

Employer Transit Rider Challenge

**Update on the Advanced Energy Group DMV 23Q4
Stakeholder Challenge on Mobility & Clean Transportation**

WELCOME



H.G. Chissell
Founder/CEO
Advanced Energy Group (AEG)



Kate Roetzer
Sustainability Program Manager
Washington Metropolitan Area
Transit Authority (WMATA)



Signature



Gold



Platinum



City/County Partners





23Q4 Stakeholder Challenge Mobility & Clean Transportation

November 8th | 11:30am – 4:30pm EST

WMATA, Washington DC



Opening Remarks

							
Randy Clarke	Keith Anderson	Meghan Pazik	Tom Hucker	Kate Staples	R. Earl Lewis, Jr.	Robert Lazaro	Joshua Baker
General Manager & CEO Metro	Deputy Mayor Operations & Infrastructure	Policy Director	Senior Consultant Loan Programs Office (LPO)	Director of Electrification	Director Zero Emission Bus Infrastructure	Executive Director	CEO & General Manager



						
William Ellis	Caitlin Rogger	Shawn Kiernan	Elizabeth Perez	Divesh Gupta	Ann McGrane	Thomas Bartholomew
Director External Affairs	Deputy Executive Director	Senior Manager Strategic Climate Initiatives	Senior Lead Electrical Engineer Capital District Utility Lead	Director Clean Energy Solutions	Transit Technology Senior Program Manager	Branch Chief Renewable Energy & Clean Transportation



- Invited speakers present a critical obstacle that needs collaboration and a near-term solution:

"Regarding Critical Infrastructure, to achieve DMV's climate, health & equity goals, a critical obstacle to collectively overcome in 12 months is _____."

- Participants vote on which speaker has articulated the most urgent obstacle.
- Invited participants are strategically placed into breakout tables to compete on developing a 12-month solution to the selected obstacle.
- An AEG Task Force is formulated to carry out the selected 12-month solution.

SELECTED 12-MONTH CRITICAL OBSTACLE

Lack of overwhelming consensus to center mode shift in our clean transportation strategy, and make everything else secondary to that goal.

– **CAITLIN ROGGER**
Deputy Executive Director





DMV Stakeholders agree: **Mode shift** is key to regional mobility, equity, and climate goals. A clean transportation system for the DMV needs to move away from private vehicles in 2024.

Task Force efforts to address: Employer Rider Challenge

The idea: Use of gamification to incentivize people to take transit

Task Force Goals:

- Short-Term: Recruit area universities to execute “March Madness” student rider challenge
- Medium-Term: Work with area employers to implement a summer/fall commuter rider challenge

Benefits: Improve relationships with area universities and employers AND bring more riders to Metro and area transit

TASK FORCE VOLUNTEERS
“1,000 DMV RIDE PLEDGE”

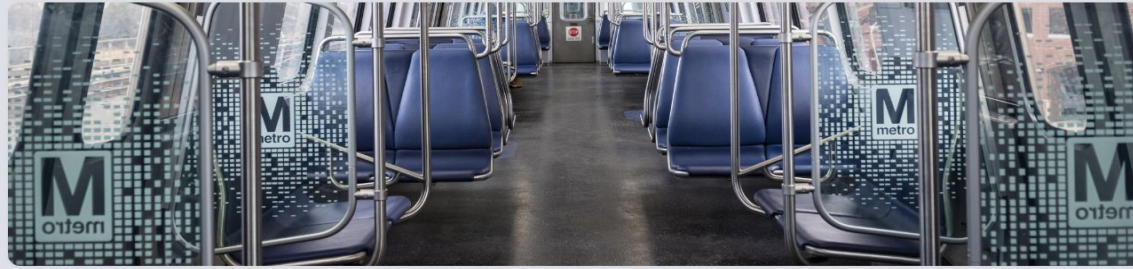
Lead: Matthew Kavanagh
Co-Lead: Ben Vergara

Kate Roetzer
Divesh Gupta
Caitlin Rogger
Rudy Saporite
Katherine Garcia
Josephine Tucker
H.G. Chissell

Participating Companies: INF ASSOCIATES ENERGY SOLUTIONS, THE GEORGE WASHINGTON UNIVERSITY WASHINGTON, DC, metro, bge AN EXELON COMPANY, GREATER GREATER WASHINGTON, IBTS, SIERRA CLUB, JLL, ADVANCED ENERGY GROUP, + Participating Companies, d., MDT MARYLAND DEPARTMENT

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What can you do to support the effort?



Employer Transit Ridership Challenge Survey

← Scan QR Code to Complete Survey



Grid Mod, Mobility & Clean Transportation Task Force Roundtable
January 18th | 10:00am - 12:30pm
Walter E. Washington Convention Center
Washington, DC



H.G. Chissell
Founder & CEO



Al Carr
Policy Analyst



Matthew Kavanagh
Chief Operating Officer



Joseph Sierputowski
Program Analyst



Kate Roetzer
Sustainability Program Manager



January 18th @ 10am - 12:30pm: AEG DMV Grid Mod, Mobility & Clean Transportation Task Force Roundtable

← Scan QR Code to Register