

goDMV Commuter Competition: Final Results

Review of Final Results and Potential Changes

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2026 goDMV Final Results

- I. The 2026 goDMV Champion Recognition Events
- II. 2026 goDMV Data Recap
- III. Post Survey Results – Impacts of 2026 goDMV
- IV. Open Comments – How did We Do?/Suggested Improvements
- V. Potential Changes for Future Competitions



2026 goDMV Champion Celebratory Events

Large Employer

- Inova Health System (Virginia) – 6/16/2026
- World Bank Group (Washington) - Trophy Presented 6/23/2026

Small Employer

- Association of Zoos & Aquariums (Maryland) – 6/9/2026
- Destination DC (Washington) – 6/11/2026
- Northern Virginia Transportation Authority (Virginia) – 6/23/2016



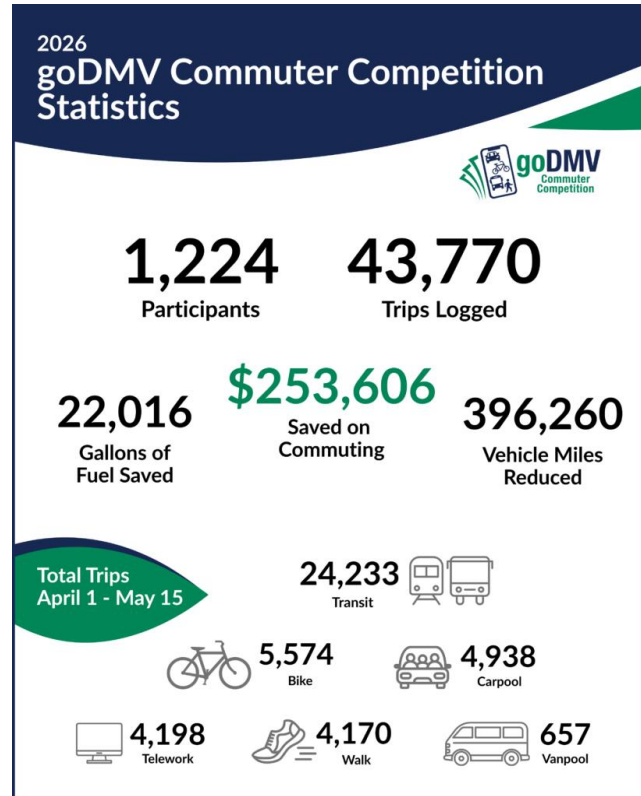
Celebrations begin.....



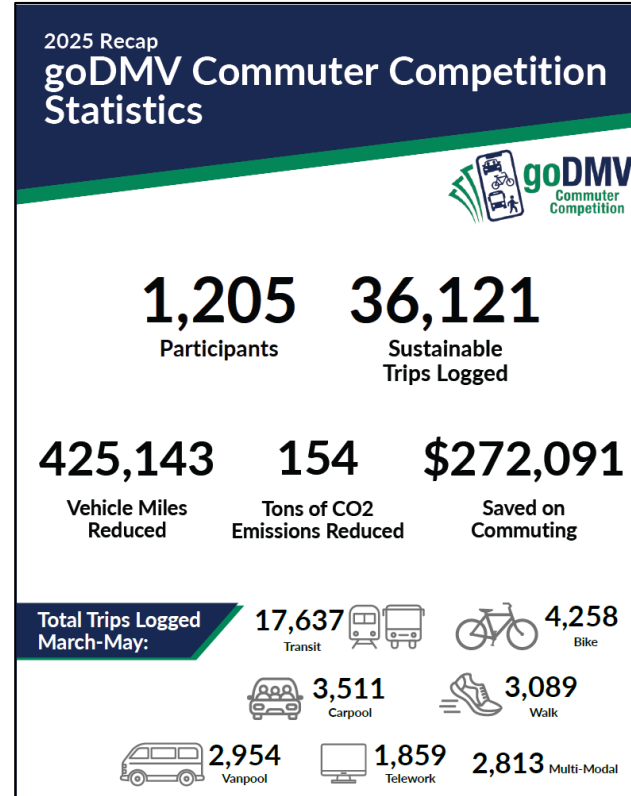
Celebrations begin.....



