



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
- Locally hosted by City Coordinators

Participants make a commitment to

- Make **at least one trip** to work not driving alone
- Walk
- Cycle
- Take public transit
- Carpool / Rideshare
- Telework
- AND to track their commuting information on the national website www.commuterchallenge.ca

Workplace Coordinators

- Sign up their workplace at www.commuterchallenge.ca
- Liaise with their respective City Coordinator
- Promote the Commuter Challenge at their workplace
- Organize Commuter Challenge event(s) at their workplace
- Encourage their co-workers to participate in the challenge
- Assist their co-workers with submitting their commute date at www.commuterchallenge.ca
- May collect commuter data from their employees and submit it 'in bulk' on the national website www.commuterchallenge.ca



Letter to Workplace Coordinators

<City Name> Office

City coordinator: <your name>

Phone: <your phone number>

Email: <your email address>

Website: www.commuterchallenge.ca (or your organization's CC website)

Mailing address: <city host organization name>

<city host organization street address>

<city host organization city, province and postal code>

Responsibilities

- Register your workplace at www.commuterchallenge.ca
- Secure management support for the Commuter Challenge
- Pay your workplace's participation fee (This is an optional line that only applies to a few cities; please erase if not applicable)
- Contact your City Coordinator <city coordinator name> for local events during Commuter Challenge week, prize draws, media stunts, etc.
- Promote Commuter Challenge at your workplace
- Encourage your co-workers to participate in Commuter Challenge
- Download & print promotional materials at www.commuterchallenge.ca (or your local CC website if you provide customized materials)
- Host in-house events to boost participation

Benefits

- Opportunity to show your organization's commitment to healthier employees and the community. Opportunity to demonstrate that your organization cares!
- Full set of (digital) promotional materials you can use for promotion
- Option to receive customized promotional materials that include your logo and other information you would like to display (e.g. launch event details)
- Access to the Commuter Challenge tracking tool and detailed commuting data for your workplace.
- Access to detailed results from all participants in your workplace
- Customized reports upon request (e.g. historic comparison)
- Daily update on <city name> standings during Commuter Challenge week
- Support from the National office and <city name> Commuter Challenge office (e.g. event organization, technical support, etc.)



How to Amp Your Employees and Increase Participation

There are a variety of ways to promote your company's participation in Commuter Challenge internally before, during and after event week.

Before

1. Promote your company's registration for Commuter Challenge on the intranet (internal website for employees) or through company emails, team meetings, etc. and provide contact information for your Commuter Challenge Workplace Coordinator.
2. Put up posters on every floor, in lunchrooms, in elevator ads, etc.
3. Encourage management to set the example. A corporate culture that supports the spirit of environmental stewardship fosters the best results.
4. Provide incentives such as carpool programs, subsidized transit passes, secure and convenient bike racks, etc. to support sustainable behaviour.
5. Encourage employees to become a fan of the Commuter Challenge Facebook page (facebook.com/commuterchallenge/).

During

1. Provide breakfasts for employees who walk, bike, carpool or take transit during Commuter Challenge Week.
2. Have in-house contests: set up competition between departments or between separate office locations of the same company, provide awards and prizes for categories you create, etc.
3. Recognize people within your company for their participation through company newsletters, emails or intranet feature stories.

Afterward

1. Collect Commuter Challenge stories and anecdotes from employees and compile in a report or write an article detailing the experience. Include things like the number of participants, special events that were held, etc. Statistics from your company's participation in Commuter Challenge can be accessed through the event software. Share your reports and stories with the Commuter Challenge team so we can pass them on to media and use your success stories as examples the following year.
2. Recognize the involvement of each individual participant. Corporate representatives from past years have confirmed that even a small prize or certificate will go a long way.



Suggested Timeline for Planning Your Initiatives

ASAP – Secure resources and management commitment for your company's involvement in the Commuter Challenge.

March/April – Participate in a Commuter Challenge software workshop or webinar. Available dates will be announced.

April 22, Earth Day – A good time to pre-announce Commuter Challenge and participate in any transportation-related events in your area.

3-4 Weeks Prior – Recruit volunteers to help put up posters and communicate in-house activities.

3 Weeks Prior – Plan your internal publicity/promotional needs (equipment and resources, where/who/when you will advertise the event and display daily results).

2 Weeks Prior – Publicize Commuter Challenge (emphasize the rules that qualify commuters for the challenge so that employees can plan their commutes, conduct or host workshops on sustainable transportation, etc.).

1 Week Prior – Motivate for maximum participation (highlight internal floor/department challenges, make one last registration push to get employees signed up, ensure registration support/troubleshooting is readily available, etc.).

Commuter Challenge Week – Companies compete for the distinction of being a leader in supporting healthy commuting and environmental stewardship. Encourage your employees to commute sustainably and to track their commute at www.commuterchallenge.ca.

Wrap-Up Party – Some cities host a celebration for their Commuter Challenge participants (recognition of sponsors, volunteers and corporate representatives).