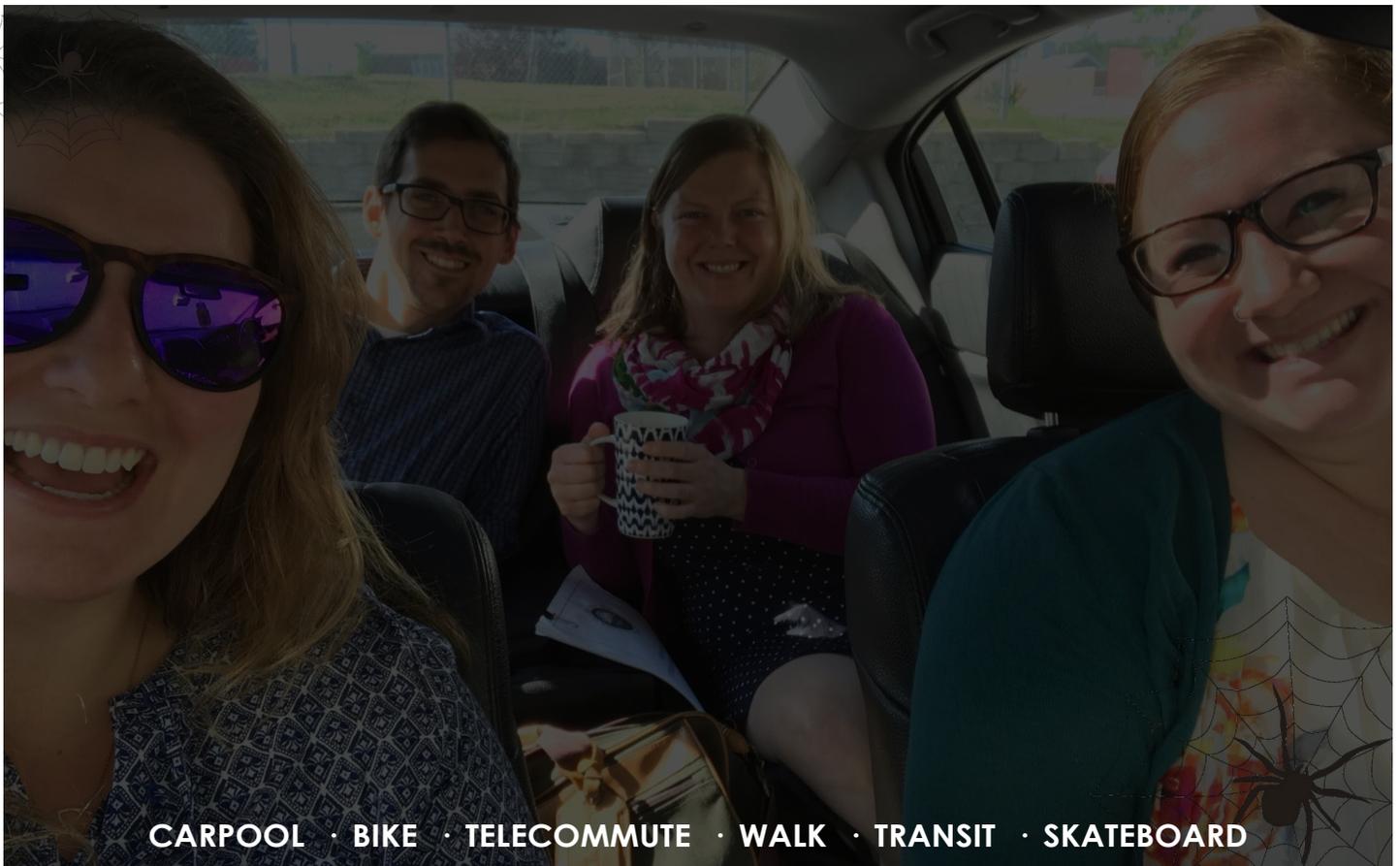




PLAYBOOK

Everything you need to conduct and promote the CommuteSmart NH Buses, Bikes, & Brooms Commuter Challenge



PARTNERS



FUNDERS





WELCOME TO THE COMMUTESMART NH STATEWIDE CHALLENGE

We invite you to participate in the CommuteSmart NH (CSNH) Buses, Bikes & Brooms Challenge!

From October 20 to November 2, 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. Don't have a team? No problem, just join the "Free Agents" team and compete on a team with other individuals.

Online you will be able to log your trips, find potential carpool matches, and see where your team stands on a real-time leaderboard. Sign up today and log your trips! The more trips you log, the more prizes you'll win!



