at least six days in October you might just find yourself on the ultimate adventure! Compressing your work schedule and teleworking count as eligible trips, too! *<Delete this last sentence if your worksite does not allow compressed work schedules/telework.>*

Log your trips at www.wheeloptions.org and follow Wheel Options on [Facebook](https://www.facebook.com/wheeloptions) and [Twitter](https://twitter.com/wheeloptions) for more chances to win!

For more information, contact me – your employee transportation coordinator – at *<phone number>* or *<e-mail address>*. **The deadline for recording trips online is Thursday, Nov. 5, 2015.**



(For the week of Oct. 12)

Will you be the one taking the ultimate adventure?

You could be on your ideal adventure before you know it! All you need to do is take and track an eligible Wheel Options **commute at least six days in October!** You will save money and the environment, and you'll also be eligible to win [fabulous prizes!](#) Eligible modes include sharing a ride, walking, biking, riding the bus or train, teleworking or compressing your work schedule.

Feeling extra-adventurous? Take and track **12 or more days** of Wheel Options commutes and be entered to win an additional \$500 travel prize – this prize includes a \$400 travel credit and a \$100 MasterCard Rewards card.

There is still time to qualify for one of the many Wheel Options prizes. Go to www.wheeloptions.org and record your commutes or stop by **<describe where your paper forms will be>** to pick up a paper entry form. Either way, you'll need to enter the drawing by Nov. 1.

You can also “like” Wheel Options on [Facebook](#) for a chance to win an additional prize!

For more information, contact me – your employee transportation coordinator – at **<phone number>** or **<e-mail address>**.

(For the week of Oct. 19)

Here comes your perfect getaway!

You still have time to qualify for the 2015 [Wheel Options](#) prize drawing. If you bicycle, walk, share a ride or ride the bus or train to work at least six days in October, you will save money, cut emissions and reduce congestion – plus you might be the one proclaiming, “This is my perfect adventure!” or winning [one of many other great prizes!](#) Teleworking and compressing your schedule also count as eligible trips.

Go to www.wheeloptions.org to record your commutes or stop by **<describe where your paper forms will be>** to pick up a paper entry form. Either way, you'll need to enter the drawing by Nov. 2. Record at least six [eligible trips](#) and you could be relaxing on a beautiful beach, rocking out at a concert, ice-fishing on a remote lake, taking that cruise you've always talked about, or on any other adventure you'd like!

Feeling extra-adventurous? You still have time to track **12 or more days** of Wheel Options commutes to be entered to win an additional \$500 travel prize – this prize includes a \$400 travel credit and a \$100 MasterCard Rewards card.

Don't forget to follow Wheel Options on [Twitter](#) and [Facebook](#)!

For more information contact me – your employee transportation coordinator – at **<phone number>** or **<e-mail address>**. **The deadline for recording trips is Thursday, Nov. 5, 2015.**

(For the week of Oct. 26)

Don't forget to log your trips for a chance to choose your adventure!

This is the final week of the 2015 Wheel Options campaign! Log your eligible October trips at www.wheeloptions.org or on your paper calendar by Nov. 2, and you could be on the adventure of



a lifetime! And don't forget to "like" Wheel Option on [Facebook](#) for the chance at an additional prize!

(For the week of Nov. 2)

Thank you Wheel Options Participants!

Thanks to everyone who participated in the [Wheel Options](#) campaign! If you found a new, better way of getting to work, I'd love to hear from you. **Everyone who eliminated and tracked at least six drive-alone days during October will be entered in our company drawing for <prizes offered by your company>.**

Everyone who eliminated and logged at least six drive-alone days during October will be entered into the statewide grand prize drawing (includes \$2,000 travel voucher and \$500 pre-paid MasterCard Rewards card) and other prize drawings; those who eliminated 12 or more days will be entered into the \$500 travel prize drawing (includes \$400 travel voucher and \$100 pre-paid MasterCard Rewards card). These participants will be entered into

Stay in touch with Wheel Options through [Facebook](#) and [Twitter](#)!

Wheel Options — your trip, your way.

(On or after Nov. 9)

Look what we did!

If you have a registered network in the Rideshare Online platform you can find information on how your company contributed to reducing your carbon output on the Wheel Options admin page: <https://wheeloptions.icarpool.com/admin/en/login.aspx>

<000> employees here at <Company Name> participated in the [Wheel Options](#) campaign! Together we eliminated <000> miles driven, gained health benefits and improved our air quality.

- **<000> pounds of carbon dioxide reduced**
- **<000> pounds of hydrocarbons reduced**
- **<000> pounds of carbon monoxide reduced**

I'm pleased to announce that **<prize winner's name>** won **<description of the prize>** in our Wheel Options campaign! Congratulations **<prize winner's name>** and thanks again to everyone who participated!



Additional Ideas on how to Promote Wheel Options

Use and amend all or some of the below suggested promotional ideas to maximize your company's participation in Wheel Options.

Campaign Kickoff

- Get everyone's attention on the first day of the campaign.
- Using plain white paper, cover the main entrances of your worksite early on the morning of the first day of the Wheel Options campaign to create a high contrast backdrop for Wheel Options posters. Post pictures of Wheel Options participants on the white wall.
- Greet employees as they enter the building for work with coffee and muffins.
- Hand out Wheel Options and commuting materials.

"Carpool Day" Promotion

- Designate a day during Wheel Options as "Carpool Day" for your company.
- Remind your employees the week before and encourage them to sign up at www.RideshareOnline.com to find a partner.
- Offer special incentives and prizes for anyone who carools on "Carpool Day."
- Have an Adventure-themed special breakfast or lunch ready for your carpoolers.
- Hold a contest for the most creative carpool.

Scavenger Hunt

- Get everyone involved in the campaign.
- Purchase small prizes – use an adventure themed prize (compass, flashlight, et al).
- Each day of the Wheel Options campaign, hide one of the prizes somewhere at your worksite.
- Give away adventure-themed gifts to employees who find the prizes, such as solar lights, maps, sunglasses, water bottles, et al.

Easy, Low-cost and No-Cost Promotions

- Raffle a breakfast or lunch with the CEO to participants.
- Have casual Fridays in the month of October be Adventure-themed.
- Hold a cookbook recipe contest. Ask employees to submit their favorite adventurous recipes. Compile the recipes into a cookbook and provide book copies as prizes.
- Ask the company cafeteria to offer an Adventure-themed lunch and host a commute information table at the same time.



Images for Campaign Advertising:

You choose your commute, now
CHOOSE YOUR ADVENTURE!

Your customized adventure is only three easy steps away:

1. Choose at least 6 days of commutes using Wheel Options* in October
2. Record your commutes at WheelOptions.org
3. Choose your own adventure with a \$2000 travel credit and a \$500 pre-paid MasterCard**

NEW THIS YEAR!
For the first time, anyone who is extra-adventurous and tracks 12 or more days of Wheel Options* commutes will be entered to win a \$400 travel credit and a \$100 pre-paid MasterCard. Other prizes include weekly drawings and special Facebook drawings.

*Travel includes cabins, vehicles, public transportation, ferries, vans, bicycles, motorcycles, compressed gas, meals, car 4-10 hours each for any combination thereof.
**Not only are you entered to win a vacation you can customize and other great prizes, you also win by making an environmentally conscious choice for your morning ride. The environment, and the better health of your vehicle & tires.

wheel options
your trip, your way.

WSRC WASHINGTON STATE RECREATION ORGANIZATION

f /WHEELOPTIONS

You choose your commute, now
CHOOSE YOUR ADVENTURE!

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