2026 goDMV Data Recap

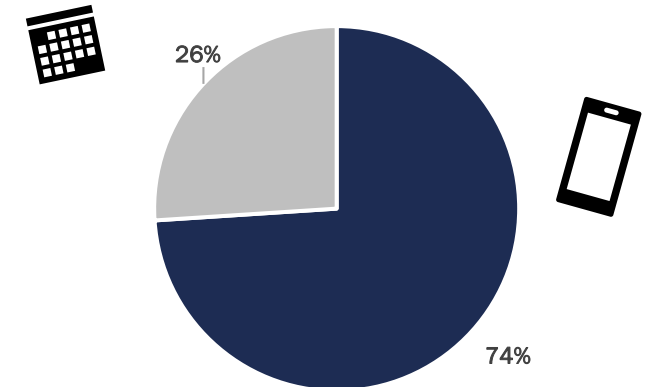


973 trips/day average
36 trips/participant average



376 trips/day average
30 trips/participant average

How Trips Were Logged
2026



goDMV Mini Challenges



April 1 – April 15
62 eligible participants



April 22
100 eligible participants



April 16 – April 30
100 eligible participants



May 1 – May 15
127 eligible participants



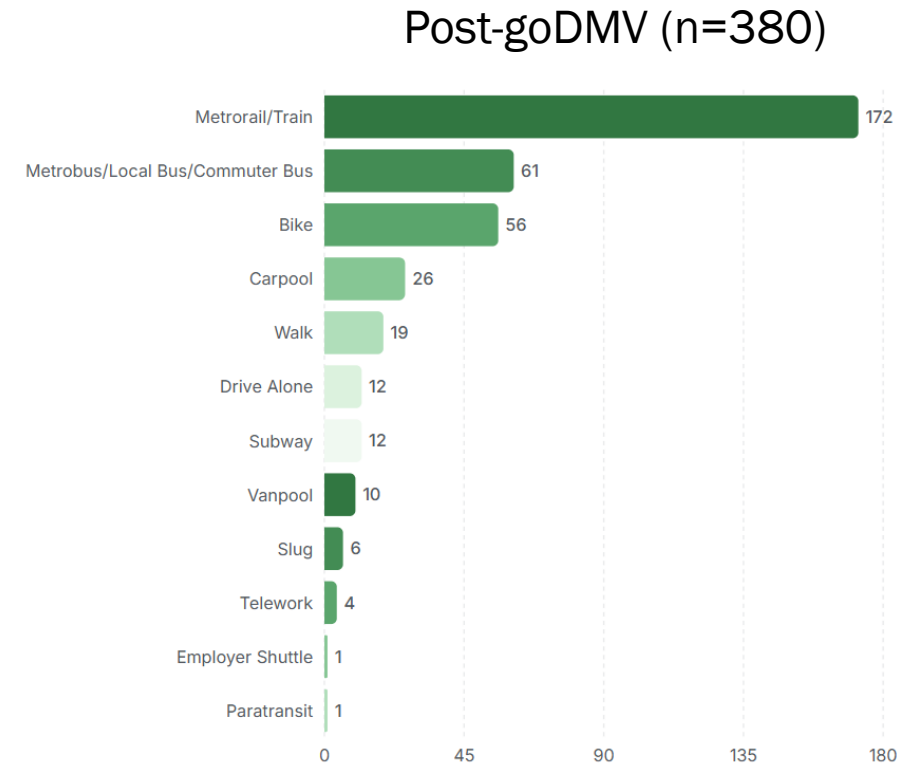
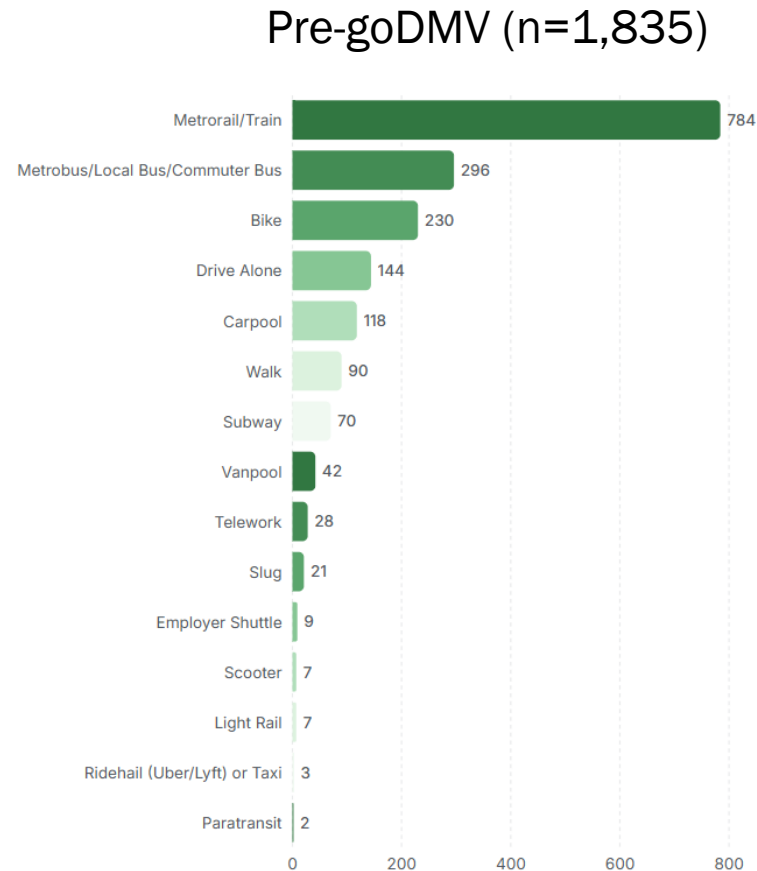
May 15
98 eligible participants



