



Challenge Guidelines

The goal is reduce drive alone trips to work...and have fun doing so!

Eligibility

The Commute Smart B2B Challenge is open to any employer located at the greater Seacoast region of New Hampshire.

Any commute to/from work or school that eliminates driving a car alone is eligible, such as carpooling, vanpooling, bicycling, walking/running, riding the bus, and teleworking. If a commuter drives to a Park and Ride lot, then takes a bus, bicycles or carpools from there, the trip by a sustainable mode is eligible.

Teleworkers are eligible if they live within a reasonable commute to their worksite and would otherwise drive. If a person is away at a conference or on other business, that isn't considered teleworking.

Commute by **motorcycle** is eligible if the rider is transporting another person, making it a "motorpool".

Commute by **moped** is eligible if the engine is less than 50 cc as defined by NH law.

Off-site trips during the day are not eligible unless it's an all-day work event off site and the employee didn't drive to their company first.

How to Enter

Return this form to arugg@commuteSMARTseacoast and we will list your company in the leaderboard. Employees who work for that employer register individually on line at commuteSMARTseacoast.org/Challenge/2017.

Challenge Period

Monday, May 1 – Friday, May 31st.

Award Categories

1. **"Most Sustainable Trips"** is a per capita ratio of the number of total employees working for the company at the time of the Challenge (not the number of employees participating in the Challenge) to the total number of trips logged, including teleworking. A per capita ratio is the fairest and most precise measurement of a company's effort in getting as many people as possible to try smart commuting.

Formula: # of total sustainable trips logged ÷ the total number of employees

Tip: Be sure to provide commuteSMARTseacoast an accurate number of current employees.

The number is rounded to one decimal place. If the trips award is tied, the winning team will have the highest average sustainable trips per person.

Employers compete in four categories based on size of their workforce: small (less than 20), medium (20-99), large (100-399), and major (400+).

2. “Most Team Spirit” award will be judged by the commuteSMARTseacoast Advisory Board (excluding any Challenge participants) based on documentation submitted by team captains.
3. “Most Social Media Buzz” will be awarded based on the following point system:
 - Three points for each original post, two points for retweet or Facebook “like”; one point for Twitter “favorite” or Facebook “comment”.
 - One point for each social media platform used.
 - One point for each unique author.
 - One to three points for each video, depending on its complexity.

Tip: Be sure to include #CommuteToWin and company name so we can find your post.

4. “Most Improved Team” will be based on the percentage increase of this year’s total score (number of participants multiplied by the number of trips), as compared to last year’s total score.
5. “Most New Smart Commuters” will be awarded to a team in each size category that has the highest percentage of new smart commuters (e.g. carpool, bicycle, walking, transit, or telework) converted from exclusively “drive alone” commuters prior to the Challenge.

Trip Logging

Participants must use the online trip logger located at www.commuteSMARTseacoast.org/Challenge/2017

Prizes

Commuter Prizes: CommuteSMARTseacoast will give the prizes to the team captains to be distributed to their participating team members.

Employer Prizes: Employers that accept a prize agree to allow commuteSMARTseacoast to use their name for promotional purposes.

Sponsorship

This Challenge is sponsored by commuteSMARTseacoast, a program of COAST (Cooperative Alliance for Seacoast Transportation), 42 Sumner Drive, Dover NH 03820. For more information, contact Anne Rugg at 603-953-3176 or arugg@commuteSMARTseacoast.org

Frequency Asked Questions

1) How do I register?

Go to www.commuteSMARTseacoast.org/Challenge/2017 and fill out the fields. In the "employer" drop down menu, click on your company. You will receive an automatic welcome email and you're good to go!

2) Where do I log my trips?

Go to the "Log your trips" button located on the commuteSMARTseacoast home page.

3) Where do I find my team's ranking?

Click on the "Log Your Trips" button, then click on the Leaderboard button. This will show you your team's ranking. If you click on your team name, you will see the ranking within your team.

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?

No, only one entry per day. We assume you went home!

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?

Enter the trip as "multi-modal".

7) What if I carpool to an all day, off-site meeting?

It only counts if you meet your colleagues off-site. If you drove alone to work, then carpooled, that's great, but it didn't reduce a drive alone to work trip. If you drove alone to an all day meeting, that doesn't count.

8) How do you calculate who wins the "Most Sustainable Trips" award?

We take the total number of employees in the company (not just those who are participating) and divide that by the total number of trips logged. 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 their smart commuting.

9) Do weekend work trips count?

Yes.

10) 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.