

Commuter Revolution Employer Challenge Commuter Challenge

*Or, three years of trial and error to
find something that works.*

September 17, 2013
Megan Cummings, AICP



Overview



- Three year overview
 - Branding
 - Incentives
 - Employer outreach
 - Employee outreach
 - Trip tracking
 - Awards

What is the Commuter Challenge?



- Annual friendly competition with employers each Spring
- Employers “compete” against each other
- Pre-competition kick off events and information
- Conduct baseline surveys of existing commute habits
- Participants track trips online
- Prizes awarded for participation, trip reduction, most improved, etc.

Three Year History



	Year 1 (2011)	Year 2 (2012)	Year 3 (2013)
Budget	\$100,000	\$7,000	\$35,000
Number of companies participating	7	9	14
Number of participants	250	500	500
Length of competition	1 month	1 month	2 weeks
VMT reduced	39,583	68,085	64,745
Transportation cost reduced	\$12,183		\$36,645

Branding



Year 1

Branding



Year 2

Branding



Year 3

Branding





Year 1 Incentives



- All participants received:
 - Welcome kit
 - Candy jar
 - Pizza lunch
 - Tee shirt
 - SmarTrip card loaded with \$5
- Chances to win:
 - \$25, \$50, and \$100 prizes
 - \$500 Visa card
 - \$25 Target card (for survey responses from those who did not track trips)

Table 3: Weekly Challenge Prizes

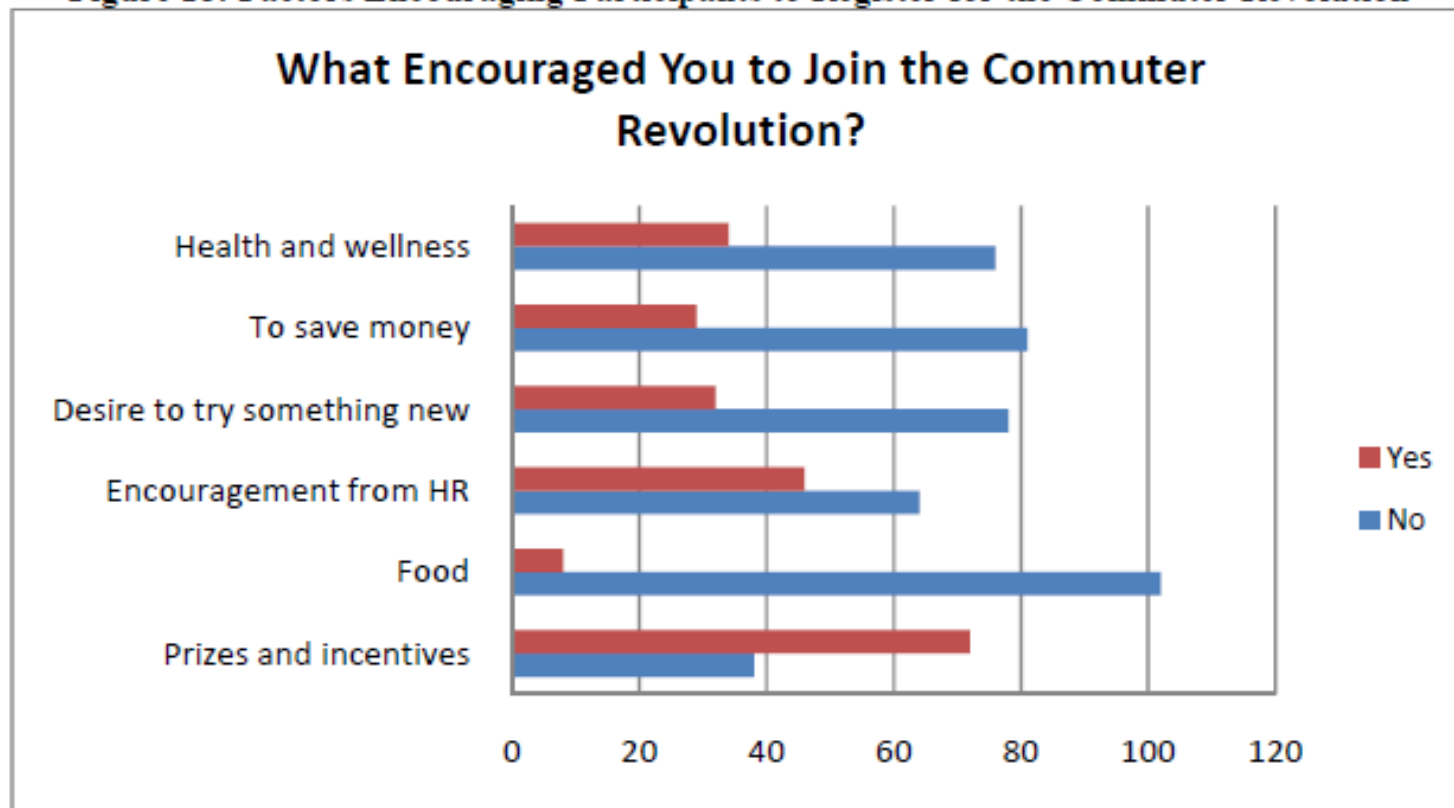
WEEK	PRIZE
1	\$25 Dairy God Mother Gift Card \$50 Mom's Organic Market Gift Card \$100 Wheel Nuts Bike Shop Gift Card
2	\$25 Eamonns Dublin Chipper Gift Card \$50 iPod Shuffle \$100 Pacer's Running Store Gift Card
3	\$25 Old Town Theater Gift Certificate \$50 Nationals Gift Card \$100 Kennedy Center Gift Card
4	\$25 Misha's Coffee Shop Gift Card \$50 Columbia Firehouse Restaurant Gift Card \$100 Torpedo Factory Gift Certificate



