



CommuteSmart NH Statewide Challenge 2021

Challenge Guidebook



May 1-31, 2021

Welcome to the CommuteSmart NH Statewide Challenge

During the month of May, log any commute to/from work or school except those driven in a car alone. Try walking, biking, carpooling, skateboarding, telecommuting, taking the bus 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.

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.



? 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 raffled off throughout the Challenge. To be eligible, all you have to do is log a trip! Throughout the Challenge, we will choose eligible participants who have logged trips at random to pick a prize from a predetermined selection. Prizes will be mailed to winners.

Any raffle, prizes, and incentives provided by CommuteSmart NH are on an individual basis and not guaranteed.

All The Glory (aka The Awards)

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

▶ **Most sustainable trips (5 awards total)**

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.

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

Employer size categories:

- ▶ Micro (2-9 employees)
- ▶ Small (10-242-19 employees)
- ▶ Medium (25-9920-99 employees)
- ▶ Large (100-499100+ employees)
- ▶ Major (500+ employees)

▶ **Most social media buzz (1 award total)**

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 Instagram like or repost.
- ▶ 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

- ▶ Similar to our most recent Buses, Bikes, & Brooms Challenge, This year's challenge will include the use of a new, and user-friendly online trip logger
- ▶ To create a new employer team, contact admin@commutesmartnh.org. If your team has already been created and you need to join the team login or register at <https://trips.commutessmartnh.org/login>. Once registered, you will be able to log your trips beginning May 1st.
- ▶ If you don't have a workplace team and still want to participate, you can join the team called "Free Agents", where you compete with other individuals from across the state!
- ▶ All trips must be logged by Sunday, June 6th at 11:59PM to be counted!



Eligibility

- ▶ The CommuteSmart NH Statewide Challenge is open to any employer, workplace, or individual in the state.
- ▶ **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 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.



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 which can be found on the NH CommuteSmart NH website. 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.



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.

Contact and Connect



admin@commutesmarthh.org



commutesmarthh.org



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



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



[CommuteSmart New Hampshire](https://www.youtube.com/CommuteSmartNewHampshire)



[@commutesmartnewhampshire](https://www.instagram.com/commutesmartnewhampshire)