

RIDESHARE WEEK 2012

TRY 1 IN 5

Employer Challenge ■ February 26 - March 3

Compete with employers across the Valley during the **Employer Challenge**, February 26 - March 3. Your company earns points when your employees leave their cars at home one or more days during the week and use alternative commute modes — such as transit, carpool, vanpool, biking, walking or teleworking.



Why?

MORE MONEY.

By leaving the car at home one day per week, commuters can save up to \$70 each month in gas, insurance and maintenance costs.

LESS POLLUTION.

Eliminating one drive-alone trip from the weekly commute can prevent pounds of harmful ozone and greenhouse gas emissions.

GREAT PRIZES.

Your company gets a chance to win a 2012 Clean Air Campaign award. Employees can also win many great prizes by participating in the Employer Challenge.

How to Participate

- 1 Complete and return the **Employer Registration Form**.
- 2 Hold an internal kick-off event to distribute **Employee Activity Forms**.
- 3 Promote Rideshare Week to employees. (See *Promoting Rideshare Week flyer*.)
- 4 Collect **Employee Activity Forms** at the end of the Employer Challenge.
- 5 Tally results and return the **Employer Report Form** to Valley Metro.



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