



COMMUTE**SMART** PLAYBOOK

NEW HAMPSHIRE STATEWIDE CHALLENGE

2019
JUNE 1 - 30



CARPOOL • BIKE • TELECOMMUTE • WALK • TRANSIT • SKATEBOARD

Everything you need to conduct and promote the CommuteSmart NH Statewide Challenge.

PARTNERS



FUNDERS





Welcome to the CommuteSmart NH Statewide Challenge

We invite you to participate in the CommuteSmart NH (CSNH) Statewide Challenge!

During the entire month of June, log any trips you make to work in a manner other than driving in a vehicle alone. Try walking, biking, skateboarding, transit, carpool, telecommuting, or any combination of these options!

Form a team with your co-workers and compete against others from across the state.

Online you will be able to log your trips, find potential carpool matches, and see where your team measures up on a real-time leaderboard. Sign up today and not only get awesome incentives, but have the chance for your business to be a statewide champion!



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? Why Participate ?

Rack up the benefits for both employees and employers!

SAVE MONEY AND INCREASE VEHICLE LIFE

Cut costs on fuel, maintenance, insurance, and daily wear and tear on your vehicle.

INCREASE HEALTH AND BE MORE PRODUCTIVE

Increase physical activity by walking or biking and make travel time more productive when you carpool or use public transit.

STRENGTHEN EMPLOYEE MORALE

Increase physical activity by choosing to walk or bike, or reduce stress by carpooling or using public transit.

STRENGTHEN EMPLOYEE MORALE

Boost employee recruitment, productivity and morale by reducing the costs and stress associated with commuting.

CREATE MORE PARKING AND HAVE PUNCTUAL EMPLOYEES

Alleviate parking shortages and maintenance costs while reducing employee absenteeism, unexpected departures, and delayed arrivals.

MAKE A STATEMENT WITHOUT THE COSTS

Increase company public relations and marketing opportunities by promoting a greater quality of life and minimizing the environmental impacts of driving.

Incentives

Incentives will be distributed throughout the challenge. Participating companies will get a pre-determined amount of prizes that they can award or raffle off to participating employees.



? Why Participate ?



All The Glory (aka The Awards)

Encourage your teammates to log all of their trips throughout the entire month of June! Once the challenge is over, awards will be given in the following categories:

1. Most sustainable trips. For this category, an award will be given to the company or organization (in each size category) which has logged the most sustainable trips on a per capita basis.

Participating employers are grouped into three categories based on the total number of employees:

- Small (2-19 employees)
- Medium (20-99 employees)
- Large (100+ employees)

2. Most social media buzz. For this category, an award will be given to the team who engages the most with followers via social media. To be eligible, each social media post must include #SmartCommuteTheRoute and the name of the company or organization. Points will be awarded based on the following system:

- Three points for each original post, one point for retweet or Facebook "like"; and one point for Twitter "favorite" or Facebook "Comment".
- One point for each social media platform used.
- One point for each unique author.
- Five points for each video.



How to Participate

1. Contact the challenge organizer

Email info@commutesmarthh.org to register your business or organization for the challenge.

2. Notify your team

Visit the [CommuteSmart NH website](#)¹ and [print sign-up posters](#)² for your office to let your employees know your business is participating. Spread the word in May so everybody is ready when June rolls around. Refer to the "Promotion Ideas" section for more outreach techniques and ideas.

3. Share our emails blasts

We provide you with a [set of email blasts](#)³ you can share with your employees prior to and during the challenge. The first email will include registration instructions for each participating employee in your company or organization. Suggested emails and dates include:

Week 1: May 20, 2019 - Register for the CommuteSmart NH Challenge, June 1-30!

Week 2: May 27, 2019 - Don't Forget to Register for the CommuteSmart NH Challenge, June 1 – 30!

Week 3: June 3, 2019 - The Challenge has started!

Week 4: June 10, 2019 - Let's do this!

Week 5: June 17, 2019 - Don't forget to log your trips!

Week 6: June 24, 2019 - It's the last week of the challenge! Keep it up!

