

2012 Commuter Challenge Campaign Report



What is the Commuter Challenge?

- Commuters who work or live in the Metro Area pledge to **try an alternative to driving alone** between April 1 & June 30
- Commuters can enroll online and at regional events and employer commuter fairs
- Eligible to win prizes and track trips

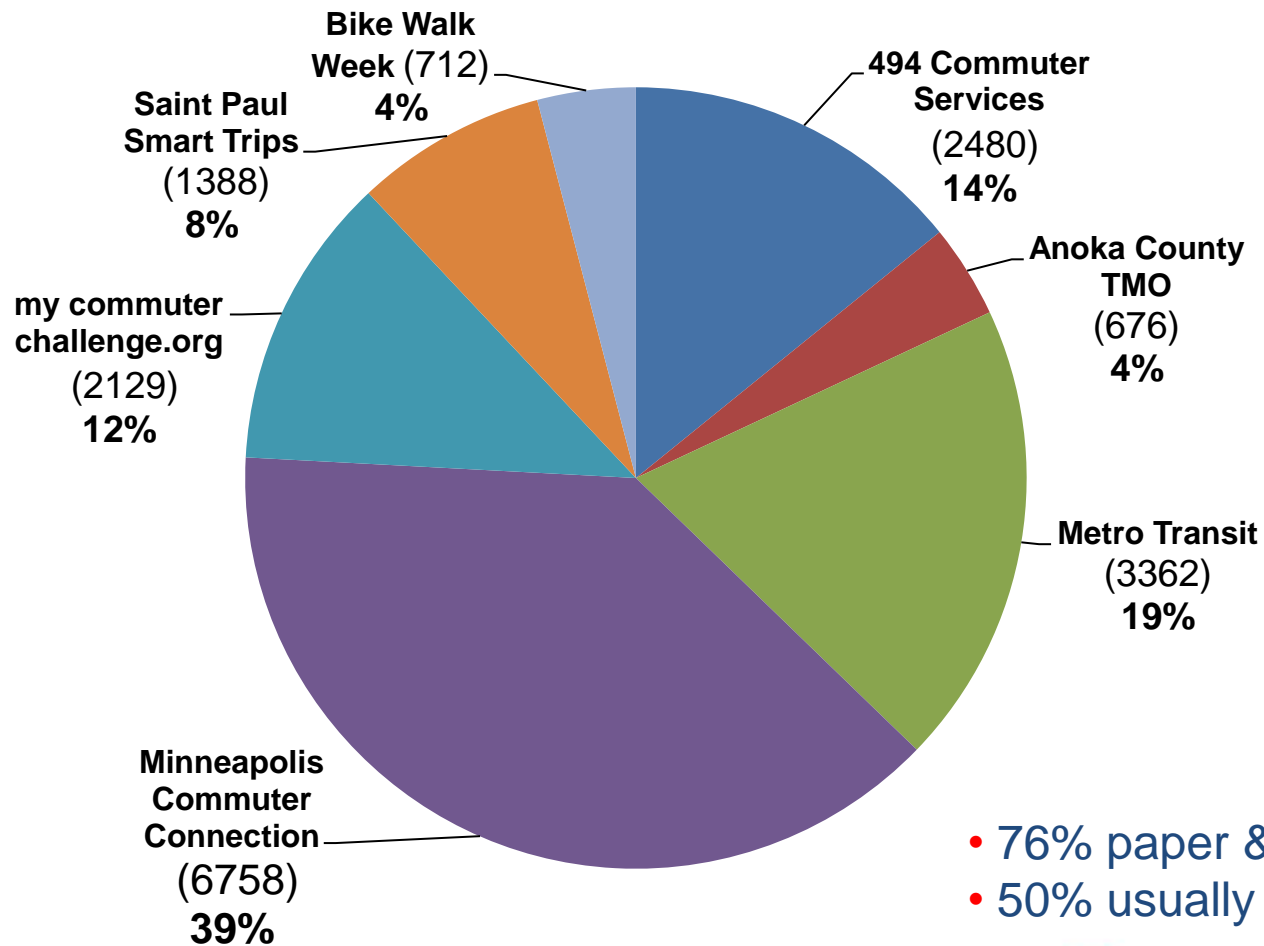


2012 Commuter Challenge Results

- 17,505 total pledges (Goal 17,500)
- 11%, or 1,700 pledges, increase from 2011
- Metro Transit and the four regional TMOs participated in more than 200 Commuter Fairs
- 37,933 Mode Pledges were received
- 534,421 Vehicle Miles Reduced



