

# 2023 V-Commute Challenge

## NVTA Board of Directors

Wednesday, November 15, 2023

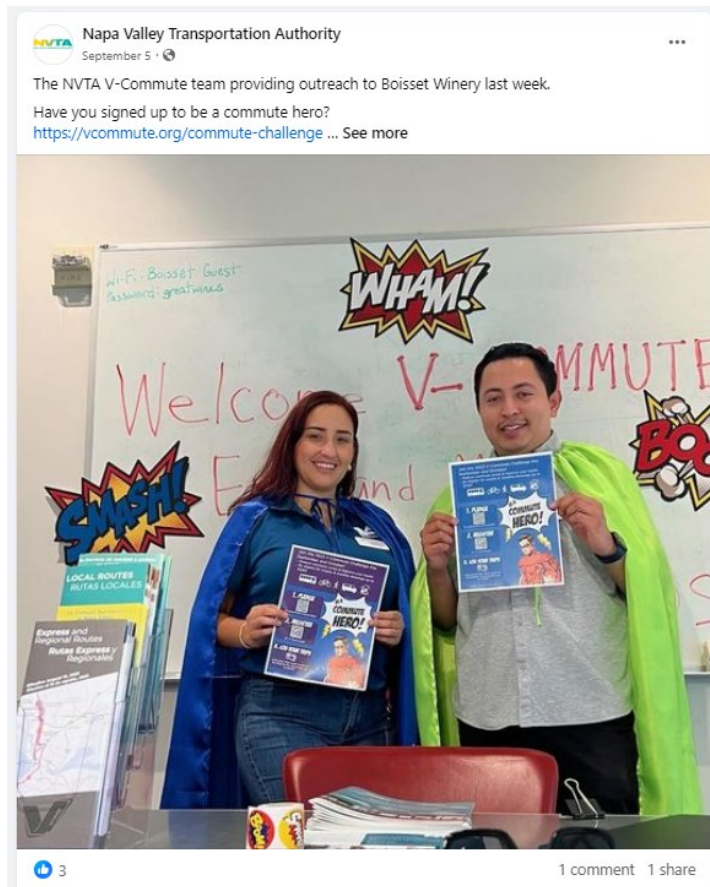
Presented by: Thea Selby



# 2023 V-Commute Challenge



- What is the 2023 V-Commute Challenge?
- How did we promote?
  - Pledge
  - Employer & Partner Toolkit
  - Weekly Registrant emails
  - Social Media
  - Employee Outreach
  - Targeted Advertising
- Reached out to 570 V-Commute registrants, 34 employers, 12 partner organizations, and the NVRTA Board



# Our Process



# Pledge Data



Total Pledges	Registered on V-Commute	Registered after taking pledge	Not Registered	% of people who pledged and then registered
107	74	53	33	49.53%

**1. PLEDGE** to commute sustainably!

**2. REGISTER** on V-Commute!

**3. LOG YOUR TRIPS** Log your trips each week to be eligible for drawings up to \$500!

## 2023 V-Commute Challenge -- Take the Pledge

[Haz clic aquí para tomar el compromiso en español!](#)

September 1 - October 31, 2023

For the benefit of my neighbors, my personal health and for cleaner air, I pledge to commute sustainably in September and October by taking at least two (2) round trips or four (4) one-way sustainable trips to work or college per week (bus, bike, walk, carpool, vanpool, telework).

In return, V-Commute pledges to have weekly (\$50) and monthly (\$500) drawings to reward our sustainable commuters who log their trips! Find out more after completing the pledge.

Email \*

Valid email

This form is collecting emails. [Change settings](#)

Link to pledge:

