



COMMUTE SMART

NEW HAMPSHIRE STATEWIDE CHALLENGE

PLAYBOOK

2020
JUNE 1 - 30



CARPOOL • BIKE • TELECOMMUTE • WALK • TRANSIT • SKATEBOARD

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

FUNDER



CommuteSmart New Hampshire (CSNH) is a partnership between NH's regional planning commissions, state agencies, and various non-profit transportation-oriented programs, working in collaboration with transit providers & businesses.

Updated 3/6/2020



Welcome to the CommuteSmart NH Statewide Challenge



The commuter challenge encourages people to commute sustainably during the month of June. This includes walking, biking, carpooling, skateboarding, telecommuting, taking public transit or any combination of these.



Form a team within your workplace or organization and compete against others throughout the state.



Once you sign up, you will be able to log trips, find potential carpool matches, and see where your team stands on a real-time leaderboard. Register your team today for the chance to become statewide champions and win awesome incentives along the way!



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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 PRODUCTIVITY

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

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



? Why Participate ?



All The Glory (aka The Awards)

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

1. Most sustainable trips

This will be 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.

Employer size categories:

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

2. Most social media buzz

This will be awarded to the employer/team who engages the most with followers via social media, which is calculated using 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.

*All posts must include #SmartCommuteTheRoute and the name of the company or organization.



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 begins. 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 to share with your employees prior to and during the challenge. The first email will include registration instructions. Suggested emails and dates include:



May 4, 2020: Register for the CommuteSmart NH Challenge, June 1-30!

May 25, 2020: Don't Forget to Register for the CommuteSmart NH Challenge, June 1 – 30!

June 1, 2020: The Challenge has started!

June 8, 2020: Let's do this!

June 22, 2020: Don't forget to log your trips!

June 29, 2020: The Challenge ends tomorrow!

July 2, 2020: A HUGE thanks for commuting smart!



4. Commute smart June 1-30

During the challenge, each participant must log their daily sustainable 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.



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

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

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

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

How to Participate cont.



5. Get social and share your “smart commute” stories

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

6. Watch the leaderboard

Keep track of the leaderboard to scope out the competition and track your progress against others throughout the state!

6. Claim your award!

Winners will be announced in July and awards will be distributed accordingly.



Key Tips for Team Captains



- **You're the cheerleader.** One of the main goals as Team Captain is to keep your team 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.
- Encourage competition among employees using a points system. Create a chart (i.e. an “old school” star chart) to track employee progress.
- Give internal awards for unique forms 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.

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- 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!

