



Commuter Challenge 101

This presentation will answer the following questions:

1. What is the Commuter Challenge?
2. Why should I participate?
3. What can I win?
4. What commute options are available to me? What if I live an hour away?
5. How do I get started?

**PARTICIPATE IN THE 2026
COMMUTER CHALLENGE**

MAY 1-31

20 **COMMUTER CHALLENGE** 26

BROUGHT TO YOU BY

get Downtown TheRide DDA CITY OF ANN ARBOR MICHIGAN

The graphic features a central circular logo with a bus, bicycle, and car icon, flanked by a red ribbon with the years 20 and 26. Below the logo are logos for 'get Downtown', 'TheRide', 'DDA', and 'CITY OF ANN ARBOR MICHIGAN'. The background includes a stylized city skyline and icons for a bus, car, and bicycle.

What is the Commuter Challenge?

Short answer: an easy, fun activity you can join any time through May 31!



The getDowntown program hosts the Commuter Challenge to:

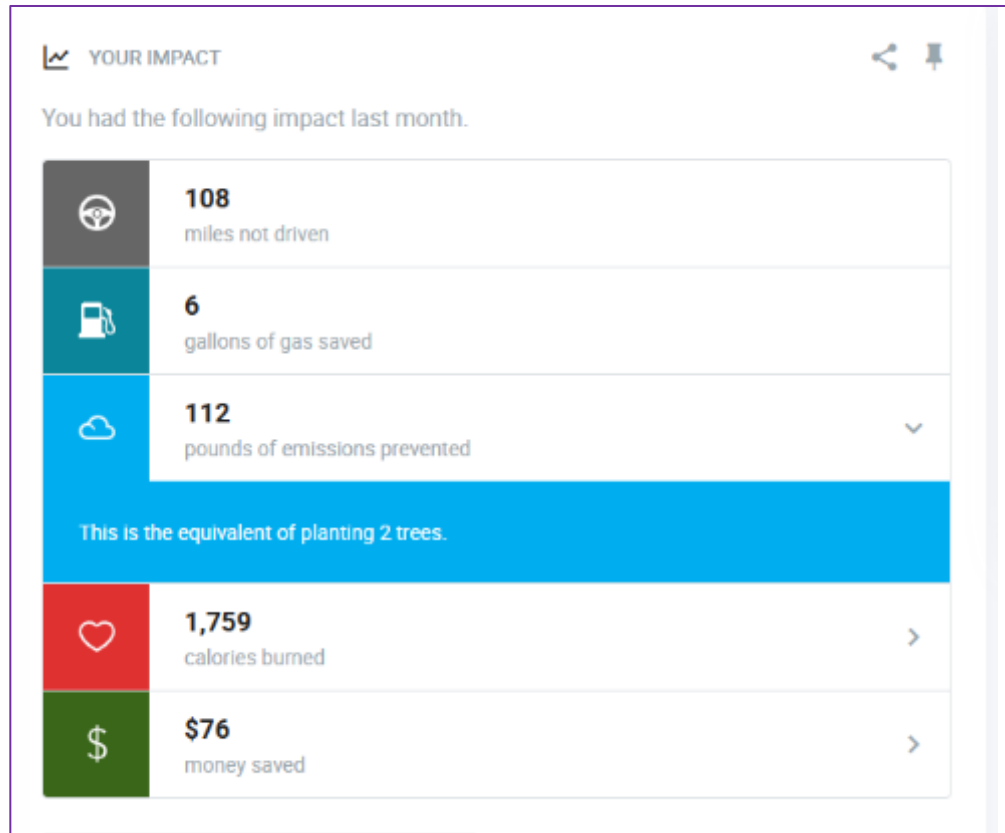
- Encourage green commutes
- Educate commuters about alternatives to driving alone
- Quantify the impact of green commutes

