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# **Overview**

**Commuter Challenge** is...

* A week-long event during National Environment Week
* A friendly competition between Canadian cities and workplaces
* A celebration of active and sustainable transportation
* An easy way to try different modes how to get to work
* Nationally hosted by Sustainable Alberta Association (founder of the national program in 1999)
* Locally hosted by City Coordinators

How is the Commuter Challenge funded?

This program has various funding models depending on the host organization and region. Host organizations may receive municipal, provincial, federal, corporate or foundation funding/sponsorships. Some regions operate using a fee for service model where participating workplaces pay a fee to the local not-for-profit organization that is hosting the event. Please be aware of your host organizations funding model and appreciate the many volunteer hours that are donated to every regional program. This is a community event and every host organization appreciates your support.

**Participants** make a commitment to

* Make **at least one trip** to work not driving alone
  + Walk
  + Cycle
  + Take public transit
  + Carpool / Rideshare
  + Telework
* Track their commuting information on the national website [**www.commuterchallenge.ca**](http://www.commuterchallenge.ca)

**Workplace Coordinators** commit to:

* Liaise with the City Coordinator
* Promote the Commuter Challenge at their workplace and communicate to staff.
* Organize Commuter Challenge event(s) at their workplace
* May collect commuter data from their employees and submit it ‘in bulk’ on the national website [**www.commuterchallenge.ca**](http://www.commuterchallenge.ca)

**City Coordinators**:

* Are often non-profit organizations whose work is about sustainability, transportation demand management (TDM), carbon/emission reduction, active living or health issues (e.g. air quality related diseases)
* Can also be municipalities; e.g. transportation department, sustainability office, environmental planning department, health and active living initiative, etc.
* Represent Commuter Challenge in their city / town / municipality / region
* Liaise with the National Commuter Challenge team
* Identify prospective participating workplaces and contact them
* May host local events to boost participation

# **City Coordinator Information**

## National Office

National coordinator: Kathryn Winkler

Phone: (403) 230-9395

Email: [kathryn@commuterchallenge.ca](mailto:kathryn@commuterchallenge.ca)

Website: [www.commuterchallenge.ca](http://www.commuterchallenge.ca)

Mailing address: Commuter Challenge Canada

c/o Sustainable Alberta Association

223 12th Avenue SW

Calgary, AB T2R 0G9

## Responsibilities

* Register your workplace first so that your information is in the system
* Contact us and we will add you as your city/town/municipality/region coordinator in the national Commuter Challenge database
* Represent Commuter Challenge in your city/town/municipality
* Identify prospective participating workplaces and contact them
* Promote Commuter Challenge to workplaces and individuals in your city/town/municipality
* Download & print promotional materials from the national website from your regional administration page
* Search for sponsors for local events and prize draws to increase exposure

## Benefits

* Full set of (digital) promotional materials you can share with your workplaces
* Customized promotional materials that include your sponsors’ logos and other information you would like to display (e.g. launch event details)
* Modules you can use in your communication with workplaces
* Access to the national tracking tool and triple bottom line impact reports
* Webinar about the tracking tool and changes for this year’s event
* Access to detailed results from all participants in your city/town/municipality
* Customized reports upon request
* Daily update on national standings during Commuter Challenge week
* Support from the national office (e.g. event organization, technical support, etc.)

# **Timeline**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Action Items** | **Nov** | **Dec** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** |
| Funding |  |  |  |  |  |  |  |  |  |
| Identify sponsors of competing and similar programs |  |  |  |  |  |  |  |  |  |
| Identify new sources of funding |  |  |  |  |  |  |  |  |  |
| Create/update sponsor package |  |  |  |  |  |  |  |  |  |
| Identify funding arrangements for summer staff - interns, summer students, etc. |  |  |  |  |  |  |  |  |  |
| Identify local or provincial sponsors |  |  |  |  |  |  |  |  |  |
| Obtain commitments from partners and sponsors - in-kind donations, prizes, venues, cash contributions, etc. |  |  |  |  |  |  |  |  |  |
| Send thank you cards to sponsors and partners, include the impact they made for the program |  |  |  |  |  |  |  |  |  |

