

RIDE FOR THE REGION

Recent Employer Challenge Campaign in incenTrip

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Employer Outreach Committee
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| 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

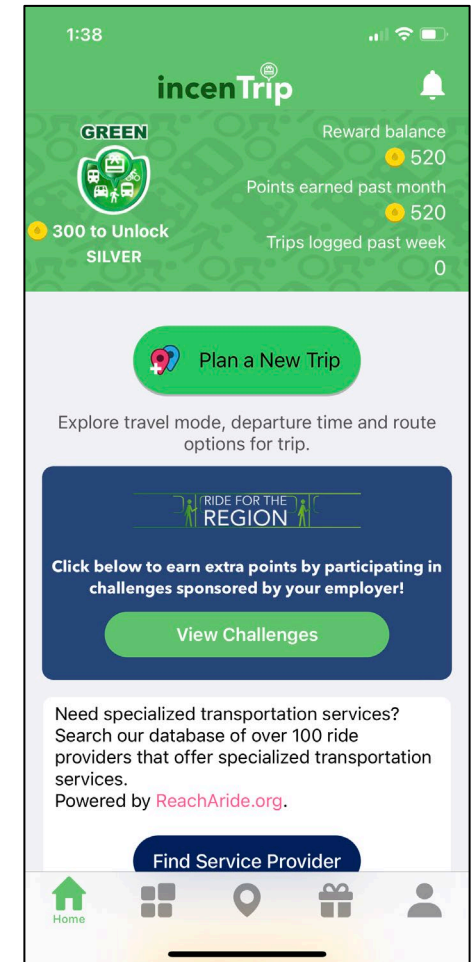
- Concept developed by a task force led by WMATA and Advanced Energy Group in fall 2023.
- Purpose: *Ride for the Region Challenge intends to spark increased use of public transit through gamification and friendly rivalry – riding the wave of March Madness as we head into Earth month.)*
- Concept presented 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.

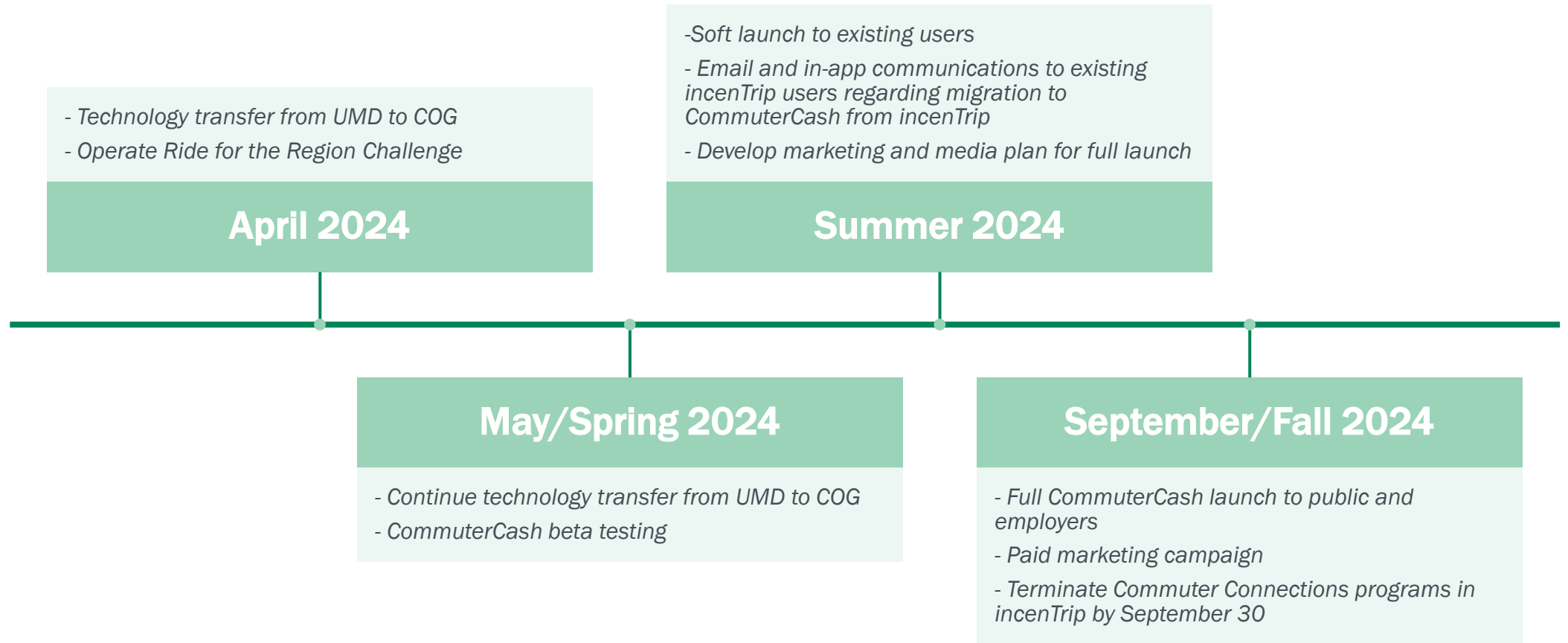


Ride for the Region Challenge – Current Data

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



Tentative CommuterCash Launch Schedule



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