

# MAY MODE SHIFT CHALLENGE

# WORKBOOK

Join us during the entire month of May while we create real change in our travel patterns!

Perhaps the biggest barrier to getting out of your car and onto a more environmentally-friendly and congestion-reducing mode is the sheer convenience of being able to climb into a car and go. Shifting to bike, walking or public transit requires planning ahead. ***This bike month, let us help you to do the planning necessary to actually start changing your daily habits!***

1

## Print off this workbook.

Save paper by printing double-sided or just printing pp. 4-6.

2

## Pick any week during the month of May.

We know that your life is busy and complicated, so just look at the calendar and decide which week will work best for you.

3

## Using the grid on p. 4, plan out which trips to shift.

Sit down before the week begins and plan out which trips you are going to try to shift **from** car (including taxi or Uber/Lyft) **to** bike—or to walking or public transit, including our shuttles. Even though this is bike month, we want to support a multi-modal approach to reducing emissions & congestion. And remember that you can use a combination of non-car modes for a single trip!

## **4 At the end of the week, reflect on how it went.**

What was successful? What problems did you encounter? What might you do differently next time? The whole point of this exercise is to figure out what does *and does not* work for you so you can make real, lasting changes to your travel patterns in the future.

## **5 *Optional:* Apply what you learned to a second week!**

Take what you learned the first week and try again using the second grid on p. 5. You don't have to... but if you're serious about changing the way you travel on a daily/weekly/monthly basis, we encourage you to make the extra effort!

## **6 Submit your completed workbook to us by Monday, June 13, 2022.**

We don't need this hardcopy workbook—in fact, we'd rather you keep it as a record for yourself! Please just email us ([128bc@128bc.org](mailto:128bc@128bc.org)) a scan or clear photos of the grid on page 4 and the info box on page 6 (and also the grid on page 5 if you do the second week).

## **7 Get prizes!**

**Every** participant who submits their completed workbook to us will receive a certificate showing your estimated carbon reduction effected by the challenge, small commemorative prizes, and entry into the May Mode Shift Challenge raffle!

**Raffle prizes will include bike shop gift cards, MBTA passes, bike gear & more!  
Check [128bc.org/mode-shift](https://128bc.org/mode-shift) for prize announcements throughout the month of May.**



## Who is eligible to participate?

The May Mode Shift Challenge is open to anyone who rides a 128 Business Council/The Grid shuttle service **OR** anyone affiliated with a 128 Business Council member company.



## What if I start the challenge but get sick, run out of time, etc.?

We will accept workbook submissions through midnight on Monday, June 13th, 2022. That means that you actually have the first week and half of June to finish.



## Can I count replaced car trips where I wouldn't have been the driver?

As long as you are **replacing a car trip**, it doesn't matter whether you would have been the driver or not. If you ride your bike instead of taking an Uber, or if you take the bus instead of asking a friend for a ride, that counts!



## Can I count trips to non-work locations?

Yes! This challenge isn't just about your work commute! Please consider all of the car trips you take throughout the week (store, school, doctor's office, wherever!), regardless of purpose or ending location.



## Can I count recreational bike rides, dog walks, etc.?

Please only record trips *that would have been taken by car*. However, if you normally drive to a park or trailhead before starting your ride or walk, **that** car trip could be shifted to a different mode!



## Can I get more raffle entries if I shift more trips?

We will reward every participant equally, whether they are able to identify three trips to shift or ten. Not everyone's circumstances are the same; not everyone has the same flexibility in their week.



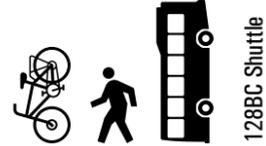
## Have other questions?

Just email us at [128bc@128bc.org](mailto:128bc@128bc.org). We are here to help!

# MAY MODE SHIFT CHALLENGE Week 1

**Alternative Mode(s)**

Remember: You can combine modes!



**Anticipated Challenges**

What issues might arise leading up to or during your trip?

**Preparation Required**

What can you do ahead of time to deal with the challenges you've identified? Get up earlier? Check the safety of the route ahead of time?

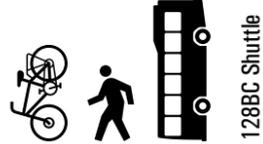
**After the trip is done or at the end of the week:**

How did it go? What went well? What didn't work? What would you do differently next time?

Date of Trip	Destination of Trip	Approx. Trip Length				128BC Shuttle	Anticipated Challenges	Preparation Required	After the trip is done or at the end of the week:
Mon 5/16	Office	3.5 miles	X			X	Bag will be heavy. Will need to use unfamiliar neighborhood route to Alewife Station.	Bring in heavy meeting materials early the prior Thursday. Drive home by intended bike route that day.	Didn't get out of the door early enough Monday but completed the trip on Wednesday!

# MAY MODE SHIFT CHALLENGE Week 2 Optional

**Alternative Mode(s)**  
Remember: You can combine modes!



**Anticipated Challenges**  
What issues might arise leading up to or during your trip?

**Preparation Required**  
What can you do ahead of time to deal with the challenges you've identified? Get up earlier? Check the safety of the route ahead of time?

**After the trip is done or at the end of the week:**  
How did it go? What went well? What didn't work? What would you do differently next time?

Date of Trip	Destination of Trip	Approx. Trip Length				128BC Shuttle	Anticipated Challenges	Preparation Required	After the trip is done or at the end of the week:
Mon 5/16	Office	3.5 miles	X			X	Bag will be heavy. Will need to use unfamiliar neighborhood route to Alewife Station.	Bring in heavy meeting materials early the prior Thursday. Drive home by intended bike route that day.	Didn't get out of the door early enough Monday but completed the trip on Wednesday!



## DID YOU KNOW?!

All 128 Business Council/The Grid shuttles come equipped with bike racks!



Get an extra **MAY MODE SHIFT CHALLENGE** raffle entry by bringing your bike on the shuttle anytime during the month of May. Just tweet a photo of your bike loaded onto the shuttle bike rack and tag us. Don't use twitter? Email us instead!



[@UnlockTheGrid](https://twitter.com/UnlockTheGrid)



[128bc@128bc.org](mailto:128bc@128bc.org)

### Ready to submit your workbook?

We just need a little bit of information so we can enter you in the raffle and mail your **MAY MODE SHIFT CHALLENGE** prizes to you!

Name: \_\_\_\_\_

Where would you like your certificate, swag and potential raffle prizes mailed?

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zipcode: \_\_\_\_\_

Do you belong to a 128BC member organization?  
If so, which one? \_\_\_\_\_

**Email scans/pictures of this info box plus the grid on p. 4 (and p. 5 if applicable) to [128bc@128bc.org](mailto:128bc@128bc.org).**