

# EVENTS AND CAMPAIGNS

## Event Basics

Hosting events can be a fun and engaging way to inform your co-workers about their transportation options. Point2point can provide a staffed table at any worksite. Our visit could be part of a larger event like a benefit or safety fair, or we could simply be stationed outside your lunchroom one day. You might also consider hosting other types of events as your time and budget permits. Transportation-related events can be an effective way to:

1. Expand enrollment in programs your employer offers like Emergency Ride Home.
2. Provide support to those considering new commutes.
3. Bring out “champions” who already regularly use transportation options.
4. Demonstrate company commitment to employee wellness and sustainability.

## How to Start

To take advantage of our tabling service, ETCs should:

1. Submit a tabling request to Point2point.
2. Put up flyers and send an email notifying employees about the event.



## Campaign Basics

Another great way for ETCs to promote commute options is by joining in on Point2point’s two yearly campaigns:

- The Business Commute Challenge, a friendly competition between businesses that happens for one week each May.
- The Get There Challenge, a statewide competition between individuals that lasts for 15 days every Fall.

Campaigns can be uniquely useful because:

- Key messages are reinforced multiple times.
- They make it fun!
- They create shared experiences and build office community.

## How to Start

To encourage co-workers to join in on one or both of our yearly commute challenges, ETCs should:

1. Start checking the BCC website in April to sign up your business and request promotional materials.
2. Start checking the Get There Challenge website in August to request information.

## Quick Access Links

[Sample Emails](#)

[Get There Challenge](#)

[Printable Materials](#)

[Service Request](#)

[Resource Documents](#)

[Business Commute Challenge](#)

[Need Help? Request a Consultation.](#)