

goDMV Commuter Competition: Final Results

Review of Final Results and Potential Changes

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TDM Outreach and Communications Coordinator

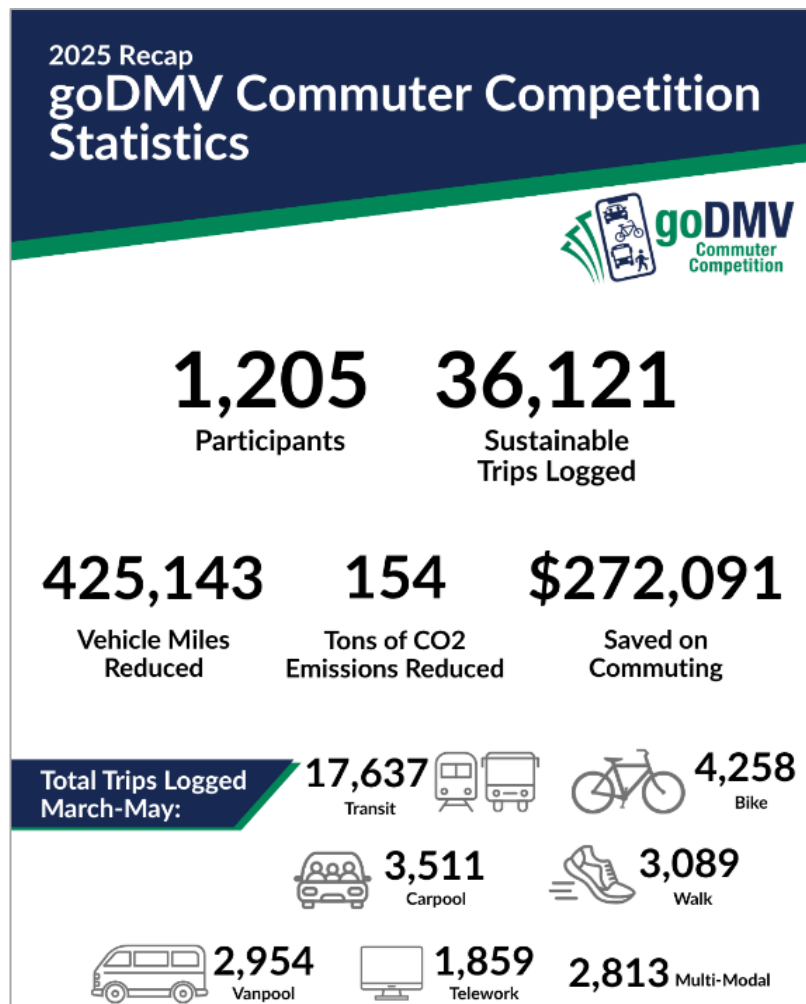
Employer Outreach Committee
July 15, 2025

The 2025 goDMV Commuter Competition is Over!

Congratulations to the 2025 goDMV Commuter Competition Champions

- The World Bank Group
 - Luncheon Vouchers were provided
 - Possible hype event in September
- The American Public Transportation Association
 - June 17, 2025
- Loudoun County Government
 - June 26, 2025

The 2025 goDMV Commuter Competition is Over!



goDMV Commuter Competition – Monthly Team Statistics & Environmental Data

WORLD BANK	Total Trips	Total Vehicle Miles Reduced (VMR)	Total Pollution Reduced (Tonnes)	Total Nox Reduced (Grams)	Total PM Reduced (Grams)	Total CO2 Reduced (Grams)	Total Fuel Gallons Saved	Total Fuel Costs Saved	Total Commuter Costs Saved	Total Bike	Total Walk	Total Transit	Total Carpool	Total Vanpool	Total Telework	Total Multimodal	Total SOV
March	1,598	13,421	4.53	903.12	123.05	4,041,807	563.29	\$1,445.71	\$7,104.73	249	123	969	91	1	41	117	7
April	1,350	10,070	3.66	1,508.52	115.81	3,654,787	559.50	\$1,725.33	\$6,444.94	218	172	842	23	0	8	83	4
May	1,561	15,143	5.50	2,271.04	174.35	5,502,201	842.32	\$2,597.45	\$9,702.72	212	163	1,009	50	0	24	102	1

How did we Do?

