

INCENTRIP, RIDE FOR THE REGION CHALLENGE, AND COMMUTERCASH

Recent Employer Challenge Campaign in incenTrip and Revised CommuterCash Release Schedule

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Current Status

- ATCMTD enhancements concluded in November 2023. UMD contracted to provide maintenance.
- All primary and sub-programs are fully operational.
 - Commuter Connections & MDOT Rewards Programs
 - Corridor Challenges
 - Flextime Rewards
 - Reach a Ride Referrals
 - Employer Challenges



Ride for the Region Challenge - Context

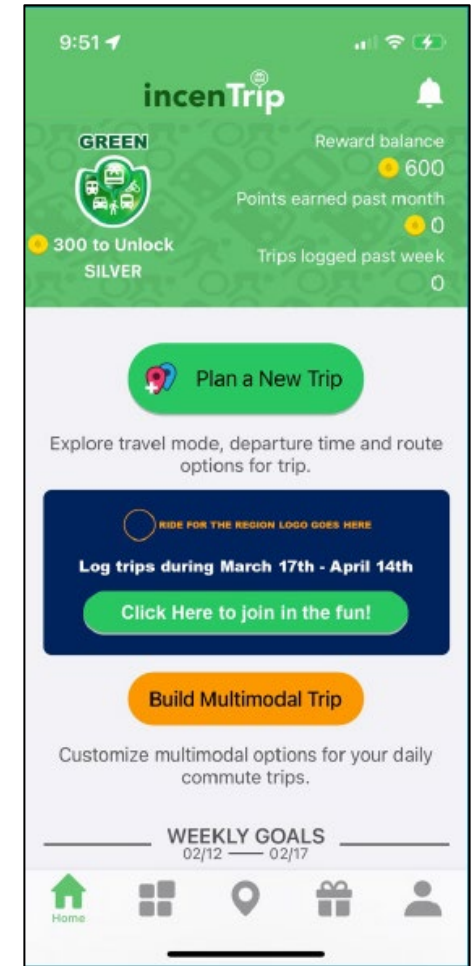
- Concept developed by a task force led by WMATA and Advanced Energy Group in fall 2023.
- Purpose: *Ride for the Region Challenge intends to spark increased use of public transit through gamification and friendly rivalry – riding the wave of March Madness as we head into Earth month.)*
- incenTrip identified as vehicle to operate challenge in February.
- <https://goadvancedenergy.com/dmv-ride-for-the-region>
- [Featured on Greater Greater Washington](#)

Ride for the Region Challenge - Operations



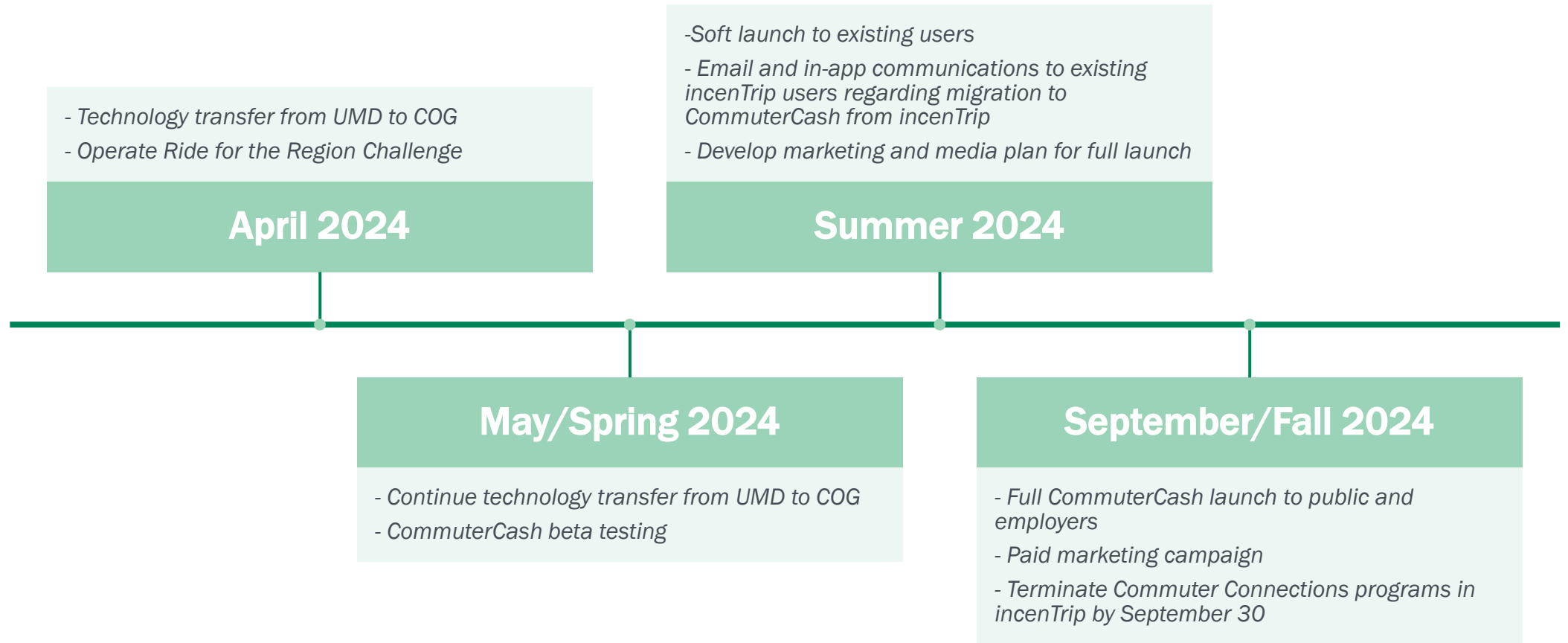
Ride for the Region Challenge - Operations

- Eight employer teams will promote the Challenge to their employees.
- Head-to-head competitions over the course of three weeks.
 - Employer team with the most transit trip logs advances.
- Winners announced Mondays, culminating in a champion announced on Earth Day.
- Metrics/impacts provided to Team Captains.





Tentative CommuterCash Launch Schedule



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