Week 7: July 1, 2019 - A HUGE thanks for commuting smart!

1 <http://commutesmarthh.org/june-statewide-challenge>

2 <http://commutesmarthh.org/june-statewide-challenge/#RESOURCES>

3 <http://commutesmarthh.org/june-statewide-challenge/#RESOURCES>

How to Participate cont.



4. Commute smart June 1-30

During the challenge, each participant will have to log their daily smart commutes using [NH Rideshare](#)⁴. Team members are not required to commute smart every single day of the challenge in order to participate. Refer to the "Track and Record Participation" section for more detailed instructions on how to log commutes.

5. Get social and share your smart commute stories

Participants are encouraged to send team captains photos and videos for posting, as well as create their own social media posts of their smart commuting experiences with the hashtag #SmartCommuteTheRoute and the name of your company or organization. To earn points for a social media posts, each post must have the hashtag as well as the name of the business. Feel free to engage in friendly, competitive fire with other participating businesses.

6. Watch the leaderboard

Keep track of the leaderboard to scope out the competition and track your progress

6. Claim your award!

Winners will be announced during the month of July and awards will be presented accordingly.



⁴ <https://nh.rideproweb.com/rp2/Home/Home>

Key Tips for Team Captains



- You're the cheerleader.** One of the main goals as Team Captain is to keep your crew motivated and encouraged throughout the CommuteSmart challenge. Try to keep your teammates hyped through texts, emails, awarding prizes, holding lunches or fun meet-ups, and more.
 - Team morale is important! Even if you are in last place, do your best to keep spirits up. Promotional ideas can be found below.
 - We suggest utilizing our [email blast templates](#)¹ which can be found on the [NH CommuteSmart website](#)². These emails are pre-written with a suggested schedule of when each should be sent. We encourage Team Captain's to edit these templates and adapt as needed.
 - Encourage participants to post on social media using the hashtag #SmartCommuteTheRoute along with your company or organizations' name.
- You're the gift giver.** Each Team Captain will receive an incentives package to reward their teammates. The Team Captain can choose how to raffle these prizes.

1 <http://commutesmarthn.org/june-statewide-challenge/#RESOURCES>

2 <http://commutesmarthn.org/june-statewide-challenge>

Promotional Ideas



- Ask team members to set goals for themselves and for their team.
- Create competition among employees using a points system. Create a visible chart (i.e. an old school star chart) to track employee progress for internal competition.
- Give internal awards for most unique form of commuting, most improved record, etc.
- Establish a casual dress day for employees that participate in the challenge.
- Host a food-based event (breakfast, lunch, potluck) and provide a presentation to let employees know about the CommuteSmart NH Statewide Challenge.
- Compete with participating neighboring businesses. Market and promote the CommuteSmart NH Statewide Challenge throughout the workplace..



Track and Record Participation



Beginning Jun. 1, commuters can log their daily work commutes using the NH Rideshare Trip Logger.

To do this use the following steps:

1. [Login](#)¹ to your NH Rideshare account.
2. Navigate to the [Commute Calendar](#)².
3. There are two options for logging your trips:

Option 1: Click on the day of the week for which you are logging and follow the on-screen prompts including selecting a trip record type, selecting a mode, and entering the amount of miles. You will mostly be logging your commutes as round trips. You may want to use the "To Work" or "To Home" options if you take a multi-modal approach, i.e. you took the bus to work, and carpoled home with a co-worker.

Option 2: Use the "Create a Template Button". Here you enter the same way as explained above but it creates a drag and drop template that you can place on multiple days. So, if you plan to carpool three days a week you can create a template, and then drag and drop on the corresponding days.

Note: If you incorrectly enter a trip, just use the "x" button on the calendar bars to delete and start over.

4. See how you measure up with other challengers using the [live leaderboard](#)!

Need more guidance? Use NH Rideshare's [guide to the commute calendar](#)³.

