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Commute.org Launches 2016 Commuter Challenge

Rethink Your Commute ... and Be Rewarded!

(*South San Francisco, Calif.*) – **Commute.org** is pleased to announce the **2016 Commuter Challenge**, this year’s campaign to reward commuters who choose 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.

Traffic on San Mateo County roads and highways is at an all-time high. Not only does traffic waste time and money for commuters, but it also contributes to poor air quality. According to the Bay Area Air Quality Management District (BAAQMD), nearly 70 percent of the Bay Area’s carbon monoxide comes from motor vehicles, which are also the greatest contributors to ozone in the Bay Area.

The 2016 Commuter Challenge encourages people to use public transit, shuttle, carpool, vanpool, bicycle, walk or telework, and be part of the traffic solution. “Eliminating a few solo driving trips each week is an easy way for commuters to make a positive impact,” said John Ford, Commute.org’s Executive Director. Driving less will reduce GHG emissions while also helping to relieve congestion on the roadways. “Together, we can make a measurable difference to reduce our carbon footprint,” Ford added.

By signing up at my.commute.org, and adding their commute alternative trips, registrants will be entered to win one of the featured **weekly prizes** (Fitbit Alta, Timbuk2 bag, wireless earbuds, gift cards and more). Participants also earn a chance to win one of the five **grand prizes** (\$300 Clipper card, GoPro Hero, Garmin Edge Cycling computer, \$400 REI gift card or Fitbit Surge GPS watch) at the end of the challenge.

For more details, visit www.commute.org.

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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. www.commute.org 650.588.8170