



STEP  
**3**

## Commuter Challenge Overview

Commuter Challenges are a great way to engage staff, reward behavior change and boost employee morale. This program is designed to encourage employees to use alternative travel modes instead of driving alone to work. Walking, biking, transit, carpooling, and vanpooling are all alternatives to driving alone. Providing incentives can encourage participation and spark interest in the Commute Tahoe program. Challenges can be held at the workplace level, between departments or between nearby businesses.

### Description:

The Commuter Challenge is a point-based competition among employees at a worksite. Commuters earn points by walking, biking, taking transit, or carpooling to work. Participants log trips in the Commute Tahoe Point Tracker. The tracker is currently an Excel spreadsheet; but note that TRPA hopes to create an online resource and portal for tracking trips and points that could be used for everyday challenges and for the annual basin-wide Lake Tahoe Bike Challenge. The point tracker helps monitor program participation and helps identify quarterly and annual prize winners.

### Rewards:

The table below outlines a proposed reward system including reward type, description, annual cost, and frequency. Each worksite should determine what works best for the site depending on internal policies, program budget, and desired frequency of reward distribution. Using a public venue, such as "all staff" meetings, is a great time to reward and recognize the winners and increase awareness of the program.

Reward	Description	Annual Cost	Frequency
<b>Quarterly Reward</b>	Cash incentive or gift-certificate. VISA cards or gift certificate to popular nearby business	\$200 per year	90-day
<b>Annual Reward</b>	Cash incentive or in-kind gift. In-kind examples include Restaurants: meal(s), Ski resort: Lift tickets, lodging, snow-sports rentals. Grocery store: Shopping spree, groceries. Retailer: Store product(s).	\$100-200 per year	Annually

**Point System:**

The Commute Tahoe point system uses a "Trip and Distance Model", as described below. However, each worksite is unique and can develop a point system that works best for the worksite.

Formula	Description
<b>Trip and Distance</b>	This point system splits employees into two different categories. Those living within 3 miles of the work site count trips and those living outside the 3-mile radius count distance from worksite. The farther the commute the more points are earned.

**Commuter Trip Definition:**

What trips should be included and how do you define a one-way trip?

- One-Way Commuter Trip: A trip made from home to work or from work to home.
- Work Related Trip: Employees can also earn points for trips made during the work day for work related needs. An example is riding a bike to an off-site work meeting rather than driving a car.

**Point System/Mode Values:**

Each travel mode, the number of trips made, and the distance traveled has a different value depending on the level of effort required, ability to reduce greenhouse gas emissions, and ability to reduce traffic congestion.

<i>Travel Mode</i>	<i>Description</i>	<i>Points</i>
<b>Walk and Bike</b>	By foot or bicycle	3 points
<b>Transit</b>	Bus, trains, water taxi	2 points
<b>Carpool</b>	Two or more persons in one vehicle	Each person in the carpool/vanpool receives 1 point. The driver also adds 1 point for each person in the carpool/vanpool
<b>Hybrid Commute</b>	Combination of travel modes	Add values of each travel mode
<b>Distance Bonus Points</b>	Extra points are awarded for commutes of 3 miles or more.	3-6 miles = 1 extra points 12 or more miles = 3 extra points
<b>Frequency Points</b>	Extra points are awarded for commutes 3 days or more	3 days out of 5 days = 1 extra point 5 out of 5 days = 2 extra points

### Point Tracking Tool:

The TRPA provided Commute Tahoe Point Tracker is an Excel spreadsheet. The spreadsheet should be stored so it is accessible by all participating employees either through a shared server or as a Google form. For worksites where a computer may not be available, a hard copy of the tracking sheet can be printed out and posted for employees to fill out manually. Participants are responsible for logging their trips daily or at a minimum, weekly. The employee transportation coordinator periodically reviews the tracker to ensure it is working correctly and that participants are logging their miles, and will use the tracker to identify quarterly and annual winners.