Year 1 Incentives



Figure 18: Factors Encouraging Participants to Register for the Commuter Revolution





Year 2 Incentives



- All participants received:
- Chances to win:
 - Week 1: Movie tickets and two loaded SmarTrip cards
 - Week 2: Tickets for the Mount Vernon by Bike and Boat Tour
 - Week 3: \$75 Chart House gift card and two loaded SmarTrip cards
 - Week 4: \$250 Kimpton Hotels gift card and two loaded SmarTrip cards
- Shifted from individual prizes to company prize for budget reasons. One winning company received lunch for all employees.



Year 3 Incentives



- All participants received:
 - Tumbler
- Chances to win 100 individual prizes:
 - \$10.00 gift certificates from local businesses
 - Metro SmarTrip Cards (\$10 value)
 - Tee shirts
- Company awards extended from one winner to four:
 - Lunch for all employees and ice cream socials

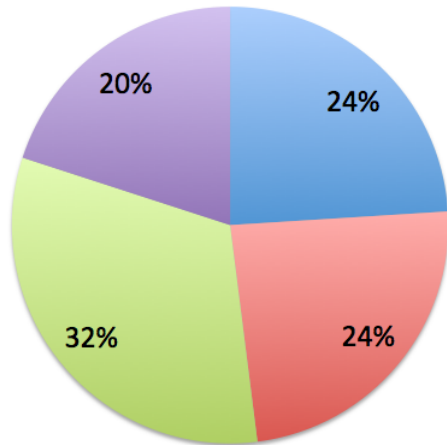




Year 3 Incentives



What did you like most about the Commuter Challenge?



- Promotion of Alternative Transportation/Exercise/Environment
- Prizes
- Fun/Team Oriented
- Seeing Commuter Log Data





Year 1 Employer Outreach



- Two emails and a letter to all employers in the ACT Database. Phone calls to employers who had a previous relationship.
- In-depth website built from scratch with blog, photo posting capabilities, trip tracking, etc.
- Each company had a Coordinator who
 - Received a \$25 Target gift card
 - Lunch
 - Training for recruitment and trip tracking
 - Information packet



