

PROJECT CHARTER

Project: Regional Employer Commuter Challenge
Sponsor/s: Commuter Connections Subcommittee, goDCgo
Prepared By: Dan Sheehan
Staff Lead: Commuter Connections Program Manager (VACANT)
Area of Interest: Jurisdictions participating in Commuter Connections Employer Outreach Program
Support: Commuter Connections Employer Outreach Committee Members (EOC)
Commuter Connections Software Development Team (CCSD)
Ride for the Region Task Force (RFTR) / WMATA

CONTEXT

Employer Commuter Challenges (“Challenges”) are designed to provide incentive for employers to collaborate with local TDM professionals to promote non-SOV commute options to their employees. Challenges are limited and targeted in their duration, attempting to trigger behavior change by means of recognition, competition, and rewards.

In the spring of 2024, two independent Challenges occurred among Commuter Connections stakeholders: (1) goDCgo’s Employer Challenge, and (2) the Ride for the Region Employer Challenge organized by a WMATA task force. Commuter Connections network members identified an opportunity to merge the Challenges, which are similar in scope, into a regional Challenge.

PROJECT PURPOSE & NEEDS FULFILLMENT

The Regional Employer Commuter Challenge will provide a unified, structured platform to employers throughout the region to promote commute alternatives to their employees by means of recognition, competition, and rewards.

Leveraging Commuter Connections’ network of TDM professionals and existing technologies will help fulfill the following needs of facilitating a regional Challenge:

1. **Stakeholder Collaboration.** Commuter Connections serves as the convener of TDM practitioners throughout the region. Members of the Commuter Connections Employer Outreach Committee can provide guidance and support for Challenge structure and operations.
2. **Customizable Parameters for Participation.** Knowledge network members, contracted support, and in-house specialists will be convened to develop a structure suitable for a regional challenge. COG-owned technology, such as CommuterCash, can be customized/adapted to fit the needs of the Challenge.
3. **Continuous Platform Usage.** Utilizing COG-owned technology will permit participants the ability to engage in year-round incentive opportunities at no cost to employers or network members.

SCOPE OF WORK

Deliverable 1: Equitable Challenge Structure [goDCgo/COG]

Design an equitable challenge structure that permits employers of various sizes and industries to vie for recognition.

Component 1.1: Define Challenge parameters.

Component 1.2: Create participation guidelines.

Deliverable 2: Cultivate Relationships with Employers [EOC]

Employer teams are the primary means of competition, although individual participation will be permitted. Internal promotions and support will be critical to end-user participation.

Component 2.1: Onboarding and recruitment of 2+ employers per jurisdiction.

Component 2.2: Development of outreach materials to support employer recruitment.

Component 2.3: Development of participation resources to support end-user engagement.

Component 2.4: Identify sponsorships and partnerships for third-party recognition opportunities.

Deliverable 3: Technology Customizations [CCSD]

Continue to invest in COG-owned technology that is freely accessible to Commuter Connections network members and participants. Customize CommuterCash to fulfill Challenge parameters.

Component 3.1: Simplify end-user onboarding and team (employer) association.

Component 3.2: Leaderboard.

Component 3.3: Hybrid static logging and real-time logging capabilities.

Deliverable 4: Evaluation [COG/DC The Lab]

Leveraging investments in COG-owned technology

Component 4.1: Configure data collection techniques and/or instruments.

Component 4.2: Establish performance metrics.

IMPLEMENTATION SCHEDULE

Activity	Target Start Date	Target Conclusion Date
Development of Challenge Structure	July 2024	October 2024
Technology Customizations	October 2024	February 2025
Employer Recruitment	October 2024	February 2025
Active Challenge Duration	March 2025	April 2025
Evaluation	May 2025	June 2025