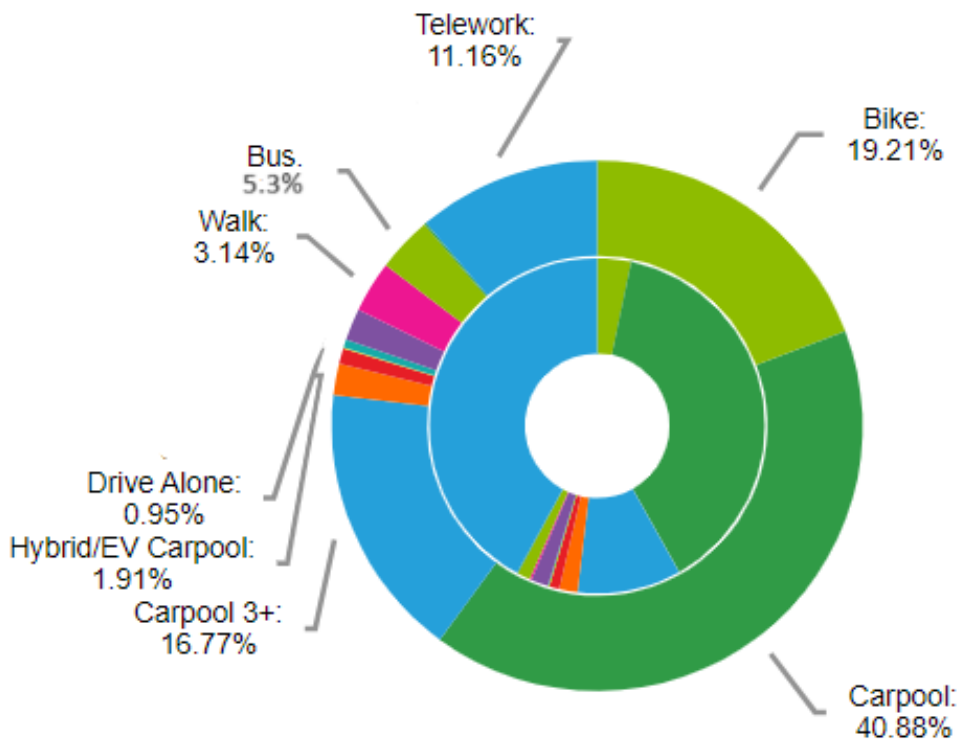
<https://forms.gle/rtWD6hgiawJcwK2o7>

# Challenge Results



	2022	2023	Increase
Participants	34	93	274%
Trips	1,754	3,917	181%
Distance	23,139 mi	80,115.6 mi	346%
Money Saved	\$7.7k	\$33k	429%
CO2 Savings	5.7 tons	24 tons	421%
Calories Burned	68k calories	158k calories	232%

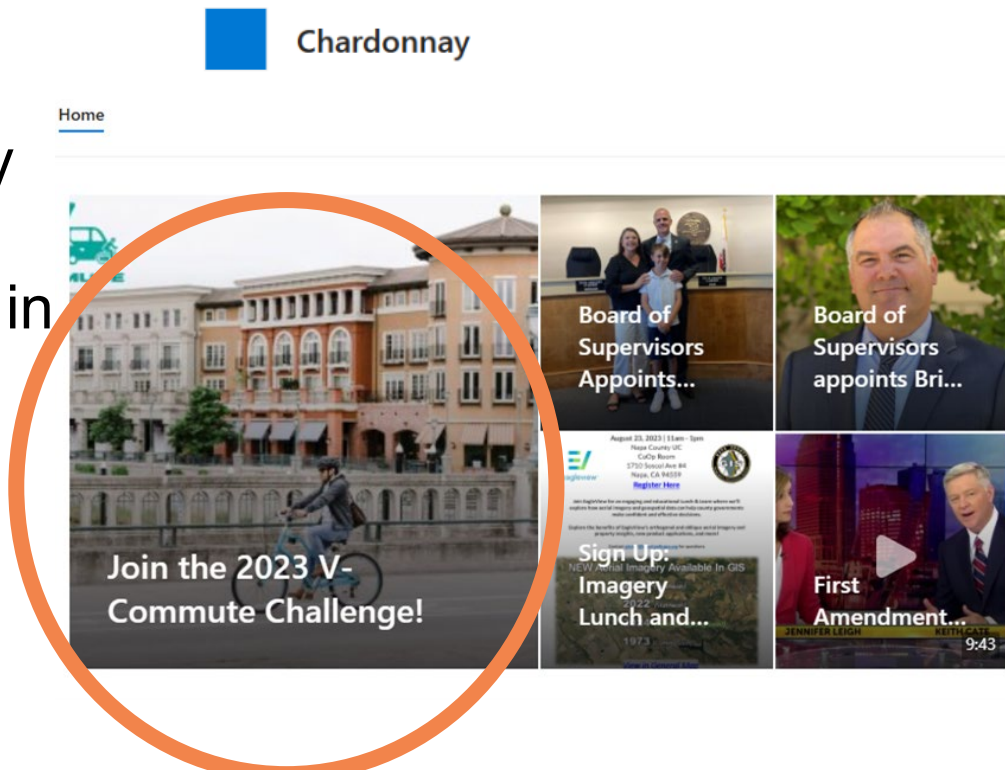
# Mode Share



# Learnings



- Partnering with employers is key
- Determining which community events are most effective
- Taking the pledge is effective in bringing people to registration
- Emails work - 53% open rate, 7.55% click through rate



# Recommendations for Future



1. Deepen **engagement** with employers and community partners
2. Continue weekly and monthly drawings - keep up the **momentum**
3. Continue the **Pledge** - simplify and test
4. Continue testing **advertising** program
5. Continue and expand **presence** at in-person employee resource/appreciation events
6. Recognize **employers** who participate
7. **Increase** cadence of NVRTA's social media posts to attract interest in the program



# Thank you!

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