![Commuter Connections - A Smarter Way to Work]

MEMORANDUM

TO: Employer Outreach Committee
FROM: James Davenport, TDM Communications and Outreach Coordinator
SUBJECT: Synopsis of Regional Employer Commuter Competition Work Group Meetings
DATE: October 15, 2024

Commuter Connections is collaborating with its local partners to put together a Regional Employer Commuter Challenge in the spring of 2025.

BACKGROUND

This past spring, there were two independent Challenges conducted by Commuter Connections stakeholders:
   (1) goDCgo's Employer Challenge, and
   (2) the Ride for the Region Employer Challenge organized by a WMATA task force.

Commuter Connections network members identified an opportunity to merge the Challenges, which are similar in scope, into a regional competition.

A workgroup was established with volunteers from the Employer Outreach Committee. They have held multiple meetings and discussed key building blocks for a successful competition.

GOALS

Mode shift: Participants use the competition to switch any trip from SOV to sustainable commuting. Encourage employees to find a sustainable commute or a mix of commutes that works for their lifestyle.

Long-term behavior change: Participants are encouraged to maintain behavior change attempted during the competition.

Employer Outreach Sales Tool: Incentivize and strengthen sustainable commute options provided by EOC representatives; help level-up employer clients.

Brand Awareness: Create Commuter Connections and local TDM program brand awareness among employers and employees.

Metropolitan Washington Council of Governments   National Capital Region Transportation Planning Board
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The Commuter Information Source for Maryland, Virginia, and the District of Columbia

OBJECTIVES

(1) Sign up 2 employers in each jurisdiction represented in the Commuter Connections Employer Outreach Committee
(2) Add 1,000 commuters associated with participating employers.
(3) Exceed 50% average active participation across all competition registrants.
(4) Add 1,000 commuters unassociated with participating employers

COMPETITION STRUCTURE

The competition will be a leaderboard-based competition where employers in DC, MD, and VA are split between "Large" and "Small" employer teams based on total number of eligible employees at a worksite. Employer teams will earn points based on number of team members logging trips in the CommuterCash mobile app. Additionally, a third leaderboard for individual commuters will allow participation outside of employer teams.

<u>Leaderboard Points Accumulation</u>
Points will be accumulated when participants log trips – one base point per trip. Participants will be invited to log all trips, commute and non-commute, using CommuterCash to track their trip in real time or report it later. Eligible trips will be capped at six per day, including one telework trip.

<u>Trip Logging Tool</u>
CommuterCash will be used to facilitate the competition. One of the benefits behind using CommuterCash is to simplify the end-user onboarding and team (or employer) association. From now through February of next year, Commuter Connections will be customizing the technology and the platform upon which the competition will be executed along with recruiting employers to participate. CommuterCash beta testing is expected to commence in November with a soft launch planned for December. Certain technology components will be tested and deployed at an approximate one-month delay from the aforementioned timeline.

<u>Duration</u>
The competition will commence on March 1, 2025 and conclude on May 30, 2025. Each month will have a theme: March- transit; April- sustainability (Earth Month); May- biking (Bike Month).

<u>Prizes and Rewards</u>
Select prizes will be collected via sponsorship. Jurisdictions that recruit prizes will choose how to disseminate. goDCgo will likely utilize model developed over the past several years for DC-based teams, which include retention prizes and rewards for mini-challenges.

<u>CommuterCash Points Accumulation</u>
CommuterCash points can be earned for up to two commute trips per day. CommuterCash points are independent of leaderboard points, and can be exchanged for cash rewards as part of the CommuterCash program. Participants will be invited to continue earning CommuterCash points after the competition concludes in May.

BRANDING

Through a brainstorming session, the work group produced several ideas for the brand. Workgroup members were invited to select their top three names out of ten. The top two vote getters are **GoDMV** and **Capital Commute Competition**. Commuter Connections is currently developing logos for both names; the work group will reconvene to select a name and logo in late October.

MARKETING AND COMMUNICATIONS

goDCgo representatives volunteered to provide past communications materials to be updated with the new brand. Commuter Connections will "regionalize" the materials and provide them to local jurisdictions in Maryland and Virginia. Local co-branding opportunities will be available. Commuter Connections will also secure a web domain and produce participation tutorials.

While Commuter Connections will provide EOC representatives with marketing and communications materials, local sales teams will be expected to recruit employers to participate.

EVALUATION

The competition is being developed and operated as a pilot. An evaluation will be conducted to monitor successes and challenges associated with the competition. The evaluation will include recommendations on how/whether to proceed with the regional competition in future years.