get Downtown

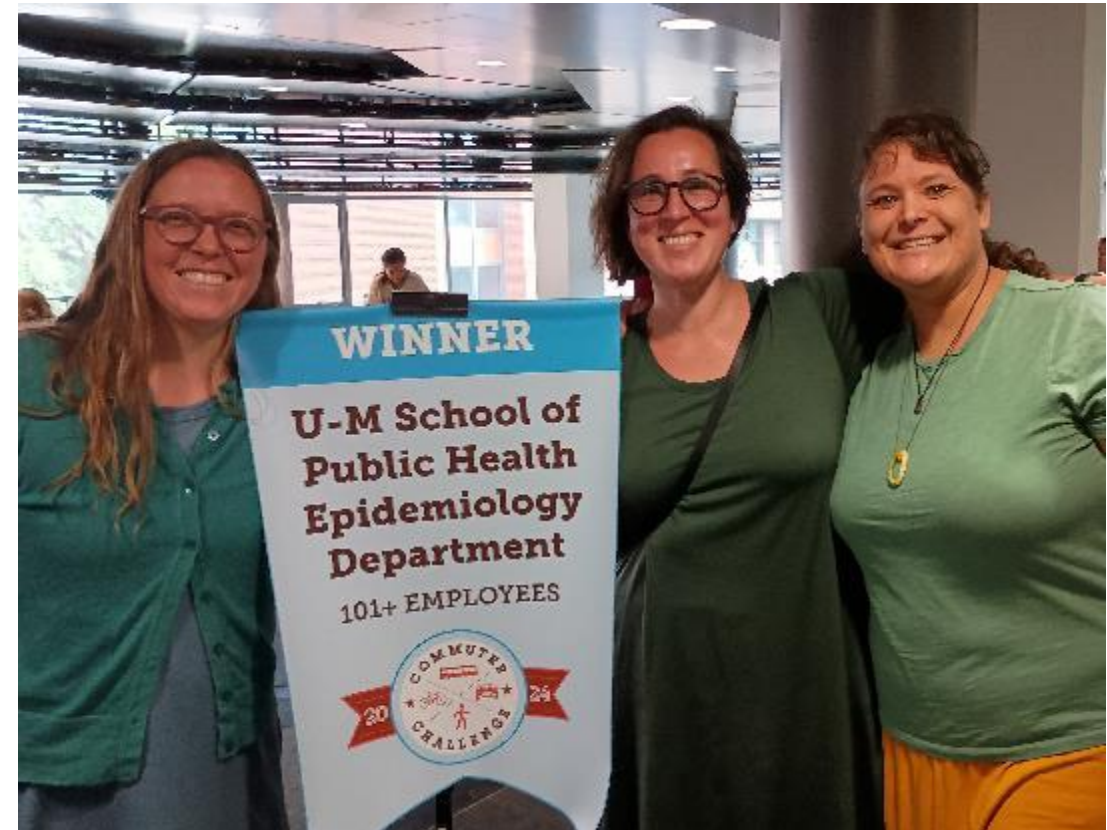
Why should I participate?

The Commuter Challenge can help you reach your personal goals!

Make progress towards wellness, financial, and environmental goals.



Connect with our team and local community!



Past participants in their own words

- I discovered that my neighbor works [at same employer]. So **we hope to carpool to work when it makes sense.** – Andrea
- It's been a great **quality of life** change to bike, use public transit, or work from home. – Joe
- Biking gives me a chance to see what's going on around town at a pace that isn't feasible by car; It also allows me to **feel good about myself** – exercising, saving money, and reducing my emissions! – Sarah F.
- I try to use public transit in part because I am concerned about climate change and in part because if I have to be stuck in traffic, **I'd rather be stuck in traffic reading a book.** – Sarah M.
- I happened to get an ebike the week before the challenge started, so this was **a great motivator** to really use my new bike. I commute with my child to daycare and then work, so figuring out a commute plan was a little more difficult for me before I got the ebike.



What can I win?

Tasty treats, gift cards, and more!

Incentives include:

- Washtenaw Dairy ice cream voucher for logging first trip
- Gift card drawings
- Digital badges and iron on patches
- Lunch party catered by Sweetgreen if our workplace achieves highest participation in our size category!



What are my commute options?