SURVEY SAID

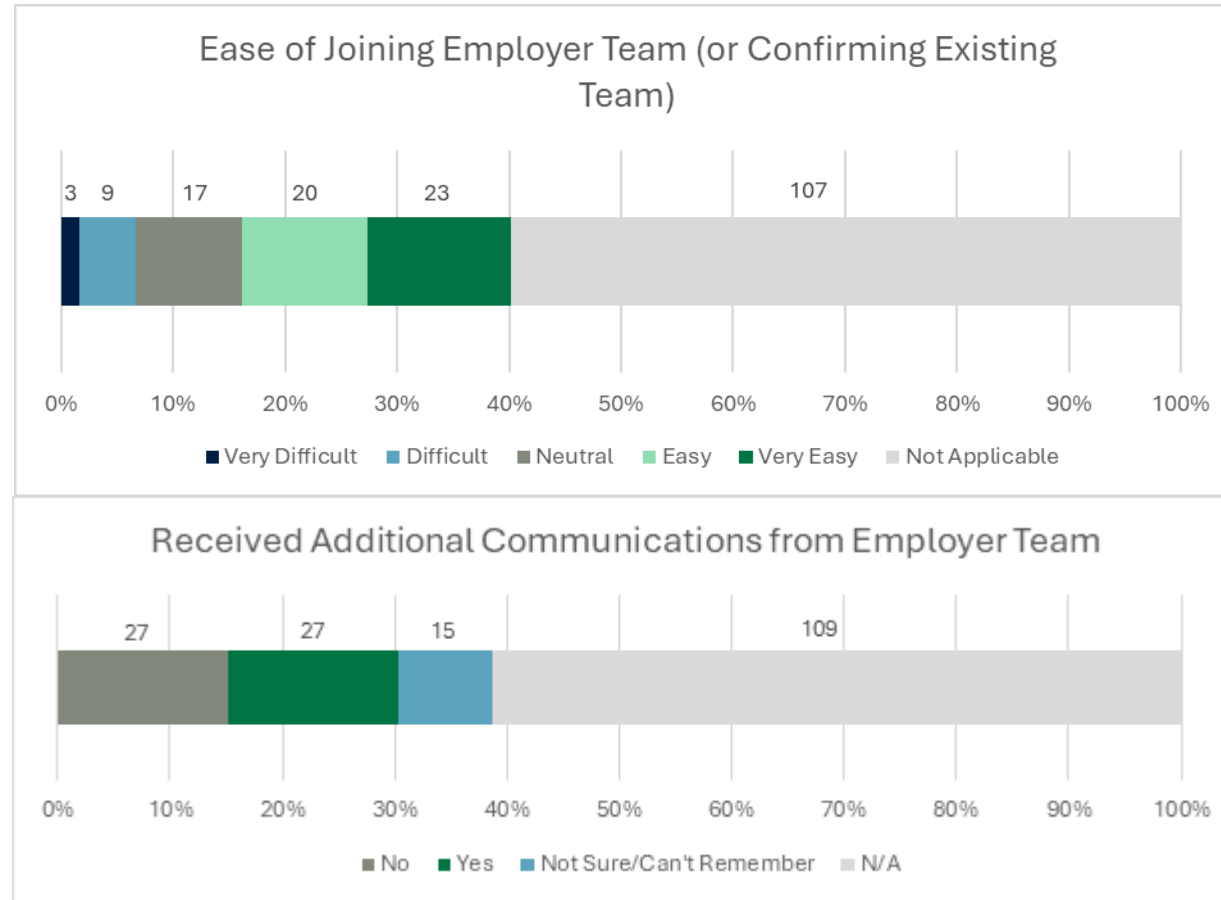
How did we do?

- “I like the positive motivation to take sustainable trips - it made me more excited to come into the office on those days to track my commute. I also was more motivated to take the bus instead of a rideshare to/from the train station so I could track it.”
- “I really liked feeling part of a team effort and having my efforts of being a environmentally friendly commuter rewarded. This process was so much better and easier than the previous app which continually crashed on me and required too much overhead.”
- “Since I wasn't expecting it, I really enjoyed receiving the competition kickoff prize and think that a surprise reward (like this was for me) can be energizing!”

