



AEG DMV Ride for the Region
Results/Recap
May 21, 2024



Ride for the Region

Agenda

- Background
- How it Worked
- How it Went
- What's Next?

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



- The Advanced Energy Group (AEG) is a consortium of dedicated stakeholders committed to developing and delivering advanced energy solutions
- In November 2023, AEG hosted its Mobility and Clean Transportation Stakeholder Challenge at Metro's headquarters.
- Participants received presentations on several critical obstacles in mobility and clean transportation and collectively agreed that *mode shift – getting more riders on transit – is the best thing we can do for mobility and the climate in our region.*

Ride for the Region: Task Force



**Matthew
Kavanagh**

TASK FORCE VOLUNTEERS



**Kate
Roetzer**



**Bo
Olawale**



**Ben
Vergara**



**Diane
Sanchez**



**Monique
Blyther**



**Caitlin
Rogger**



**Joseph
Sierputowski**



**Katherine
Garcia**



**Josephine
Tucker**



**Katy
Lang**



Ride for the Region: Transit Challenge

Why:

- The transportation sector accounts for nearly 40% of greenhouse gas (GHG) emissions in the DMV
- Every trip taken by transit instead of a private vehicle reduces regional GHG emissions and promotes clean air and a healthy region.
- The Ride for the Region transit 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.
- By incentivizing new riders and/or encouraging riders to come back to transit, this #Ride4Region challenge aims to not only boost the utilization of public transit services during the competition, but to promote a sustainable transportation mode shift.



Ride for the Region: Transit Challenge

Who:

- Eight universities, non-profits, public and private sector employers throughout the DMV are invited to join a friendly, spirited ridership challenge.

What:

- In a bracket format, participating organizations will have a weekly head-to-head challenge to see who can generate the most transit trips.
- At the end of each week, the total number of transit trips by all participants within an organization are calculated. One organization is eliminated and the winning organization advances to the next round.

When:

- Following on the heels of March Madness, the competition took place over weeks during Earth Month (April 24)

Where:

- All trips that participants take using any transit service (rail or bus) in the region will qualify for the challenge!
*Individual participants will have to record their trips.

