



- **CSNH Buses, Bikes & Brooms Challenge: October 16th-31st**
- **Statewide effort to encourage commuters to take sustainable trips**
- **Included raffles and a social media contest**



- 44 participants
- 6 raffle winners - \$25
- 1 social media winner - \$50



#BusesBikesandBrooms



556

Reduced trips



7,109

miles not driven



2.86 tons CO₂

emissions prevented



291 gallons

gas saved



\$3,984

money saved



29,167

calories burned

What's happened since?

New members	190	(73% prev. dr. alone)
Active members	116	(56% prev. dr. alone)
Deleted accounts	9	

Recorded trips	2,432	83
Avg trip distance (mi)	13.2	6.2
Avg vehicle occupancy	-	2.0
Reduced trips	3,261	65
Reduced miles (VMT)	55,555	395
Gallons of gas saved	2,362	18
Reduced NOx (lbs)	72.9	0.52
Reduced VOC (lbs)	71.9	0.51
Reduced PM 2.5 (lbs)	1.06	0.01
Reduced CO (tons)	0.19	0.00
Reduced CO2 (tons)	23.1	0.18
Money saved	\$31,111	\$221
Calories burned	124,176	

Visits	678	visits during the specified period
Rideshare inquiries	538	number of inquiries submitted during the specified period
Rideshare matches (#)	162	number of inquiries that produced matching names during the specified period
Rideshare matches (%)	30%	percent of inquiries that produced matching names during the specified period
Total rideshare participants	325	members who recorded a rideshare trip at any time

Where is the Software being used?

- City of Concord
- Lonza Biologics
- Liberty Mutual
- Queen City Bicycle Collective
- UNH
- Heinemann Publishing
- McLane Middleton and more



Why CommuteSmartNH?

- Reduce the need for parking
- Reduce Congestion
- Talent Acquisition & Retention



What's Next?

- Grow CSNH user base
- Employer Outreach
- Education on the benefits of Transportation Demand Management





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