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Denver's Way to Go-Tober



Wray
to
go
TOBER

GO-TOBER 2017
COMMUTECON
FEBRUARY 7, 2018

AGENDA

- **What is Way to Go's Go-Tober?**
- **Recruitment**
- **Trip Tracking**
- **Scoring**
- **Reporting**
- **Lessons-Learned**

INTRODUCTION

WAY TO GO

- **Way to Go is a regional partnership between the Denver Regional Council of Governments (DRCOG) and a dedicated group of Transportation Management Associations (TMAs). We work together to reduce traffic congestion, improve air quality, and make life better for the region's residents.**
- **We offer real-life solutions helping commuters save money, experience less stress, and save time, so that they can focus more on the things they enjoy. We're here to help residents discover a better commute and our assistance is free-of-charge.**

GO-TOBER 2017

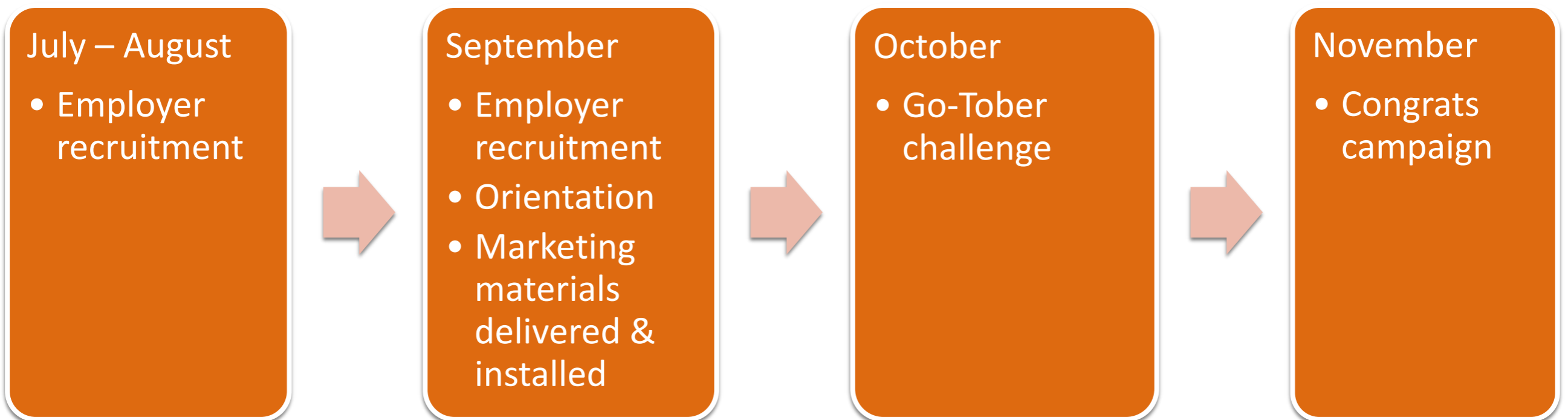
WHAT IS GO-TOBER?

Month-long employer commute challenge to increase awareness and usage of smart commuting modes

- **Carpooling and Vanpooling**
- **Transit**
- **Walking and Biking**
- **Telework or alternate work schedules**

GO-TOBER 2017

CAMPAIGN TIMELINE



RECRUITMENT

IT'S GO TIME - OUTREACH

- Phone
- Email
- In-person
- Employer commitment
- Employee encouragement

IT'S GO TIME!
REGISTER FOR THE
GO-TOBER CHALLENGE



The Go-Tober Challenge is here! During the month of October, commute smarter as many times as possible and be entered to win awesome prizes! Bike, walk, rail, bus or carpool—however you GO is up to you.

**READY, SET, FOLLOW THESE STEPS
TO GET REGISTERED TODAY!**

1

Visit MyWayToGo.org/Go-Tober and register for The Challenge.

MyWayToGo.org/Go-Tober

2

Track your smart commutes on MyWayToGo.org or the Commute Tracker app.

3

Watch the leaderboard as you help your company GO, GO, GO to the top!