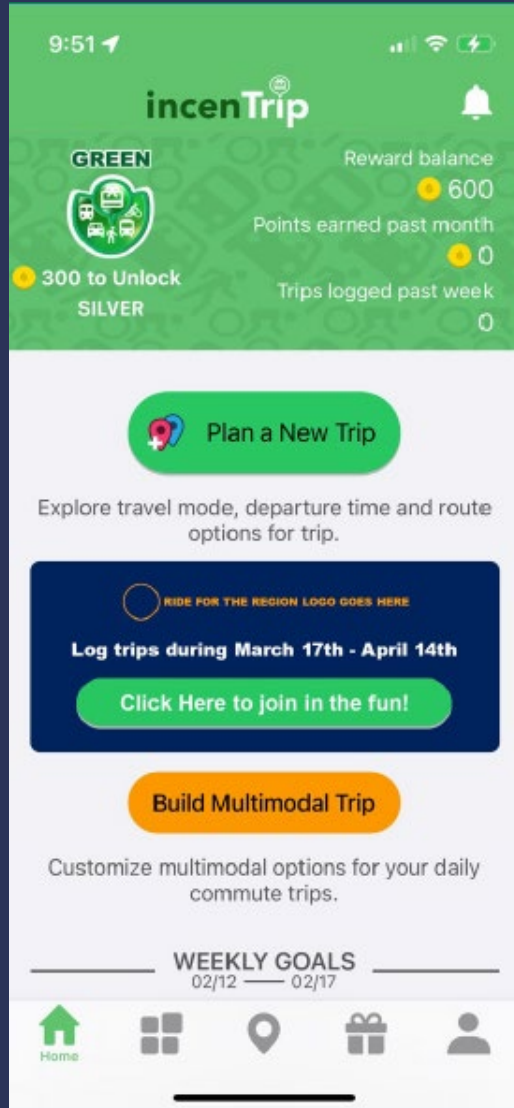


Ride for the Region: Recruitment & Registration

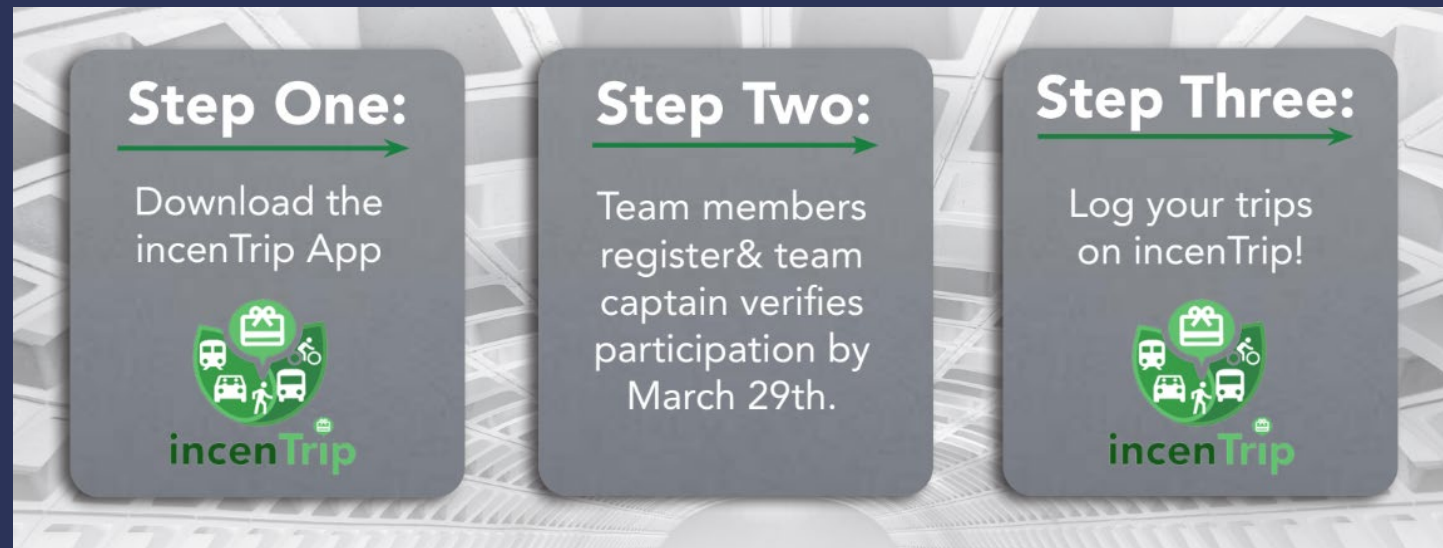
- **Communications and Tools**
 - Website, Logo, #Ride4Region
 - Toolkit
- **Recruitment**
 - Casted a large net and received commitment for 8 teams for the pilot
- **Registration**
 - Kick-off webinar to discuss the challenge and format
 - Registration open for 1 month
 - Registration closed once 8 teams registered



Ride for the Region: Platform



- Competition **powered by incenTrip**, supported by MWCOCG staff
- Employee Team Captains from each participating organization:
 - Facilitate the registration process
 - Verify participants for their organization
- Individual participants log bus/rail trips taken using incenTrip





Ride for the Region: Participating Organizations



**SIERRA
CLUB**

**THE GEORGE
WASHINGTON
UNIVERSITY**

WASHINGTON, DC



**GANNETT
FLEMING**



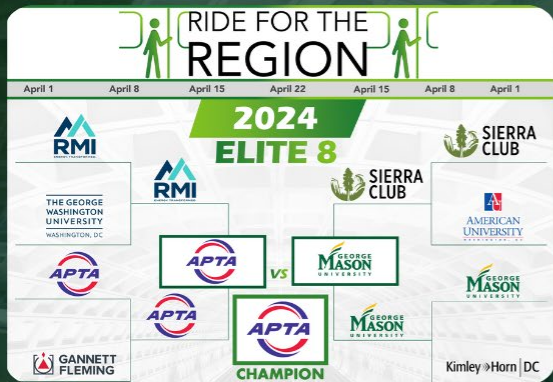
**AMERICAN
UNIVERSITY**
WASHINGTON, DC



Kimley»»Horn | DC



Ride for the Region: Impact



 8 Teams

 52 Participants

 310 Transit Trips

 842.6 KG CO₂e
Reduction

Thank you to our Elite 8 Members
for riding for the region.

Savings Summary

• Total Vehicle Miles Traveled (VMT):	2,323
• Total Pollution Reduced (in tonnes):	.84
• NOx Reduced (in grams):	347.99
• VOC Reduced (in grams):	137.75
• PM Reduced (in grams):	26.71
• CO2 Emission Reduced (in grams):	843,086.39
• Fuel Savings in Gallons (FG1 = VMT / 18.0):	129
• Fuel Cost Savings in Dollars (FG1 * 3.08):	398
• Commuter Cost Savings in Dollars (VMT * 64 cents):	\$1,487*
• Fuel Saved (Gallons)	92.0
• Fuel Saved (Dollars)	\$230



News/Media Coverage

Pre-Competition News:

- Washington region employers will compete on transit ridership this spring. Is yours on board?

Kickoff Press Release:

- Inaugural Ride for the Region Challenge Launches with Eight Employers

Post-Competition News:

- American Public Transportation Association Wins Ride for the Region Transit Challenge





What's Next?

What's Next?

- Wrap-Up event to celebrate Task Force members and Challenge participants
- Develop white paper to outline how the program worked and lessons learned
 - Considerations: platform/app, trips to include (transit vs active transportation)
 - Participation: Longer lead time to recruit organizations and build team of participants
 - Incentives
- Share information widely through various channels

Goal:

- One broad regional commuter challenge program

