

2027 goDMV Commuter Competition

goDMV 2026 Final Results, Planned Changes for 2027 goDMV, & Proposed Timeline

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Employer Outreach Committee
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2026 goDMV Champions

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



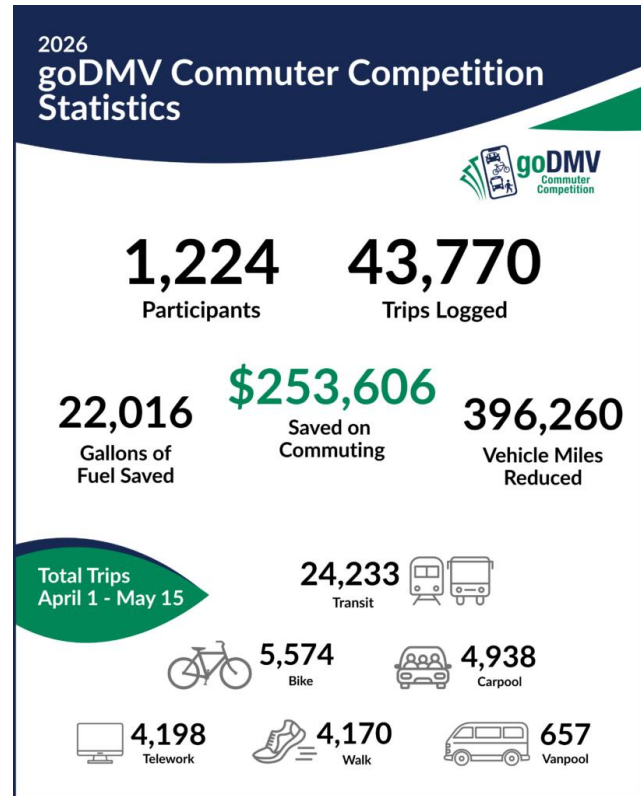
Celebrations begin.....



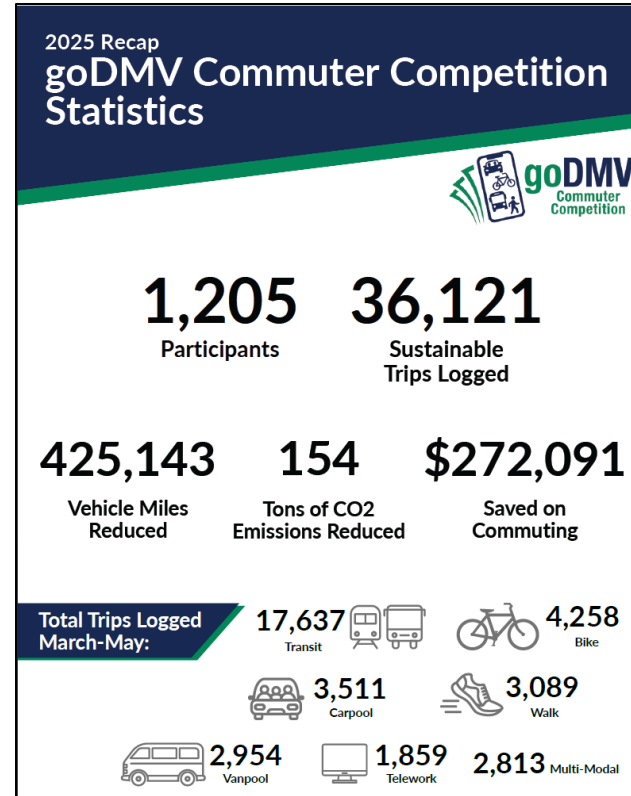
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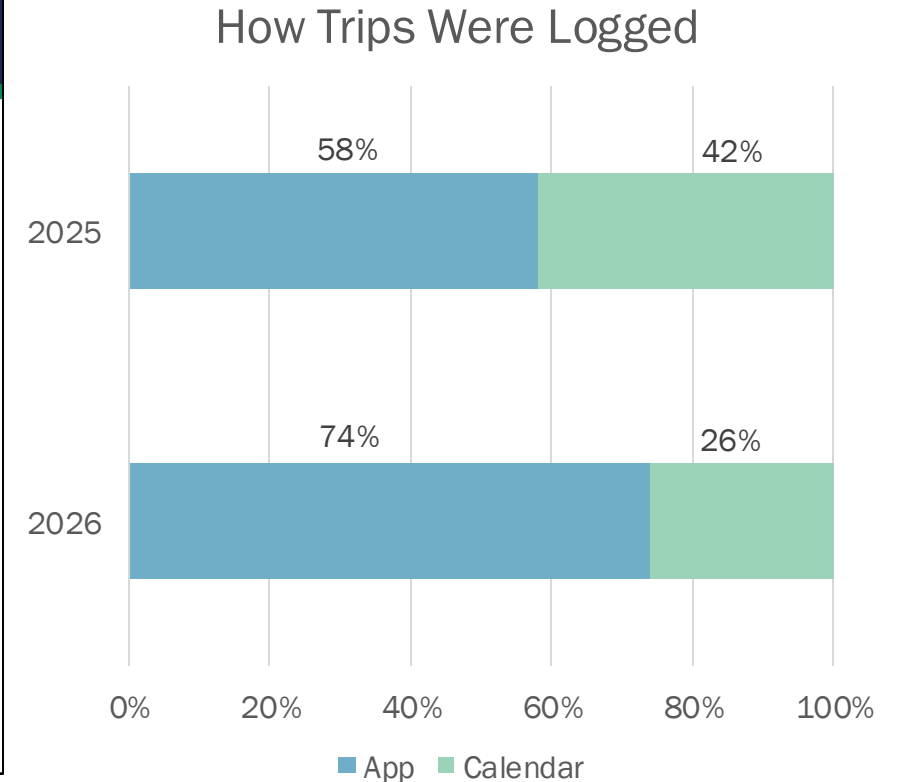
2026 goDMV Data Recap



