



Hosted in Calgary by

## **CRIKit Commuter Resource and Information Kit**

**In 2015 we will be CELEBRATING 25 YEARS of Inspiring Healthier Commuting in Calgary**

**THIS IS AN OUTSTANDING OPPORTUNITY TO PROMOTE YOUR BUSINESS,  
WHILE SUPPORTING AN EXCEPTIONAL PROGRAM!**

Every day, commuting Calgarians travel past your business on their way to work or home.  
Help us to get them passing **through** your business!

Does your business offer goods and/or services that are useful to pedestrians, cyclists, telecommuters or public transit patrons? The Calgary Commuter Challenge one-week event and our new year-round Corporate Trip Reduction program are seeking support from retail businesses in the form of discounted or free goods and services as part of our **Commuter Resources and Information Kit (CRIKit)**, a resource guide aiming to reduce the number of car trips and promote alternatives to the single occupant vehicle. **Over 30,000 corporate employees, mostly in the downtown core, will receive this promotional booklet.**

### ***WHAT IS THE Commuter Challenge?***

*The Commuter Challenge is an annual, weeklong event coinciding with National Environment Week hosted by Sustainable Alberta Association (SAA). The purpose of this not-for-profit initiative is to promote and facilitate healthier commuting in the city of Calgary. "Healthier" includes every dimension of health, from personal health to the health of our environment and the health of our communities. Healthier commuters enrich the health of all Calgarians! The Commuter Challenge vision is a city in which all commuting activity enriches the personal, social and environmental health of its citizens.*

### ***HOW DOES IT WORK?***

*At the heart of the Commuter Challenge is a simple competition between Calgary corporations for the distinction of being a leader in supporting healthier commuting in the city of Calgary. Each day of Environment Week, participating corporations record how their employees get to work in the morning. Employees who walked, cycled, rode transit or carpooled qualify as "healthier" commuters, as do employees who are telecommuting (working from home via telecommunications link). At week's end, the corporation with the highest average percentage of healthier commuters over the course of Environment Week is declared the winner, earning respect city-wide for being a leader in supporting healthier commuting.*

Contact Kathryn Winkler, Executive Director, Sustainable Alberta Association  
info@commuterchallenge.ca or 403-390-2817



## 2014 CALGARY CORPORATE PARTICIPANTS

Alberta Agriculture and Rural Dev	Husky Energy
Alberta Energy Regulator	Inside Education
Alberta Env and Sust Resource Dev	ISL Engineering and Land Services
Alberta Health Services	Keyera Corp.
Alberta Infrastructure	Klohn Crippen Berger Ltd.
AltaGas	Landmark Homes Inc.
Arusha Centre	Laricina Energy Ltd.
Associated Engineering	Matrix Solutions Inc.
ATB Financial	Mennonite Central Committee Alberta
ATCO Gas	Mountain Equipment Co-op
Audio Kandi Inc	National Energy Board
Blue Source Canada	Nexen Energy ULC
Bow Valley College	Nickpoint Environmental Services Inc.
Brion Energy	NOVA Chemicals
C3	Opus Stewart Weir
Calgary Chamber of Voluntary Org	Patagonia Calgary
Calgary Dollars	Raymond James Ltd
Calgary Education Commuter	Raymond James Ltd.
Calgary Energy Commuters	RCGI
Calgary Police Service	Read jones Christoffersen Limited
Canada West Foundation	Rocketfish Enterprises
Carscallen LLP	Shell Canada
Centre for Suicide Prevention	SKF Magnetic Bearings
Chevron	SNC-Lavalin T&D
Community Natural Foods	Suncor
CommunityWise Resource Centre	Sustainable Alberta Association
ConocoPhillips Canada	Tangerine
Data For Good	The City of Calgary
Davis LLP	Total E&P Canada
Devon Canada	Transport Canada
Earthmaster Environmental Strategies	University of Calgary
ECO Canada	Upside Engineering Ltd.
ERM	Williams Energy Canada ULC
First Calgary Financial	WorleyParsons
GEO-SLOPE	WSP - 14th St NW
Golder Associates Inc.	WSP - 18th St SE
Halsall Associates	WSP - MacLeod Tr
Hemmera	YYC - Calgary Airport Authority

