

18TH Annual



June 1-7, 2008

Presented by Sustainable Alberta Association

National Environment Week

2008 Information Package

Enclosed are guidelines for running your in-house Commuter Challenge campaign.

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INTRODUCTION

The Calgary Commuter Challenge is a week-long event coinciding with National Environment Week. The event is organized by a small group of Calgary volunteers motivated to act as a healthy influence on urban commuting activity. The event is structured around two basic principles:

- Recognize and reward individuals and corporations that are exercising or supporting environmentally healthy commuting options.
- Emphasize the personal, social and environmental benefits of healthy commuting to encourage other commuters to choose these options.
- By enlisting voluntary support from the media, small business and the corporate sector, as well as community associations and the City Hall, event organizers have accomplished great things on a shoestring budget. The *Corporate* Commuter Challenge began in 1991 as an internal event at the Alberta Energy Utility Board. The following year a friendly competition arose between six Calgary corporations. By last year (2007), the event had grown to include the following:
 - *Over 75 registered companies*
 - *Over 25 Canadian cities*
 - *Non-corporate (general public) participation*
 - *Prizes*
 - *Eighth inter-city challenge between over 40 Canadian cities including Calgary, Ottawa, Vancouver, Winnipeg, Waterloo, Hamilton Whistler, Nanaimo, Gatineau and more.*

The Commuter Challenge provides participating corporations with an outstanding opportunity to foster the respect of their employees, clients and corporate peers by demonstrating their commitment to the health of their employees and the health of the environment. The primary objective of the 2008 campaign is to increase corporate participation and public awareness.

2007 PARTICIPANTS

Congratulations to our winners!!! Thank you everyone for participating. We look forward to seeing you this year.

Over 1000 employees

Conoco Phillips Canada
Shell Canada
Suncor Energy
City of Calgary - City Hall
University of Calgary
Nexen Head Office

500-999 employees

Golder Associates - Calgary
Divestco Inc.
Stantec
SMART Technologies Inc.
Alberta Energy and Utilities Board

250-499 employees

Chevron Canada Resources
AltaGas Ltd. - Calgary
The Fairmont Palliser
National Energy Board
MTS Allstream - Calgary

100-249 employees

Matrix Solutions
Community Natural Foods
Trident Exploration Corp.
BP Canada
Cohos Evamy
Kinder Morgan Canada Inc.
CCS Income Trust
Alliance Pipeline Ltd.
Schlumberger Information Solutions
Calgary Airport Authority
Bentall Capital - Calgary
Arcis Corporation
Tri Ocean Engineering

25-99 employees

Tundra Engineering Associates Ltd.
ECO Canada - Calgary
Climate Change Central
MEC - Calgary
Sizeland Evans Interior Design
Public Works and Government Services
Dillon Consulting - Calgary
TERA Environmental Consultants
SHB Architects
Parks Canada - Calgary

10-24 employees

Pembina Institute - Calgary
Alberta Theatre Projects
Volunteer Calgary
Springfield Funeral Home

less than 10 employees

Clean Calgary Association
desnoyers-schuler
Two Wheel View - Calgary
Sustainable Alberta Association
Newpact Energy Corp.
Westwater Environmental Ltd.
R.C. Peterson Ltd.
Alberta Ecotrust Foundation
Enermodal Engineering Ltd - Calgary

www.calgarycommute.ca



June 1 – 7, 2008

CORPORATE REGISTRATION FORM

Name of Corporation: _____

Number of Employees: _____

Commuter Challenge contact person:

Name: _____

Phone: _____ Fax: _____

E-Mail: _____

Mailing address: _____

1. Each branch office that has a unique address can register as a separate participating organization.
2. Organizations should register prior to Friday, May 23, 2008 in order to guarantee a listing on our promotional materials. Posters are available electronically and will also be available for download on our local website (see below). If required, we will supply posters for your workplace at an allotment of 1 poster for every 25 workers. Please email your poster order to the address below.
3. Registration fee is still only \$1.00 per employee (300 employees in the company = \$300). The fee covers promotional materials administration and overhead.
4. E-mail this page to us at info@sustainable.ab.ca
5. Mail your registration form to us at: info@sustainable.ab.ca
6. Make all cheques payable to: **Sustainable Alberta Association**

207, 223 – 12 Ave S.W.

Calgary, Alberta T2R 0G9

(non profit society registration number: 508162245)

**** All participants will also be required to register via the internet. ****

The process will be detailed in subsequent mail outs and at a scheduled workshop before the event.

For more info: Contact Kathryn at 294-0904 or 230-9395

Website: local - www.calgarycommute.ca, national – www.commuterchallenge.ca

REQUIREMENTS

Each participating organization must commit to running the event at their workplace. Below are some helpful guidelines.