Year 1 Employer Outreach



Bronze (1-5% of Total Employees Participating)	Silver (5-10% of Total Employees Participating)	Gold (10% plus of Total Employees Participating)
Food and gift cards at coordinator luncheon	Food and gift cards at coordinator luncheon	Food and gift cards at coordinator luncheon
Company logo on challenge and local motion web sites (designated by level)	Company logo on challenge and local motion web sites (designated by level)	Company logo on challenge and local motion web sites (designated by level)
Challenge logo for company web site (customized by level)	Challenge logo for company web site (customized by level)	Challenge logo for company web site (customized by level)
Full page ad in Washington Post Express (listed by level)	Full page ad in Washington Post Express (listed by level)	Full page ad in Washington Post Express (listed by level)
Article in Local Motion Newsletter	Article in Local Motion Newsletter	Article in Local Motion Newsletter
Certificate of Participation	Plaque Presented by Mayor at Awards Ceremony	Plaque Presented by Mayor at Awards Ceremony



Year 2 Employer Outreach



- Two emails and postcard to all employers. Poster on DASH buses and postcard distribution to DASH riders for one week. Front page ad in Alexandria Times. Dioramas at three Metro stations for one month. Personal outreach.
- Internal website used (www.alexandriava.gov/LocalMotion)
- Coordinators received individual communications





Year 3 Employer Outreach



- Two emails and direct mailer to all employers. Rack cards distributed to retail partners. DASH bus ads. Personal outreach. Marketing through City Communications.
- External website on GoDaddy.com, Facebook event, Twitter.
- Coordinators received marketing package and personal outreach

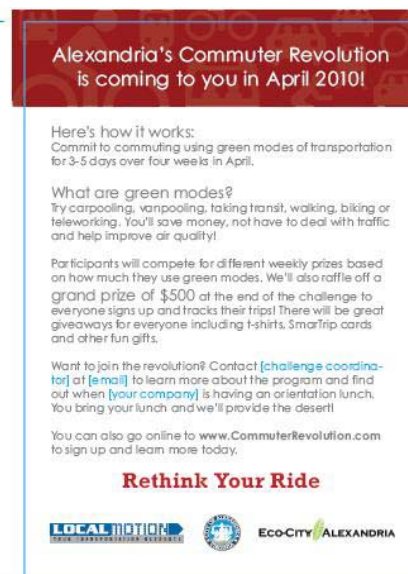




Year 1 Employee Outreach



- Recruitment postcards and posters
- Email from the Coordinators (template provided)
- Brown bag lunch information session with dessert provided





Year 2 Employee Outreach



- Reliance on word of mouth and Coordinators to reach out within the companies
- *“Also, the most effective method of recruiting participants was through email and word of mouth. So developing more pieces for company contacts to use and distribute would be a great means to gain more momentum for the program.”
~Consultant recommendation*



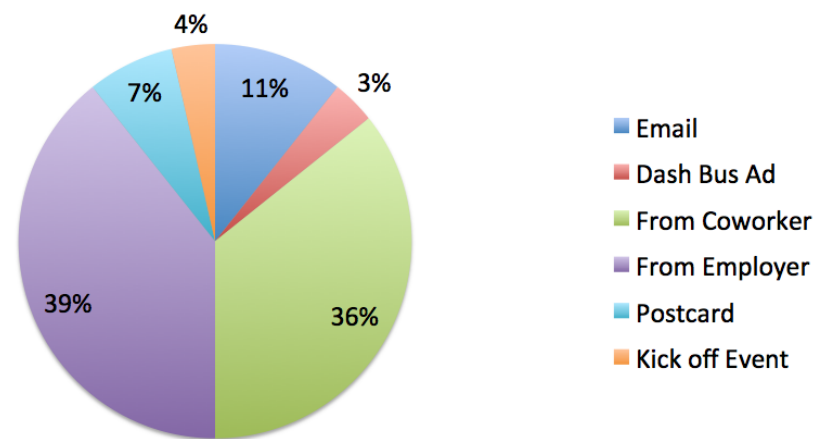
Year 3 Employee Outreach



- Recruitment postcards and posters
- Email from the Coordinators (template provided)
- Kick-off events with transportation resources and tumblers



How did you hear about the Commuter Challenge?





