

Little Steps. Big Impact.

Ways Your Company or Organization Can Help:

- Promote the campaign in internal communications and publications
- Tie the campaign into wellness initiatives and activities that not only include riding the bus, but other ways workers get to where they need to be – without their cars. This can include walking, cycling and even carpooling, with employees providing weekly tallies to compete for prizes that can be large or small
- Build promotions around riding the bus with drawings to win:
 - PTO hours or a day off
 - Morning subscriptions to the paper
 - Free coffee and/or continental breakfast upon arrival at work
 - Department pizza parties for the area that gets the most riders in a specific month or for the summer
 - Celebrity ride-alongs where key management/leadership rides the bus with employees on a certain morning
 - Free song, app or game downloads
 - Traveling trophy
 - Free monthly Metro bus pass
 - T-shirts

Why It Matters:

- Relieves parking problems
- Reduces stress by providing 'down time' to and from work
- Enhances morale and increases interaction among co-workers to 'win' contests and promotions as part of the promotion
- Creates positive behaviors that continue after the promotion has ended
- Improves the air quality in Omaha
- Reduces the potential costs to businesses for pollution that contributes to ground-level ozone
- Keeps the community strong – physically, mentally and environmentally

What Can I Do To Reduce My Impact?:

- **Drive Less.** Take alternative modes of transportation (bike, walk, transit, carpool) whenever possible.
- **Play it cool.** Delay refueling your vehicle until dusk or nighttime.
- **Stop at the click.** Don't top off your tank when pumping gas. This harms your vehicle's vapor recovery system and releases ozone-forming fumes.
- **Turn it off.** Turn your car off when idling for 30 seconds or more. Idling for 30 seconds uses as much fuel as shutting off and starting your engine.
- **Keep a lid on it.** Use paints, solvents, and cleaners carefully – leaving them uncapped for long releases ozone-forming fumes.
- **Start in your backyard.** Don't run your lawn mower or other gas-powered lawn equipment during the hottest part of the day.



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Ozone Awareness Days

**50-cent bus fare
25-cent transfers**

July 1-31

Weekdays Only

Project Partners:



For More Information
402-444-6866 Ext. 226

LittleStepsBigImpact.com



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