



CommuteSmart NH Statewide Challenge 2022

Guidebook



Welcome to the CommuteSmart NH Statewide Challenge

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

The Commute Smart Challenge is open to any employer in the State of New Hampshire. Your organization will get the chance to compete against others from across the state.

You'll be able to track where your organization stands on a real-time leaderboard while earning yourself rewards and chances to win raffle prizes!



? 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 have a CommuteSmart NH account and log a trip! Throughout the Challenge, we will choose eligible participants randomly to select a gift card from an array of locations.

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 co-workers to join and log their trips during the month of May! Once the challenge is over, awards will be given in the following categories:

▶ **Most Reduced Car Trips (5 awards total)**

This will be awarded to the organization with the highest number of car trips reduced in each employer size category.

Employer size categories:

- ▶ Small (2-9 employees)
- ▶ Medium (10-24 employees)
- ▶ Large (25-99 employees)
- ▶ X-Large (100-499 employees)
- ▶ XX-Large (500+ employees)

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

This will be awarded to the participant who engages the most via social media, which is calculated using the following point system:

- ▶ 1 point for each original post or email entry
- ▶ 3 Points for each original video post or email entry
- ▶ 1 additional point for each additional social media platform
- ▶ *Make sure to tag CommuteSmart NH and use #SmartCommuteTheRoute

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
- ▶ Create an account within our system and be sure to include the name of your organization when setting up your profile. Join by using this link:
<https://commutesmartnh.agilemile.com>
or by downloading the CommuteSmart NH app on the apple app store or google play
- ▶ Within the online trip logger or mobile app be sure to log in and track your trips during the month of May and you will be an active participant of the challenge
- ▶ All trips must be logged by Tuesday, May 31st 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 Organization Leaders

- ▶ You're the cheerleader. One of the main goals as a leader of your organization's participation in the challenge is to keep your team motivated and encouraged throughout the month. Try to keep your teammates hyped up through texts, emails, awarding prizes, 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.
- ▶ Hold smart commuting events such as a transit lunch and learns, walk to work days, group bike rides, or more. Events like these can increase employee's comfort and participation with smart commuting.
- ▶ Encourage participants to post on social media tagging us and 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

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