



Impact level
Basic

PROMOTING ANNUAL CAMPAIGNS / IMPORTANT DATES

Many local government agencies and transportation organizations will manage and launch annual marketing campaigns, free for anyone to participate, with prizes and resources to incentivize people to try alternative modes of transportation.



Bike Everywhere Challenge

Arguably one of the most popular Commuter Campaigns in the City of Seattle, Cascade Bicycle Club's Bike Everywhere Challenge in May provides a free opportunity for employers to incentivize their employees to try biking to work.



Using a simple, online trip-tracking tool, participants can register alone or with a team of co-workers to compete for various prizes provided by local government agencies and partner organizations. Furthermore, employers can promote their own internal challenges and provide private prizes and awards, even competing against industry peers or neighbors.



Don't miss out on these free opportunities to engage employees and gamify your commute to work!

Photos courtesy of Cascade Bicycle club

What are some of the most popular campaigns?



· Bike Everywhere Challenge

Primary Sponsor:
Cascade Bicycle Club
When: Annually, May
Mode: Bicycling



· Bike to School Challenge

Primary Sponsor:
Cascade Bicycle Club
When: Annually, May
Mode: Bicycling



· Ride in the Rain

Primary Sponsor:
Cascade Bicycle Club
When: November
Mode: Bicycling



· Walktober

Primary Sponsor:
Feet First
When: Annually, October
Mode: Walking



· Ride Transit Month

Primary Sponsor: Transportation Choices Coalition
When: Annually, April
Mode: Bus, Train, Light Rail, Ferry, Water Taxi, Vanpool



· Wheel Options

Primary Sponsor: Washington State Ridesharing Organization (WSRO)
When: Annually, October
Mode: Walking, Bicycling, Driving, Carpool, Vanpool, Bus, Train, Teleworking, Compressed Work Week



· Notable Dates

National Dump the Pump Day: June 16
National Walk to Work Day: First Friday April
Mode: Walking



PROMOTING ANNUAL CAMPAIGNS & IMPORTANT DATES CHECKLIST

- Sign up for alerts from Commute Seattle or directly from the primary sponsors to receive campaign toolkits and invitations to participate.
- Share communications with employees and instructions on how to log trips and participate.
- Participate yourself and share your experience.
- Gain executive level endorsements and participation in challenges.
- Create and promote internal challenges between departments and teams.
- Create and promote external challenges between industry peers or neighboring employers.

Resources

- [Commute Seattle Calendar](#)
- [Cascade Bicycle Club](#)
- [Washington Bikes](#)
- [Feet First](#)
- [Transportation Choices Coalition](#)
- [Wheel Options](#)
- [Luum Supported Challenges](#)