



# 2014 Commuter Challenge

Summary Presentation

# Presentation Overview

- What is the Commuter Challenge? (Promo Video)
- Planning
- Pre Challenge Activities
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- Post Challenge
- Looking to 2015



# What is the Commuter Challenge?



COMMUTER  
**CHALLENGE**  
MARCH 31 – APRIL 11, 2014

[www.AlexandriaCommuterChallenge.com](http://www.AlexandriaCommuterChallenge.com)

1:49 / 1:51











# Planning

- City of Alexandria, NeoNiche Strategies, MWCOG
- Development of all communications elements to Challenge
- Changes made based on feedback from previous year
  - Started promoting event earlier
  - Streamlined employee registration process
  - Improved website navigation
  - More marketing materials for Employers
  - Emphasis on targeting SOV

# Pre Challenge Activities

- Pitch Calls
- Email
  - Blasts
  - Newsletters
- Website
- Social Media
  - Facebook
  - Twitter
  - YouTube
- Direct Mail
- DASH Bus Posters
- Kick off Events
- Pre Challenge Survey



 <p><b>CITY OF ALEXANDRIA</b> <b>COMMUTER CHALLENGE</b></p> <p><b>MARCH 31 - APRIL 11</b> Employers must register by <b>March 14.</b></p> <p><b>GET STARTED</b> Contact the City of Alexandria Employer Services Representative: Beth Amedeo   703.746.4686 ex. 2 <a href="mailto:beth.amedeo@alexandriava.gov">beth.amedeo@alexandriava.gov</a> <a href="http://AlexandriaCommuterChallenge.com">AlexandriaCommuterChallenge.com</a></p> <p> @AlexCommuters <a href="https://www.facebook.com/LocalMotionAlexandriaVA">facebook.com/LocalMotionAlexandriaVA</a></p>	<p><b>TAKE THE CHALLENGE!</b> The City of Alexandria Commuter Challenge is a friendly competition between Alexandria Employers that encourages all forms of alternative transportation.</p> <p>      </p>
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# Pre Challenge Activities(cont'd)

**WELCOME TO THE OFFICIAL WEBSITE OF THE ALEXANDRIA 2014 COMMUTER CHALLENGE!**

### What's the Commuter Challenge?

The City of Alexandria Commuter Challenge is a friendly competition between companies in Alexandria that encourages employees to reduce single occupancy vehicle (SOV) commuting in favor of alternative transportation: walking, biking, carpooling/vanpooling, bus train, trolley and telework.

The annual Commuter Challenge is organized by the City of Alexandria's Local Motion program, and will take place for two weeks, March 31 – April 11, 2014.

Companies must register by Friday, March 14, 2014.

### What can you win?

There are four Employer Grand Prizes and 100+ Individual Employee Prizes.

### You're Invited to Compete in the 2014 Commuter Challenge!

**REGISTER YOUR COMPANY!**

The City of Alexandria invites you to join the 2014 Commuter Challenge -- a citywide competition between Alexandria Employers that encourages employees to leave their cars at home and commute to work using alternative transportation: walk, bike, carpool/vanpool, bus, train, trolley and telework.

The Commuter Challenge is an annual event organized by the City of Alexandria's Local Motion program and this year it runs from March 31 to April 11.

Employees will log their daily commute to work for chances to win 100+ prizes over the two-week Challenge period. At the end of the Challenge, we'll tally the employee commute logs for each company team to determine the Employer Grand Prize winners.

- GOLD:** Company wins lunch for all of its Challenge competitors  
Highest Percent Improved Vehicle Miles Traveled (VMT) using Alternative Transportation
- SILVER:** Company wins ice cream for all of its Challenge competitors  
Highest Percent Improved Number of Trips using Alternative Transportation
- BRONZE:** Company wins ice cream for all of its Challenge competitors  
25% of company workforce completes 5 or more Daily Commute Log entries

*Note: Companies must have a minimum of 20 participating employees to be eligible for Gold and Silver Grand Prizes.*

#### How it works:

- Register your company**  
Contact your Employer Services Representative, Beth Amedeo, to register your company by Friday, March 14, 2014.
- Get your employees to sign up for your company's team**  
Local Motion will send you everything your employees need to know about signing up and recording their Daily Commute Log.
- Schedule your Kick-off Event**  
All registered companies receive a complimentary kick-off event to boost employee participation. We'll provide assistance with sign-ups and bring give-away prizes for your participants.
- Remind your employees to log their commute**  
During the Challenge, remind employees to keep their Daily Commute Logs current and to post commute stories and photos on Facebook and Twitter using #AlexCommuterChallenge for chances to win daily prizes.