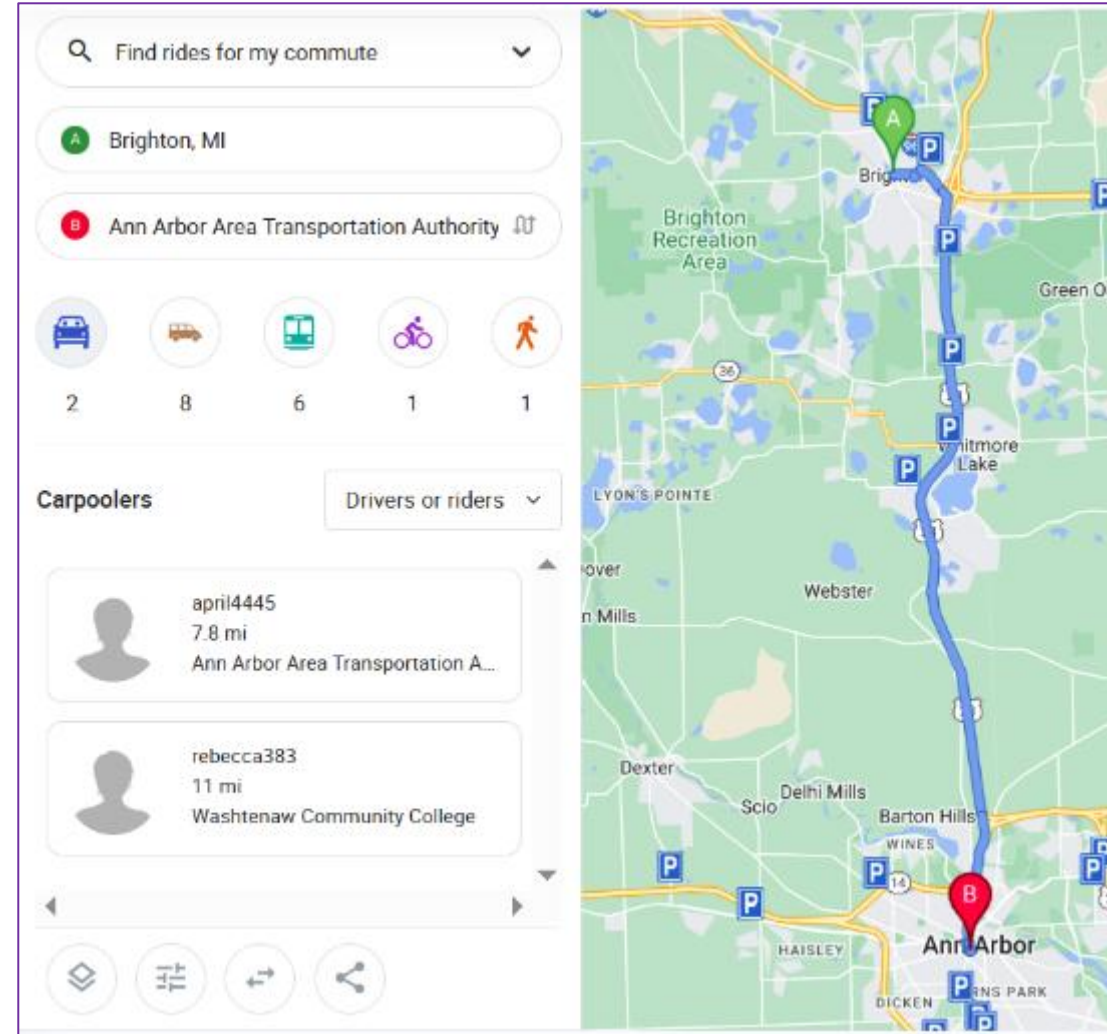
You can participate whether you live a block away or 35 miles from work.

Use the 'Find Rides' tool at win.getDowntown.org to find potential carpool partners, public transportation, walking routes, and more.

The screenshot displays the 'Find Rides' interface. At the top, the title 'Find Rides:' is followed by a dropdown menu set to 'For my commute (to work or school)'. Below this, two location points are defined: Point A is 'West Bloomfield Township Public Library, Walnut' and Point B is 'Ann Arbor District Library: Downtown, South 5th'. The interface is divided into three main sections. On the left, under 'Matches', there are three categories: '3 carpools' (represented by a car icon), '11 vanpools' (represented by a van icon), and '4 transit routes' (represented by a bus icon). The middle section, titled 'Carpoolers', shows a profile for 'srilalitha' who is 9.4 miles away and works for 'Nexient'. This profile is expanded to show 'General' information and 'Organization' details, including 'Nexient' and 'Commutes: Mo-Tu-We-Th-Fr' with departure and return times of 9:00 am and 5:00 pm respectively. On the right, a map shows the route between points A and B, with various parking locations marked with 'P' icons. The map includes labels for several townships and cities such as Brighton, Wixom, Novi, Farmington Hills, South Lyon, Plymouth, Livonia, Westland, Canton, and West Bloomfield Township.

