

EXAMPLE MATCHING FUND PROJECT IDEAS INCLUDE

Provide Perks for Sharing a Ride

Make carpooling and vanpooling enticing through innovative incentives that encourage sharing a ride. Give newly formed carpools and vanpools, or those that add a new rider, gift certificates for fuel, car detailing, or other transportation related goods. Have a contest to see which department can form the most carpools/vanpools and award them with party or a large group prize.

Host a Transportation Expo

Have you wanted to do more with your transportation fair than a table in the lobby, but haven't had the budget for it? Are you adding a program element and want to host an event to promote it? Plan more than a transportation information table, plan a Transportation Expo! Develop a theme and plan an event that really encourages employee participation. Possible elements include – providing personalized commute planning, inviting a bicycle mechanic to tune-up employees' bikes, drawings for prizes, and free food! Plan the event and use the grant funds to fund special prizes, food, and the bike mechanic.

Celebrate National Bike to Work Day

Encourage your co-workers to commute via bike on *National Bike to Work Day* by purchasing prizes, such as water bottles, gift cards, or other bicycle paraphernalia, to give to participants. Use funds to host a continental breakfast for cyclists when they arrive to work that day. Create promotional materials to promote this fun national event. The possibilities are endless!

Host a ZIP Code Lunch

Host a Zip Code Lunch to facilitate ride matching. Employees RSVP to the lunch and provide their zip code. At the lunch, employees are matched and seated with others commuting from the same zip code to discuss carpool, vanpool and vanshare opportunities. Door prizes can be given away during the lunch and additional prizes can be offered to those who form a carpool, vanpool or vanshare.

Improve Bike and Walk Commute Facilities

Do your cyclists and walkers need a place to store their clothes? Are the bike racks at capacity? Want to start a bike fleet program to help employees travel at lunch? Propose to use the funds to support a capital purchase, such as lockers, a bike rack, way finding signs, a fix-it station and locks and helmets for a bike fleet. Include a marketing plan to make employees aware of the new purchase and encourage them to use it!

Do you have another idea?

We're excited to hear about it! Contact Kirkland Green Trip staff by phone, 425-990-3097 or email support@kirklandgreentrip.com to discuss your proposal.