For more information about the 2014 Commuter Challenge, please visit [AlexandriaCommuterChallenge.com](http://AlexandriaCommuterChallenge.com).



# During the Challenge

- Kick Off Video
- Employee Registration
- Daily Log Commute
- Emails to Employers
- Social Media
- Website

The screenshot shows the 'COMMUTER CONNECTIONS' website interface. At the top, there is a navigation bar with 'Logout', 'Help', and 'HIDE TOOLTIPS'. Below this is a secondary navigation bar with 'Commuting', 'Employers', 'News and Media', and 'About Us'. A welcome message for 'ELISE GEBAUER' is visible. The main content area features a large yellow banner for the 'COMMUTER CHALLENGE' from March 31 to April 11, 2014. Below the banner, a user profile section for 'Hi Elise Gebauer' contains a form for logging commutes. The form is divided into two sections: 'Trip 1: Home To Work' and 'Trip 2: Work To Home'. Each section has two legs (1 and 2) with dropdown menus for 'From', 'To', and 'How I Traveled', and a 'Distance' field in miles. A 'Save Profile >>' button is at the bottom of the form. On the right side of the page, there is a sidebar with a list of links: 'EDIT PROFILE', 'RIDESHARING', 'GUARANTEED RIDE HOME', 'SPECIAL EVENTS', 'POOL REWARDS', 'FEEDBACK', and 'COMMUTE LOG'. Below this is a green button for 'COMMUTE RESOURCES', followed by 'FIND BIKE PATHS (BETA)' and another green button for 'QUICK LINKS'. The quick links list includes 'Announcements', 'Bicycling', 'Services for Employers', 'Guaranteed Ride Home', 'Ridesharing', 'Carpool', 'Teleworking', 'Public Transportation', 'Walking', and 'Network Member Jurisdictions'. At the bottom of the sidebar is a blue button for 'Pool Rewards' and a logo for 'POOL REWARDS'.



# Post Challenge

- Employer Grand Prizes
  - Gold: Highest percentage improved vehicle miles traveled using alternative transportation
  - Silver: Highest percentage improved number of trips using alternative transportation
  - Bronze: Highest percentage employee participation
- Press Release Announcing Winners
- Post-Challenge Survey
- City Council Meeting Awards Presentation and Proclamation



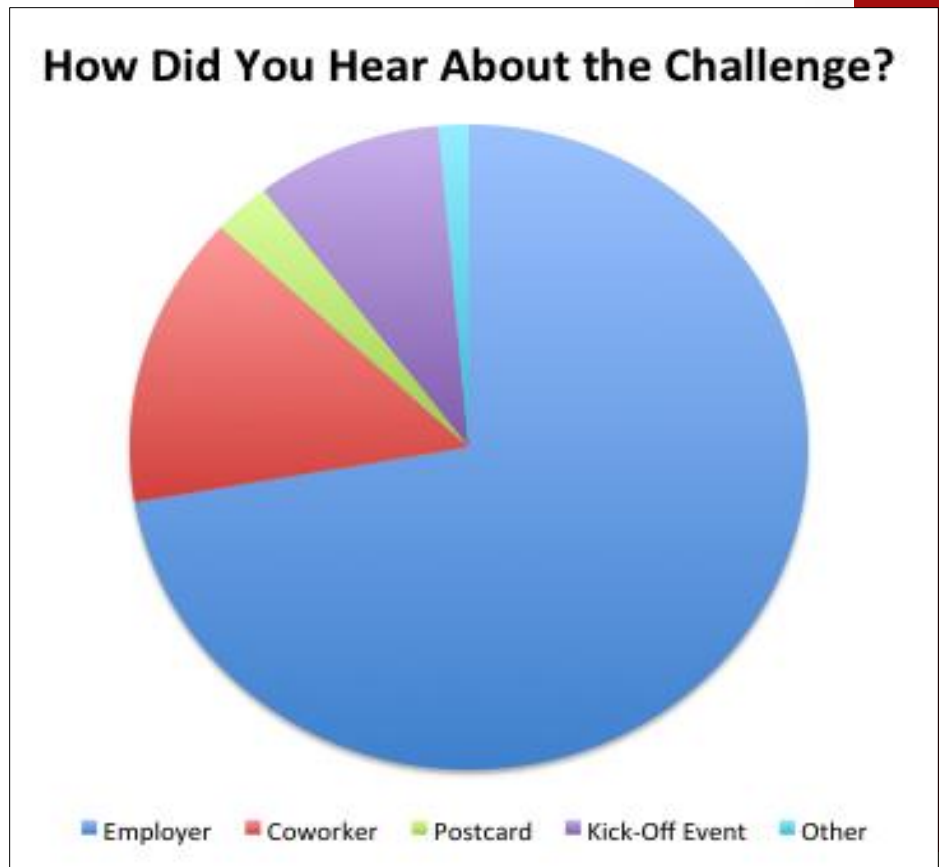
# Post Challenge Survey - Logistical Elements

