

36 Commuting Solutions Workplace Ambassador Network Handbook

Welcome to the 36 Commuting Solutions Workplace Ambassador Network (WAN). The mission of the Workplace Ambassador Network is to help you encourage others in your workplace to use transportation options such as carpooling, riding transit, bicycling, vanpooling, teleworking or walking. We thank you for your time to volunteer for this important role and want to take this opportunity to tell you more about the WAN program.

Role:

The role of a Workplace Ambassador is unique for each organization. Depending on how your co-workers currently commute and the options available to you (e.g. proximity of RTD bus service to your property), different options will work better than others. We will work with you to understand which transportation options might work best for your organization.

Toolkit:

There are a variety of ways we can work together to “green” your co-workers’ commutes. In doing so, you will help your colleagues save money and reduce stress, all while reducing traffic congestion and improving air quality throughout our region. The following is a sampling of the many ways you can encourage green commuting in your workplace:

Action	Goal	Accomplished (date)
Tell others how changing their commuting habits can benefit the environment and reduce traffic congestion. Tell others how changing their commuting habits can benefit the environment and reduce traffic congestion.	(Example: Talk to 3 new people every week about clean commuting)	
Educate others about transportation options and services using company communication channels such as email, flyers, newsletters, Intranet or bulletin board. Ensure the New Employee Packets developed by 36 Commuting Solutions are provided to new employees on their first day. These packets will contain the Commute Options One Sheet, relevant bus schedules, the U.S. 36 Transit Guide, the BikeLinks 36 map, a 36 Commuter CASH rack card, and the 36 Commuting Solutions brochure. Contact Catherine if you need any of this information.		
Lead company-wide participation in transportation programs, such as 36 Commuter CASH and Bike to Work Day. Lead workplace challenges to get more people to use commute options. Work with management to offer financial incentives or rewards to kick start a challenge!		
Coordinate with management to implement preferential parking for carpools and vanpools. Arrange with management to purchase bicycle lockers/parking and work with management to provide commuting facilities (showers, lockers, etc.) or other bicycle-related amenities.		

Action	Goal	Accomplished (date)
Coordinate a Bike to Work Day breakfast station or other incentives to encourage employee participation in Bike to Work Day.		
Distribute RTD transit passes and explain to employees how and where to catch the bus, or refer them to 36 Commuting Solutions for trip-planning assistance.		
Contact 36 Commuting Solutions to obtain a quote for your organization to provide a transit pass subsidy and try to gain management support to fund it as a new employee benefit.		
Showcase the employees who already use a clean commute and tell their story via company-wide email.		
Conduct an employee commute survey to gauge current commute behavior data to share with your management team. Employee commute surveys will identify employee commuting needs and interest.		
Coordinate with 36 Commuting Solutions staff to implement transportation fairs or lunch-n-learn events.		
Start a "Green Team" to help you implement a clean commute program and other eco-friendly efforts!		
Work with 36 Commuting Solutions for help to measure program effectiveness.		

Benefits:

At 36 Commuting Solutions, our goal is to make the Workplace Ambassador Network a fun, interesting and worthwhile experience for you. We realize that most of you have taken on this commitment in addition to your daily job tasks and we sincerely appreciate your efforts. Benefits of WAN participation include:

- Recognition by peers, management and local media.
- The opportunity to gain greater visibility and leadership within your company.
- Being "in the know" about the latest developments in RTD service, new commuter programs and U.S. 36 multi-modal improvements.
- Rewards and recognition by 36 Commuting Solutions.
- Invitations to transportation-related press events, educational seminars or workshops, or special meetings with decision-makers along the corridor.

Commitment:

1. Attend quarterly WAN meetings.
2. Work with 36 Commuting Solutions staff to implement tactics outlined above or develop other strategies that would be effective in your place of business.
3. Provide updates to 36 Commuting Solutions staff on the progress of your efforts.

Contact:

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