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| **Action Items** | **Nov** | **Dec** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** |
| Company Outreach |  |  |  |  |  |  |  |  |  |
| Obtain commitments from last year’s participating companies for the current year’s Challenge |  |  |  |  |  |  |  |  |  |
| Send out information package to last year’s companies (with clear invoicing details, if applicable) |  |  |  |  |  |  |  |  |  |
| Identify competing or similar programs in your area |  |  |  |  |  |  |  |  |  |
| Identify new companies most likely to sign up; e.g. existing contacts, strong health & wellness program, environmental stewardship, community involvement |  |  |  |  |  |  |  |  |  |
| Contact identified new companies; phone calls have proven to be most successful |  |  |  | Ramp up workplace recruitment - use early-bird registrants in public materials, continue to call new companies | | | |  |  |
| Create volunteer positions and task lists for said positions |  |  |  |  |  |  |  |  |  |
| List and promote all confirmed workplaces on website as "early-bird" participants |  |  |  |  |  |  |  |  |  |
| Calculate winners of events in different categories |  |  |  |  |  |  |  |  |  |
| Publish a detailed, easy-to-read list of winners |  |  |  |  |  |  |  |  |  |
| Make and send out certificates for winners |  |  |  |  |  |  |  |  |  |
| Send out thank you cards to all participating companies |  |  |  |  |  |  |  |  |  |

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| **Action Items** | **Nov** | **Dec** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** |
| Community Engagement |  |  |  |  |  |  |  |  |  |
| Identify potential partner organizations |  |  |  |  |  |  |  |  |  |
| Identify events to set up or participate in; e.g. Bike to Work Day |  |  |  |  |  |  |  |  |  |
| Reach out to partner organizations and discuss collaborations, partnerships, or even sponsorship |  |  |  |  |  |  |  |  |  |
| Begin formalizing partnerships for 2013 events |  |  |  |  |  |  |  |  |  |
| Contact municipality and begin working on permits for overpass banners, posters, etc. |  |  |  |  |  |  |  |  |  |
| Engage community stakeholders and partner organizations through direct contact |  |  |  |  |  |  |  |  |  |
| Plan launch event |  |  |  |  |  |  |  |  |  |
| Host information event for workplaces (e.g. around Earth Day on April 22) |  |  |  |  |  |  |  |  |  |
| Plan closing/wrap-up event |  |  |  |  |  |  |  |  |  |
| Co-present a commuter cycling course for CC participants in conjunction with a local cycling group |  |  |  |  |  |  |  |  |  |
| Launch event for the Commuter Challenge in early June; e.g. on Monday of the event week |  |  |  |  |  |  |  |  |  |
| Host closing/wrap-up event; e.g. in the week after event week |  |  |  |  |  |  |  |  |  |

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| Marketing & Communications |  |  |  |  |  |  |  |  |  |
| Develop rough list of media partners/sponsors |  |  |  |  |  |  |  |  |  |
| Update campaign materials |  |  |  |  |  |  |  |  |  |
| Create list and materials of early-bird" workplaces for mailouts & web |  |  |  |  |  |  |  |  |  |
| Design and write copy for Commuter Information Kit, if applicable |  |  |  |  |  |  |  |  |  |
| Update media kit: 2013 press releases, multiple-format posters and flyers, quotes, statistics |  |  |  |  |  |  |  |  |  |
| Send out promotional kits to reluctant workplaces |  |  |  |  |  |  |  |  |  |
| Distribute promo materials to key locations and sponsor around town |  |  |  |  |  |  |  |  |  |
| Raise awareness through social media - daily curated updates |  |  |  |  |  |  |  |  |  |
| Local media - keep reminding them, get as much coverage as possible |  |  |  |  |  |  |  |  |  |
| Design and order awards/trophies |  |  |  |  |  |  |  |  |  |
| Prepare materials, forms, and daily update standards |  |  |  |  |  |  |  |  |  |
| Daily updates and progress reports (Commuter Challenge week) |  |  |  |  |  |  |  |  |  |
| Feature a workplace on social media every day of the Challenge |  |  |  |  |  |  |  |  |  |
| Send out press prelease with final totals |  |  |  |  |  |  |  |  |  |