- Grand Prize winners: 2
- Top 20 Honorable Mention: 20
- Overall Achievement: 173
- Top Modes: 11
 - *The carpool winner took most trips and miles*



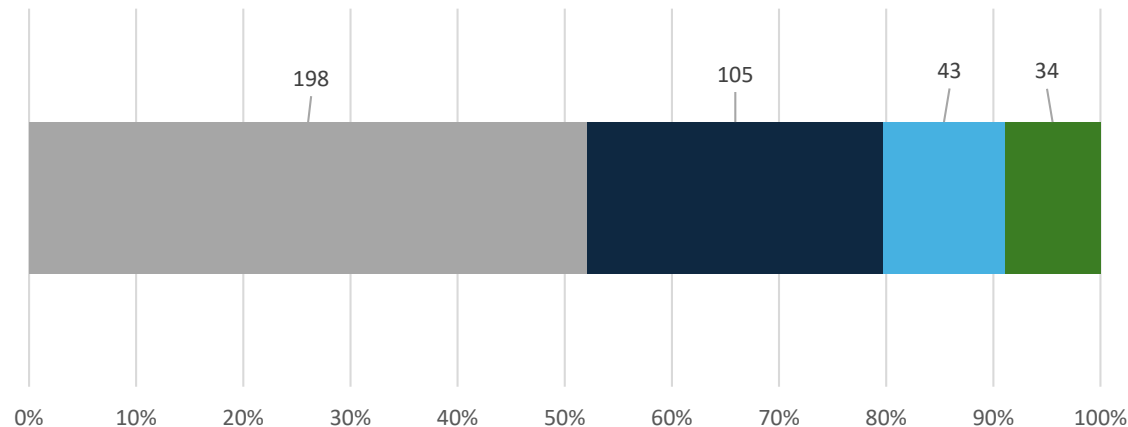
2026 goDMV Survey Q1: Typical Commute Mode



