May 1 - 31, 2018

WALK & ROLL CHALLENGE

Challenge Officers Handbook
Welcome to the Walk & Roll Challenge!

As your organization’s Walk & Roll Challenge Officer, we thank you for your support and dedication to this worthwhile event. We couldn’t do it without you!

The annual Walk & Roll Challenge is conducted by the Alamo Area Council of Governments to draw attention to the link between transportation and air quality; to encourage new and healthier transportation habits; and to recognize employers and individuals committed to cleaner air and healthier living. In the long run, this challenge may also help reduce commuter-associated costs such as employee parking, health claims, and state and federal taxes, in addition to the benefits of reduced air pollution and improved health.

Every May, AACOG calls upon residents, businesses, and organizations across San Antonio to take alternative transportation rather than drive alone. In May 2017, 2,707 area residents collectively took more than 102 thousand walking, biking, busing, and carpooling trips. Others avoided taking vehicle trips though telecommuting and working compressed schedules. Together, these individuals saved over 1.6 million vehicle miles traveled and kept over 2 tons of nitrogen oxides and volatile organic compounds (the components of ozone or “smog”) from the air.

Participating in the challenge simply involves encouraging employees to travel by means other than driving alone (e.g., carpooling, biking, taking the bus, telecommuting, working a compressed work week or walking) and to record those trips on a website (www.Nuride.com) or the NuRide mobile app. When recording trips on NuRide, employees always earn reward points that they can redeem for dozens of discounts at area retailers, restaurants, and entertainment venues, but during the challenge, they are eligible to win additional drawing prizes. In addition, at the close of the challenge, AACOG recognizes employers who participate, and awards those whose employees have made significant progress in taking alternative modes of transportation.

As the Challenge Officer, we ask that you become the champion of sustainable transportation in your work place. The ultimate goal of the Walk & Roll Challenge is not merely to increase alternative transportation use over 31 days, but rather to get people hooked for a lifetime.

Sincerely,

Lily London

Walk & Roll Challenge Coordinator
Timeline

- **MARCH**
  - Designate a Challenge Officer

- **APRIL**
  - April 12: Attend Officers Meeting

- **APRIL-MAY**
  - Promote the Challenge

- **MAY**
  - May 4: Attend the Walk & Roll Rally

- **JUNE**
  - June 27: Attend the awards ceremony

Objectives

- Increase awareness of transportation alternatives in your organization
- Increase use of NuRide as a carpool matching and rewards service
- Maintain continued use of transportation alternatives after the Challenge

Awards

Organizations are eligible to win one of three awards - "Best Overall," "Most Improved," or "Smartest' Organization."

The “Best Overall” award recognizes the organization that has recorded the highest percentage of trips per employee. The winner will be determined according to the following formula:

\[
\text{total number of trips taken ÷ number of local employees} = \text{percentage of trips taken per employee.}
\]

The number of local employees is determined based on the number of employees that work within the eight county Metropolitan Statistical Area, including Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina, and Wilson Counties.

The “Most Improved” award recognizes the organization that has recorded the highest increase from last year in the percentage of trips taken per employee. The “Smartest’ Organization award recognizes the organization that has completed the most tasks on the Smart Points Checklist, up to twenty-two total. If there is a tie, the award will go to the organization with the highest percentage of trips per employee. To schedule any work site visits or presentations, please contact Lily Lowder at llowder@aacog.com.

In addition to the organizational component of this challenge, any individual (who lives within the 8 counties surrounding San Antonio) recording three or more trips per week on NuRide during the challenge time frame is eligible for a weekly $50 Visa Gift Card drawing, and anyone who records at least one trip during the entire time frame is eligible for the grand prize, a $200 Visa Gift Card drawing. These prizes will be awarded on top of the regular rewards earned through NuRide.
NuRide Basics

AACOG uses NuRide to provide free carpool matching and rewards to users who record their trips via alternative transportation, as well as track recorded trips and employer progress. NuRide is available as both a desktop website and an iPhone app. In order for your organization to get credit in the Walk & Roll Challenge, employees must sign up for an account with NuRide and list their employer on their user profile. If they don’t list their employer, then their points will not go towards the organization.

Users can find a carpool match in their area by clicking on "Find Rides" in the navigation bar and inputting their home and work address. Prospective matches will show up in green and red, indicating how close they are to their home and work site. If there is difficulty finding a carpool match, the user can expand the search radius or click "On the way."

Users can record their trips by scrolling over "Trips" in the navigation bar and selecting "Record a Trip." Input the mode of travel, and origin and destination address. If the trip was part of a daily commute, the user can set it to automatically record each trip.

Communication Tools

There are many ways to promote the Walk & Roll Challenge within your organization. Here are some common communication tools that you can use to share information with employees about the Walk & Roll Challenge.

