



Challenge Guidelines 2020

The goal is to reduce drive alone trips to work

Challenge Description

For the month of October, log any commute to/from work or school *except* those driven in a car alone. Try walking, biking, telecommuting, carpooling, skateboarding, or taking transit or any combination of these!

The CommuteSmart Challenge is open to any employer in the State of New Hampshire. Form a team with your co-workers and compete against others from across the state. Don't have a team? No problem, you can participate as an individual. You'll be able to track where you stand against others across the state on the real-time leaderboard. Every trip you make and log will get you closer to winning prizes.

Challenge Period

October 1 – October 31, 2020

How to Participate

We are currently working hard to improve our trip logger system! With that being said, we will update the steps of how to join and log your trips once available! As always with this Challenge, you will be able to participate as part of your employer team or as an individual.

All trips must be logged by Wednesday, November 4th at 11:59PM to be counted!

Awards and Award Categories

Businesses, organizations, and individuals will receive awards based on the following categories:

1. **Most Sustainable Trips (4 awards total):** Awarded to the employer/team/individual with the highest number of sustainable trips (based on a per capita ratio) in each employer size category. If two or more teams are tied, the winning team will be chosen based on the highest average number of sustainable trips per person.

Be sure to provide CommuteSmart NH with an accurate number of employees at your organization.

Employer size categories:

- Individual (1 person/employee)
- Small (2-19 employees)
- Medium (20-99 employees)
- Large (100+ employees)

$$\text{Per capita ratio} = \frac{\text{Total number of trips logged}}{\text{Total number of employees}}$$

2. **Most Social Media Buzz (1 award total):** Awarded to one employer/team/individual with the most total points based on the following point 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.

Be sure to include **#BusesBikesandBrooms** and **your employer/team name** so we can find your post!

Individual Incentives

Incentives will be distributed throughout the challenge period as raffle prizes. To be eligible, all you have to do is log a trip during the challenge! On a weekly basis, we will be choosing participants who have logged trips at random to pick a prize from a pre-determined selection. Prizes will be mailed to winners.

Due to the COVID-19 pandemic, we are a little behind in finalizing our individual prizes. We will be sure provide these options ASAP!

Additional incentives may be distributed to a team through the team captain. Any raffle, prizes, and incentives provided by CommuteSmart NH are on an individual basis and not guaranteed.

Eligibility

The Buses, Bikes, & Brooms Challenge is open to any employer, workplace, or individual in the state.

Teleworkers are eligible if they live within a reasonable commute to their workplace and would otherwise drive. It is not considered teleworking if a person is away at a conference or on other business.

Any commute to/from work or school that eliminates driving a car alone is eligible, such as carpooling, vanpooling, riding a bicycle or skateboard, walking/running, riding the bus, and teleworking. If a commuter drives to a Park and Ride lot, then travels sustainable from there, the second leg is eligible.

Teleworkers are eligible if they live within a reasonable commute to their workplace and would otherwise drive. It is not considered teleworking if a person is away at a conference or on other business.

Off-site trips during the day are not eligible, including lunch trips or off-site meetings.

Sponsorship

This challenge is sponsored by CommuteSmart New Hampshire, a partnership between the state's regional planning commissions, state agencies, and various non-profit transportation-oriented programs, working in collaboration with transit providers and businesses.

For more information, please contact Katie Nelson at (603) 226-6020 or at info@commutesmartnh.org.