
When driving to your daily work commitments, sitting quietly by yourself while cars inhabited with one person stream past you for what seems like infinity, have you ever thought to yourself,

“This needs to change.”

- Would you like to make an environmental impact and put one less car on the road, even for just one day?
- Would you like to get more exercise, but cannot seem to find those necessary minutes in your busy schedule?
- Would you like to socialize a little bit and take some of the isolation out of our “personal electronic” lives?
- Do you need more room in your budget and your eyes keep targeting that “gas” account?

If you answer “yes” to any of these questions, then the 1st annual Smart Commute Emmet, June 7-11, 2010, would be perfect for you.



Sponsorship Opportunities

Be a part of Smart Commute Week fun! Let the community know that you and your business are aware of the health, economic, and environmental benefits of Smart Commuting:

- **Sponsor a commuter breakfast**
Commuters will gather at Smart Commute lots for a light to-go breakfast, then continue with their commute via biking, walking, or carpooling. Sponsor a breakfast for one to four days of the Commuter Cup Challenge. Smart Commute Lots will be in close proximity to the Little Traverse Wheelway; for the most up to date locations, check our website.
- **Prize Donations**
We are in need of ten (10) \$50 valued gifts to be awarded for individual Smart Commutes
- **Financial Sponsorship**
Really show the community you care! Sponsorships are being sought for event operation and marketing costs at the following levels:
\$100 \$250 \$500 \$1000

If you are interested in being a sponsor for the event or would like more information, visit our website or contact Jeff Winegard, Executive Director of the Top of Michigan Trails Council 231.348.8280.



www.trailsCouncil.org/smartcommute

WOULD YOU, COULD YOU
RIDE A BIKE?
SHARE A RIDE?
WOULD YOU, COULD YOU
WALK THAT FAR?
TAKE THE BUS?
NOT DRIVE YOUR CAR?



Then **June 7-11, 2010**

is a great time
to consider
alternate ways



to get to work!

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Commuter Cup Challenge

The Commuter Cup Challenge is the heart and soul of Smart Commute Emmet. It is a friendly workplace competition to encourage area businesses, organizations and their staff members to “Smart Commute” by biking, walking, carpooling or taking public transportation. Commuter Cup participants earn points based on the percentage of total employees who Smart Commute to work. The competition will take place Monday, June 7 through Thursday, June 10.

Encourage your co-workers to bike, walk, rollerblade, take the bus, canoe, kayak, and even carpool to work during the week of Smart Commute Emmet! The team leader reports how many employees participate each day. On Friday, June 11, the Commuter Cup Challenge will end with an awards celebration including free food and great prizes for teams and individual commuters.



How to Register

Read the [Commuter Cup Recruitment Letter](#) sent to area businesses or visit our website to download, print, and complete the [Registration Form 2010](#). Send it in with the \$25 registration fee. Questions? Contact Jeff Winegard, Executive Director of the Top of Michigan Trails Council, at 231-348-8280.

Free Commuter Breakfasts

How does free coffee and a complimentary light “to-go” breakfast sound to you? Breakfast stops will be set up at the four main Smart Commute Lots Monday through Thursday.

Smart Commute Lots

For your convenience, Smart Commute lots have been designated for those who live too far to bike or walk to their workplaces. A Smart Commute lot is a designated parking area for you to park your car and finish your commute by alternate means (biking, walking, carpooling, taking transit, etc.) the rest of the way. For a list of lots check out our website.

Car-Pooling

Get to know your co-workers and neighbors by sharing a ride. Car-pool lots will be identified throughout the County. For an extensive list of designated lots, log on to our website.

Bicycle Commuter Classes

Commuting by bike can be a very rewarding experience; especially if done safely, with a little planning. Learn how to be prepared by attending one of the free Bicycle Commuter Classes offered prior to the week of Smart Commute Emmet. Classes will cover hand signals, riding in traffic, clothing, packing, riding basics, parking, security, and routes. Each attendee will leave the class with a suggested route for their commute and a free gift. For class dates, locations and registration, log on to the website.

Try Transit Day – Wednesday June 9



Take the bus to work! Bus transportation to and from many locations in Emmet County will be provided on Wednesday June 9, through Friendship Centers of

Emmet County Transit and Straits Regional Ride. All rides will be provided for a nominal fee of \$2.50 per passenger, one way. Everyone is welcome to ride, regardless of age or disability status.

Smart Commute volunteers are working with local businesses to identify routes and schedules for *Try Transit Day*. Buses will pick up and drop off passengers at Car-pool and Smart Commute lots throughout the county. A circulator bus will take passengers to locations within the Petoskey area.

Volunteers will be on board to assist riders. Prizes and giveaways provided!

Smart Commute to Schools

During the Smart Commute Emmet week, the schools will be encouraging their students to Smart Commute as well.

Alternative transportation ideas include walking to school via “Walking Buses”, riding bikes, carpooling and taking the



bus. All students who Smart Commute will receive special stickers.