

# 2026 GODMV COMMUTER COMPETITION: EMPLOYER PARTICIPATION

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# goDMV Commuter Competition Objectives

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- April 1 thru May 15.
- Offer employees a fun and rewarding transportation challenge.
- Motivates employees to try or increase usage of sustainable ways of travel for both commute and non-commute trips.
- Reduces parking demand at the office.
- Helps reach an organization's sustainability goals.
- Increases employee morale and sense of company pride within an organization.

- 😊 Bike
- 😊 Bus
- 😊 Carpool
- 😊 Rail
- 😊 Scooter
- 😊 Telework
- 😊 Vanpool
- 😊 Walk

# Participating Employers (37)

## Up to 200 Employees

Company/Organization Name	City
APTA	Washington
Actionfigure.Ai (TransitScreen)	Washington
Capitol Hill Village	Washington
Columbia Heights Education Campus	Washington
Destination DC	Washington
The DC Dentist	Washington
Foursquare ITP Inc.	Washington
Gonzaga College High School	Washington
NeighborWorks America	Washington
School Without Walls	Washington
Transportation Federal Credit Union	Washington
Virginia Tech (DC)	Washington
Association of Zoos and Aquariums	Silver Spring
Bethesda Bike and Ski	Bethesda
JOOLA	North Bethesda
Toole Design Group	Silver Spring
Bana Solutions, LLC	McLean
The Carlyle Council	Alexandria
Carlyle Square Condominiums	Alexandria
Northern Virginia Transportation Authority	Vienna
OmniRide	Woodbridge
Transportation Federal Credit Union	Alexandria

## 200> Employees

Company/Organization Name	City
American Chemical Society	Washington
DDOT	Washington
Google	Washington
Inter-American Development Bank	Washington
International Monetary Fund (IMF)	Washington
Mundo Verde	Washington
So Others Might Eat (SOME)	Washington
The World Bank Group	Washington
Alexandria Transit Company (DASH)	Alexandria
Google Reston	Reston
ID.me	McLean
Inova Health System	Fairfax
Loudoun County	Leesburg
Systems Planning & Analysis (SPA)	Alexandria
Virginia Tech	Alexandria

# goDMV Commuter Competition Basics

- Organizations (large and small) from each state (DC, MD, VA) will be recognized as goDMV 2026 Champions, based on team efforts.
- Champions will receive:
  - Catered lunch & swag for participating employees
  - Trophy and notoriety for the organization



# And the 2026 goDMV Winners are.....

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## Large Employer

- The World Bank Group - Washington
- Inova Health System - Virginia

## Small Employer

- Destination DC - Washington
- Association of Zoos and Aquariums - Maryland
- Northern Virginia Transportation Authority - Virginia



# goDMV Commuter Registration and Trips Logged

1820 registrations as of 5/8/26

846 not linked to an employer team (goal: 500 🎆)

974 linked to an employer team (goal: 1,000)

## Typical Commute Mode

Mode	Number
Transit	1157
Bike	229
Drive Alone	144
Carpool	118
Walk	90
Vanpool	42
Telework	28
Slug	21
Employer Shuttle	9
Scooter	7
Ridehail (Uber/Lyft) or Taxi	3
Paratransit	2

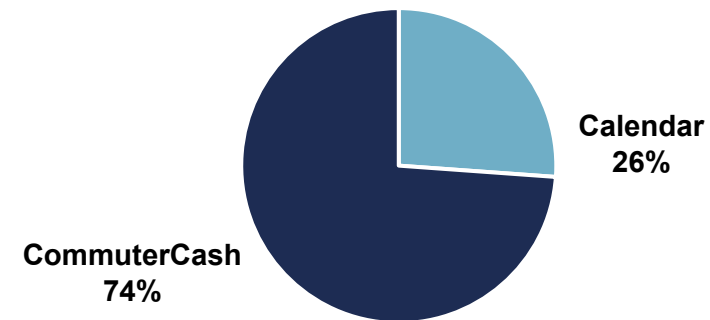
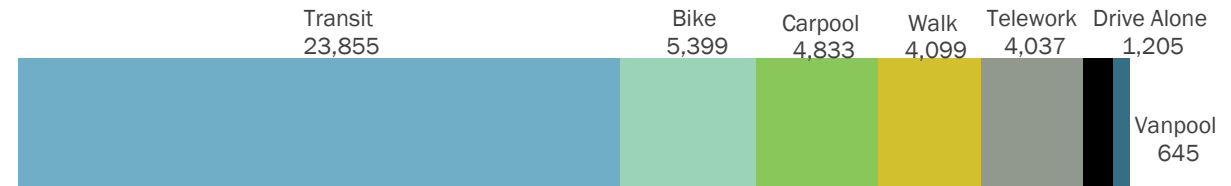
## Frequency of non-SOV trips in last 30 days

Never	68
1-2 Days	118
3-4 Days	280
5+ Days	1383

## How familiar are you with CommuterCash?

Very	551
Somewhat familiar - I heard of it but never used it until now	502
Not familiar at all - I never heard of it before this goDMV competition	797

