



Good Afternoon Employee Transportation Coordinators!

This year, Wheel Options is encouraging employees to *Be a Commute Super Hero!* Whether they use or try transit, vanpool, carpool, bicycle, walk/run/roll, streetcar, walk-on ferry, work from home, compress their work week, or any combination of these Wheel Options modes—we want them to soar—and we want them to tell us how they are a Commuter Super Hero!

Please join Washington State Ridesharing Organization (WSRO) and your fellow employers, agencies, transportation management associations (TMAs) and jurisdictions in encouraging employees to use alternative commute modes and *Be a Commute Super Hero* in October! Wheel Options runs from October 1 – 31 and is a super opportunity to promote non-drive alone modes to get to work. Your partnership in this annual campaign helps reduce commute trips and carbon emissions while offering your employees an opportunity to get rewarded for tracking those saved, shared and active commute trips!

***Be a Commute Super Hero!* Contest Details**

Wheel Options is encouraging employees around the state to *be commute super heroes* by saving, sharing and tracking commutes during October. Participants who live or work in Washington state and **complete and log at least six days** of Wheel Options commutes will be entered to win a host of great rewards. Rewards include a \$1,500 or \$500 Tango Card Reward Link or one of more than a dozen \$50 retail gift cards. The top two Tango winners may choose between more than eight-dozen top retail brands and non-profits—spending all the winnings on one brand, donating to charity or splitting it up amongst multiple options (visit www.wheeloptions.org/faqs for official rules).

Employees will also have the chance to win weekly rewards by posting snapshots of themselves on how they are being a commute super hero to [facebook.com/wheeloptions](https://www.facebook.com/wheeloptions).

Feel free to set up your own rewards to be won by employees in your network!

Toolkit for Success!

This packet includes posters to let folks know that the promotion starts in October! We've also created an online toolkit with downloadable pdfs. Your online toolkit includes posters—two-sided, English/Spanish option and e-mail templates along with network quick tips, instructions and a printable calendaring form. Visit wheeloptions.org for promotion details, rules, modes and to get to the toolkit. Feel free to contact victoria.tobin@kingcounty.gov or julie.paone@kingcounty.gov if you have questions or need anything.

Wheel Options

