

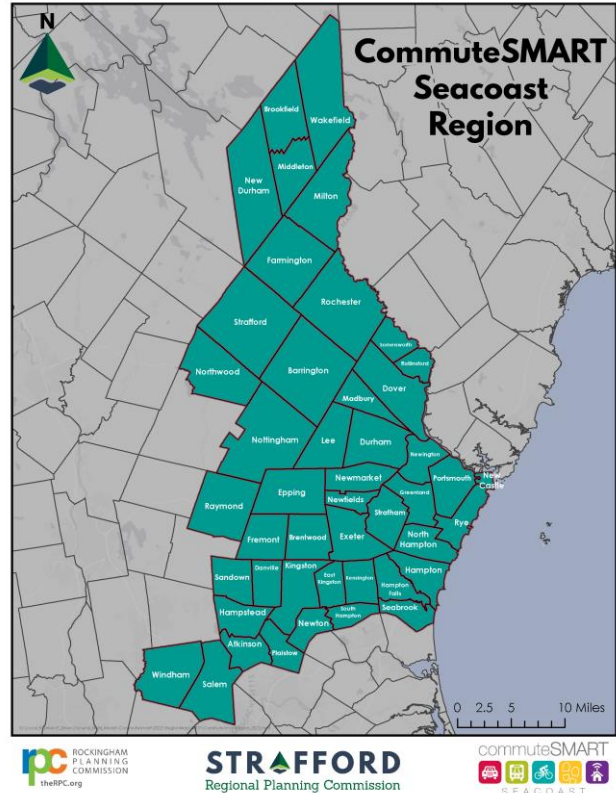
CommuteSMART Seacoast B2B Challenge Guidelines 2022

Eligibility

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

Commutes to/from work or school¹ that eliminate driving a car alone are eligible, including:

- Carpooling or vanpooling
- Taking transit
- Walking
- Biking
- Multi-modal trips (e.g., walk + transit)²
- Scootering
- Telecommuting³
- Compressed week



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

Middle and high school students are eligible if they walk, ride a bicycle, carpool with another student, or take public transit.

How to Participate

To participate in the challenge, simply create an account on the [CommuteSmart NH web and mobile app](#)⁴ and begin logging your smart commutes on May 1. View the [instructional sign-up video](#)⁵ for assistance.

Challenge Period

May 1 – 31

¹ **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.

² If a commuter drives to a Park and Ride lot, then travels sustainably from there, the second leg is eligible.

³ **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.

⁴ <https://commutesmartnh.agilemile.com/seacoast>

⁵ <https://commutesmartnh.org/wp-content/uploads/2021/10/Getting-Started-With-CommuteSmart-NH.mp4>

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Award Categories

1. **“Reduced Car Trips”** The grand prize will go to one company in each size category based on the total number of reduced trips. Reduced trips are defined as the number of vehicle trips not taken during the challenge period. So, for example, if you were in a vanpool with six others, and logged your trip, it would count as 5 reduced trips.

Employers compete in five categories based on the size of their workforce:

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

For a post to qualify you must:

- *Include the hashtag, #CommuteToWin*
- *State your company name somewhere within your post*
- *Tag us. Our handles are @commutesmartseacoast (Facebook), @commuteSMART2(Twitter) and @commutesmart (Instagram)*

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.