



FOR IMMEDIATE RELEASE

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## Commute.org Launches 2019 Commuter Challenge

*This spring, super commuters get rewarded!*

SAN MATEO COUNTY, Calif., Mar 27, 2019: Commute.org is excited to announce the *2019 Commuter Challenge* for people who commute to, from or through San Mateo County. Between April 1st and May 31st, people who join the challenge and use alternative modes of transportation will be eligible to win great prizes.

The *Commuter Challenge* promotes using alternative methods of transportation such as bicycling, walking, carpooling, vanpooling, shuttles, or public transit to commute to work or college. The goal is to encourage people to try alternative modes other than driving alone with chances to win weekly prizes as well as one of five grand prizes.

The theme of this year's challenge is transforming commuters into superheroes who use their powers to reduce traffic congestion and CO<sub>2</sub> emissions. Not only will participants be eligible to win great prizes, they will also be able to track their personal commute impact, which includes CO<sub>2</sub> reduction, calories burned, and money saved.

"The annual San Mateo County Commuter Challenge is a fun way to encourage more people to try using different forms of alternative transportation," John Ford, Executive Director of Commute.org said. "In the immortal words of Commissioner Gordon of Batman fame, 'You're going to make a difference. A lot of times it won't be huge, it won't be visible even. But it will matter just the same.'" Ford added.

Participants qualify for weekly and grand prize raffle drawings by logging their commutes on the STAR platform, Commute.org's easy to use online tool, which can be accessed at [my.commute.org](http://my.commute.org). Commuters can also track their trips using the Commute Tracker app by RideAmigos and connecting it to their [my.commute.org](http://my.commute.org) account. Scoop, Waze Carpool, and Strava can also be linked to [my.commute.org](http://my.commute.org) accounts for automatic trip logging.

By creating an account on [my.commute.org](http://my.commute.org) and logging their alternative commutes, participants will be automatically entered to win one of the featured weekly prizes (Disneyland tickets, Fitbit Charge 3<sup>tm</sup>, Amazon Kindle, Echo Dot, Clipper Card<sup>®</sup> and more). Participants also earn a chance to win one of the five grand prizes – folding bicycle, Nintendo Switch, \$300

Clipper® Card, Beats Solo3 wireless headphones, and a \$300 e-gift card to over 70 different retailers. For more details about the 2019 *Commuter Challenge* please visit [www.commute.org](http://www.commute.org).

*About Commute.org:*

Commute.org is San Mateo County's transportation demand management agency. Its primary objective is to reduce the number of single-occupant vehicle (SOV) trips in San Mateo County, thereby reducing traffic congestion and improving air quality. Commute.org receives funding from the City/County Association of Governments of San Mateo County, the San Mateo County Transportation Authority and the Bay Area Air Quality Management District.

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In 2018, challenge participants logged over 1.5 million alternative mode miles and reduced CO<sub>2</sub> emissions by over 375 tons.

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