



Partnership Packet

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Contact Information

Contact us if you're interested in partnering. Thank you!

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What is Clean Commute Day?

Twice a year, the City of Durango celebrates sustainable commuting, once in the summer with Clean Commute Day and once in the winter with Winter Bike to Work Day. These celebrations are inclusive of all sustainable modes of transportation including walking, biking, rolling, riding transit, or carpooling. Clean Commute Day aims to reduce the number of cars on the road and the negative impacts associated with heavy traffic.

Timeline

Clean Commute Day is on a Wednesday in June every year.

- **April-May:** Notify the City of Durango multimodal division if you are interested in hosting a station, hosting the afterparty, providing prizes, or providing breakfast items.
- **Art Competition:**
 - **April 3-May 1:** Artists can submit their designs to be featured on the posters and schwag and win \$200!
 - **May 4-17** Public Voting Period
 - **May 18:** Winners Chosen
 - Artists can learn more and submit designs at the Engage Durango URL below
- **April:** The city will begin advertising Clean Commute Day.
- **May:** Clean Commute Day stations will be assigned and mapped.
- **Week of the event:** supplies for morning stations will be dropped off to partners
- Wednesday, June 17: Clean Commute Day!
 - **7:00am to 9:00am** – Morning Commuter Stations
 - *More details on events for the day coming soon!*



Clean Commute Day details can be found at [GetAroundDurango.com](https://getarounddurango.com) and at engage.durangoco.gov/clean-commute-day-winter-bike-work-day

Why be a Partner?

Your contribution makes it possible for us to continue celebrating sustainable commuting in Durango. In exchange for partnering, you will receive complimentary advertising for your business or organization.

As a Clean Commute Day partner, you're supporting sustainable and safe commuting. This is an easy and fun way to get involved in community events, grow awareness, increase

customers, and support alternative modes of transportation. The partner levels are:

1. **Titanium-level** Business logo will appear transit buses, radio stations, shirts (or other schwag), social media posts, shout-out at events, City of Durango website, and advertised at events.
2. **Steel-level** partners will appear on transit buses, social media posts, City of Durango website, shout-out at events, and advertised at events.
3. **Aluminum-level** partners will appear on City of Durango website, shout-out at events, and advertised at events.



Station Hosts

Titanium level

Station hosts are a key part of achieving the city's goals for Clean Commute Day. On Clean Commute Day, there are numerous stations set up around town to reward sustainable commuters. All stations are required to provide their own breakfast food and beverages. Station hosts are welcome to seek partnerships or donations from other businesses to meet these needs. **The station times are 7:00-9:00 a.m., not including set-up and take-down time.** If you're interested in hosting a station but do not have a storefront, options for setting up a tent are available.

Commitment

Each partner must commit to the following to host a station:

1. Assign at least one greeter at station to represent your organization or business
 - a. Stock coffee/tea and breakfast foods
 - b. Tally participants with sign-in sheet (provided by the city)
2. Set up a table outside of your business (*if applicable*) with the following:
 - a. Coffee/Tea/breakfast foods
 - b. Your prizes/schwag
3. Other:
 - a. Provide trash can and/or recycling can.
 - b. Provide bicycle parking while participants enjoy food and socialize.
 - c. Talk about sustainable commuting, promote your business, and have fun!
4. *Optional:*
 - a. **Co-host** a station with another business organization. Share the table, location, schwag, food, and beverages.
 - b. Music, games, contests, themes.
 - c. Bike mechanic for minor bike tunes.

Venue Partnership

Titanium level

Host the Clean Commute Day afterparty (100-200 people) at your venue. This event is for all commuters to gather and have fun in the name of transportation and to bring this year's Clean Commute Day to a close. This event will take place during the evening of Wednesday, June 17th.

Goods Partnership

Titanium, Steel, or Aluminum levels

Titanium level: Provide or pay for food or drinks at the afterparty

Steel level: Provide food or drinks for a Clean Commute Day station.

Aluminum level: Provide prizes for Way to Go Durango commuter challenge winners.



Prize Partnership

Aluminum level

Donate prizes such as gift cards, schwag, stickers, cycling equipment, outdoor equipment, mugs, shirts, lights, hats, etc. These prizes may be used at stations, the afterparty, and for the winners of the Way to Go Durango commuter challenge.

Host an Event

Steel level

If you have an idea for an event or activity and have the ability to organize it in its entirety, this is your chance. This provides community members with more opportunities to participate in summer activities. This is also an opportunity to advertise your business or organization, have fun getting involved in community events, and ultimately promote sustainable commuting.

Free Materials from City of Durango

- Clickers for tallying
- Advertisement on multiple platforms
- Sign-in sheets for morning commuter stations
- Clean Commute Day posters

Promoting the Event

- Share City of Durango Facebook events
- Share City of Durango social media posts
- Hang posters in local businesses
- Provide schwag at events
- Tell your friends about it
- Participate

The City of Durango's goals for Clean Commute Day are to foster and encourage a community culture of sustainable and safe commuting by celebrating sustainable commuters and helping others in the community to commute. We couldn't do this without the help of our amazing local partners.