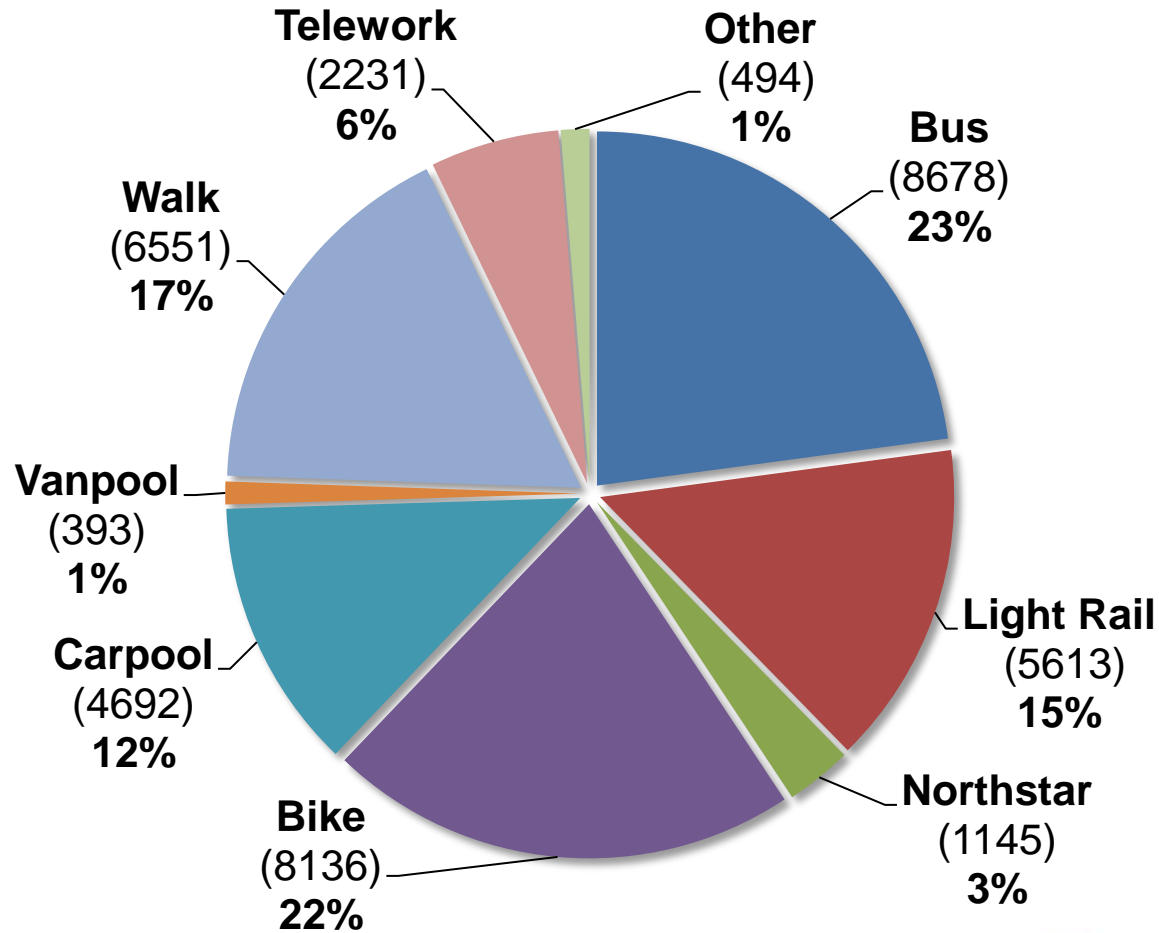
17,505 individual pledges received



- 76% paper & 24% online
- 50% usually drive alone



37,933 Mode Pledges



Weekly Twitter Contest

- Commuters were invited to take the Challenge, tweet about it and follow @MetroTransitMN for a chance to win a \$25 Visa gift card
- 63 unique entries