¹ <https://nh.rideproweb.com/rp2/signUp/signIn?returnUrl=https%3A%2F%2Fnh.rideproweb.com%2Frp2%2FChallenge%2FList>

² <https://nh.rideproweb.com/rp2/tripcalendar/edit>

³ <https://nh.rideproweb.com/rp2/home/WhatIsTheCommuteCalendar>

Contact and Connect



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[@CommuteSmartNH¹](https://www.facebook.com/CommuteSmartNH/)



[@CommuteSmart_NH²](https://twitter.com/CommuteSmart_NH/)



www.commutessmarthh.org



1 <https://www.facebook.com/CommuteSmartNH/>

2 https://twitter.com/CommuteSmart_NH/

1) How do I register?

Interested Team Captains should reach out to info@commutesmartnh.org to have their team added to the challenge. Once a team is created, individuals can sign up either through [NH Rideshare](#)¹ or through a link distributed by the Team Captain. It should be noted that new teams cannot be created by a user in the NH Rideshare software and must be created by CommuteSmart NH. To create a team, email info@commutesmartnh.org.

2) Where do I log my trips?

Trips are logged on the [NH Rideshare](#)² site. Information about logging trips and links to [NH Rideshare](#)³ is also available on commutesmartnh.org.

3) Where do I find my team's ranking?

Ranking is available in the leaderboard for the challenge, located in [NH Rideshare](#)⁴.

4) Why do you count trips, not miles, for winning?

The goal of the Challenge is to reduce the number of people driving alone to work. Someone walking a mile to work is just as important as a carpooler who drives 25 miles.

5) Do I have to log my commute twice a day?

Not if you don't want to! The Commute Calendar in NH Rideshare gives you the option to make various commute templates that can include a round trip if you chose. Once a template is create, you can them easily drag and drop a daily commute anywhere on the calendar.

6) What if I carpool in and take the bus home, or put my bike on the bus and ride the rest of the way?

The Commute Calendar allows you to create a commute template for multiple modes that you can then easily drag and drop on the calendar.

1 <https://nh.rideproweb.com/rp2/Home/Home>

2 <https://nh.rideproweb.com/rp2/Home/Home>

3 <https://nh.rideproweb.com/rp2/Home/Home>

4 <https://nh.rideproweb.com/rp2/Home/Home>



FAQs cont.



7) What if I carpool to an all day, off-site meeting?

For this challenge we are only counting trips to and from work. Off-site meetings do not count.

8) I don't have a team, can i still participate?

For this challenge you must belong to a team and are not able to participate as an individual. The minimum team size is two people, so encourage someone you work with to join so your workplace is eligible.

9) How do you calculate who wins the "Most Sustainable Trips" award?

We take the total number of trips logged and divide that by the total number of employees (not just those who are participating). That gives a per capita (per person) count, which is a very accurate and fair measure of the relative percentage of trips per person in a company.

If we simply used total trips, a larger employer would have an unfair advantage over a smaller one. If we used the total number of employees participating, there's no incentive for as many people as possible to try or increase commuting smart.

10) Do weekend work trips count?

Yes! We understand that not everyone works the traditional Monday- Friday schedule.

11) Why does working from home count?

A teleworker is "commuting" sustainably because he or she is taking a car off the road by working from home. Teleworkers are eligible if they live within a reasonable commute to their worksite and would otherwise drive.

12) I missed signing up before the start-date. Can I still participate?

Absolutely! Every smart commute helps your team, your pocketbook, your well-being.

FAQs cont.





13). How do I log my telework miles?

Enter the miles from your home to work. Don't forget to log both for a commute to and from work since you're not driving either way.

14) Park and Rides – are they ok?

Yes! Park and ride locations can be found on DOT's website- <https://www.nh.gov/dot/programs/rideshare/lots/index.htm>

15) Does carpooling with a person from another company count?

Yes! It takes a car off the road.

17) Is it ok to log trips ahead of time?

The Commute Calendar does not allow you to log your trips early. Though once a commute template is created, that commute can be easily dragged and dropped on the calendar.

Finally, if you have any questions feel free to reach out and ask! We love to help and assist in any way we can!

