



Help Promote Active Trips Active Trips Incentive

The San Mateo County Spare the Air Resource Team encourages people to Spare the Air by using “active trip” modes to attend work-related events or meetings. What’s an active trip? Anything other than driving alone: walking, biking, sharing a ride or taking public transit.

Why?

The San Mateo County Spare the Air Resource Team seeks to raise awareness of the many opportunities available to people to take an active trip and avoid driving alone. Most of the trips we make each day are to places other than work. Trips for shopping, meetings, errands, or lunch are possibilities for active trips: walking, carpooling, riding the bus, train, or a bike. Shifting these trips can:

1. Provide opportunities to connect with colleagues or others in your community
2. Increase your daily activity and overall health
3. Reduce traffic, air pollution and greenhouse gas emissions

Short trips (less than one mile) represent 20% of the trips we make each day. A small shift can make a big difference: there's only a 3% difference between the total trips started during rush hour compared to average mid-day traffic. (And wouldn't we all like to sit in traffic a little less?)

How can you help?

We are looking for “promoters” – people who organize or promote meetings and events that take place in San Mateo County – to let their attendees know that they can be entered into a drawing to win prizes, courtesy of the San Mateo County Spare the Air Resource Team, just for taking an active trip to a meeting or event.

Become a promoter for the Active Trips Incentive in four easy steps:

1. Sign Up

Contact the San Mateo County Spare the Air Resource Team Facilitator:
Mari Pearman - mlpearman@communityfocus.org - 510-763-2500

2. Announce the incentive drawing to meeting/event attendees *

Before the meeting or event, include the following note in your calendar invitation, email, or meeting agenda:
“Take an active mode - walk, bike, bus, take transit or carpool -- to the meeting (or event) and be entered into a drawing for prizes!”

3. Collect names and contact information

At the meeting (or event) ask meeting attendees, “who came by an active mode? who shared a ride, walked, rode a bus, train or bike, any transportation mode other than driving alone?”
Congratulate them for making a healthy choice for themselves and the environment! Collect their name(s) and contact information so they can be entered into the drawing. A sign in sheet is attached for your convenience.

4. Send us the names – we’ll enter them in the drawing

Email names and contact information to the Team Facilitator (mlpearman@communityfocus.org) who will enter them into the drawing.

Incentives to participate

There will be a drawing at the end of December. All participants entered by this date will have a chance at three great prizes (courtesy of the San Mateo County Spare the Air Resource Team) each valued at approximately \$100.

*Some restrictions may apply.