

Challenge Guidelines 2020 and FAQ

The goal: reduce drive alone trips to work or school

Eligibility

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

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** 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 his or her workplace first.

To be fair to all companies, **commuters should only log five times a week.**

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

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 is the number of total trips logged ÷ the total number of employees.

Tip: Be sure to provide CommuteSMARTseacoast an accurate number of current employees at your location.

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 five categories based on size of their workforce:

- micro (2-9)
- small (10-24)
- medium (25-99)
- large (100-499)
- major (500+)

2. **"Most Team Spirit"** award is 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, 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.

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.

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. Filter the leaderboard for bicycling to see where your team stands in this category. Awards will be given to a company in each five size categories with the highest per capita rate of bicycle commuters during May.

Frequently Asked Questions

1) How do I register?

Go to www.commuteSMARTseacoast.org homepage, click the "Register" button 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) I participated last year. Do I need to re-register?

No, you're all set.

3) Where do I log my trips?

Go to the "Log Trips" button on the www.commuteSMARTseacoast.org home page.

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

Click on the "Log Trips" button. In the upper right of the page, click the "Leaderboard" tab. This will show your team's ranking.

5) Why do you count trips, not miles, for winning?

The goal of the Challenge is to reduce drive-alone trips to work. Someone walking a mile to work is just as important as a carpooler who travels 25 miles.

6) Do I have to log my commute twice a day?

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

7) 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".

8) 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 trip to work. If you drove alone to an all-day meeting, that doesn't count.

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 commute sustainably.

10) Do weekend work trips count?

Yes.

11) 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.

13. How do I log my telework miles?

Enter the roundtrip miles from your home to work, times two.

14) Park and Rides – are they ok?

Yes. For folks coming from Dover/Durham, Newick's on Boston Post Road is allowing us to park there. For Mainers from Eliot/ S. Berwick, consider Eliot Commons (to avoid 362, turn left onto Beech Rd, then left onto State Rd or 103 into Kittery.)

15) Does carpooling with a person from another company count?

Yes! It takes a car off the road.

16) How do I see how my team is doing?

Click on the name of your team and a page will open with everyone listed, from the most to the least # of trips per person.

17) Is it ok to log trips ahead of time?

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

18) If I drive an electric or hybrid car alone, does that count?

Because it is still a car on the road contributing to traffic congestion, it does not count. Our program is funded by the federal CMAQ (Congestion Mitigation Air Quality) program.