1. Work through data collection software before the event to ensure that you are familiar with the administration features and employee registration process.
2. Promoting the Commuter Challenge within their company before and during Environment Week and providing sufficient manpower to run the event.
3. Encourage employees at your workplace to register and log their daily commute.
4. Reporting special events that take place in your corporation to us so that we can promote your company's involvement and support.

You will need a few volunteers and some planning to do this.

RULES

In order to run the Commuter Challenge over the five days and accommodate a growing number of participants, we have kept the rules as simple as possible. They are, therefore, as follows:

The company with the greatest cumulative percent participation by the end of Environment Week is the winner. You are counted as a healthy if you were not behind the wheel of a vehicle or the driver of a carpool. Other healthy commuters include:

Teleworkers
Walkers

Runners
Cyclists

Roller bladers
Public Transit patrons

NOTE: Each day that a person commutes to work (round trip) in an environmentally friendly manner counts as one participation point.

1. Park and ride counts.
2. Motorcycles do not count.
3. Two individuals of legal driving age in a carpool.

PROMOTIONAL KIT

To help you run your campaign we will supply you with promotional materials.

- Posters for your office
- Additional promotional materials - TBA
- National Commuter Challenge launch will be hosted in Calgary by SAA this year and you will receive an invitation to this exciting event (sponsored by ConocoPhillips).
- Invitation to Wrap-up party

SUGGESTED TIME LINE FOR 2008

ASAP	Secure resources and management commitment for this project.
Tue., April 22 (Earth Day)	Commuter Challenge “Tune-Up” Breakfast An opportunity for participants and sponsors to meet with event organizers and the media. Come view and pick-up all of the 2008 materials needed to run a workplace event. See a demo of the 2008 data collection software while enjoying free breakfast and presentations.
Postponed - TBD	
Three-four weeks Prior	Recruit volunteers to help with putting up posters and communicating in-house activities.
Three weeks prior	Plan your internal publicity / promotional needs: what equipment/resources are available, where/who/when will you advertise the event and display daily results. Finalize additional publicity materials.
Two weeks prior	Publicize Commuter Challenge. Emphasize the “Rules” that qualify commuters as environmentally friendly so that employees can plan their commute. Conduct workshops on commuter cycling, carpooling, and transit.
One week prior	MOTIVATE FOR MAXIMUM PARTICIPATION! Highlight contest, department/floor challenges, etc. Make sure employees report to rep daily, who registers information daily on the internet. Post daily tally sheets for internal competition.
Friday, May 30, 2008 Event Launch Party! 8:00 am	Sponsored by ConocoPhillips Canada – Come enjoy free fun filled breakfast event and listen to enlightening speakers and meet the media. ConocoPhillips office at Gulf Canada Square – Details to follow.
Monday, June 1 to Friday, June 7, 2008	COMMUTER CHALLENGE WEEK!!! HAVE FUN!! Calgary corporations compete for the distinction of being a leader in supporting healthy commuting. Calgary competes against Winnipeg, Vancouver and Ottawa.
TBD	Wrap-up event, Recognition of sponsors, volunteers and corporate representatives.

ORGANIZING TIPS: To assist us with next year’s planning please take photos of posted tally sheets, posters, people participating, etc. Also, please write a short report on what your company did and any recommendations that you would have to improve next year’s event.

PROMOTIONS WITHIN ORGANIZATION

There are a variety of different ways to promote the Calgary Commuter Challenge within your organization before, during and afterwards.

Before:

1. Make announcements through your company's internal website/e-mail about getting involved with the Calgary Commuter Challenge.
2. Put up posters on each floor.
3. Encourage management to set the example. A corporate culture that supports the spirit of environmental concern fosters the best results.
4. Providing incentives such as access to carpool systems, subsidized transit passes, safe and convenient bicycle rack, to name only a few, also supports sustainable commuter behaviors.

During:

1. Provide breakfasts for those people who walk, bike, carpool or take transit during the Calgary Commuter Challenge.
2. Have in house contests.
3. Award people within your company for participating through company newsletter or through your internal e-mail.

Afterwards:

Write a report detailing what happened during the event (how many people were involved, special things that occurred) and send out to staff and Sustainable Alberta.

Recognition:

Recognize of individuals who walk, cycle, carpool or take the transit is often best achieved through prizes and awards. Corporate representatives have also confirmed that even a small prize will go a long way.

EXAMPLE INITIATIVES FROM PAST CHALLENGES

CONOCOPHILLIPS - Calgary, AB

2004 was ConocoPhillips first year participating in the Commuter Challenge. However, it was the second year of participation for our Bicycle User's Group. An employee organized initiative to encourage healthy and sustainable commuting.