MyWayToGo.org/Go-Tober
[#WayToGoTober](https://www.facebook.com/MyWayToGoTober)

waytogo
Program of DRCOG

CHALLENGE PROMO MATERIALS



GO-TOBER 2017

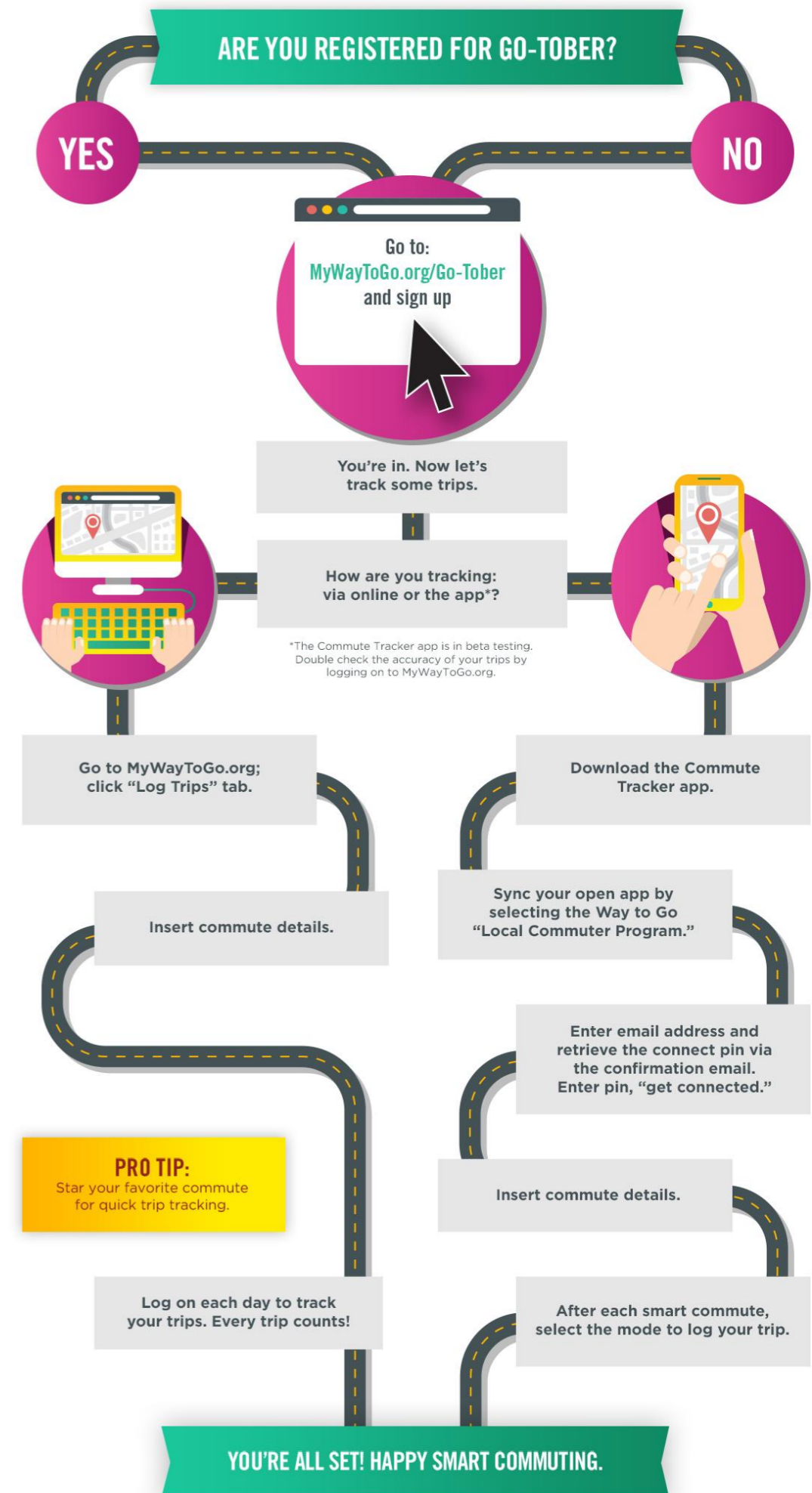
TRIP TRACKING - REGISTRATION

- MyWaytoGo.org/gotober
- Mywaytogo.org (Dashboard)
- CommuteTracker app

TRIP TRACKING

8 TRIPS (4 RT) QUALIFIES TO WIN -

- Web
- Mobile



GO-TOBER 2017

SCORING

- **Effort index**

$$\text{Effort Index} = \frac{\text{Number of Company Participants}}{\sqrt{2 * \text{Number of Company Employees}}}$$

- **Multiplied by 1000**
- **Self-identification survey**
- **Tags**

GO-TOBER LIVE LEADERBOARD

Go-Tober 2017 Leaderboard

The 2017 Go-Tober Go-Team Challenge is officially closed. Thank you to all our company and employee participants for another great month of smart commuting!