Carpoolers on Find Rides Tool

- When choosing fellow carpoolers, be vigilant and ask questions to determine good fit
- Agree on where and when to meet, how often to travel together, and how to split cost and responsibilities
- Use one of your vehicles



Vanpool on Find Rides Tool

- Join van with open seats or start one with at least 4 people
- Vehicle owned and maintained by Commute with Enterprise
- Monthly cost depends on mileage of commute, number of seats, and any employer subsidies
- MyVanRide.org for additional info

The screenshot displays the 'Vanpools' section of a Find Rides tool. On the left, a list of vanpool options is shown, each with a green van icon, the provider 'Commute with Enterprise', the distance, and seat availability. The options are:

- 2.6 mi, Seats available
- 2.9 mi, Seats may be available
- 3.1 mi, Seats available
- 3.2 mi, Seats available
- 6.3 mi, Seats available

Below the list are expandable sections for 'General', 'Schedule', and 'Contact and Fees'. On the right, a map shows the geographic area with various parking locations marked with 'P' icons and a red location pin.

'Find Rides' tool at win.getDowntown.org includes transit operators beyond the Ann Arbor area.

The screenshot displays the 'Find Rides' interface. At the top, the title 'Find Rides:' is followed by a dropdown menu set to 'For my commute (to work or school)'. Below this, two location inputs are shown: 'A' West Bloomfield Township Public Library, Walnut and 'B' Ann Arbor District Library: Downtown, South 5th. The main content area is divided into three sections. On the left, 'Matches' are listed: 3 carpools, 11 vanpools, and 4 transit routes. The middle section shows details for a carpooler named 'srilalitha' (9.4 mi, Nexient), including a 'General' tab and an 'Organization' tab listing 'Nexient' with commute details: 'Commutes: Mo-Tu-We-Th-Fr', 'Departs at: 9:00 am', and 'Returns at: 5:00 pm'. On the right, a map shows the route between the two locations, with various transit stops and parking areas marked with 'P' icons.

Try switching transportation to turn a long commute into a greener trip.

Park for free at various Park & Ride lots then board a bus.

Use a bicycle or scooter with other transportation.



Let's get you set up!

Only four easy steps to start earning prizes in the Commuter Challenge.

Four simple steps

1. Sign in at win.getDowntown.org.

2. Choose “I commute to work.”



3. Add our workplace.



4. Record any trips to/from work or telework days! See the following slides for additional screen captures for recording trips.

