



# 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

This year's challenge will include the use of a new and easier to use online trip logger! The new trip logger system was adopted from CommuteSMART Seacoast who has been using this trip logger for the past few years.

To create a new employer team, you will need to contact [info@commutesmartnh.org](mailto:info@commutesmartnh.org). If your team has already been created and you need to join the team, you will need to login or register at <https://trips.commutessmartnh.org/login>. Once registered, you will be able to log your trips beginning October 1st.

If you are an individual without a workplace team, you can still participate! Please join the team called "Free Agents", where you compete with other individuals from across the state!

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! Throughout the Challenge, 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.

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](mailto:info@commutesmartnh.org).