



## **Commute.org Launches 2017 Commuter Challenge**

*Become a Commute STAR... and be Rewarded!*

SAN MATEO COUNTY, Calif., Mar 30, 2017: Commute.org is pleased to announce the 2017 Commuter Challenge, a campaign to reward commuters who discover and use transportation modes other than driving alone. Between April 1st and May 31st, people who join the challenge and commute to, from or through San Mateo County using an alternative mode will be eligible to win weekly prizes and one of five grand prizes.

Commuters can take the challenge by driving less and commuting smarter. The goal of the challenge is to encourage commuters to use alternative methods of transportation such as bicycling, walking, carpooling, shuttles, public transit or telework. Participants qualify for weekly and grand prize drawings by logging their commutes on Commute.org's easy to use STAR tool which can be accessed at [my.commute.org](http://my.commute.org).

"Traffic in San Mateo County is at an all-time high, but it only takes a small effort by commuters to make a big difference" said John Ford, Commute.org's Executive Director. "The Commuter Challenge is a fun and easy way for commuters to make an impact not only on traffic but on air quality as well," Ford added.

By signing up at [my.commute.org](http://my.commute.org) and logging their commute alternative trips, participants will be entered to win one of the featured weekly prizes (Fitbit Alta, Rickshaw commuter bag, gift cards and more). Participants also earn a chance to win one of the five grand prizes - \$300 Clipper card, Customized Rickshaw commuter bag, Folding bicycle, \$400 REI gift card or a \$300 shopping spree at The Shops at Tanforan - at the end of the challenge. For more details about the 2017 Commuter Challenge please visit [www.commute.org](http://www.commute.org).

In 2016, challenge participants eliminated nearly 790 thousand miles traveled, 43 thousand single occupant vehicle trips, and eliminated 207 tons of CO2.

Hashtags: #CommuteSTAR #YourCommuteCounts

### 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 vehicles (SOV) in San Mateo County, thereby reducing traffic congestion and improving air quality. Commute.org is funded by the City/County Association of Governments of San Mateo County, the San Mateo County Transportation Authority, the Bay Area Air Quality Management District and the Metropolitan Transportation Commission.

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