

Suggested Timeline for Planning NH Commute Green Activities May 15 to June 25, 2010

April 2 (6 Weeks Before)

- Secure permission/permits for a breakfast location for Friday, May 21 and any other events
- Identify the process for any municipal or corporate proclamations or emails
- Identify any publications with long lead times (i.e. monthly) for press releases
- Download posters and flyers from the website www.bwanh.org
- Arrange to reproduce Commute Green posters, flyers and possibly create a banner
- Identify locations to hang posters, flyers and other publicity materials
- Identify any local/regional sponsors
- Recruit volunteers to assist with the breakfast event

April 16 (4 Weeks Before)

- Send press releases to local newspapers
- Sponsors are onboard
- Ask for food and coffee donations for the breakfast from your company's cafeteria, local grocery stores, local bagel places, bakeries, Dunkin Donuts, (possibly use a couple of sources)
- Press releases and PSAs are finalized for early May staggered release

April 30 (2 Weeks Before)

- Send an email to employees, or other interested parties, suggestions to include:
 - The start of the Commute Green Promotion is two weeks away, make your plans, get your bicycle out, etc. Anyone who completes six round trips bicycling, walking carpooling or taking transit during the six- week promotion are eligible to win incentives.
- Hang flyers and posters (banner if using one)
- Reconfirm volunteers

May 7 (One Week Before)

- Committee members meet to discuss details of event promotion and logistics
- Send another email to employees and other interested parties, suggested text to include: The Commute Green promotion starts next week. Everyone that completes six round trips using any alternate means during the six weeks is eligible for incentives. Be sure to register by going to the Bike-Walk Alliance of NH web site www.bwanh.org.

May 15:

- Statewide **Bicycling Awareness Rides** begin (See separate schedule)

May 15-21, Week 1, Bike-Walk to Work week:

- Over 2000 people bicycle, walk, carpool and take transit to work and other locations
- Thursday May 20, all supplies and materials for Breakfast events (picked up, assembled, etc)
- Friday May 21 – Breakfast event, media coverage, take surveys

May 22-June 25

- Participants in Commute Green promotion are encouraged to continue and keep track of their participation via survey with logging feature on the BWA-NH web site www.bwanh.org.

June 1-5 Walk NH Week

- Visit www.walknh.org for details

June 25, end of scheduled events:

- Send Thank You notes to all sponsors and volunteers.
- All Commute Green events, trips, and Bicycling Awareness rides conclude
- All “green trips” to be recorded in the on-line survey by June 28.

June 30:

- Drawing of giveaways and announcement of winners from NH-DOT and BWA-NH