Year 2 Trip Tracking



Commuter Challenge - Week 3 Trip Log (April 15-21, 2012)
Page One



HANDY DANDY TRIP LOG

Approximate the miles traveled each day TO/FROM WORK with the modes of transportation listed below:

	WALK	BIKE	BUS	TRAIN	CARPOOL/ VANPOOL	TELEWORK	DRIVE ALONE
SUNDAY							
MONDAY							
TUESDAY							
WEDNESDAY							
THURSDAY							
FRIDAY							
SATURDAY							

1. Please fill out the form below.

Name *

Organization *

2. Please approximate the miles traveled each day TO AND FROM WORK with the modes of transportation listed below for the period between April 1-7, 2012. *

	Walk	Bike	Bus	Train	Carpool
Sunday *	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Monday *	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Tuesday *	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Wednesday *	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Thursday *	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Friday *	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Saturday *	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Submit



Year 3 Trip Tracking



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Welcome ELISE GEBAUER
 Questions? Call 1-800-745-RIDE (7433)

[EDIT PROFILE](#)
[RIDESHARING](#)
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[POOL REWARDS](#)
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[COMMUTE LOG](#)

APRIL 1 - APRIL 12, 2013

The City of Alexandria Commuter Challenge is a friendly competition between Alexandria Employers that encourages all forms of alternative transportation.

DAILY COMMUTE LOGS CALENDAR

[Edit Commute Log Profile](#)

May 2013						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13 	14 	15 	16 	17 	18
	Enter Log	Enter Log	Enter Log	Enter Log	Enter Log	Enter Log
19 	20 	21 	22 	23	24	25
Enter Log	Enter Log	Enter Log	Enter Log			
26	27	28	29	30	31	

Trip Summary		
Travel Mode Used	Trips	Percentage
• Transit	2	100%
• Carpool	0	0%
• Bike	0	0%
• Walk	0	0%
• Telework	0	0%

Savings Summary	
• Total Vehicle Miles Traveled (VMT):	15
• Total Pollution Reduced (in tons):	0.01
• NOx Reduced (in grams):	9
• VOC Reduced (in grams):	6
• PM Reduced (in grams):	0
• CO2 Emission Reduced (in grams):	7,014.83
• Fuel Savings in Gallons (FG1 = VMR / 25.2):	1
• Fuel Cost Savings in Dollars (FG1 * 2.603):	2
• Commuter Cost Savings in Dollars (VMR * 56.6 cents):	\$8*
• Fuel Saved (Gallons)	1.0
• Fuel Saved (Dollars)	\$3

* Based upon an estimated cost of 56 cents per mile to operate a vehicle.

Awards



Year 1: Lunch for all participants
Reception with sponsors, participants, Coordinators, Mayor

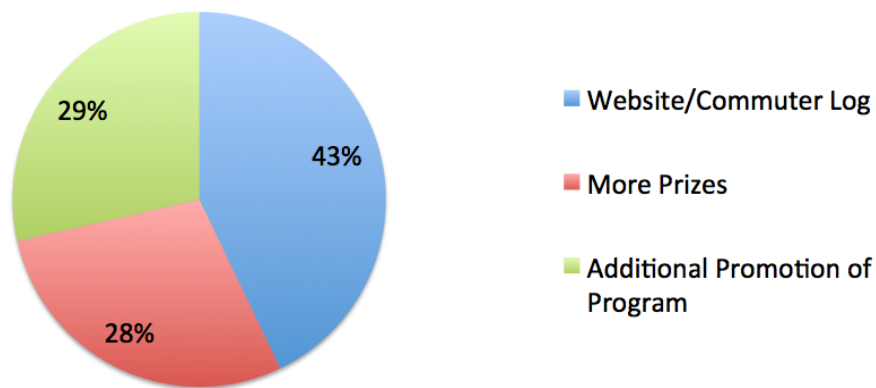


Year 3: Lunch and ice cream socials for winning companies
Companies recognized at Alexandria's Earth Day Celebration

Comments



What could be done to improve the Commuter Challenge?



Based on post survey responses, 100% of employees would participate again next year.

“That is fantastic! Thanks so much. We are so pleased. And what is really cool is that my staff is going to continue using the online tool to measure gas saved and other parameters, just to see what their numbers look like at years end. I truly hope this was a success for you and that it will be an annual event. We will join in the fun again!”

~Wheel Nuts Bike Shop

Thank you



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