Neighborhood Ninjas

Top Networks	Score
1 Imagine!	80,946
2 Key Equipment Finance	32,100
3 Furniture Row	25,250
4 Staples (Broomfield location)	19,200
5 SpotX	8,357
6 Town of Superior	7,747
7 VMware	3,801
8 DigitalGlobe	1,694
9 Medtronic (formerly Covidien)	1,131
10 Western Union (HQ-Englewood)	255

Suburban Superheroes

Top Networks	Score
1 Xilinx	70,098
2 Globus family of brands	35,598
3 Denver Water	27,247
4 GO-NREL Golden Field Office and National Renewable Energy Laboratory	27,005
5 City of Lakewood Employees	17,698
6 Anschutz Medical Campus	13,902
7 Boa Technology	13,885
8 Regis University	12,492
9 City of Aurora	11,091
10 Leprino Foods	7,085
11 Colorado Department of Public Health and Environment (CDPHE) - Lowry	6,166
12 Seattle Fish Co.	1,732
13 Littleton Adventist Hospital	1,347
14 Denver Zoo	1,272
15 St. Anthony North	53

Transit Troopers

Top Networks	Score
1 Amec Foster Wheeler	43,519
2 Cake Insure Inc.	33,884
3 Colorado Department of Public Health and Environment (CDPHE) - Glendale	33,375
4 University of Denver	26,333
5 Denver Health	11,789
6 M2 Lending Solutions	9,797
7 Nationwide Insurance	9,758
8 Red Rocks Community College	9,439
9 University of Colorado Health	8,696
10 Black & Veatch	5,593
11 Eastern Colorado Health Care System - VA (ECHCS-VA)	2,324
12 CBS 4 Denver	160
13 TeleTech	0
14 Anthem BC/BS	0
15 Tri-County Health Department	0

Urban Ultimates

Top Networks	Score
1 DaVita	130,449
2 Denver Regional Council of Governments (DRCOG)	89,590
3 Zayo-Denver	61,650
4 UCAR/NCAR	47,275
5 IMA	43,782
6 City and County of Denver Employees	29,547
7 LogRhythm	22,561
8 Rocky Mountain Institute	13,222
9 Zayo-Boulder	12,409
10 City of Denver - Denver Public Library	8,854
11 Google Boulder	5,473

GO-TOBER CHAMPIONS

WINNING EMPLOYERS RECEIVE \$7000 IN PAID MEDIA

CONGRATULATIONS,
YOU'RE THE 2017
**GO-TOBER
CHAMPIONS!**

Imagine! Davita.

XILINX
ALL PROGRAMMABLE™ amec foster wheeler

WAY TO

- AVOID TRAFFIC
- SAVE GAS
- LOWER EMPLOYEE STRESS
- INCREASE EMPLOYEE MORALE
- BE HAPPY COMMUTERS

FINAL EMPLOYER STATS

52
COMPANIES

were challenged to try new and smarter ways to commute for the entire month of October — **by bike, rail, bus, carpool, vanpool, telework or walking.**

