



## Instructions for Workplace Coordinators

### Event Overview

#### The Car-Lite Diet protects air quality by reducing vehicle trips, which cause 50% of Dane County's air pollution.

The goal of the Car-Lite Diet is for your employees to voluntarily cut back on driving alone for 14 days by trying other modes of transportation, such as carpooling and vanpooling. Participants will track all the miles they travel in their personal trip logs.

As employees become more aware of their driving habits, they may make some permanent changes that are healthy for our community—and healthy for them. This event will enhance your employee wellness program since it can build regular exercise into employee commutes.

#### All of your employees can participate.

Work-related trips make up only 17% of car trips in our county, so the Car-Lite Diet is not just about commuting but about car trips made by employees during their off hours, too. Sometimes employees are not able to change their work-related travel but can very successfully reduce their car use for personal trips. The Car-Lite Diet can involve all of your employees during May Bike to Work Week. Non-bicyclists can join in driving less by using other modes of travel, including Metro Transit.

#### You can get results that help our community.

Total miles will be added up at the end of the Car-Lite Diet so the public will learn how many miles and how much pollution were reduced by participating workplaces. This event is part of *Healthy Air*, a program dedicated to protecting Dane County's air quality.

Workplaces can play a decisive role in preventing Dane County from becoming subject to federal regulations which would be costly to our households and businesses.

### How to Coordinate the Car-Lite Diet

#### We make it easy for you.

Starting six weeks before the event begins, we'll walk you through the Car-Lite Diet Event Countdown. You can download posters and many other resources to help you at [www.carlitediet.com](http://www.carlitediet.com)

During the 2-week Diet, we will send motivational reminders with trip-reducing diet tips to participants every several days. You won't have to worry about communicating with participants or answering questions—the Car-Lite Diet staff at Madison Environmental Group will do that.

#### Choose from these Car-Lite Diet promotional options.

- ★ Simply use workplace communication channels such as newsletters, intranet site, posters, and email to announce the Car-Lite Diet, encourage your employees to participate, and provide resources for them. (*It's easy to use the downloadable announcement templates and resources provided at [www.carlitediet.com](http://www.carlitediet.com) on the Workplace Toolkit page.*)
- ★ Reward your employees with various prizes or incentives when they participate. For example, you can keep the workplace buzz alive by awarding a small prize or some other recognition every several days. (Just call 608 280-0800 for a list of employees registered.) Download *Promoting a Successful Workplace Event* from the *Workplace Toolkit* for prize ideas.
- ★ Hold a kick-off event with food and fun to help make the Car-Lite Diet a compelling and highly visible opportunity for your employees. Download *Promoting a Successful Workplace Event* from the *Workplace Toolkit* for event ideas.
- ★ Lead by example when you and your colleagues sign up to participate and encourage others in your department to do so.
- ★ Set up a friendly competition between departments or with other workplaces who participate in the Car-Lite Diet.

### How the Car-Lite Diet Works

#### Use the easy-to-navigate website, [www.carlitediet.com](http://www.carlitediet.com)

- ★ The home page has a program description and an easy click to *Sign Up*, which will take employees just a few minutes.
- ★ After employees sign up, they can go to *Log Your Trips* and record mileage in their personal Trip Log at their convenience.
- ★ The workplace coordinator, or any employee, can create a tab for workplace team(s) at the *Sign Up* page.
- ★ The *Trip Tips* web page at [www.carlitediet.com](http://www.carlitediet.com) contains alternative commuting information. The same information is provided on the *Trip Tips* handout, a downloadable pdf on the *Workplace Toolkit* web page.

#### Use paper trip logs.

- ★ Download paper trip logs at *Workplace Toolkit* for employees without access to a computer. Completed logs should be returned to the workplace coordinator, then mailed to:

Madison Environmental Group  
25 N. Pinckney, Madison, WI 53703

Questions? Call 608 280-0800