

# GODMV COMMUTER COMPETITION

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## Campaign Overview and Recruitment Guidance

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# Overview

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- Friendly competition among DMV employers
- Encourage behavior change through competition and gamification
- Participants log sustainable trips in CommuterCash to earn prizes and bragging rights
- “Leaderboard” challenge: Log trips to earn points on leaderboards
- Employer recruitment is ongoing; concludes mid-February



The competition is active from March 3 – May 31



# Structure

- Three different leaderboards
  1. Large employer
  2. Small employer
  3. Individual commuter
- Up to six non-SOV trip logs per day for an individual commuter will count as points toward leaderboards
  - Points will be added to the commuter's respective employer team, and as the individual leaderboard
- Leaderboard positions will determine grand prizes at the conclusion of the competition

The screenshot shows the goDMV Commuter Cash app interface. At the top, the time is 10:03 and the app name is 'Commuter Cash'. Below the header, there are two leaderboards. The first is 'Top Employers' with three entries: RMI (2,837 trips), Sierra Club (2,092 trips), and American University (1,830 trips). The second is 'Top Commuters' with seven entries: Frank M (2,837 trips), Bob M (2,092 trips), Lindsay Y (1,830 trips), Steve K (1,311 trips), Arron P (902 trips), Lyle C (833 trips), and Billy B (779 trips). At the bottom, there are three icons: 'LOG TRIP', 'TRIP PLANNER', and 'REWARDS'.

Top Employers		
Ranking	Employer	Trips
1st	RMI	2,837
2nd	Sierra Club	2,092
3rd	American University	1,830

  

Top Commuters		
Ranking	Commuter	Trips
1st	Frank M	2,837
2nd	Bob M	2,092
3rd	Lindsay Y	1,830
4th	Steve K	1,311
5th	Arron P	902
6th	Lyle C	833
7th	Billy B	779



# Performance Metrics

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- Regional employer participation
- New Commuter Connections account registrations
- Active trip logging



# Rewards and Prizes

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## Employer Grand Prizes

*Includes the Small and Large Employer Leaderboard Winners. Top performers from each state (6 total).*

- Glass trophy
- Catered lunch for participants
- Bragging rights

## Individual Commuter Grand Prizes

*Individual with most points on the leaderboard.*

- Champion: Staycation
- Champion: \$500
- Top 20: \$100 in CommuterCash points

## Routine Rewards

- Each verified CommuterCash commute log awards points for cash rewards and transportation credits (i.e., incenTrip).



# Rewards and Prizes – Bonuses

Theme	Requirement	Reward
Transit Trekker (March)	First 100 to log more than 30 transit trips	CommuterCash points worth \$25
Earth Endorser (April)	First 100 to log more than 30 non-SOV trips	
Biking Bestie (May)	First 100 to log more than 25 bike trips	
Retention (Monthly)	First 50 to log 1 trip	~\$10 reward (coffee, CommuterCash points, etc.)
Achievements (Monthly)	Log 50 miles of biking or walking -OR- 10 verified non-SOV commute trips	CommuterCash points worth #25
Sponsor Raffle (Monthly)	20 days of non-SOV trip logs	TBD – based on sponsor



The deadline for registering employer teams is February 1, 2025.



## goDMV Commuter Competition 2025

### What is the goDMV Commuter Competition?

The goDMV Commuter Competition is a friendly challenge among District, Maryland, and Virginia employers to promote sustainable commuting amongst employees. The Metropolitan Washington Council of Governments' [Commuter Connections](#) program, along with the help of [goDCgo](#), [DDOT](#), [MDOT](#), and [VDOT](#), are hosting this first-ever regional challenge.

During the challenge, commuters track their sustainable commutes and non-commute trips to win prizes and other incentives as they climb the leaderboard. Best of all, it's free to participate, and even those unaffiliated with a participating employer can join and win prizes!

The competition starts on March 3 and goes through May 31, 2025.

### Great! How can my organization get involved?

Register your organization for the challenge.

We will do almost everything for you! To make the process as easy as possible, our team will get you set up on the trip-logging platform, assist you with encouraging employee participation, and support you along the way. We'll give you a checklist that walks you through your responsibilities and important dates throughout the competition.

As a participating employer, you'll need to:

- Register for our onboarding webinar scheduled for February 12 at 11am
- Review our introductory materials, and



# Employer Recruitment

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## Pre-Competition

- EOC members can invite employer clients to participate; signup at [goDMV.org](https://goDMV.org)
  - Resources include: Recruitment Flyer, Newsletter Copy, Feb. 12<sup>th</sup> Webinar
- Host hype event at employer worksite (can also host during the competition)

## During Competition

- Provide messaging for ETCs to continue promoting engagement among employees

## Post-Competition

- Distribute impacts data to ETCs
- Co-organize catered lunch and prize delivery for winners (COG will assist)





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