- Post flyers in break rooms, the front lobby, and other common areas
- Send regular email reminders, including instructions on how to use NuRide
- Include Walk & Roll Challenge flyers as payroll inserts
- Update the employee intranet with a notification about the Challenge
- Announce the Challenge at staff meetings and team meetings
- Post on social media, and tag AACOG!
- Include in employee newsletters
- Invite AACOG staff to give a presentation or Lunch & Learn
- Invite AACOG staff to set up a NuRide registration booth in the lobby
Transportation Strategies

COMMUTER AWARDS PROGRAM
Increase the number of employees using alternative transportation by igniting some friendly competition. Hold your own internal competition and award the top sustainable commuters. Awards may range from a certificate to a gift card or even extra vacation time. Let us know if you’d like to host a Commuter Awards Program and we can compile the data for you.

BUS PASSES
Offer bus passes on-site through the VIA Works program. The VIA Business Pass delivers monthly business passes to participating employers at-cost ($38/month) or at a discounted rate, if the employer chooses to subsidize the cost of the pass. Employers can also offer the EZ Ride pass, an annual bus pass (sticker), to a select number of employees or to all employees for a lower rate. For more information about the VIA Works program and any associated costs, check out their website at viainfo.net or call (210) 362-2310.

VANPOOL PROGRAM
If you have a large corporate campus, coordinate with the VIA Vanpool program to provide employee vanpools. Find out more information at viainfo.net or call (210) 362-2555.

PROVIDE PREFERRED PARKING
Provide preferred parking for carpools and vanpoolers. Reserve primo parking spots for employees commuting by carpool or vanpool by sending out a company email designating the reserved spots, placing cones in the reserved spots, or for a more permanent solution, painting the reserved spots.

PARKING CASH-OUT
If you have scarce or costly employee parking, you may consider offering a parking cash-out. Under a parking cash out program, an employer gives employees the choice between keeping a parking space at work, or accepting a cash payment and give up the parking space. Save money by giving employees a portion of the parking spot's value.

COMMUTER TAX BENEFITS
Commuter benefits are employer-provided, tax-free incentives for employees to reduce their monthly commuting expenses for transit, vanpool, parking, and biking. An employer may subsidize employees’ commute costs, tax-free, or allow employees to set aside pre-tax income to cover commute expenses, tax-free. For more information, contact Commute Solutions at commutesolutions@aacog.com.

Evaluation
At the end of the Challenge, there are some questions your organization may want to consider that can help your organization implement alternative transportation solutions in the long-term, like:

- Did we increase awareness of transportation alternatives?
- What communication method was most successful?
- What commute methods did people use most?
- What transportation strategies were most successful?
- How can we implement these strategies long-term?
1. Who is eligible to participate in the Walk & Roll Challenge?  
Anyone who is 18 years of age or older and lives within the 8-county area surrounding San Antonio (Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina, and Wilson counties) may participate.

2. What kind of trips count towards this challenge?  
Participants may record trips that are taken from to and from a specific destination for transportation purposes (that is, not solely for the sake of exercise or enjoyment).

Eligible modes of transportation include carpooling, vanpooling, riding the bus, riding a bicycle, or walking, trips that are saved by telecommuting (working from home instead of going to the office) and by working only four days a week or nine days every two weeks due to a compressed work schedule also count toward the Challenge.

Trips must be recorded on Nuride.com or on the NuRide mobile app by midnight on June 1 (that is, no later than 11:59:59 pm on May 31) to count toward this challenge.

3. How do I register on NuRide?  
Go to Nuride.com or the NuRide app, click on the blue “Sign up” button, and simply follow the prompts from there. If you need help, a Website walkthrough can be found online at www.aacog.com/wrc. You may also contact NuRide customer support or access their frequently asked questions.

Once you’ve registered, take a moment to complete your user profile (under the Account tab). Be sure to identify your organization (place of employment or study), so your organization can receive credit for your trips during the Walk & Roll Challenge.

4. How do I sign up for the Walk & Roll Challenge?  
As an individual, there is nothing specific you need to do to join the challenge as long as you are registered on www.NuRide.com or the NuRide app and are recording your trips! Just make sure you have identified your organization (employer or school) in your profile under the Account tab, so your organization gets credit for your trips, as well.
WALK & ROLL CHALLENGE
FREQUENTLY ASKED QUESTIONS

5. What can people win in the Challenge?
In addition to the regular reward points for recording trips on NuRide that can be redeemed for over 100 rewards from places as varied as Alamo Drafthouse, Kolache Factory, 1-800 Flowers, JCPenney, and many more.

Challenge participants who record at least 3 trips during a week (Monday through Sunday) will be eligible for that week’s drawing of a $50 Visa Gift card. The first of 4 weekly drawings will be held on May 9 (for the period from May 1 through 8). In addition, there will be a $200 Visa Gift card grand prize drawing for everyone who has recorded at least one trip during the May challenge timeframe. The more trips recorded, the better the chances of winning!

6. I am already reporting my daily commutes on NuRide. Do I need to do something like record extra information to have these trips count, either for myself or for the place I work?
As an individual, you’re all set! However, please make your NuRide profile (found under the Account tab) is complete and your organization (employer or school) is identified there. If not, your organization cannot get credit for your trip in the “corporate” part of the challenge.

