



Submitted by: Anne Rugg, arugg@commuteSMARTseacoast.org

Company/Organization: COAST (Cooperative Alliance for Seacoast Transportation)

Number of Employees: 65

For-profit/ Nonprofit: nonprofit

Category: environment

Challenge or Opportunity:

Our opportunity is to enhance regional economic vitality by addressing issues of employee recruitment, turnover, and stress. Our challenge is to reduce traffic congestion and carbon emissions on the Spaulding Turnpike by changing commuter behavior from driving alone to carpooling, taking transit, teleworking, and bicycling or walking to work.

Approach or Solution:

We organized two Commuter B2B Challenges in which 44 companies and 810 commuters participated. 135 tons of CO₂ were saved in 10,130 sustainable trips of 288,890 miles. Companies competed for bragging rights in "Most Sustainable Trips", "Most Social Media Buzz", "Most Improved Team", "Most Team Spirit" awards. Individuals earned prizes as well.

Impact:

This year we had a 54% increase in commuter participation and a 76% increase in the number of employer teams. This positions us to continue growing the Challenge and making a cultural shift in commuting behavior in the Seacoast. The Challenge is becoming an ingrained part of the Seacoast business community's calendar of important and fun events.