

Recruiting Tips

1. Who is a potential Curb the Congestion participant?

- Anyone 16 or older who lives or works in Snohomish County or Bothell; and
- Travels on or near 164th Street, 128th Street, or 20th Street for their trip to work, errands, or other destinations; and
 - drives alone; or
 - rides a bus, carpools, vanpools, bicycles, or walks for some of their trips

2. Tell them how they could benefit from Curb the Congestion

- One-on-one assistance with their transportation options
 - The Curb the Congestion Specialist can help them find a carpool partner, provide personalized bus trip plans, connect them with a Bicycle Buddy, etc.
- **\$50 a month for three months** to help pay for bus, carpool, vanpool, biking or walking expenses.
- **\$150 monthly drawings**
- Save money and reduce their traffic stress

3. Tell them how you have benefited from the program or from choosing a smarter trip

- Have you saved money? Reduced your stress? Won an incentive prize?
- Did the Curb the Congestion Specialist help you learn about your transportation options?
- Does your Curb the Congestion Calendar help you feel good about saving money or reducing pollution?

4. Use the Curb the Congestion brochure and website

- Give them a Curb the Congestion brochure
 - Brochures are enclosed in this Recruiter Kit. Request more brochures by contacting CurbIt@commtrans.org or (425) 438-6136
- Recommend they visit www.communitytransit.org/CurbIt to learn more and sign up
- If they have questions or don't have Internet access, they can contact CurbIt@commtrans.org or (425) 438-6136

5. No pressure

- They don't have to drastically change their habits. They can get big benefits by choosing a smarter trip just once or twice a week
- If they aren't interested in Curb the Congestion, don't force the issue

6. Follow Up

- Check in after a few days to see if they have registered for Curb the Congestion
 - If they register, you can ask them to complete the bottom section of the Recruiter Rewards Application Form
 - If they are not interested, thank them and let them know they can always register later