TABLE OF CONTENTS



Why Participate?	Page 4
How to Participate	Page 6
Key Tips for Team Captains	Page 8
Promotional Ideas	Page 9
Track and Record Participation	Page 10
Contact and Connect	Page 11
FAQs	Page 12





? 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.

Prizes

Prizes will be given to individuals based on the number of days logged by that individual during the challenge period:

Log one day: Log one day during the challenge and receive a Buses, Bikes & Brooms Challenge Logo sticker.

Log five days: Log five days of the challenge and receive a CommuteSmart NH water bottle filled with Halloween candy. You'll also receive the Buses, Bikes & Brooms Challenge Logo sticker.



? WHY PARTICIPATE CONT. ?

Log eight or more days: Log eight or more days of the challenge and receive a CommuteSmart insulated travel mug. You'll also receive the Buses, Bikes & Brooms Challenge Logo sticker and a CommuteSmart NH water bottle filled with Halloween Candy.





HOW TO PARTICIPATE

1. Contact the challenge organizer

Email info@commutesmartnh.org to register your workplace for the challenge. If you don't have a workplace that is willing to participate, join the "Free Agents" and compete on a team with other individuals from around the state.

2. Notify your team

Visit the [CommuteSmart NH website](http://CommuteSmartNH.com)¹ and print [sign-up posters](#)² for your office to let your employees and co-workers know your workplace is participating. Spread the word in early October so everybody is ready when the Challenge begins. Refer to the "promotional ideas" section for more outreach techniques and ideas.

3. Share our emails blasts

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

Week 1: October 13, 2019 - Register for the Buses, Bikes & Brooms Challenge!

Week 2: October 20, 2019 - The Buses, Bikes & Brooms Challenge has started!

Week 3: October 27, 2019 - Don't forget to log your trips! The Challenge is halfway over!

Week 4: November 3, 2019 - Thank you for Commuting Smart!

4. CommuteSmart October 20 - November 2

During the challenge, each participant will have to log their daily smart commutes using NH Rideshare in order for their participation to count. Team members are not required to commutesmart 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.

¹ <http://commutesmartnh.org/buses-bikes-brooms-challenge>

² <http://commutesmartnh.org/buses-bikes-brooms-challenge/#RESOURCES>

³ <http://commutesmartnh.org/buses-bikes-brooms-challenge/#RESOURCES>



HOW TO PARTICIPATE CONT.



5. Get social and share your smart commute stories

Participants are encouraged to create social media posts of their smart commuting experiences with the hashtag #BusesBikesandBrooms and #CommuteSmartNH.

6. Watch the leaderboard

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

7. Claim your prizes!

Prizes will be given to individuals based on the number of days logged by that individual during the challenge period. The more days you commute smart, the more prizes you'll win!





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 Challenge. Try to keep your teammates hyped through texts, emails, 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 #BusesBikesandBrooms and #CommuteSmartNH to build friendly competition.



1 <http://commutesmarthn.org/buses-bikes-brooms-challenge/#RESOURCES>

2 <http://commutesmarthn.org/buses-bikes-brooms-challenge>

PROMOTIONAL IDEAS

- Ask team members to set goals for themselves and for the 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 Buses, Bikes & Brooms Challenge.
- Compete with participating neighboring businesses. Market and promote the CommuteSmart NH Buses, Bikes & Brooms Challenge throughout the workplace.





TRACK AND RECORD PARTICIPATION

Beginning on October 20, commuters can log their daily work commutes using the NH Rideshare Commute Log to be counted as part of the Challenge. To log your trips:

1. [Login¹](#) to your NH Rideshare account.
2. Navigate to the [Commute Calendar²](#).
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 carpooled 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 used 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 calendar³](#).

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



Contact information:

info@commutesmartnh.org
www.commutessmartnh.org



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



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



www.commutessmartnh.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.

If you are registering as an individual you will join the "Free Agent" team when prompted to select a team during registration. This will allow you to compete on a team with other individuals from around the state.

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 see my ranking?

Ranking is available in the leaderboard for the challenge, located in [NH Rideshare](#)⁴. Here you can see how your team measures up with the other teams that are competing. You can also see where you stand against other people on your own team.

4) Why do you count trips, not miles?

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.

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.



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.

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?

Yes! If you are registering as an individual you will join the "Free Agent" team when prompted to select a team during registration. This will allow you to compete on a team with other individuals from around the state.

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.

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!

