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**Challenge Guidelines 2018**

**The goal is reduce drive alone trips to work**

**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, riding a bicycle, skateboard or moped, walking/running, riding the bus, motorpool (2 people on motorcycle), and teleworking. If a commuter drives to a Park and Ride lot, then travels sustainably from there, the second leg is eligible.

**Middle and high school students** they are eligible if they walked, rode a bicycle or skateboard, carpooled with another student, or took public transit.

**Teleworkers** are eligible if they live within a reasonable commute to their workplace 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 i**s 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 his or her workplace first.

**How to Enter**

Return the registration form to arugg@commuteSMARTseacoast.org and we will list your company in the leaderboard. Employees register individually online at commuteSMARTseacoast.org.

**Challenge Period**

May 1st – May 31st.

**Trip Logging**

Participants must use the online trip logger located at ww.commuteSMARTseacoast.org

**Prizes**

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

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

**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 to encourage as many people as possible to commute sustainably.

Formula: Per capita ratio = number of total trips logged $÷ $ the total number of employees

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

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

**Employers compete in** **four categories based on size of their workforce:**

small (2-19)

medium (20-99)

large (100-399)

major (400+)

1. “**Most Team Spirit**” award is based on documentation submitted by team captains.
2. “**Most Social Media Buzz”** will be awarded based on the following point system:
	* Three points for each original post, one point for retweet or Facebook “like”; 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.
	* Three to ten points for each video, depending on its complexity.

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

1. “**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.

**Bicycle Only Challenge**

For many years there was a bike commuting challenge during National Bike Week (3rd week in May). CommuteSMART has incorporated this challenge into the B2B Challenge and will send weekly updates to team captains on “bike only” standings. (The leaderboard will also sort by bicycle.) Awards will be given to a company in each four size categories with the highest per capita rate of bicycle commuters during May.

**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