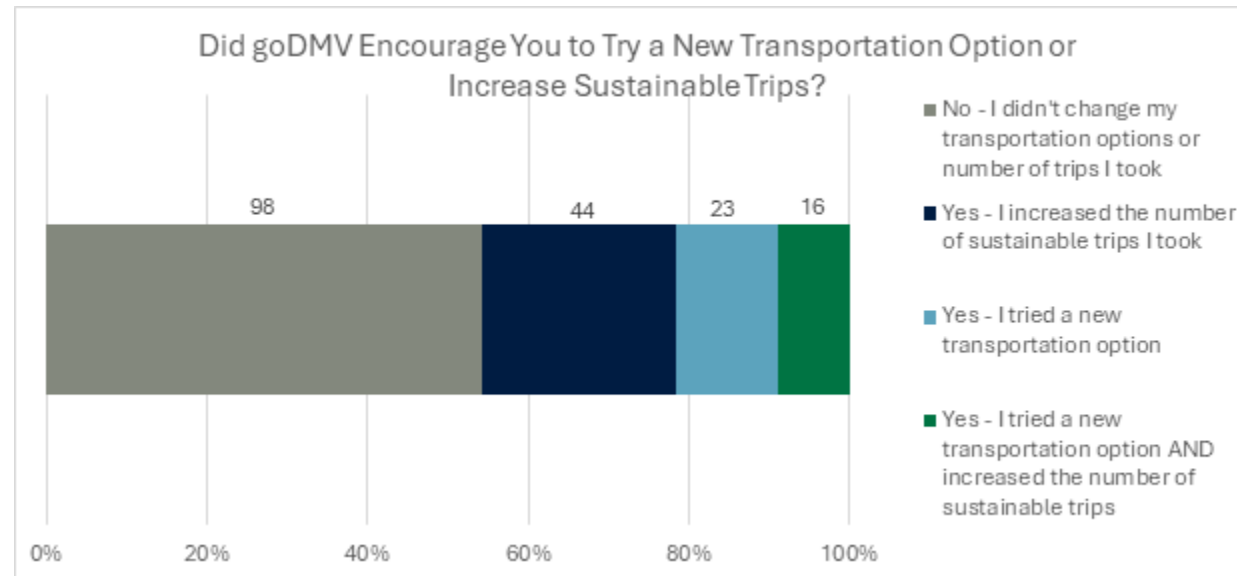
How did we do?

- “So easy to participate I didn’t know I was participating. I might’ve tried for more prizes if I’d known!”
- “I didn’t understand how to log trips outside of my normal commute. I gave up trying to log trips online that I didn’t capture at the time I was traveling. Please make tutorial videos about those two things. And a video about how to get points when driving.”
- “Share who won raffles/prizes, provide more prizes :) and make the app easier to use :(so many trips didn't count towards my log and there was no way to know if after review they actually counted.”
- “Maybe reward the commuter bus service with highest participation.”
- “I also think the employer prize should be based on trips tracked per total number of employees (an intensity metric) rather than total points per employer, because it favors large employers.”

Ease of Joining and Additional Communication



Change of Mode & Number of Sustainable Trips



Where do we go from here?

Structure

- Ways to address employer size and/or preventing multiple-year winners
 - Normalizing (compare # of sustainable trip relative to # of employees)
 - Consider expanding leaderboards or prize categories
 - Emerging Employer – creative way to engage
- Determine timing and length
 - Min: 6 weeks; Max: 3 months

Onboarding

- Begin encouraging employer participation at least three months prior to launch
- Voluntary opt-in for participation; encourage prior participants to re-register

Where do we go from here?

Communications

- Release video tutorials prior to the competition's launch
- Fine-tune information package for ETCs that describes responsibilities
- Describe the difference between goDMV vs. CommuterCash points
- Commend progress during competition

Tech Improvements

- Simplified registration and/or opt-in process
- Consolidated trip logging experience, including self-reporting in CommuterCash
- Fully develop ETC dashboard with participation and impact metrics

goDMV Work Group

- Help provide direction and feedback on the evolution of goDMV!
- Volunteer to join the work group
- Meets via web conference beginning October through the conclusion of the campaign
 - Determine competition structure
 - Recommend improvements / provide feedback on content
 - Coordinate outreach efforts
- Contact James Davenport, jdavenport@mwcog.org, to join

James Davenport

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