GENERAL

First name ⓘ

Ann

Last name ⓘ

Arbora

Username ⓘ

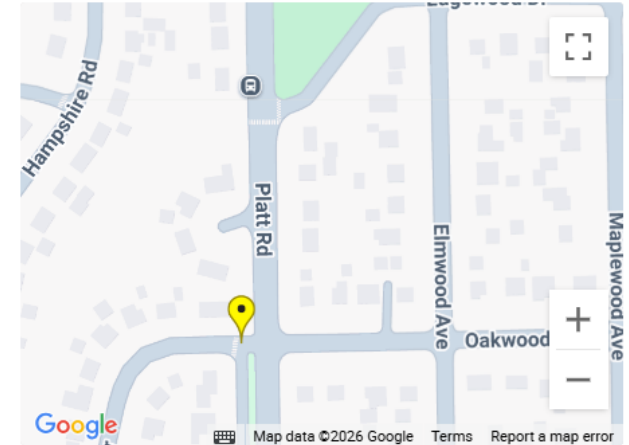
CommuterGal52 ✓

My commute

I commute to work ▼

Home address ⓘ

Gloucester Way, Ann Arbor, MI 48104 ↵



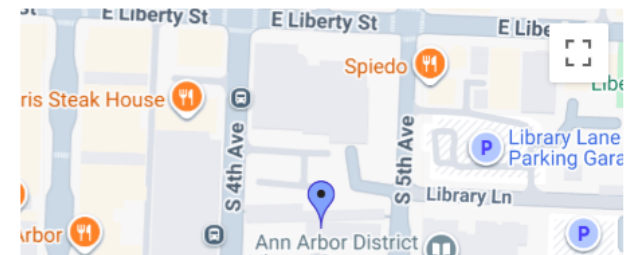
EMPLOYER

Name ⓘ

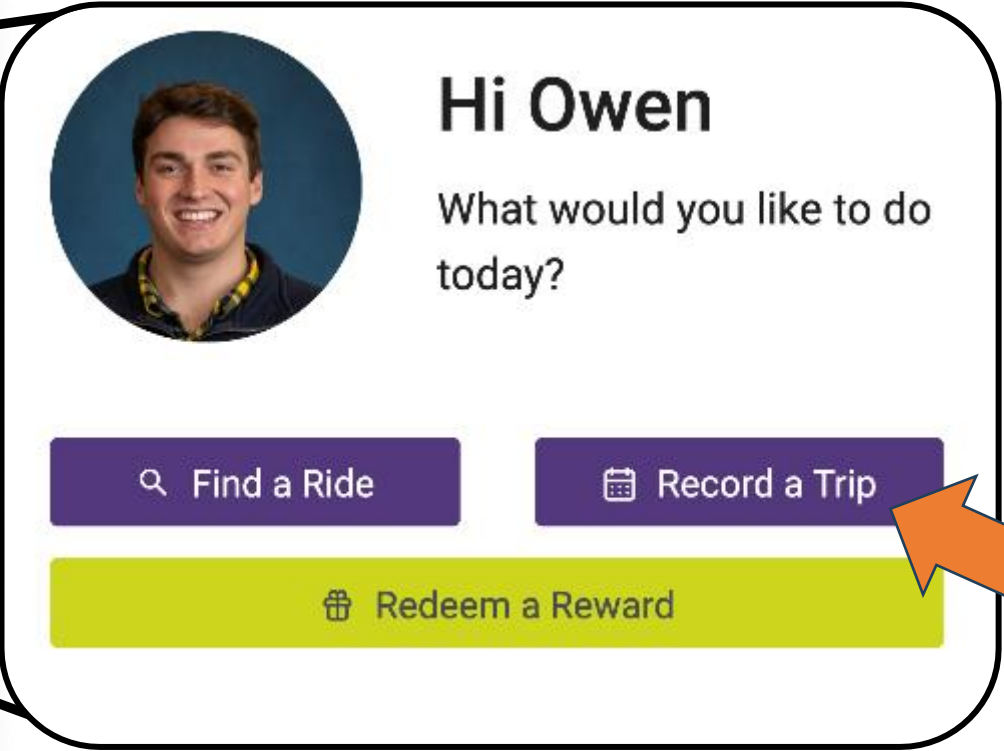
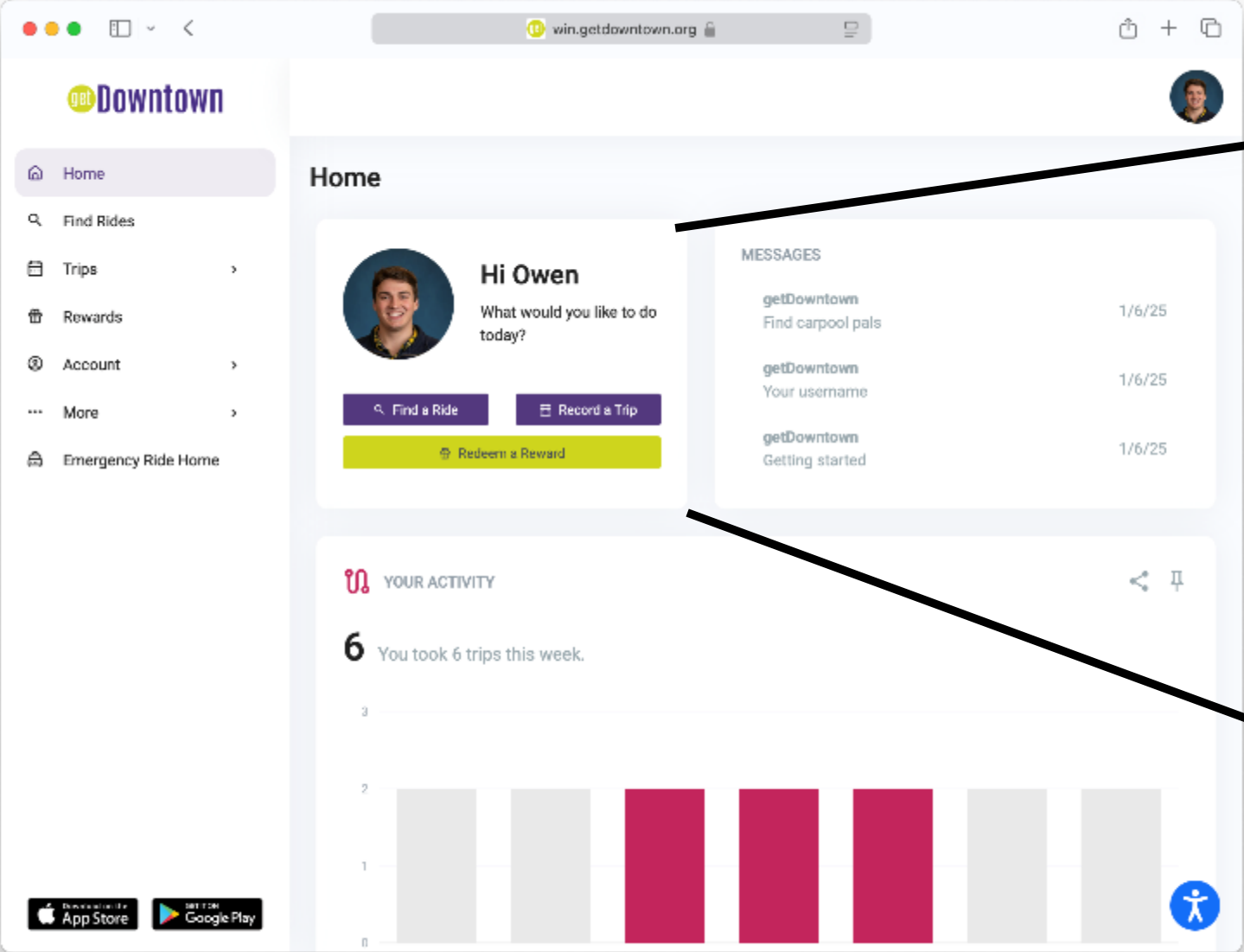
Ann Arbor Area Transportation Authority ✕