2026 goDMV Survey Q2: New/More Sustainable Trips

2026 DMV (n=380)

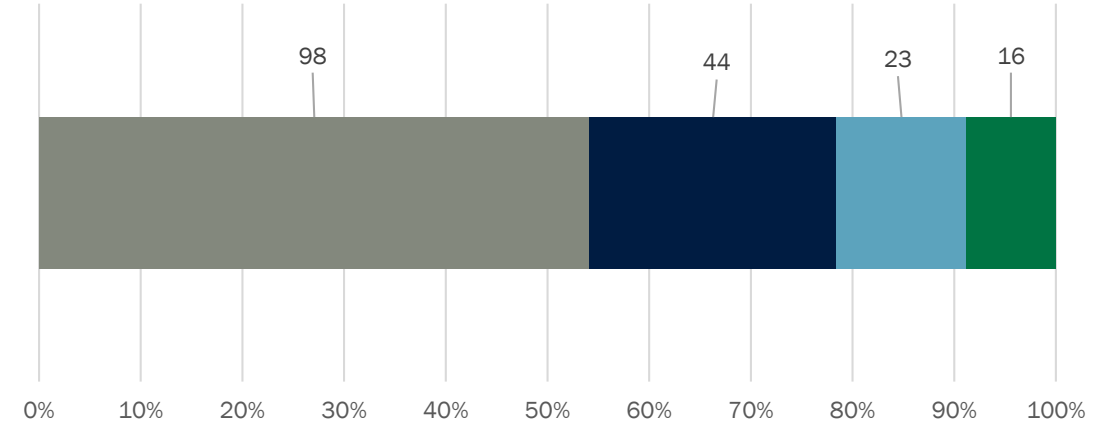
Did goDMV Encourage You to Try a New Transportation Option or Increase Sustainable Trips?



- No - I did not change my transportation options or number of sustainable trips
- Yes - I increased the number of sustainable trips I took
- Yes - I tried a new transportation option
- Yes - I tried a new transportation option AND increased the number of sustainable trips

2025 goDMV (n=181)

Did goDMV Encourage You to Try a New Transportation Option or Increase Sustainable Trips?



- No - I didn't change my transportation options or number of trips I took
- Yes - I increased the number of sustainable trips I took
- Yes - I tried a new transportation option
- Yes - I tried a new transportation option AND increased the number of sustainable trips



2026 goDMV: SOV Commuter Stats

9 of the 144 self-reported SOV commuters responded to the post-goDMV Survey

- 3 (33%) changed their commute mode to non-SOV in the post survey
- 8 (89%) said they tried a new mode or increased their sustainable trips

pre commute mode	post commute mode	self reported change
Drive Alone	Drive Alone	Yes - I increased the number of sustainable trips I took
Drive Alone	Drive Alone	Yes - I increased the number of sustainable trips I took
Drive Alone	Drive Alone	No - I did not change my transportation options or number of sustainable trips
Drive Alone	Drive Alone	Yes - I tried a new transportation option
Drive Alone	Metrorail/Train	Yes - I increased the number of sustainable trips I took
Drive Alone	Bike	Yes - I increased the number of sustainable trips I took
Drive Alone	Drive Alone	Yes - I tried a new transportation option
Drive Alone	Bike	Yes - I increased the number of sustainable trips I took
Drive Alone	Drive Alone	Yes - I increased the number of sustainable trips I took

