

Beyond Newington-Dover: Sustaining & Growing CommuteSMART Seacoast





- **Transportation Management Association (TMA)**
- **Mitigation for Newington-Dover LBB project**
- **Work with employers to reduce automobile trips**
- **Program of COAST**
- **Nationally award winning**
- **Funding ends June 2020 with wrap-up of LBB project**
- **How to sustain? How to expand?**



Transportation Management Associations typically offer:

- Carpool ridematching
- On site assistance to employers and employees
- Incentives for alternative commutes
- Guaranteed ride home programs
- Last mile transit shuttles
- Commuter challenges

Gamification



#CommuteToWin



Dump the Pump!
Commuter Challenge





get to work the fun way!



B2B MAY 1-31
CHALLENGE

352534

Miles Saved

324155 lbs

CO₂ Saved

\$ 200,944

Saved

Search by Name

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Company	Trip Total	Miles	Per Capita	CO2 Saved	Money Saved
Rockingham Planning Commission Micro	146	2093mi	16.222	1923lbs	\$ 1,193

“Friendly” Competition



Prizes!



Challenge Winners



Business to Business (B2B) Challenge 2019

2019 Results

55 Companies

1,030 Participants

7,291 Avoided Auto Trips

176,312 Avoided Auto Miles

81 Avoided Tons of CO₂

\$121,318 Avoided commuting costs

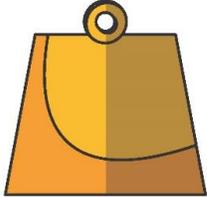


B2B Challenge 2020 Results



614
Participants

147
Tons of CO₂
Saved



29
Teams



\$200,944
Dollars Saved



9,652
Trips
(94% telework)

Miles Saved
352,534

Statewide Replication



- Nine RPCs
- CTAP & OSI Funding





- RPC & SRPC to assume management
- Interim funding through CSNH, potentially COAST
- Pursue new funding for long term (18-24 months)
- Integrate with Commute Smart NH





Next Steps

- Debriefing with Anne Rugg
- Hand-off intros with team captains/company contacts
- Adapt Seacoast trip logger for statewide use
- Work with Commute Smart NH partners on integration
- Identify long term solution for ride matching software
- Conquer the Cold Challenge
- Spring 2021 B2B Challenge