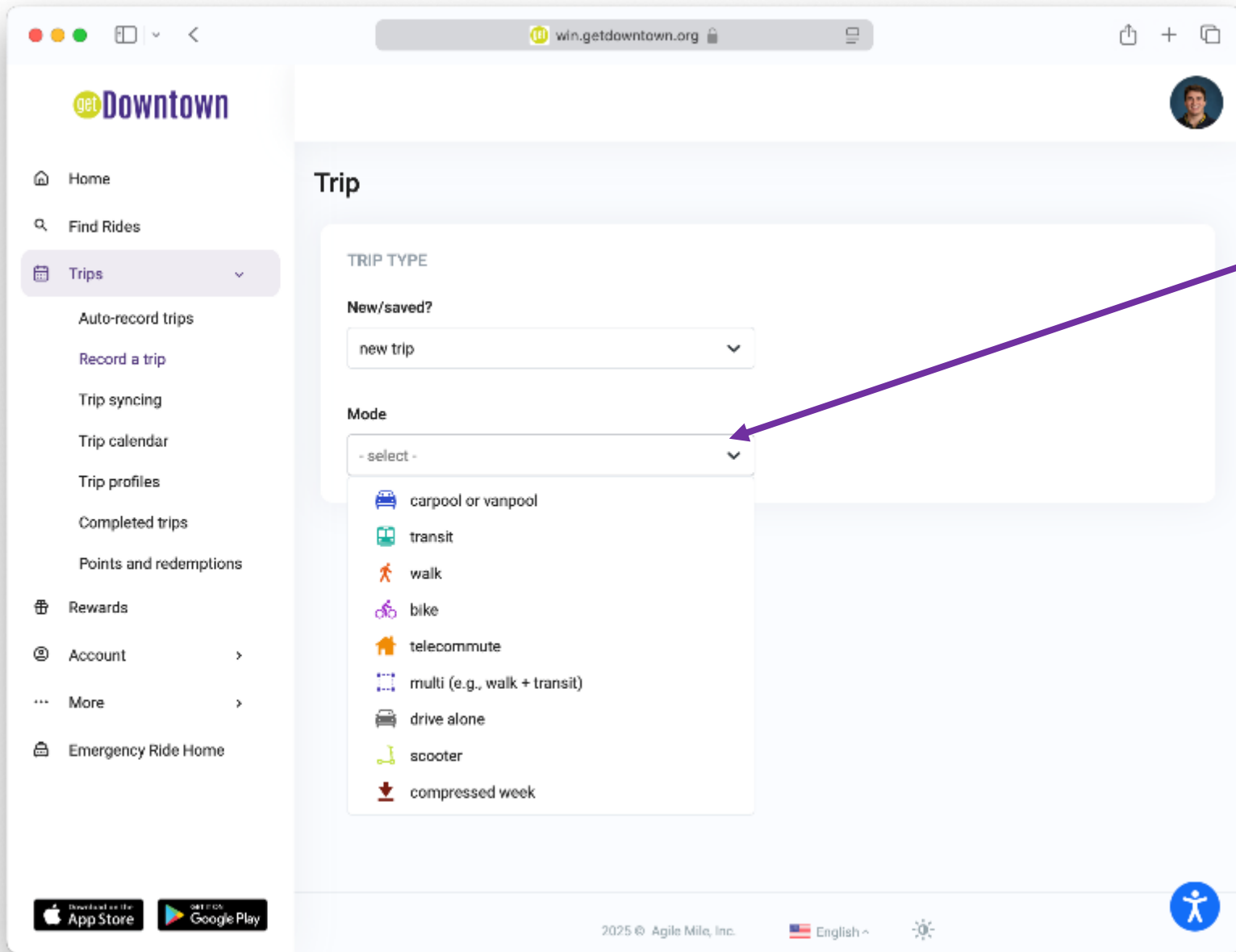
Website

www.theride.org/ 🌐

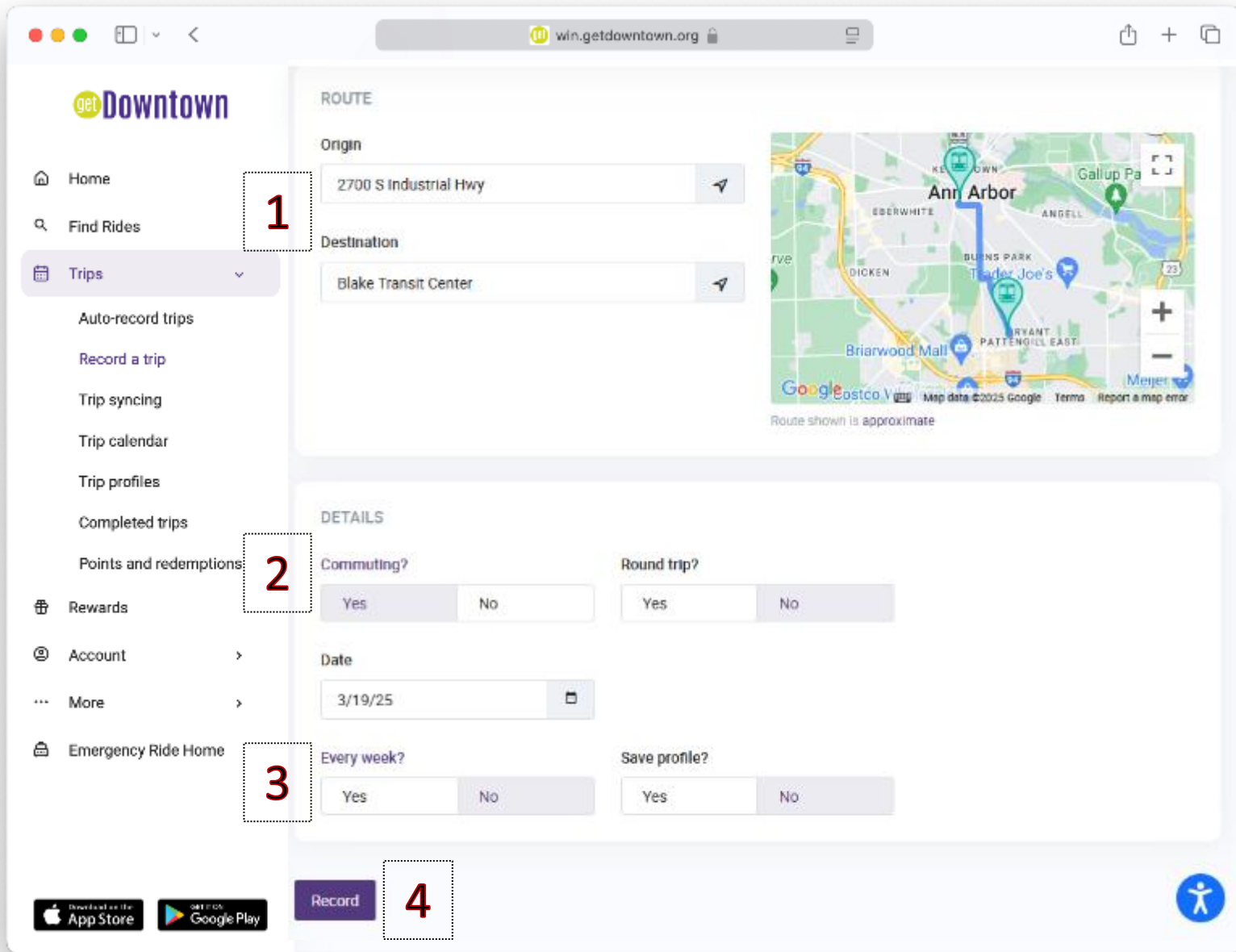


It's easy to record trips!