1,719 — PARTICIPANTS

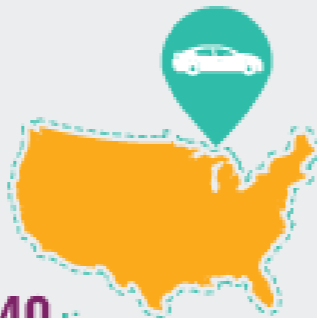


= 100 PEOPLE

36,924 SMART COMMUTES LOGGED

440,137
SMART COMMUTE MILES TRAVELED

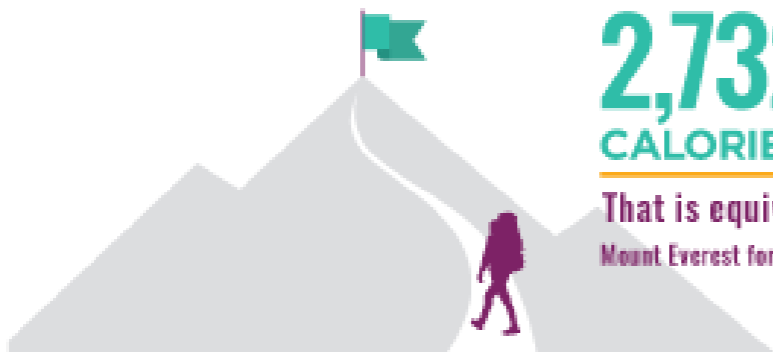
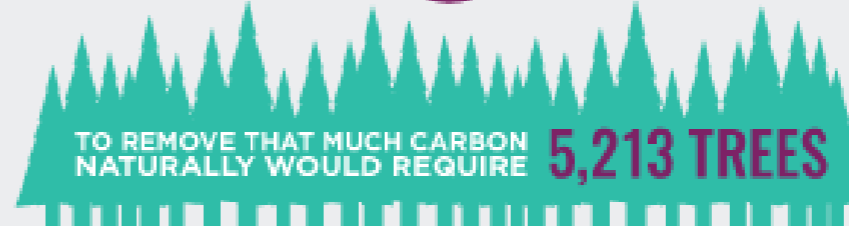
That's comparable to driving around the entire continental United States **40** times



