

2024 Commuter Challenge

Guidance for Social Media Managers and Communicators

Ann Arbor and Ypsilanti area businesses are encouraged to invite employees to participate in the Commuter Challenge, and your online brand can get involved too with the ideas below. Use #MyA2Commute on social media when applicable. Tag @getDowntown on Instagram or the getDowntown Program on Facebook so we can see and share your posts.

- **May 1 – 4 is Telework Week**
 - Do you offer teleworking for employees? That counts as an alternative commute since it allows employees to avoid driving alone to work. Download our [Commuter Challenge Zoom/Teams background](#) and take a screenshot with employees who are working remotely.
- **May 5 – 11 is Bus Week**
 - Do you have a cool benefit you offer to employees that makes using the bus easier such as subsidizing bus passes or offering flexible start times that coincide with bus arrivals? Share that information on social media so your organization can get the kudos you deserve.
 - Create a social post that shares what AAATA route or stop # is closest to your business location. Look up your route or stop number here: <https://www.theride.org/bus-stop-lookup> Photos are encouraged! You'll ensure potential employees and visitors know of an easy way to reach you as they participate in the challenge.
 - If your location is in AAATA's FlexRide service area, let people know about that during bus week. Hint: The service area for FlexRide East and FlexRide West can be found on this page: <https://www.theride.org/services/flexride>
- **May 12 – 18 is Bike Week**
 - May is the perfect time to let people know that your organization welcomes cyclists. Share a photo of or describe available bike parking at or near your location. Use hashtags: #BikesWelcomeA2 #BikeThere #MyA2Commute Hint: If you're in downtown Ann Arbor, most car parking structures managed by the DDA also have bike parking.

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- Is there something your organization does for employees that makes biking to work easier such as indoor bike parking or shower facilities? Bike week is not the time to keep that a secret. Share that information so you can get the admiration you deserve.
- Recognize your employees or customers who participate in [Ann Arbor Bike to Wherever Day](#) on Wednesday, May 15 or National Bike to Work Day on Friday, May 17. Post videos of them arriving triumphantly by bike.
- **May 19 – 25 is Walk Week**
 - Do you have a perk that makes walking to your location easy or enjoyable such as nearby trails, appealing scenery, distinctive smells, or recognizable landmarks? Share that information to encourage people to walk your way on their walk commutes.
- **May 26 – 31 is Carpool/Vanpool Week**
 - Create your ideal carpool playlist and post it on social media or your website. For example, getDowntown's carpool playlists starts with These Boots are Made for Walking, No Spitting on The Bus, and Bicycle Built for Two. Create your own or respond to getDowntown's post with what's on your commute playlist.
 - Do you offer a vanpool program for employees or subsidize their fares when using the VanRide program? Let the community know your organization is a leader in offering that perk during carpool and vanpool week.
- **All month**
 - Throughout the challenge, consider getting permission to share the stories of employees who are participating in the challenge. Asking what transportation modes they are using, why they are participating, how many times they have done the challenge might spark some interesting content.

