



PLAYBOOK

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



PARTNERS



FUNDERS





WELCOME TO THE COMMUTESMART NH BUSES, BIKES, AND BROOMS CHALLENGE

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

The Buses, Bikes, & Brooms challenge encourages people to commute sustainability this fall. Due to the COVID-19 pandemic, this year's challenge will be held for the entire month of October! Commute to and from work using any method other than driving alone, including walking, biking, telecommuting, carpooling, skateboarding, or taking transit, or any combination of these.

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 as well.

Online you will be able to log your trips 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 be able to win!



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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 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

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.

Awards and Incentives

Awards will be given out to businesses and individuals for most sustainable trips and for most social media buzz. Encourage your teammates to log your trips during the month of October and engage on social media to have a better chance of winning!

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.

Employer size categories:

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

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 predetermined selection which includes sweatshirts, fleece vests, and baseball caps. Prizes will be mailed to winners.





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.

Start to spread the word in September so everybody is ready when the Challenge begins October 1st. 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. Suggested emails and dates include:

September 21, 2020: Register for the Buses, Bikes & Brooms Challenge!

September 28, 2020: Don't forget to register for the Buses, Bikes & Brooms Challenge, October 1-31!

October 1, 2020: The Buses, Bikes & Brooms Challenge has started!

October 12, 2020: Let's do this!

October 19, 2020: Don't forget to log your trips!

October 26, 2020: The Challenge ends this week!

November 2, 2020 - Thank you for Commuting Smart!

4. CommuteSmart October 1 - October 31

During the challenge, each participant must log their daily smart commutes using the [trip logger](#)⁴ in order for their participation to count. Team members are not required to commute smart every single day of the challenge in order to participate.

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>

4 <https://trips.commutessmartnh.org/login>



HOW TO PARTICIPATE CONT.



5. Get social and share your smart commute stories

Participants are encouraged to send photos and videos to the team captain for posting on social media, as well as create their own social media posts of their sustainable commuting experiences with the hashtag #BusesBikesandBrooms and the name of the 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 on the [trip logger site](#)⁵ to scope out the competition and track your progress against others throughout the state.

7. Claim your prizes!

Winners will be announced in November and awards will be distributed accordingly. Individual incentives will be announced weekly with prizes awarded thereafter.



⁵ <https://trips.commutSMARTnh.org/login>

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 to build friendly competition.



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

2 <http://commutesmarthh.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 or digital 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.
- If you are in the office, establish a casual dress day for employees that participate in the challenge.
- Compete with participating neighboring businesses.





CONTACT AND CONNECT

Contact information:

info@commutesmarth.org
www.commutessmarth.org



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



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



www.commutessmarth.org

1 <https://www.facebook.com/CommuteSmartNH/>
2 https://twitter.com/CommuteSmart_NH

FAQS



1. HOW DO I REGISTER?

If your team is already registered, you simply sign in or register on the [trip logger site](#)¹. If you are a first time competitor you will need to enter in your information, and join your team!

If you are joining as an individual, you simply visit the [trip logger site](#)², register as an individual and join the “Free Agents’ team.

If you are a team captain looking to register your business email info@commutesmart.org.

2. WHERE DO I LOG MY TRIPS?

Once the challenge goes live on Oct. 1, you will be able to log your trips at <https://trips.commutessmartnh.org/login>.

3. WHERE DO I FIND MY TEAM’S RANKING?

Once the challenge goes live on Oct. 1, there will be a leaderboard on the [trip logger site](#)³ where you will be able to see how your team measures up to others across the state.

4. WHY DO YOU COUNT TRIPS, NOT MILES, FOR WINNING?

The goal of the Challenge is to reduce the number of people driving along 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?

You should be logging your commute once a day as a round-trip total. For example, if you normally commute 12 miles each way to work, and you are telecommuting on Monday, you would log 24 miles with the mode of telecommuting on that Monday.

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?

There is the option to log a multi-modal trip in the logging application.

¹ <https://trips.commutessmartnh.org/login>

² <https://trips.commutessmartnh.org/login>

³ <https://trips.commutessmartnh.org/login>



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 Agents" team when prompted to select a team during registration. This will allow you to compete with other individuals from around the state.

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 to 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 telework is "commuting" sustainability 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 wallet, and your well-being.

13. HOW DO I LOG MY TELEWORK MILES?

Enter the miles from your home to work and back, in other words the roundtrip mileage.



FAQS CONT.



14. PARK AND RIDES - ARE THEY OK?

Yes! Park and ride locations can be found on the CommuteSmart NH website.

15. DOES CARPOOLING WITH A PERSON FROM ANOTHER COMPANY COUNT?

Yes! It takes a car off the road.

16. IS IT OK TO LOG TRIPS AHEAD OF TIME?

You can log up to 7 days ahead and 30 days behind.

Finally, if you have any questions feel free to reach out and ask - info@commutesmartnh.org! We love to help and assist in any way we can!

