



# Mayor's Alternative Commute Challenge

## Winter 2022-23 FAQs

### What is the "Mayor's Alternative Commute Challenge"?

Mayor Eric Mamula has challenged everyone in the community to replace at least ONE car trip each week, with an alternative form of transportation.

### What do you mean by *alternative transportation*?

#### Alternative to what?

By alternative transportation we mean any alternative to a single-occupancy vehicle (SOV). By walking, biking, riding the bus, or even carpooling, you are utilizing alternative transportation that helps reduce traffic and is more sustainable for our environment.

### Why should I participate?

Why not? Using alternative transportation typically leads to a healthier lifestyle, is better for the environment, and can save you money compared to the costs of owning/operating a personal vehicle. *(Did you know AAA estimates the average cost to own/operate a personal vehicle is over \$10,000/year?!)*

But if all of that is not enough, then you can do it for the PRIZES!

Complete the Mayor's Challenge during any of the four "prize weeks", submit a selfie or photo from your alt commute, and you'll be entered for a chance to win a \$50 gift card to a local restaurant/business! Five winners will be selected from each challenge week!



## How do I participate?

There are four targeted Mayor's Challenge "prize weeks" scheduled for the Winter 22-23 season:

- Dec 12-18, 2022
- Jan 9-15, 2023
- Feb 13-19, 2023
- Mar 13-19, 2023

To participate, you must replace *at least one* car trip with alternative transportation during a prize week, snap a selfie or photo from your alternative commute, and then use our form (*will be located at the bottom of [this page](#), only during the prize week periods*) to submit your photo and be entered into the raffle prize drawing! Simple as that! Winners will be contacted by email with instructions on how to claim their prize.

And remember, we want to encourage the community to try taking alternative transportation *every* week, not just during the prize weeks! In between prize weeks, Town of Breck's Mobility Staff will also be providing additional on-the-spot rewards to people they see using alternative transportation to get around!

Don't just do it for the prizes... the ultimate goal of the Mayor's Challenge is to encourage you to form healthier transportation habitats year-round!

## What sort of photo do I need to submit?

We encourage "selfies" from your trip, but **any photo that demonstrates the alternative transportation trip you took will be accepted.** Examples include: a group selfie from a carpool with friends, a photo of your bike on the bike path, a selfie or photo from the bus ride, a photo of your feet walking on the sidewalk. We encourage you have fun and be creative with your photo! Photos displaying illegal or inappropriate images may be disqualified from the raffle prize drawings. By submitting your photo, you are giving the Town of Breckenridge permission to use it when announcing winners on social media and for future marketing purposes.



## Can I enter multiple times?

Only one entry per prize-week is allowed per participant (multiple entries will be screened-out), but we encourage participants to enter into every challenge week throughout the season!

## What other rules and guidelines apply?

The Mayor's Challenge functions on the honor system. Any trip may count as long as there is an intended destination or purpose, it's not in a single-occupancy vehicle (SOV), and the trip is not just purely recreational. We do not have million-dollar prizes, so have fun, be honest, and try to stick to the spirit of the Mayor's Challenge (using alternative transportation to get around)!

## How are winners selected?

At the end of each prize week, five lucky winners will be randomly selected, an announcement will go out over the Town's social media channels, and the lucky winners will be notified via email with instructions on how to claim their prize.

## Who can I contact if I have questions?

Please reach out to [sustainablebreck@townofbreckenridge.com](mailto:sustainablebreck@townofbreckenridge.com) with "Mayor's Challenge Question" as the subject line, and you can expect an answer from us within 1-2 business days!