7. Do I have to reenter information for each and every trip I make, even if all I do is go back and forth to work every day?
No, if you take trips on a schedule to the same place (like to work and back home every day), you can set up the NuRide system to record those recurring trips automatically during the first time you record the trip. Go to Trips in the navigation bar, then select Record a Trip. Input the requested data, including the type of trip, origin and destination. Under Details, select Commuting, Round Trip, Record Weekly, and Ongoing.

Also, you can enter location information one time for your favorite restaurants, your gym, the library, and other places you usually travel by alternative means, and from then on, just select that location from a dropdown list. It’s easy!

8. I don’t want to have to record my trips on NuRide. Can I still participate in the challenge?
The only way to participate is by recording your trips on NuRide. In order
to accurately report the impact the Challenge is having on vehicle emissions, it is important that all participants report trips in the same way; through NuRide. Remember, you’ll have access to over 100 different rewards from NuRide and may be eligible for additional drawing prizes when you record your trips on NuRide.

9. I drop off my kids at school on my way to work. Does that count as carpooling?
No, what you described does not involve two or more drivers who opt to ride together rather than each taking their own vehicle, thereby resulting in a reduction of vehicle miles traveled (and reducing vehicle emissions) by sharing a ride. If you are not riding with another potential driver who could be taking another vehicle rather than riding with you, then you are not actually carpooling.

10. If I get a ride with a driver from a rideshare company like Lyft or Uber, does that count in the Challenge?
No. Even if such drivers are asking for a donation rather than a fare, they are essentially freelance taxi drivers. While transportation network companies have adopted the word "ridesharing" to describe their service, the word is more accurately applied to carpooling or vanpooling, in which people with the same destination ride with one another instead of taking separate vehicles, and often take turns driving. Such arrangements save gasoline and reduce emissions. A vehicle-for-hire situation, in which a driver is called upon to chauffeur an individual to that individual’s destination, does not fit that description.

However, if multiple eligible drivers are ridesharing instead of taking separate cars to a destination, that would be eligible.

11. Do I get credit if I carpool with someone who is not registered with NuRide?
Yes.

12. What if my carpool partner is a NuRider who records our trip before I do? Do I still get the credit for it?
You both get individual credit for taking the trip, as long as you both “claim” it by recording it. However, the NuRide system is smart enough not
to double-count the trips or the miles you travel together when it comes to tracking emissions data. When you record a trip, you will see how this works by the series of questions you are asked; how many people were in the car, were you the driver or rider, and so on. Such questions help NuRide get more accurate data about the ways you’ve helped to improve air quality.

13. How are the winners going to be determined?
All participants who record trips taken by biking, walking, busing, or carpooling, and trips saved through telecommuting or working a compressed workweek schedule can earn points towards NuRide rewards.

During the Challenge, random winners will be selected weekly from among those participants who have recorded at least three trips in the previous week. In addition, there will be one grand prize drawing winner selected from among those participants who have recorded at least one trip during the Challenge.

14. How do I find out more?
Please check out the list of Frequently Asked Questions linked at the bottom of the NuRide site pages. Also, check out www.aacog.com/wrc. In addition, you may contact Lily Lowder at llowder@aacog.com or call (210) 362-5277.
**SMART POINTS CHECKLIST**

Check off each task that you complete to earn “smart points” for your organization and increase your chance of winning the “Smartest” Organization award. You can earn up to 22 points. If you have any questions about any of the tasks or would like to request a presentation, please contact Lily Lowder at llowder@aacog.com. Please submit by June 1.

**AWARENESS: Tell employees about the Challenge.**
- ☐ Appoint and send a “Challenge Officer” to the Officer’s Rally on April 12
- ☐ Arrange for AACOG staff to exhibit at a table on your premises and pre-register employees for NuRide before the challenge
- ☐ Hang AACOG’s Walk & Roll Challenge poster in at least one common area
- ☐ Use internal communication channels to inform employees about the Challenge  
  (Check each method)
  - Email
  - Social media
  - Update on website or Intranet
  - Other: ____________________________

**EDUCATION: Show employees the ropes.**
- ☐ Arrange for AACOG staff to make a presentation about the Challenge
- ☐ Display helpful transportation and route information in common areas  
  (Check each method)
  - Bus routes
  - Walking or biking routes
  - Places to eat nearby
- ☐ Promote NuRide and the [CARE Program](#)
- ☐ Provide employees with instructions on how to use NuRide and a list of FAQs

**PARTICIPATION: Encourage your employees to record their green trips on NuRide!**
- ☐ Encourage employees to attend the [Walk & Roll Rally](#) at Main Plaza
- ☐ Allow employees to record their green trips on NuRide during working hours
- ☐ For the month of May, turn two or more of your best parking spaces into priority parking for carpoolers/vanpoolers
- ☐ Allow 5% or more of employees to adopt an "alternative schedule"
- ☐ Reimburse employees for a monthly bus pass
- ☐ Provide bus passes for purchase on-site through the VIA Works program
- ☐ Encourage employees to participate in National Bike to Work Day (May 18)
FOR MORE INFORMATION:

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You can find Walk & Roll Challenge Materials online at www.aacog.com/wrc.