

STAFF REPORT

SUBJECT: Presentation of Commute Challenge Employer Awards

MEETING DATE: October 16, 2008 **AGENDA ITEM:** 8

STAFF CONTACT: Kent Epperson

RECOMMENDATION:

Chairman to present certificates of recognition to the five winning employers of the Commute Challenge; Ryerson, Masters and Associates, Inc., Community Environmental Council, Cancer Center of Santa Barbara, Yardi Systems and the City of Santa Barbara.

SUMMARY:

In August and September 2008, as part of *Curb Your Commute*, Traffic Solutions held the first annual Commute Challenge, a team-based commuter competition designed to stimulate more carpooling, vanpooling, biking, walking, telecommuting and transit use. Certificates will be presented by the Chair to representatives of the top ranked participating employers.

DISCUSSION:

In August and September 2008, as part of *Curb Your Commute*, Traffic Solutions held the first annual Commute Challenge. The Commute Challenge was a team-based commuter competition designed to stimulate more carpooling, vanpooling, biking, walking, telecommuting and transit use. The competition targeted drive alone commuters by tapping into social networks and using friendly peer pressure to reduce drive alone commuting.

The following are some of the accomplishments from the 2008 Commute Challenge: 1,572 individual commuters formed 360 teams that logged 43,145 trips reducing vehicle miles traveled by 1.37 million miles. This saved 65,214 gallons of gas, \$740,899 in commuting costs and 574 tons of pollutants. In addition to awarding prizes for top ranking teams, Traffic Solutions awarded prizes the top ranked employers. The winning employers will receive certificates of recognition and cash awards towards employee prizes or lunch. The winning employers are as follows:

Employer Winners	Employer Prize Category	Roundtrips
Ryerson, Master and Associates, Inc.	1 - 10 Employees	359
Community Environmental Council	11 - 50 Employees	674
Cancer Center of Santa Barbara	51-250 Employees	1,398
Yardi Systems	251-500 Employees	2,116
City of Santa Barbara	501+ Employees	3,790

Member Agencies