Select how you travel to your workplace.



1) Add your start and finish locations.

2) Add other details for the trip.

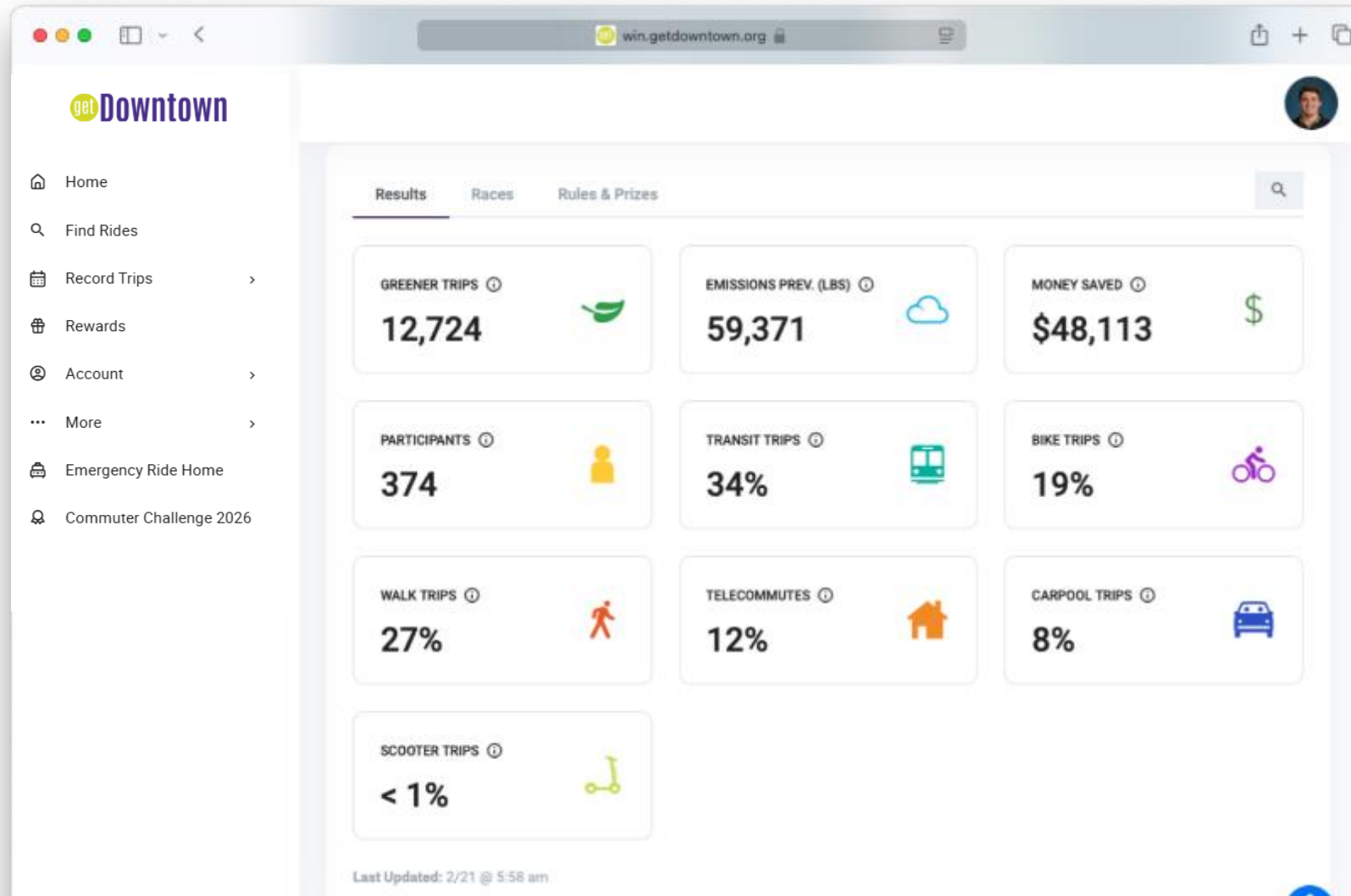
3) Choose “Yes” for “Every week?” or “Save profile?” to save time on recording trips you make often!

4) Press Record button.

Individual prizes you earn or win are sent by email!

Check your individual impact on your home screen.

Review collective results throughout May on Commuter Challenge tab.



Questions?

information@getdowntown.org

getDowntown.org for commute resources