Extending the Challenge: Monthly e-newsies

- April, May & June editions
 - 36,760 sent
 - 30% open rate
 - 27% clickthru rate
- Trip Tracker promotion and content on green choices, benefits and events



You're receiving this newsletter because you have signed up for **Commuter Challenge**.
If you are no longer interested, unsubscribe [here](#). Having trouble reading this email? [View it in your browser](#).

MAY 2012

WELCOME NEW MEMBERS!

Click [here](#) to learn more about these travel options:

- Bicycling
- Riding the bus
- Light Rail
- Northstar
- Carpool
- Vanpool
- Telework
- Walking

EXTEND YOUR CHALLENGE
[Log in here](#) to track your trips.

CONGRATS TO OUR \$100 GIFT CARD WINNER!

One winner is chosen every month. Track your trips at least once a week to be eligible for this prize drawing.

April winner
Patricia D.
Minneapolis

ARCHIVES
Past issues of eNewsletters can be found [here](#).

FOLLOW US ON

COMMUTER CHALLENGE

Sign up for the Commuter Challenge and keep tracking your trips!

We're a month into this year's Commuter Challenge. Thousands of commuters in the Twin Cities have already signed up. They've pledged to drive alone less often and instead take transit, bicycle, walk, vanpool, carpool or telework.

If you've taken the Challenge – congratulations! Don't forget to keep tracking your trips. If you haven't signed up yet, do it now at [MyCommuterChallenge.org](#) – it's easy!

Track your trips [here](#) for a chance to win a \$100 Target gift card. Every month you track at least one trip per week (other than driving by yourself), you'll be automatically entered in our monthly prize drawing.

Minnesota Environmental Partnership's Living Green Expo

Go greener and ride free to the Living Green Expo

Learn the latest in green living at this year's Living Green Expo, set for May 5-6 at the Minnesota State Fairgrounds.

Share the ride to the event and reduce your impact on the environment. Leave your car at home and hop on a Metro Transit bus or light rail FREE between 8 a.m. and 7 p.m. each day with your **Go Greener Pass**. The free-ride offer is not available on Northstar trains.

Look for the Metro Transit booth at the Expo! Sign up for the Commuter Challenge, get route and schedule information and try a practice bus bike rack.

Extending the Challenge: Trip Tracker

Trip Tracker

To log your commute in the Trip Tracker, select the commute you wish to report on from the drop-down menu on the right. Then, drag and drop the commute mode used onto the calendar. To log a one-way trip or a commute that is not saved, simply enter the miles in the distance field on the right, then drag and drop the commute mode of choice to the calendar. To delete trips entered in error simply drag them from the calendar interface to the trash can on the right. Track your trips for a chance to win - we'll give away a \$100 gift card monthly. For each month you use the Trip Tracker calendar to track at least one trip per week (other than driving by yourself), you'll be automatically entered in the drawing.



[Click here](#) to see the rules for the drawing.

