Increase Ridesharing with an Employee Challenge!

Looking to grow your company's sustainability goals by increasing the number of employees sharing their rides to work? Organizing an onsite challenge can be a great way to get employees to try ridesharing.

CommuteInfo works with regional employers to assist in the implementation of onsite employee rideshare challenges. With CommuteInfo's regional rideshare database, there is no need to worry about how to track and report which individuals or groups are actually participating in the challenge. Instead, employees are encouraged to utilize CommuteInfo's free service, and CommuteInfo takes care of the tracking of registrants, analyzing commute information, shifts in transportation mode and more.

Some Tips for Designing an Employee Challenge:
When designing a challenge, it's good to remember the five key elements that set the stage for successful participation.

1. **Set Challenge Goals** – Establish clear and attainable goals for the challenge, which are tied to the overall company goals.

2. **Time Frame** – The employees must know when the contest will begin and end, giving them a clear picture of when their tasks/goals must be completed.

3. **Teams** – Participation will be higher when people are rewarded as a group. Even if some employees are not motivated to participate in the challenge/contest, other more interested individuals can lead the pack, if given the opportunity.

4. **Updates** – As the challenge progresses, all those participating should receive an update to let them know how their team is performing in relation to the other teams and against the challenge goals.

5. **Reward** – There must be a pot of gold at the end of the rainbow, even if it is not a literal pot of gold. Possible rewards include:
   • Monetary rewards (cash, gift cards, etc.)
   • Recognition (awards, plaques, etc.)
   • Gifts
   • Priority Parking

Contact CommuteInfo today to learn more about implementing a rideshare challenge at your company!