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**RTC Club Ride Commuter Challenge Competition Winners Announced**  
*Event resulted in 329 new Club Ride registrants*

The commutes have been tallied and the winners are ready to be announced. Throughout the month of July, workplaces across Southern Nevada went head to head to see who could keep the most cars off the road in the first Club Ride Commuter Challenge. [Club Ride](#), a program of the [Regional Transportation Commission of Southern Nevada](#) (RTC), organized the challenge to boost the use of commute alternatives like carpooling, transit, biking and walking among workplace employees.

During the contest, employees at the participating worksites competed against their fellow coworkers for the chance to win weekly prizes and a grand prize at the end of July. By the conclusion of the competition, the participating employers signed up **329 new Club Ride members** and **increased the number of employees reporting commutes by 65 percent**.

“The competition allowed us to increase exposure for Club Ride and boost participation” said Jacob Snow, general manager of RTC. “Through the month of July, we added 785 new program registrants, up from an average of 497 during the first six months of the year. We also increased the number of commuters reporting a clean commute to 3,360, a big increase from a monthly average of 3,076 during the first six months of 2011. During the second quarter of 2011, commuters who have joined Club Ride Commuter Services have helped to reduce 1,324,901 vehicle miles traveled.”

Employers participating competed for five challenge titles at stake: the Carpool Champion (most carpools), Transit Champion (most transit rides), Bike & Walk Champion (most bikes and walks), New Member Champion (most new members) and Commuter Challenge Champion (highest percentage increase in participation).

**Employer Winners included:**

Club Ride Commute Challenge Champion: **ARK Las Vegas**

Carpool Champion: **Diamond Resorts International**

Transit Champion: **Eastside Cannery**

Bike & Walk Champion: **Palms**

New Member Champion: **Stratosphere**

Currently, Club Ride has 280 employer partners – including nearly every property on the Strip. The program, which was implemented by RTC in 1999, works closely with employer partners to help implement custom commute options programs in the workplace which helps to reduce absenteeism, save employees money, improve employee morale and improve the bottom line for employers.

The following employers joined Club Ride in the second quarter of 2011:

- Bluegreen Club 36
- Bombard Renewable Energy
- MGM Resorts International Corporate Offices
- Casino Montelago
- Emerald Island
- Torrey Point
- Department of Homeland Security
- State of Nevada Department of Employment, Training and Rehabilitation

For more information about Club Ride Commuter Services and its programs, visit [www.rtcnv.com/club Ride](http://www.rtcnv.com/club Ride) or call 228-RIDE (7433).

### **About Club Ride Commuter Services**

Club Ride Commuter Services is a free program from the RTC designed to help reduce traffic congestion, improve air quality and mobility, encourage the use of commute alternatives and ultimately create a more sustainable community. To accomplish these goals, Club Ride works with employers and commuters in the Las Vegas Valley to establish custom commute options programs and offers incentives to get commuters to try new modes for getting to work. Through the Guaranteed Ride Home program, the EZ Rider transit pass program and Club Ride Rewards, Club Ride Commuter Services annually offers thousands of employers and commuters time- and money-saving solutions for a better commute in Southern Nevada. For more information about RTC's Club Ride Commuter Services and other programs offered, log onto [rtcnv.com](http://rtcnv.com) or call 228-RIDE (7433).

### **About the Regional Transportation Commission of Southern Nevada**

The RTC is the transit authority, transportation planning agency and regional traffic management agency for Southern Nevada. The RTC's vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use alternate commute modes to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada.

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