



Go-Tober Challenge

Resources for member governments.

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Travel modes



Carpool



Walk



Transit



Scooter or bike



Telework



Cooked at home



Ate at a restaurant



Hosted a gathering



Picked up fast food

Solo driving is like **fast food**.

- It might be the **quickest** option.
- Sometimes, it might be the **only** option.
- It **fills a need**.
- You might end satisfied... or you might feel worse.



Menu of options

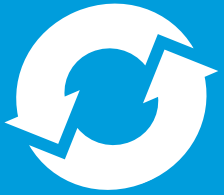
Go-Tober gives you a **menu of options** to **fill your unique needs**.



- Month-long challenge to **explore new travel options.**
- Kick off is on **October 1.**
- **Employers (and member governments) sign up,** and **staff track non-solo driving trips.**
- Everyone has the chance to win **prizes!**
- All non-solo driving trips are eligible.



How Way to Go supports organizations



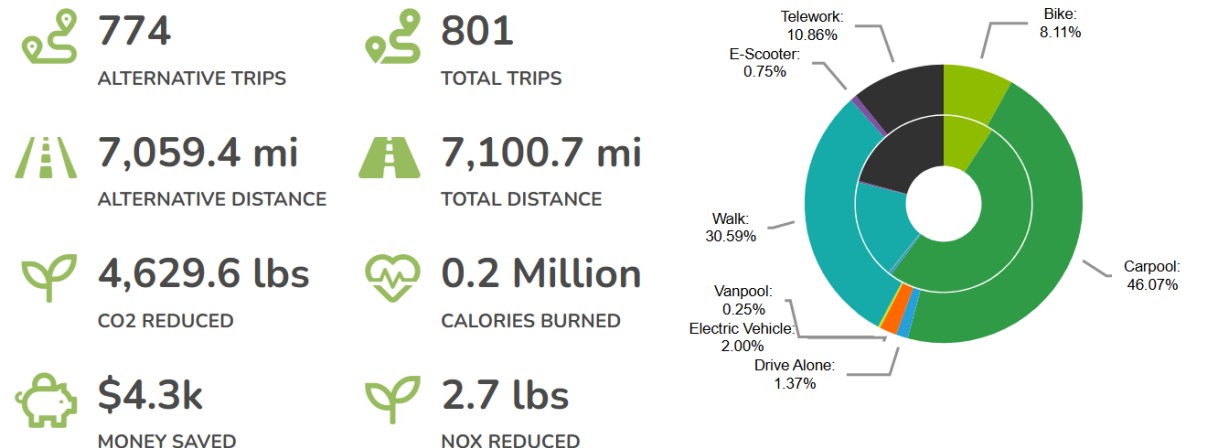
Way to Go works with employers and organizations before Go-Tober and during the challenge by:

- Providing a marketing toolkit to all Go-Tober coordinators.
- Offering weekly prompts through a drip campaign.
- Using social media and email to encourage employees to track trips.
- Hosting workshops and engagement activities at worksites.
- Providing custom support based on employer needs.

Last year's results

Last year, these member governments joined the Go-Tober Challenge:

- City of Arvada.
- City of Aurora.
- Boulder County.
- **Town of Castle Rock.**
- City of Boulder.
- City and County of Broomfield.
- City and County of Denver.
- City of Englewood.
- Jefferson County.
- City of Longmont.
- City of Sheridan.



An invitation

Choose the right option for you:

1. **Sign up your member government for Go-Tober** and compete with others.
2. **Make a personal commitment** to swap a solo driving trip once in October.



Scan the QR code or visit bit.ly/GT26board for:

- Social images.
- A web image.
- A **one pager with instructions for you to pass along to a coordinator** within your team.
 - It includes email, website and calendar messages.



**Everybody wins
in Go-Tober.**

Way
to **go**tober



Trophy celebration

- The **top member government** **will receive a trophy** and year of bragging rights after the challenge ends.
- Way to Go will plan a **fun celebration for your staff.**





Thank you!

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