



2018 How To Guide

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Guide to the Massachusetts Clean Commute Challenge

Friday, September 21, 2018

The Massachusetts Clean Commute Challenge (MACCC) is an annual event hosted by MassRIDES and MassDOT that encourages commuters to change their view by choosing a green commute on Friday, September 21st. Hosted on the same day as [World Car-Free Day](#), MassRIDES aims to reduce the number of single occupancy vehicles on the road through a friendly competition between participating partner companies. The companies that have the highest percentage rates of sustainable commuters in [Bay State Commute](#) will win a free commuter breakfast. Plus, employees from *any* participating partner company will become eligible to win one of **several Amazon gift cards***! Join MassRIDES and the Commonwealth in changing the view by opting to carpool or vanpool, walk, bike, take transit, or telecommute to work on September 21st.

Implementing the MACCC into Your Worksite

There are two easy steps to implementing the Massachusetts Clean Commute Challenge (MACCC) at your workplace:

1. Send out the email blast (below) to all of your employees to inform them about the event and how to participate
2. Print out the posters provided to you upon your registration and distribute them throughout the office

MassRIDES compiled this list of more ideas for your worksite that might inspire employees to partake in the Challenge on September 21st:

- Host a commuter breakfast or coffee meetup the morning of or an ice cream social the afternoon of September 21st where employees can discuss the advantages (and disadvantages) of their sustainable commutes
- Host a tabling event to provide your employees with fun facts about their sustainable commutes
- Host a "Try It Day" prior to the Challenge to let your employees test the commuting waters
- Partner with MassRIDES to hold a "Meet your Match" event at the office to help your colleagues find carpool partners
- Request an employee ZIP code map from your Outreach Coordinator
- Encourage a departmental rivalry to see which department is the most sustainable. The winner gets bragging rights, a longer lunch, or an early release (or maybe even a prize sponsored by the company)
- Invite MassRIDES to table an event for you

Colleges and Universities: Email Blast to Send to Your Worksite Employees

Send Date: Monday, September 17th

Subject: Celebrate the Massachusetts Clean Commute Challenge with MassRIDES

Greetings!

We are pleased to announce that we partnered with MassRIDES to celebrate the Massachusetts Clean Commute Challenge this **Friday, September 21st** – the same day as [World Car-Free Day](#). MassRIDES aims to reduce the number of single occupancy vehicles on the road through a friendly competition between participating partner companies. Our **(choose one: college/university)** will join employers across the state, competing for the highest concentration of green commuters. All participating employees will automatically be eligible to win one of **several Amazon gift cards***! Additionally, if our **(choose one: college/university)** has the highest percentage of green commuters among all of the participating organizations in the state, students will be randomly selected to win Amazon gift cards.

Helping us win takes two easy steps:

1. **Commute green on September 21st!** Join a carpool or vanpool, walk, bike, take transit, or even telecommute on the 21st.
2. **Log your trip in [Bay State Commute](#).** Accounts are free to create and offer discounts to popular restaurants and shops.

Please use the hashtag #MACleanCommute on your social media profiles to show the competition what they're up against!

We hope you choose to change your view on Friday and join us in celebrating the Massachusetts Clean Commute Challenge.

Happy commuting!

*Please visit <https://commute.com/events/massachusetts-clean-commute-challenge/> for terms and conditions

Companies and Hospitals: Email Blast to Send to Your Worksite Employees

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2. **Log your trip in [Bay State Commute](#).** Accounts are free to create and offer discounts to popular restaurants and shops.

[Use if company or hospital – universities are not eligible] Be sure to spread the word around your departments! The more employees who contribute to our Bay State Commute total, the higher our chances of winning a free commuter breakfast are.

Please use the hashtag #MACleanCommute on your social media profiles to show the competition what they're up against!

We hope you choose to change your view on Friday and join us in celebrating the Massachusetts Clean Commute Challenge.

Happy commuting!

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Commuting Fun Facts

Listed below are numerous facts that you may use to inform employees about commuting at a tabling event, through an email blast, or as part of a customizable poster.

1. Massachusetts is among one of the states with the largest percentage of residents who walk or bike to work ([Time](#))
2. Bikes are up to 50% faster than cars during rush hour ([DC.gov](#))
3. 5 million Massachusetts residents travel within the state each weekday ([MassDOT](#))
4. Altering the way you get around can save the average Massachusetts drive up to \$3,000 on car insurance, parking fees, and gas ([MassDOT Blog](#))
5. Boston built the first subway system in the United States in 1897 ([50states.com](#))
6. The average numbers of commuters who used the ferry to commute to Boston in 2016 was 5,264 ([MBTA Back on Track](#))
7. More than three-fourths of managers and staff surveyed around the world at organizations with workplace flexibility practices said the practices increase employee engagement and satisfaction, and more than two-thirds said they increase employee motivation ([AnywhereWorkday.com](#))
8. Productivity increased 22% when workers were allowed to choose their optimal place to work ([AnywhereWorkday.com](#))
9. Walking to work improves circulation and wards off heart disease by raising the heart rate, lowering blood pressure and strengthening the heart ([treehugger.com](#))
10. Massachusetts has nearly 600 miles of “shared-use” paths that are suitable for recreational or commuting purposes ([MassDOT](#))

For Printable Posters, CCTV Ads, and Challenge Terms

For printable posters, CCTV ads, and Clean Commute Challenge terms please visit [our website](#).