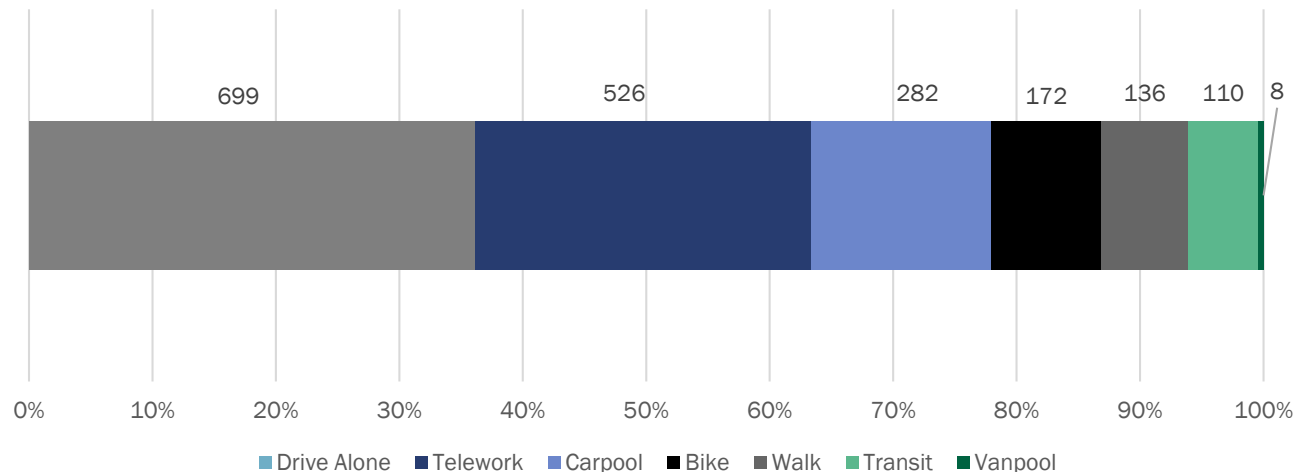


2026 goDMV: SOV Commuter Stats

During goDMV:

- 97 participants who selected Drive Alone as their primary commute option logged 0 drive alone trips
- 64% of the 1,933 trips logged by Drive Alone participants were non-SOV trips

goDMV Trips Logged by Drive Alone Registrants

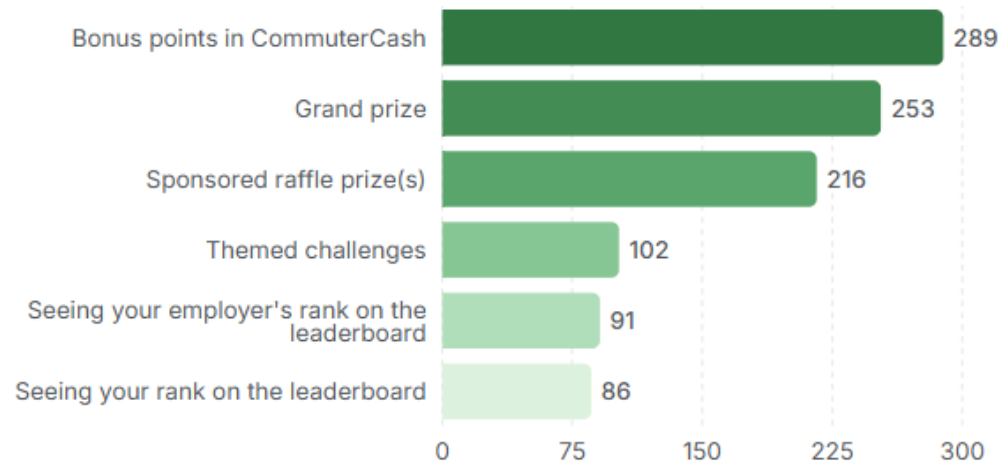


Mode	Calendar	App	Total
Drive Alone	324	375	699
Telework	526		526
Carpool	98	184	282
Bike	16	156	172
Walk	15	121	136
Transit	27	83	110
Vanpool	6	2	8
Grand Total	1012	921	1933