- 80% agreed/strongly agreed that the website was comprehensive, the signup process was easy, and submitting a daily log was also easy.
- 50% enjoyed the Kick-Off events and over 60% liked the variety of individual prizes offered.



# Post Challenge Survey – Outreach Marketing

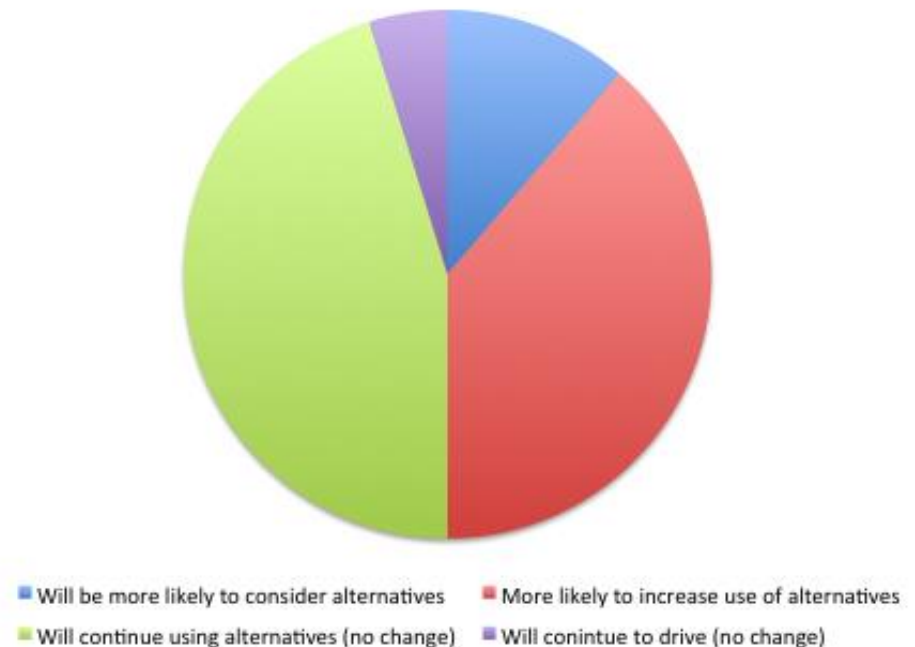
- 79% said they heard about the Challenge from their employer
- 16% learned about the Challenge from a coworker
- 3% from a postcard



# Post Challenge Survey – Behavior Change

- 11.3% will be more likely to consider alternative forms of transportation
- 38.7% are more likely to increase use of alternative transportation
- 45.2% will continue using alternatives
- 4.8% will continue to drive

Has the Challenge Influenced How You Will Commute?



# Looking to 2015

- Eligibility and Grand Prizes
- Improve and expand Employer Outreach
- Aggressively pursue companies interested in participating in 2015
- Make marketing materials more accessible
- Refine and eventually expand social media outreach