## OUR 2014 SPONSORS

The City of Calgary

ConocoPhillips

## PROMOTIONAL RESOURCES

The **CRIKit** Shorthand for “Commuting **R**esource and **I**nformation **K**it”, this booklet contains just that – a wealth of useful resources and information for the healthier commuter. Every employee in every participating corporation will get one (over 30,000 people in more than 75 corporations, mostly in the downtown!). The CRIKIT includes:

- **Ads and coupons for free or discount goods and services from retail sponsors**
- Self-promotional information from sponsors and participating corporations, describing their initiatives to promote and facilitate healthier commuting for their employees
- Editorial content about the Commuter Challenge and our new full-year Saddle-Up! Trip Reduction program, commuting activity in Calgary, and commuting in general
- National and local web site listing

## COUPON PROGRAM

The purpose of the coupon program is to provide commuters with an incentive to pass through your business **while they are commuting**, in the hope that their experience with your business will encourage or reinforce healthier commuting habits. Imagine people dropping in regularly for a quick coffee (or whatever) as they are cycling or walking to or from work or the bus stop. Beneficial to your business, and beneficial to the health of Calgarians!

### INSPIRE HEALTHIER COMMUTING AND INCENT THEM TO DROP INTO YOUR STORE

- **Past retail sponsors have offered FREE or DISCOUNTED merchandise such as bicycle accessories, gourmet coffee, cookies, muffins, subscriptions, services etc. during commuting hours. Other suggestions include discounts on walking shoes, MP3 players, athletic apparel, backpacks/carrying cases, etc. You get the idea! What can your business offer that would get commuters passing through your business instead of passing by?!**
- Coupons can specify specific date and time restriction that aim at the commuter such as:
  - Valid dates (January 1, 2015 – December 31, 2015)
  - Redeemable during commuting hours only (7:00 - 9:30 am, 4:00 - 6:30 pm).
- For a nominal cost of only \$115, your business will receive valuable advertising space for the entire year
- See following page for coupon application form.



## SUSTAINABLE ALBERTA ASSOCIATION'S 2015 CRiKit\_COUPON APPLICATION FORM



The following must be completed in full, as you would like it to appear on your coupon.

**BUSINESS NAME** \_\_\_\_\_

**BUSINESS ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **PROVINCE** \_\_\_\_\_ **POSTAL CODE** \_\_\_\_\_

**WEB ADDRESS** \_\_\_\_\_ **CONTACT NAME** \_\_\_\_\_

**PHONE NUMBER** \_\_\_\_\_ **FAX NUMBER** \_\_\_\_\_

- We understand that it is our responsibility to provide editorial copy for our coupon, including the dollar savings or percentage discounts being offered (final proof of coupon available on request)
- We understand that unless a digitized copy of our company logo is provided, our company name will be typeset along with the editorial copy for the coupon. **Please provide print ready company logo** (b/w and color in .eps and .jpg format), otherwise company name will be typeset on all print materials. Please send logos by E-mail to [info@commuterchallenge.ca](mailto:info@commuterchallenge.ca)

**Submission deadline for this form is FRIDAY, NOVEMBER 10, 2014.**

**Space is limited: first come, first served.**

**I have read terms of this offer and agree to these terms, dated this \_\_\_\_ day of \_\_\_\_\_, 2014.**

**Signed**

**Print Name**

\_\_\_\_\_

### COUPON EDITORIAL CONTENT

**TEASER AD** (remains in the booklet). This section will include:

- Your company's name (or logo), address and phone number as given above
- A twenty word description of your business (write below)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TEARPIECE** (removable, must be presented at the till). This section will include:

- Your company's name (or logo), address and phone number as given above
- A twenty word description of your business (same as in TEASER ad)
- A ten to twenty word description of your savings offer (write below)
- Coupon valid date and time (i.e. January 1, 2015 – December 31, 2015 during commuting hours only 7:00 - 10:00 a.m. and 3:30 - 6:30 p.m.)

\_\_\_\_\_

**TEARPIECE** (backside). One line explaining how your offer inspires commuters i.e. treat yourself to a coffee or snack on your way to work, get new shoes to walk to work, read a book on the bus, carpoolers tune up your car etc.

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**Please forward completed form to Sustainable Alberta Association, An invoice of \$115 plus GST will be forwarded from Sustainable Alberta Association following the receipt of this form.**

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**[info@commuterchallenge.ca](mailto:info@commuterchallenge.ca)**