



goDMV Commuter Competition 2025

What is the goDMV Commuter Competition?

The goDMV Commuter Competition is a friendly challenge among District, Maryland, and Virginia employers to promote sustainable commuting amongst employees. The Metropolitan Washington Council of Governments' Commuter Connections program, along with the help of goDCgo, DDOT, MDOT, and VDOT are hosting this first-ever regional challenge.

During the challenge, commuters track their sustainable commutes and non-commute trips to win prizes and other incentives as they climb the leaderboard. Best of all, it's free to participate, and even those unaffiliated with a participating employer can join and win prizes!

The challenge starts on March 3 and goes through May 31, 2025.

Great! How can my organization get involved?

Register your organization for the challenge.

We will do almost everything for you! We help you get set up on the trip-logging platform, assist you with encouraging employee participation, and support you along the way. The employer with the highest employee participation will receive a glass award, a catered winner's lunch, five \$25 Amazon gift cards for your top-performing employees, and digital ad placement on Greater Greater Washington's website and our social media channels.

Organizations should indicate interest by February 1, 2025 to allow time for employer onboarding, program promotion, and employee registration. Contact us at ridematching@mwkog.org or 1-800-745-RIDE to get set up.

Promote the challenge to your audiences.

Even if you don't want to commit to competing as an entire organization, your customers, stakeholders, and employees can sign up to participate independently. We will provide graphics, text for newsletters and social media, and flyers – all you have to do is share and spread the word.

We welcome residents, business owners, elected officials, and others to post about the competition on their social media accounts to share the excitement with others.

Provide ad space.

We are interested in a limited number of paid and sponsored ad placements across the region – print media, bus or transit stop ads, web banners, email content, social media content, radio spots, etc.

What's next?

Register yourself in the CommuterCash app or contact us to set up your organization at ridematching@mwkog.org or 1-800-745-RIDE.