## 44,073 Trips Logged by 1,249 participants (as of 5/14)



# goDMV Registrant Statistics

507 unique employers represented

Employers with 10 or more registered goDMV participants

WORLD BANK	479
INTERNATIONAL MONETARY FUND IMF	95
INTERAMERICAN DEVELOPMENT BANK	57
DESTINATION DC	53
LOUDOUN COUNTY GOVERNMENT	51
INOVA HEALTH SYSTEM	49
DISTRICT DEPARTMENT OF TRANSPORTATION DDOT	48
UNIVERSITY OF MARYLAND	36
GOOGLE	36
FDA SILVER SPRING	25
IFC	22
NATIONAL INSTITUTES OF HEALTH NIH	20
FOURSQUARE ITP	20
GEORGETOWN UNIVERSITY	17
AMERICAN PUBLIC TRANSPORTATION ASSOCIATION APTA	16
NORTHERN VIRGINIA TRANSPORTATION AUTHORITY	12
US CITIZENSHIP AND IMMIGRATION SERVICES USCIS	10
COUNCIL OF GOVERNMENTS	10
DEPARTMENT OF STATE	10

# goDMV Employer Team Registrants

974 goDMV registrants are linked to goDMV Employer Teams (goal = 1,000)

Company/Organization Name	# Registrants	Company/Organization Name	# Registrants
Actionfigure.Ai (TransitScreen)	1	International Monetary Fund (IMF)	95
Alexandria Transit Company (DASH)	0	JOOLA	1
American Chemical Society	6	Loudoun County Government	51
APTA	16	Mundo Verde	2
Association of Zoos and Aquariums	8	NeighborWorks America	9
Bana Solutions, LLC	3	Northern Virginia Transportation Authority	12
Bethesda Bike and Ski	0	OmniRide	4
Capitol Hill Village	7	School Without Walls	7
Carlyle Square Condominiums	0	So Others Might Eat (SOME)	5
Columbia Heights Education Campus	0	Systems Planning & Analysis (SPA)	3
DDOT	48	The Carlyle Council	0
Destination DC	53	The DC Dentist	2
Foursquare ITP Inc.	20	The World Bank Group	470
Gonzaga College High School	3	Toole Design Group	1
Google DC	36	Transportation Federal Credit Union DC	0
Google Reston	5	Transportation Federal Credit Union VA	2
ID.me	6	Virginia Tech (DC)	7
Inova Health System	49	Virginia Tech (VA)	8
Inter-American Development Bank	57		

# goDMV Mini Challenges



## Cool 2 Pool Mini-Challenge

- Log 10 or more carpool/vanpool trips April 1 – April 15
- 62 eligible participants: \$25 CommuterCash points
- \$30 Moe's prize winners: World Bank & FAA



## Earth Endorser Mini-Challenge

- Log any non-SOV trip on April 22
- 100 eligible participants: \$10 CommuterCash points
- Prizes: Meadowlark passes (DC Public Schools), \$25 Founding Farmers (DDOT), VRT tickets (Homeland Security)



## Transit Trekker

- Log 20 or more transit trips April 16 – April 30
- 100 Eligible participants: \$25 CommuterCash points
- \$25 Founding Farmers gift cards: HUD and DC Dept of Forensic Science



# goDMV Mini Challenges

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## ***Bike/Walk Bonus***

- *Log 20 or more miles of bike/walk trips May 1 – May 15*
- *Eligible participants: \$25 CommuterCash points*
- *\$50 Shake Shack gift cards (2)*



## ***BTWD Bestie***

- *Log a bike ride on May 15*
- *Eligible participants: \$10 CommuterCash points*
- *\$120 RideDoc bike tune-up*



## **goDMV Champion(s)**

**Top 20**

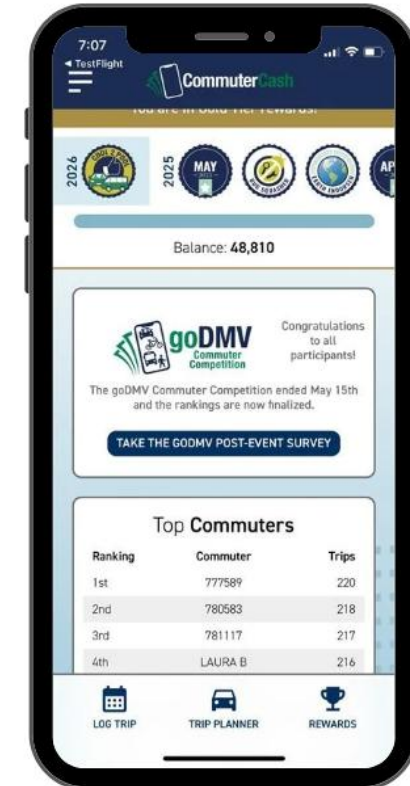
**Top Commuters by Mode**

# 2026 goDMV Goals Updates

Goal	Progress Update
<b>Kept or Revised from 2025</b>	
Add 1,000 commuters associated with employer teams	974
Add 500 commuters unassociated with employer teams	846
50% of participants log at least one trip during goDMV	68% (1,249 trip loggers, 1,820 registrants)
<b>New for 2026</b>	
Reduce average number of SOV trips logged by 15% compared to pre-competition stats	TBD from post-goDMV survey
Generate 250 new CommuterCash signups	TBD
At least 45% of participants report that goDMV helped them shift modes or increase frequency of non-SOV trips	TBD from post-goDMV survey
<b>New Baseline Measurements and Interesting Data</b>	
<b>Baseline to set goal for 2027:</b> determine bike, walk, transit, carpool, and vanpool trips among goDMV participants compared to general CommuterCash participants	2026 data can be used to form a new baseline to set goals in future years to increase total non-SOV trips logged by XX%
<b>Interesting data:</b> At least 50% of goDMV participants are also registered in GRH, ridematching, or another Commuter Connections program	Will provide data in wrap-up report

# Wrapping Up

- Post-goDMV survey deployed to participants
- Final awards and team recognition
- goDMV data report and workgroup recap



## Presenter Information

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[goDMV.org](https://goDMV.org)

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