[Trip Tracker Summary](#) [Simple Calendar](#)

<
April 2012
>

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 TR 7.80 mi	3 TR 7.80 mi	4 TR 7.80 mi	5 DA 7.80 mi	6 BK 7.80 mi	7
8	9 TR 7.80 mi	10 TR 7.80 mi	11 TR 3.90 mi BK 3.90 mi	12 TR 7.80 mi	13 BK 7.80 mi	14
15	16 DA 7.80 mi	17 TR 7.80 mi	18 TR 7.80 mi	19 TR 7.80 mi	20 BK 7.80 mi	21
22	23 TR 7.80 mi	24 TR 7.80 mi	25 TR 7.80 mi	26 TR 7.80 mi	27 BK 7.80 mi	28
29	30 TR 7.80 mi	1 TR 7.80 mi	2 TR 7.80 mi	3 CP 7.80 mi	4 BK 7.80 mi	5

Last Logged Commute ▼

Distance: mi

Savings: 267.17 CO₂e
\$59.62
283.78 mi

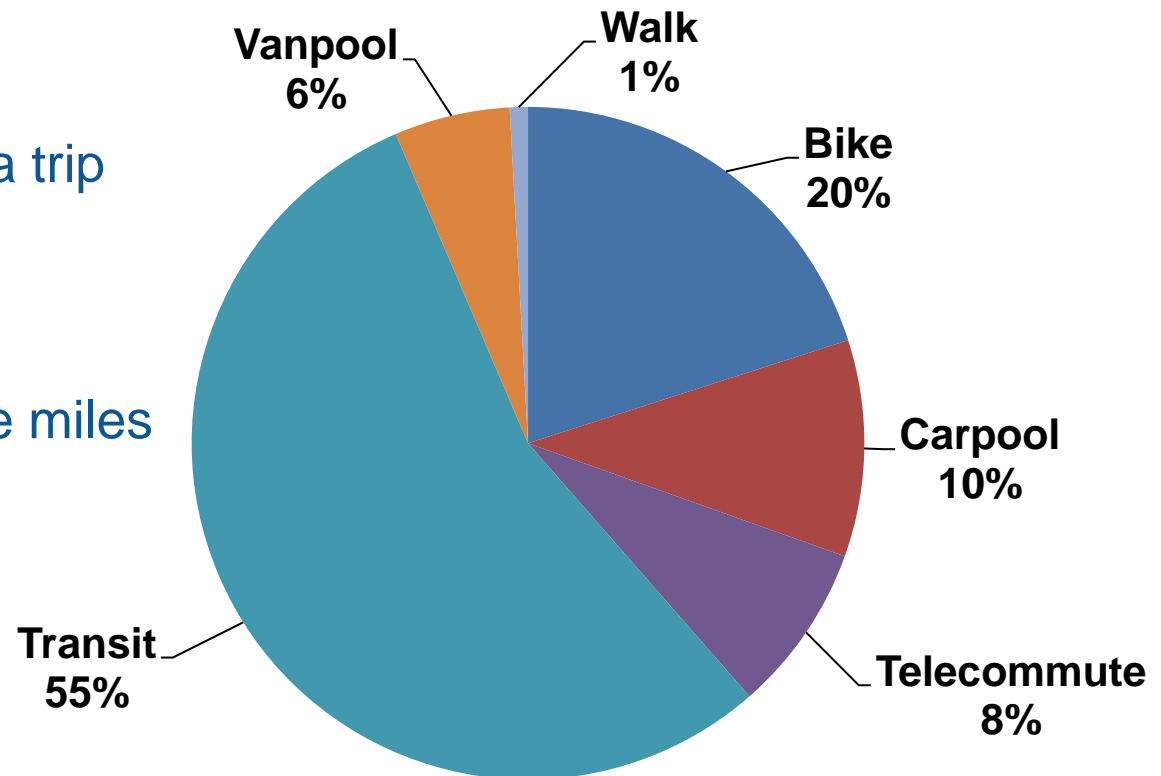
Drag commutes to this area to delete them.

CP	Carpool
VAN	Vanpool
BK	Bicycle
MOT	Motorcycle
TR	Transit
NR	NiceRide
DA	Drive Alone
WK	Walk
TC	Telecommute

Extending the Challenge: Trip Tracker

- 1,461 individuals tracked a trip
- 8.3% conversion rate
- 534,421 VMR tracked in April, May and June
- Estimated 6 million vehicle miles reduced by all pledges

Miles Tracked by Mode (%)



2012 Commuter Challenge

Questions?

