



goDMV Commuter Competition 2025

How It Works Guide

Thank you for participating in the goDMV Commuter Competition! To help you make the most of the competition and get off to a great start, we've compiled a checklist, FAQs, and email templates you can use to build your team and promote the challenge at your organization.

Timeline/Checklist

The competition will run between Monday, March 3, 2025 and Saturday, May 31, 2025.	
Date	Next Steps
2/14	<p>Begin promoting the competition and build your team!</p> <ol style="list-style-type: none"> 1. Send an email to your staff encouraging them to register for the competition. Use our EMAIL TEMPLATE and make sure to attach the goDMV COMMUTER COMPETITION FLYER. 2. Post information about the competition on your company's intranet and systems. 3. Post the goDMV COMMUTER COMPETITION FLYER in common areas (restrooms, kitchens, break rooms, etc.) at your worksite. 4. Announce the competition at your next staff meeting. 5. Schedule a hype event at your office! Reach out to your jurisdiction's employer outreach coordinator to coordinate an event.
2/15	<p>Promote your hype event</p> <p>Once you've scheduled your hype event, promote attendance to your staff using our EMAIL TEMPLATE.</p>
2/20	<p>Following up with your staff</p> <p>Send a follow-up email to your staff promoting registration for the challenge. Use our EMAIL TEMPLATE and make sure to attach the goDMV COMMUTER COMPETITION FLYER.</p>

3/3	Ready, Set, goDCgo!
	Send an email to your staff promoting the first day of the competition (3/3). Feel free to use our EMAIL TEMPLATE and make sure to attach the goDMV COMMUTER COMPETITION FLYER .
3/11	Check in with your employer outreach team
	Schedule a check-in meeting with your jurisdiction's employer outreach team to discuss transportation programs and amenities to help you achieve your sustainability goals and become a top performing employer.
Ongoing	View Your Organization's Standings and Performance.
	<ol style="list-style-type: none"> 1. Check the leaderboard regularly to see where your organization ranks in the competition. 2. Continue to encourage participation by announcing rankings weekly at staff meetings and via email to boost your chances of being the top performing employer at the end of the challenge. 3. Stay up-to-date with Commuter Connections as they reach out with updates, prize winner announcements, and friendly reminders. Follow Commuter Connections on social media (Instagram, Facebook) for even more updates!
5/31	Finishing Strong
	<ol style="list-style-type: none"> 1. Send a last-day-of-challenge email to remind your employees to log their trips and increase your organization's ranking. Feel free to use our LAST DAY EMAIL TEMPLATE. 2. Make an announcement about the last day to log trips at the soonest staff meeting.
6/3	You've completed the goDMV Commuter Competition!
	Show off your ranking and stats by sharing our social media posts and distributing your ranking infographic. Be sure to tag us @commuterconnections on all platforms.
	<i>The week after the challenge, Commuter Connections will announce winners and rankings via email and on social media. You will also be provided with an infographic showing your organization's ranking and stats.</i>

Frequently Asked Questions

Below, we've answered some commonly asked questions that can help your employees better understand the CommuterCash app, trip logging, and rewards.

What is the goDMV Commuter Competition?

The goDMV Commuter Competition is a friendly competition among District employers and commuters to encourage sustainable transportation use (walking, biking, public transit, scooting, ridesharing, and teleworking). From March 3 – May 31, 2025, participants will log their sustainable trips for a chance to win cash, gift cards, and grand prizes. The employer with the highest participation at the end of the competition will receive a Top Performing Employer reward.

This friendly competition can help employers encourage employees to resume or continue their sustainable commutes and generate excitement about commuting among their staff.

What does the top-performing employer win?

DC, Maryland, and Virginia will each have two top-performing employers, one large and one small. Each of these six employers will receive:

- A glass award
- A catered winner's lunch
- Gift cards and superlatives for employee participants

Each jurisdiction will also offer its own additional prize(s); for example, the top DC employers will earn a digital ad placement in Greater Greater Washington. Stay tuned for updates from your jurisdiction's employer outreach coordinator on additional employer prizes.

What can employee participants win?

Over the course of the competition, participants can win rewards for logging their trips in the CommuterCash app. See the table below for an overview of the prizes offered in CommuterCash.