"We definitely exceeded everyone's expectations, including our own," says Kathy Taerum, who initiated CPC's involvement in the Commuter Challenge. "Our 2004 goal was aimed at doubling last year's results. We just didn't know how willing and enthusiastic everyone would be," she says, noting that in 2003, 32 employees took part and logged almost 4,000 km. "It takes such a small effort. It builds camaraderie and it lets us use the city in a responsible way."

Doubling last year's results wasn't an obstacle for our employees, as 188 participants logged an incredible 21,333 kilometers over the 5-day Commuter Challenge period. "We ran and walked, we bladed and carpooled, and we jumped on the bus. And in doing all of this, we saved \$103,616 in fuel costs and prevented 311 tonnes of CO2 emissions from ever reaching the air", says Kathy Cahill, our Commuter Challenge company rep.

How'd we do it? In the weeks leading up to the 2004 Commuter Challenge we provided a blitz of communication to our employees. Posters were distributed on every floor, and dates were posted on our intranet site and electronic data walls. We also displayed a running tab of how many kilometers had been logged by ConocoPhillips employees in comparison to the other organizations in our category. It turns out our employees are a competitive bunch! "I guess people just got it in their heads that this was a good idea," says Cahill, who maintains that it was clear that everyone was doing their best to take part.

ConocoPhillips has plans to participate in the 2005 Commuter Challenge. Our goal for next year? Defend our number one spot, with the most environmentally friendly traveled kilometers by an organization in our category. Says Taerum, "You are what you do every day." Besides the recognition that ConocoPhillips employees logged more kilometers than our peers during the Commuter Challenge, CPC employees are proud of the fact that these good habits are maintained year-round.

MOUNTAIN EQUIPMENT CO-OP

For years now the Mountain Equipment Co-op stores across the country and our head office have taken part in our annual local Commuter Challenges. Our participation rates do vary, but we average out at around 80% participation nationally. The Calgary store has never been lower than 95%.

The main reason for this success is that alternative transportation is part of our culture. We are an environmentally responsible business and we attract like-minded employees. A majority of our employees also embrace an active lifestyle. Biking, running, walking, and rollerblading to work is something we try to do year round when possible.

MEC also does what it can to encourage staff in seeking alternative forms of transportation when commuting to work. Each store has a secure bike room for bike storage and a locker room with showers, towels and personal lockers. There is a complete set of bike tools and repair stands for staff to sign out, so they can keep their bikes rolling and easy access to public transportation is also a priority when choosing store locations.

With regards to Commuter Challenge, really all we have to do is remind staff that it's happening, and encourage them to not get lazy that week. On top of this, there are a few things we do to make it a little more exciting for everyone.

- Store vs. store competition – We are a competitive bunch, bragging rights are worth more than gold.
- Prizes for different categories – Longest commute, most unique commuting method etc.
- Free breakfast on challenge day – Always a perk.
- Promotion – We have posters up in the staff areas a month in advance and make announcements daily starting a couple of weeks prior.
- A little peer pressure – We have a sign up sheet in the staff kitchen for all to see.

That's about it, friendly competition, prizes, food, and maybe a little pressure thrown in for good measure. The Challenge is now part of who we are and staff look forward to it every year.

NATIONAL ENERGY BOARD

Two weeks before the Commuter Challenge:

Meeting with the National Energy Board's recreational association where rules were explained, instructions and materials were given out. Representatives on each floor were chosen and noted. Reps were asked to count the number of green people each day on their floor and report results to the Commuter challenge representative.

One week before the Commuter Challenge:

On Monday, a flyer was sent out to all NEB staff, explaining and advertising the Commuter Challenge, with a few quiz quotes on transportation in Calgary. An electronic message was sent to all NEB staff on Friday reminding them of the importance of participating. Checked to ensure representatives were informed and prepared.

Typical Day of the Commuter Challenge:

Representatives counted check marks on their recording sheet and asked if everyone on the floor had marked the sheet. They phoned in results to the Commuter Challenge representative before 9:30 a.m. If someone had not phoned in, the Commuter Challenge representative phoned them before 10:00 a.m. The central count coordinator was then contacted and provided with the NEB results.

Once the Commuter Challenge Monday results were faxed in from the central count coordinator, they were placed on a poster in the NEB Library display gallery (the location provide good visibility). An electronic message was sent every morning to provide a follow-up on the NEB's status in the race.

SHELL CANADA

Shell's participation in the Commuter Challenge was managed by a committee of four people who met on an as-needed basis. They were responsible for the central count coordinator liaison, postings, site tallies and publication.

Shell had three participating sites in the Commuter Challenge. Employees at the smaller Calgary Research Centre were able to "make their mark" (the slogan which we used) on a group board located at the front entrance. The marks were counted and phoned into the central coordinator.

