



2011 INSTRUCTIONS FOR RETURNING EMPLOYERS

I. Registration instructions for employers and individuals

New for 2011

This year we want to make a bigger push to attract commuters who are driving to work, have not tried an alternative mode of transportation and have never participated in the challenge. To achieve this goal, we would like to engage the dedicated and enthusiastic users of alternative transportation who have been part of the challenge in past years. This year, we are introducing a new component called Guides and Explorers. There is a separate handout that explains in detail how this will work.

A. Getting started – Creating a team for the Green Commute Challenge (beginning June 17)

1. Employer administrators should log on to their RideShare Connection account.
2. On the Employer Administration page, click “Team Management” under the Commute Challenge heading.
3. Click “Manage Team”
4. In the appropriate fields, enter your team name, its slogan, and upload a photo or company logo.
5. Click save.

B. Build your organization’s team

1. You can invite employees already registered on the RideShare Connection through the Team Management function (Click “invite people to join the team.”) The email you send these employees is embedded with a link they can click to join the team.

2. You can also recruit other employees to first sign up on the RideShare Connection (they need to assign themselves to the organization) and then join the team.
3. As an alternative enrollment method, employees assigned to your organization will also be able to join the team on their My Page (left side, click “enroll”)

C. For employees – How they can join their team

1. If they are not registered on the RideShare Connection they need to create an account first.
2. If the employer administrator sends out an email invitation to join the team, they just have to click on the link embedded in the message. **OR:**
3. On My Page, click “Enroll” next to the Commute Challenge heading (one left hand side of page)
4. Complete the brief survey and click “Enroll” again
5. They are now on the team and will see a Commute Challenge button on their navigation bar. This is where they click to find out how their team is doing and how they stack up against the competing teams.

II. Contest details

A. How to earn points

Participants will earn 8 points every time they report one of these modes or activities on their Commute Tracker Calendar:

Carpool Vanpool Bus Bicycle Walk Telecommute

Staying in for lunch will earn 1 point:

NOTE: Double points will be awarded on Ozone Alert days!

B. How to use the Commute Tracker Calendar:

1. During the Challenge participants will be automatically directed to the advanced tab on the calendar. To earn points, trips need to be logged here, not on the simple tab.
2. Participants first select the date they are reporting a trip.
3. Then they select a trip type:
 - o Work Commute,
 - o Business Meeting
 - o Lunch
 - *Non-work commute option will not earn points!*
4. Then, select the mode used from the drop-down list and enter the correct round-trip distance (one mile is the minimum default distance).
5. Click save and you are done. The database assumes entries are round-trips, so there is no need to log the other half of the trip.

EXAMPLE: Clyde Ryder takes the bus 10 miles to work. He stays in for lunch and then takes the bus one mile to an off-site meeting that afternoon. Here is what Clyde will report for that day on his Commute Tracker:

- Work Commute – bus (8 points, 20 miles round trip)
- Lunch – stay in for lunch (1 point)
- Business meeting – bus (8 points, 1 mile)

Clyde earns 17 points for the day!

Multi-modal trips

Participants who use more than one mode for their work commute - such as bicycle/bus or walking/bus - may report that in the challenge, **provided the bicycling or walking trip is at least one mile round-trip.** To do that, report each mode as a separate work commute trip and log the round-trip distance of each leg.

C. Prizes

NEW! Daily prize drawings

Prize drawings will be done every day around 2 p.m. Participants who have logged at least one trip that day will be eligible, and winners will be notified by e-mail. Winners will be announced on RideShare’s Facebook page, in the weekly update emails and on the Green Commute Challenge website.

The daily prize will be the same for everyone – a Green Commute kit that includes handy transportation items such as a RideShare slingpack, tire gauge, shammy towel, umbrella, Air Q thermometer and Skycast magnet.

Monthly

End-of-month winners will be drawn on Friday, July 29th and Friday, August 26th and will be notified by e-mail. In July, the prizes will be related to the transportation modes represented in the challenge. In August the prizes will be cash, to emphasize the money savings that results from using alternative transportation.

July

Theme: Go green

A user of each of the following modes will win:

Bus riders – Kindle e-reader

Bicyclists – Kryptonite New York Fahgettaboudit U-lock, security cable and front/rear LED lights

Carpoolers - A limo ride to work donated by Pech Limousine Service

Walkers – \$100 Footsmart gift certificate

Telecommuters – Isokinetics adjustable back balance ball chair

To be eligible, participants need to earn a minimum of 100 points during July.

August

Theme: Get green

Besides what they're saving on their commute, challenge participants have a chance to win some extra cash in the Green Commute Challenge. Prizes include:

- 1 \$200 Visa gift card
- 1 \$100 Visa gift card
- 2 \$50 Visa gift cards

Eligibility requirements: Participation during both July and August is required. For the \$200 gift card, participants must have earned at least **300 points** during the two months of the challenge. For the \$100 gift card, **200 points** minimum is required. For the \$50 gift cards, **100 points** is the minimum requirement.

III. Web and Email updates

Each Friday afternoon, a RideShare staff member will e-mail a weekly update to all employer administrators for the Green Commute Challenge. This update will include a list of daily prize winners, a tally of team points in each size category, a summary of miles and emissions reduced to date, and an educational factoid related to alternative transportation and air quality.

We encourage you to relay this information to your employees to keep them engaged in the contest. As an alternative, we would be happy to email the weekly update directly to your team members.

The Green Commute Challenge web site and the RideShare Facebook page will also be updated on a regular basis.

IV. Employer Recognition

Throughout the challenge, employers will be recognized for their participation in the Green Commute Challenge in media releases and on the MARC web site.

Awards will be presented to employers in the following categories: small employer (less than 200 employees), medium (200-999 employees) and large (1000+ employees). *Note: MARC staff may revise the size criteria depending on the lineup of participating organizations.*

The awards presented will be the following:

- Highest points earned in each size category
- Best workplace promotion – This will be a self-nominating award and will go to an organization and/or an individual that does an outstanding job encouraging employee participation.

We will also recognize the most active executives/CEOs/elected officials who **lead by example** and participate in the Challenge on behalf of their organization as well as the Green Commute Guides and Explorers. Details on the nomination process will be emailed to all participating companies later in the Challenge.

An awards luncheon is planned for September 2011. Date and location TBD.

Please note that to qualify for awards, employers may not add or delete new members after July 31st, 2011.

V. Contest Guidelines

- There is no cost to participate in the Green Commute Challenge.
- Participants are expected to be accurate and honest in reporting their alternative transportation trips.
- Every trip reported is assumed to be part of a round trip. Miles and emissions saved will be calculated accordingly. There is no need to report the other leg of the trip.
- As administrators of the Green Commute Challenge, MARC staff will monitor trips reported during the contest. If necessary, we reserve the right to contact individuals to verify their trips. Participants may be disqualified from the contest should any misrepresentations be discovered.
- Prize winners will be notified by email and must reply within seven days to claim their prize.

Questions?

Contact the RideShare staff

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