## RIDE FOR THE REGION

## Recent Employer Challenge Campaign in incenTrip

Dan Sheehan Transportation Operations Programs Director

**Employer Outreach Committee April 15**, 2024





Employer Teams	
American Public Transit Association	George Washington University
American University	Kimley-Horn
Gannett Flemming	RMI
George Mason University	Sierra Club



## Ride for the Region Challenge - Context

- Concept developed by a task force led by WMATA and Advanced Energy Group in fall 2023.
- <u>Purpose</u>: 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.)
- Concept presented to Employer Outreach Committee in Jan.
- 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

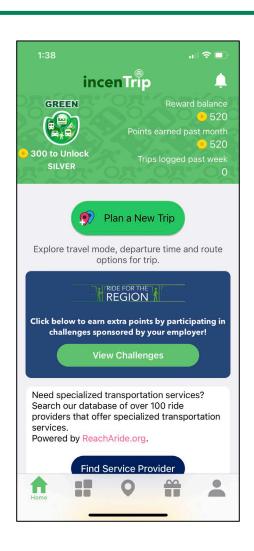




## Ride for the Region Challenge - Operations

- Eight employer teams are promoting 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.





## Ride for the Region Challenge - Current Data

Mid-Challenge Metrics		
Participants	52	
Trips	238	
Est. Pollution Reduction (GHG)	654.58 kg	







## Tentative CommuterCash Launch Schedule

- Technology transfer from UMD to COG
- Operate Ride for the Region Challenge

**April 2024** 

- -Soft launch to existing users
- Email and in-app communications to existing incenTrip users regarding migration to CommuterCash from incenTrip
- Develop marketing and media plan for full launch

**Summer 2024** 

#### May/Spring 2024

- Continue technology transfer from UMD to COG
- CommuterCash beta testing

#### September/Fall 2024

- Full CommuterCash launch to public and employers
- Paid marketing campaign
- Terminate Commuter Connections programs in incenTrip by September 30



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