At Shell Centre and Shell court, employees "made their mark" at their respective coffee stations on each floor. A designate would count up the marks each morning and phone in the results to the central coordinator. They would also post the previous day's results at that time.

Once the results came in, they were posted in the lobbies of the three sites prior to lunch hour. Results were also calculated for Shell's four main business units as part of an in-house competition.

Publicity:

Three weeks prior to Environment Week, Shell outlined the Commuter Challenge Activities in their company newsletter. A week later, bright green Environment Week boards were posted at all coffee stations to be used for all notices concerning Environment Week events. These sites provided central and eye catching locations.

One week before the Commuter Challenge, flyers were distributed to each employee, outlining details of the Commuter Challenge and how each person could "make their mark". This message was also posted through e-mail, on posters and displays in the lobby and the employee cafeteria. On Friday, the United Way posters were recycled into Commuter Challenge result posters using bright "MAKE YOUR MARK" graphics. That weekend, tally sheets were posted along with a "WATCH THIS SPACE FOR YOUR RESULTS!" poster. Big green check marks were also placed around elevator buttons to remind people to mark their tally sheets.

On Tuesday, during the Commuter Challenge, another article was published in the company newsletter, with a picture of one of the senior vice-presidents boarding a C-Train. It also gave him the chance to talk about the Commuter Challenge and promote participation. Each day results were also posted on the E-Mail system.

TERASEN PIPELINES

Originally thought to be a local supporting activity during Terasen's company-wide recognition of Environment week, the Commuter Challenge took on a life of its own and became the key focus of our head office activities.

Managed by a small group of five people, our strategy for implementation became one of 'friendly competition' between departments. Communication and buy-in was critical. Two weeks before the event each manager and their respective vice president were personally visited, provided with background material on the impact and value of commuting, and were coached this was an opportunity to visibly demonstrate commitment while having fun at the same time. As Terasen chose to compete internally based on total daily participation applied across the entire week, some organizational combining of departments was required to ensure rough equality in the size of groups.

The middle of the week before the Challenge, posters of the President getting onto the bus with a message of his support and encouragement to participate were placed at highly visible locations near the elevators on each floor. The Thursday before, an email was sent to all Calgary employees explaining the Challenge, how to sign up electronically (the departments had already been set up on the Commuter Challenge website), and what the rules were.

The fridge door at each coffee station was identified as the most visible spot on each floor and became the location for our status posters (the supplied poster worked great). They became the visible sign board for daily status updates and to which bright fluorescent shapes with key messages (i.e. still time to participate, % participation, XX department is in the lead, etc.) were attached. As well, each afternoon a status email outlining the top '10' departments along with an educational bullet was released across the organization. Concurrently, throughout the week, the various Managers and VP were also firing up their teams through personal communications and emails.

At the end of the week, the winning team was recognized with lunch and an environmentally responsible memento. Recognition through a random drawing from all participants was also conducted.

TRANS CANADA PIPELINES

Improve your health, help the environment and save money -- take the Commuter Challenge!

The 14th annual (2004) Commuter Challenge is from May 30 to June 5. This friendly competition between Canadian cities finds out which city can be most successful in reducing its air pollution by using alternative, sustainable, modes of transportation such as walking, cycling, in-line skating, bussing, carpooling or tele-working.

In 2002, TransCanada employees in Calgary traveled 22,670 kilometers to work using alternative modes of transportation and reduced the amount of air pollution produced by over 5,500 kilograms or 5.5 metric tons.

Taking part is easy. Simply choose a sustainable mode of transportation and report your success on the Commuter Challenge Web site. Whether you work in Calgary or in the regions, register by selecting your province, city, and TransCanada in the category of National Organization, then record your successes during the week. The challenge doesn't just include work but all your daily activities, such as taking the bus to go shopping on the weekend.

All Calgary and regional employees are encouraged to participate in this fun and healthy initiative. TransCanada employees who register for the Commuter Challenge will have their names automatically entered for a chance to win some fabulous prizes, including the grand prize of a \$500 gift certificate towards a new bike.

14th Annual Commuter Challenge (2004)– the results are in:

TransCanada employees traveled 25,875 kilometers during the Commuter Challenge between May 31 and June 4 and helped reduce more than 5,000 kilograms of air pollution.

Nearly 170 employees participated in the Challenge by using alternative, sustainable modes of transportation such as walking, cycling, in-line skating, bussing, carpooling or tele-working. The Commuter Challenge is an annual week-long, friendly competition to see which Canadian city could prevent or reduce the most amount of air pollution by decreasing the number of vehicles on the road.

All TransCanada employees who registered in this year's Commuter Challenge were eligible for a chance to win a \$500 gift certificate toward new cycling equipment, one of two gift certificates for \$200 transit passes or ethylene-gasoline blended fuel, and one of five \$100 gift certificates toward new athletic gear.