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# **Individual, Workplace Coordinator and Regional Host Commitment**

**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 encourage your staff to try different modes to get to work
* Nationally hosted by the National Commuter Challenge Committee
* Locally hosted by your City Coordinators (if applicable)

**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 Coordinator**:

* 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

How is the Commuter Challenge funded?

Individuals are never charged to participate in the program.

Funding for a regional event can vary. Host organizations may receive municipal, provincial, federal, corporate or foundation funding. Some regions operate using a fee for service model where participating workplaces pay a fee to the local hosting organization. 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.

Currently, the National program is primarily operated through volunteer efforts and occasional funding through a fee-for-service model.

# **City Coordinator Information**

## National Office

National coordinator: Kathryn Winkler

Phone: (403) 390-2817

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

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

Mailing address: Commuter Challenge Canada

c/o Sustainable Alberta Association

1229 17A Street NW

Calgary, AB T2N 2E8

## Responsibilities

* Register your workplace first so that your information is in the system
* Contact us and we will link your workplace credentials to your region in our database. This will give you access to your regional administration page.
* Download & print promotional materials from the national website.
* Identify prospective participating workplaces and invite them to participate through direct marketing or other promotional avenues.
* Search for sponsors for local events and prize draws to increase participation.

## Benefits

* Full set of (digital) promotional materials you can share with your workplaces coordinators or post in your community.
* Access to the national tracking tool and triple bottom line impact reports
* Downloadable detailed reports of commuter information for all participants in your region.
* Customized reports upon request
* Webinar about the tracking tool.
* Support from the national office (e.g. event organization guidance, software support for you and your users, etc.)
* Customized promotional materials that include your sponsors’ logos and other information you would like to display e.g. launch event details. (There is a fee for this service).

# **Suggested 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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| **Action Items** | **Nov** | **Dec** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** |
| 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 |  |  |  |  |  |  |  |  |  |

# **Suggested Regional and Workplace Fees**

**Regions and Cities**

Commuter Challenge est. 1991

The national program offers municipalities and region an opportunity to be part of an event that engages thousands of workplaces, representing over 1,000,000 employees annually.

There id a fee that is based on the size of the municipality.

<50,000 $250

50,000 - 500,000 people $500  
 500,000 - 1,000,000 people $1,000

>1,000,000 $2,000

Regional and city particiption includes:

* **Software - Simple registration** and data collection tool to track individual commuter info.
* **Support Tools - Easy to use admin tools** for Workplace and City coordinators to deliver your program and host your challenge.
* **Triple bottom line impacts** displayed for both individuals and workplaces
* **Easily downloadable, real time reports** for both city and workplace coordinators.
* **Marketing materials**, customization of promotional materials available
* **Excellent customer service** and Software support
* **25 years of Challenge experience** including tips and tricks, guidance and consulting for your event.

**Workplace**

In some cities a workplace fee is applied. The suggested fee for each participating workplace with a designated Workplace Coordinator is $1.00 per employee. This is regardless of the number of participants; i.e. if a workplace has 300 employees but only 80 participants it is still charged $300. The fee is an incentive to increase program participation.