



# Challenge Guidelines 2020

*The goal is reduce drive-alone trips to work*

## Challenge Description

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

The Commute Smart 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.

Once you sign up, you may log your trips, find potential carpool matches, and see where your team stands on the NH Rideshare leaderboard.

## Challenge Period

June 1 - 30, 2019

## How to Participate

- Email [info@commutesmartnh.org](mailto:info@commutesmartnh.org) to register your organization for the challenge.
- We suggest nominating a “team captain” from each organization to relay sign-up and other Challenge information to the rest of the team.
- Once your organization is registered, employees can sign up on [NH Rideshare](#)
- Starting June 1<sup>st</sup>, employees can start logging trips in the [commuter calendar](#).

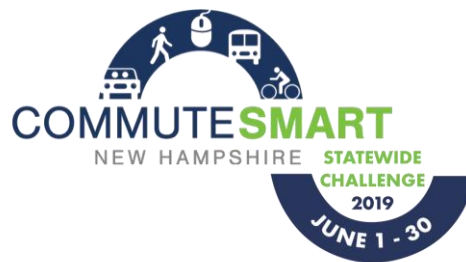
For more information on how to log your trips, visit [NH Rideshare’s trip logging guide](#).

For more Challenge information please take a look at the [Challenge Guidebook](#).

## Awards and Award Categories

Business and organizations will receive awards based on the following categories:

1. **Most Sustainable Trips (3 awards total):** Awarded to the employer/team 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:

- 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 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 **#SmartCommuteTheRoute** and **your employer/team name** so we can find your post!

### **Individual 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.

Additional prizes will also be raffled or given out throughout the month.

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 CommuteSmart NH Statewide Challenge is open to any employer in the state.

**Any commute to and 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 sustainably 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](mailto:info@commutesmartnh.org).

Teleworking is eligible if you live within a reasonable commute to your workplace and would have otherwise driven. It is not considered teleworking if you are away at a conference or similar business.