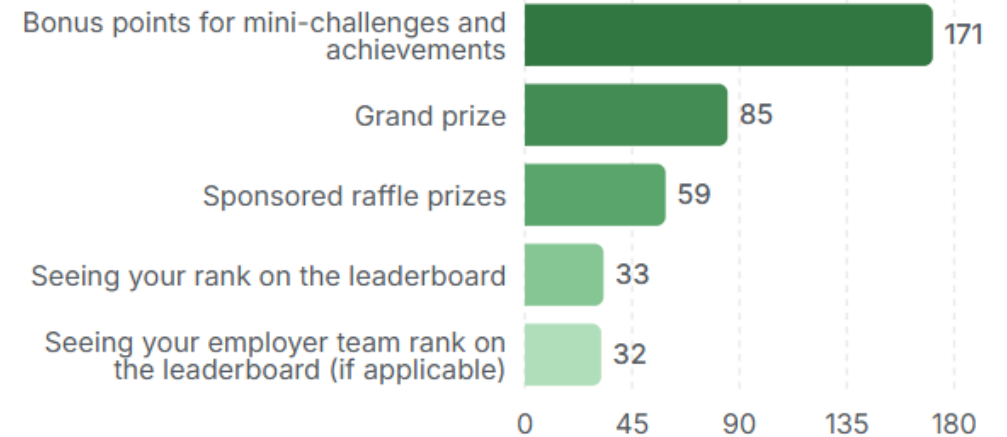


2026 goDMV Survey Q4: What Motivated You Most?

Pre-goDMV (n=350)



Post-goDMV (n=380)



2025 goDMV – Ranked Top 3 Motivators

Rank	Incentive
1	Monthly Challenges: \$25 CommuterCash Bonus Points for logging 50 miles bike/walk or 10 verified non-drive alone commute trips
2	Monthly Challenges (same as above)
3	Top 20 Leaderboard Prizes (\$100 CommuterCash points)



What goDMV Participants Enjoyed Most

- Bonus points/small bonuses
- Commute trips at all times counted
- Opportunity to log non-commute trips
- Prizes and variety of prizes
- Awareness of CommuterCash
- Badges
- Leaderboard standings

“Communicating with coworkers about the competitions.”

“The interface seemed easier to navigate than last year's version, thanks.”

“All of my commute trips count even though they were outside of the commute time. Also, glad that telework counted.”

“I absolutely love this initiative and encouragement to try different travel modes and mini challenges. I would love it to be longer or conducted more often. It is a lot of fun. And of course cash prizes are preferred.”

“Such a good way to earn points for doing what I do! I kind of liked the fact it was only a month and a half and not three months...logging intensity didn't have to persist for quite so long on all those non-commute trips.”



Suggested Improvements

- App glitches
- More communication
- Clearer communication:
 - Misunderstanding of what trips counted for points
 - Misunderstanding of trip totals
- More mini challenges
- More transparency
 - Seeing who is on your team
 - Seeing who won

“Easier way to sign up for the employer team.”

“Were there raffles and mini challenges? I was unaware of any. More communication on that, please.”

“Last year’s competition was 3 months and have many more challenges to participate in with more generous bonus points. This year’s has skewed towards raffles which means effort may not always pay off anymore, only very lucky people would see a good payoff.”

“Review the communication to make everything a bit clearer. I thought you could ONLY log commute trips to be on the leaderboard until about halfway through, and then there was no way for me to catch up to the top-ranking people.”



Where do we go from here?

2027 goDMV Timeframe

- Timing and duration of goDMV similar to 2026

Commuter and Team Onboarding

- Rethink the enrollment/registration bonuses; closer timeframe between commuter registration and commuter promotion
- Tool kit for ETCs; more transparency of team members

Communications and Promotions

- Review/revise communications strategy to participants and ETC; dynamic webpage content; consider new promotional sources (e.g., LinkedIn)



Where do we go from here?

Technology Enhancements

- Improve approaches to enforce rules and ensure data integrity
- Improve commuter experience with challenge progress and confirmation messaging
- Deploy additional surveys (mini-challenge winners, non-participants, SOV participants, etc.)

Prizes and Sponsorships

- Consider options for types of prizes and broaden eligibility for raffle prizes
- Evaluate winning team procedures

Competition Rules and Processes

- Consider data normalization approach for teams
- Consider revising the trips/day limits and timing and terms of mini-challenges



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