973 trips/day average
36 trips/participant average



376 trips/day average
30 trips/participant average



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

- 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.”



goDMV 2027

2027 goDMV Timeframe

- April 12 – May 21 (Bike to Work Day)

What to Look Forward to

- goDMV guide will become a toolkit for 2027
- Introducing microsurveys throughout competition
- Newsletter content and early communication materials in late October

2027 Registration

- Following similar timeline to 2026
- Tentative: Employer registration November - February; Commuter registration March - April



goDMV 2027

goDMV Work Group

- Beginning October 1
- Meeting every six weeks
- Tentative dates: October 1, November 12, January 7, February 18, April 1

Initial Discussion Topics

- Prize structure: In lieu of sponsorships, what makes for a desirable regional grand prize?
 - Lunches have become cost-prohibitive for large employer teams; identify alternative prize
- Team points structure: Develop equitable points allocation formula
- Develop mini-challenges

Interested in Joining? Contact Rachel Coppe or James Davenport



2027 goDMV New Goals and Aspirations

Category	2026 Results	2027 Goals
Team Participation Goals		
Actively participating teams	37 total teams 84% actively participated (31)	35 total teams 90% actively participating (31-32)
Large team recruitment	No Maryland-based large teams	Recruit at least 2 large MD employers
Number of employers with registered participants	19 employers (out of 507) had 10 or more registered participants	30 employers with 10 or more registered participants
Commuter Participation Goals		
Increase post-goDMV survey completion rate	~20% of registrants completed the post-goDMV survey	Increase to 30%
Survey non-participating goDMV registrants	N/A – new for 2027	Send a separate survey to registrants who logged 0 trips
Deploy more micro-surveys during competition	N/A but initially planned to survey mini-challenge participants	Develop 1-2 microsurvey opportunities
Consider additional survey of Drive Alone registrants	N/A – new for 2027	If we wanted to understand more about Drive Alone participants' behavior change, we could ask them to complete a more targeted survey (3-4 questions maximum) immediately after goDMV or wait a few months to see if behavior change is sustained.
Data Analysis		
Employer geographic representation	N/A – new for 2027	Give a breakdown of inner/outer core geographic representation of where goDMV participants work.



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