

Email to send to New Employees

Welcome to [Your Company Name]. [Your Company Name] has a strong interest in helping employees find and use sustainable transportation methods for trips to work. Walking, bicycling, sharing rides and riding the bus are known as Smart Trips in Whatcom County. These forms of transportation improve our health, reduce stress and save us money; and whatever helps you, our employees, helps [Your Company Name]. When you make Smart Trips, you help create a clean, healthy, and vibrant community in Whatcom County.

I am the coordinator of the Smart Trips program at [Your Company Name]. I'm here to help you explore the benefits and reduce the barriers to driving less and walking, biking, sharing rides and riding the bus more. Soon you'll start receiving communications from me about fun promotions, commuting assistance and Smart Trips benefits. I have maps to help plan trips, information about biking comfortably and confidently, details about free one-on-one bike classes, bus route information, and a free one-month bus pass for those interested in giving the bus a try. There's even an Emergency Ride Home program so you aren't stranded if something unexpected happens.

I encourage you to create a Smart Trips account and start logging your trips. [Your Company Name] has a [Insert exclusive company only incentives here] (ex: \$1.50 per day stipend for all employees who make Smart Trips to work) for all employees who make and log Smart Trips. Also there are community-wide incentives including:

- Log 5 trips for the month and you are entered into a \$250 prize drawing.
- Log 5 trips every month and you will be entered into our quarterly \$1,000 prize drawing.
- Participants receive a Smart Trips discount card after logging their first 10 trips of the year.
- Smart Trips sends a Milestone Reward every 100 trips you log.
- Log 200 trips in one year and be recognized as a Smart Trips Leader

Let me know what I can do to help you make more Smart Trips.