125.12 TONS
OF CO₂ ELIMINATED



TO REMOVE THAT MUCH CARBON NATURALLY WOULD REQUIRE **5,213 TREES**



2,732,019
CALORIES BURNED

That is equivalent to hiking Mount Everest for more than **273** days

\$116,007.76
SAVED IN COMMUTING COSTS

FOR THE SAME AMOUNT, YOU COULD PURCHASE



116
iPhone Xs

GO-TOBER – FUN FOR EVERYONE



GO-TOBER – FUN FOR EVERYONE



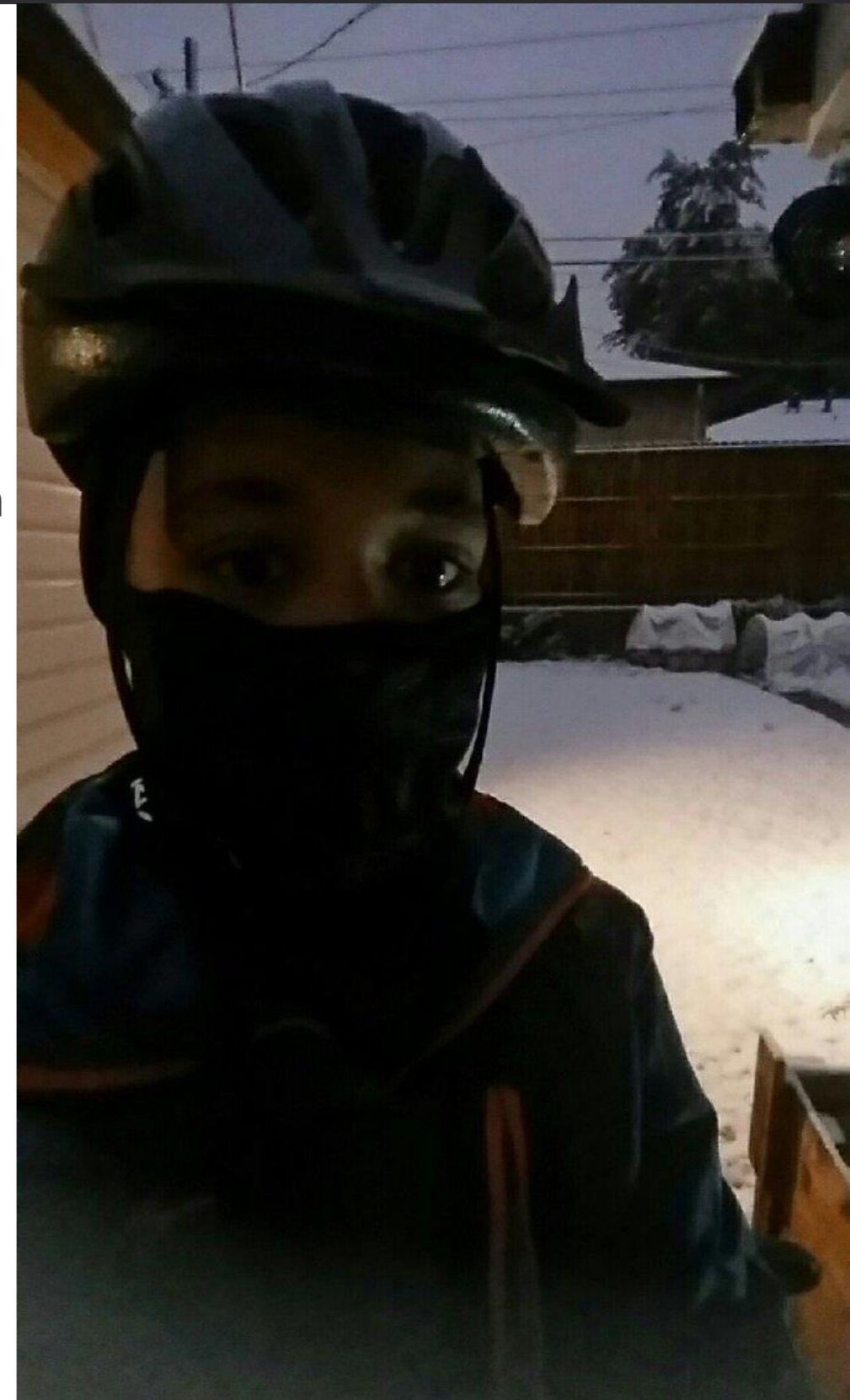
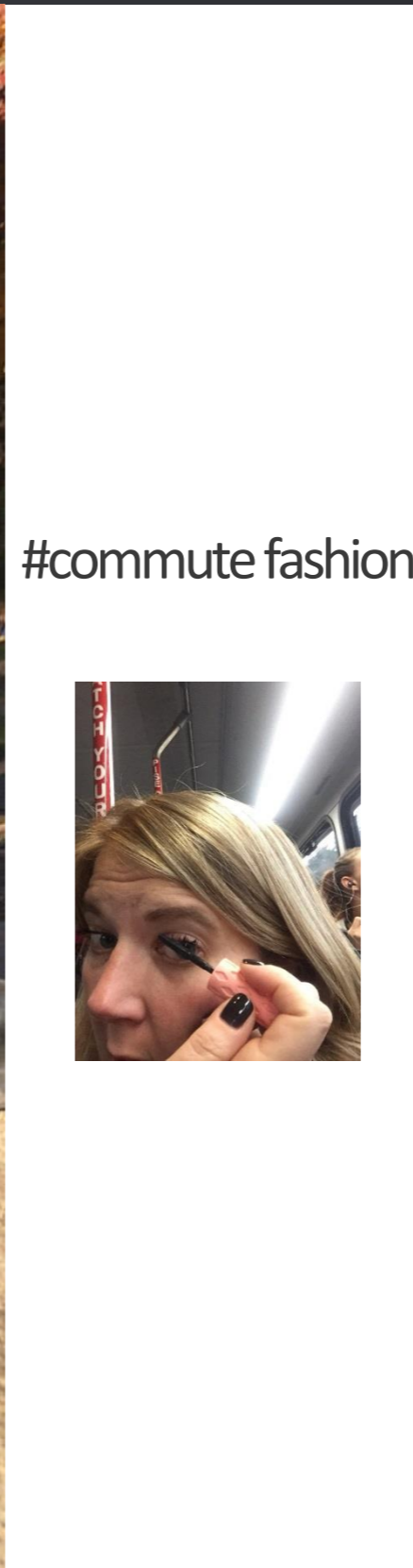
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GO-TOBER – FUN FOR EVERYONE



GO-TOBER 2017

LESSONS-LEARNED

- **Registration**
- **Trip tracking**
- **Scoring**
- **Reporting**

THANK YOU

Questions?

Contact Steve Erickson serickson@drcog.org

Visit WayToGoTober.org or email us at WayToGo@drcog.org