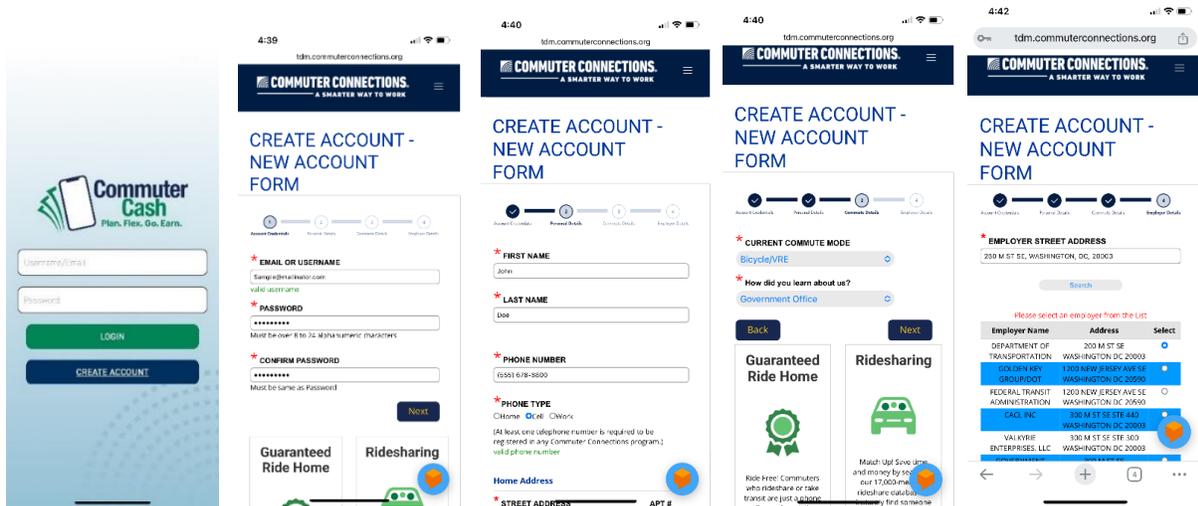
Theme	Requirement	Reward
Transit Trekker (March)	First 100 to log more than 30 transit trips	CommuterCash Points (\$25 value)
Earth Endorser (April)	First 100 to log more than 30 non-SOV trips	
Biking Bestie (May)	First 100 to log more than 25 bike trips	
Retention (Monthly)	First 50 to log 1 trip	Varies by month. Check your email for updates. (Ex: Coffee vouchers, CommuterCash points, etc.)
Achievements (Monthly)	Log 50 miles of biking or walking, OR log 10 verified non-SOV commute trips	CommuterCash Points (\$25 value)
Sponsor Raffle (Monthly)	Log 20 days of non-SOV trips	Varies by month. Check your email for updates. (Ex: Nationals tickets, gift cards, etc.)

In addition to CommuterCash prizes, participants will have the opportunity to win exciting prizes from our sponsors, including:

- Pizzeria Paradiso gift certificates
- \$250 Pacers Running gift card
- \$100 Anju gift card
- Two PNC Diamond Club tickets to a Washington Nationals game
- A staycation at the Pendry Hotel at the Wharf in Washington, DC

Are there sign-up instructions I can share with my employees?

1. Download the CommuterCash mobile app from the Apple App Store or Google Play.
2. Create an account by tapping the “Create Account” button in the app (Image 1).
3. This will take you to the Commuter Connections webpage, where you can input the information needed to create your account (Images 2-4).
4. When creating your account, make sure to select your employer if you’re participating as a part of a team. Search for your employer by entering their street address (Image 5).



In addition to following the above instructions, each employer will receive a unique link that automatically enrolls their employees to their team during the registration process. Keep an eye out for your unique link from your jurisdiction’s employer outreach team.

As a commuter participant, how do I join my employer team?

When registering, make you select your employer (*see above*). If you already have a CommuterCash account, tap the “Account Profile” option in CommuterCash. Search for your employer and select your employer from the menu.

How do I know if I joined the correct employer team?

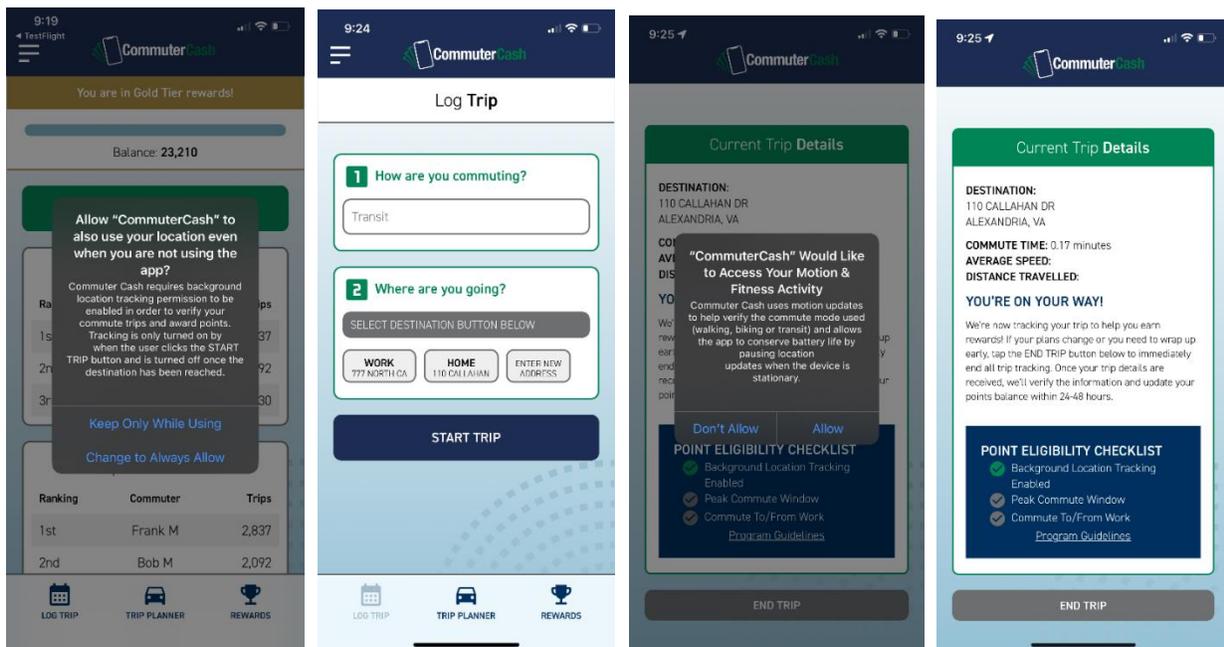
On the CommuterCash home screen, you'll see an Employer Leaderboard that shows the employers with the top three-point totals. Your employer should be identified in the fourth row, after the top three.

How do I log a trip?

A maximum of six trips may be logged per day to receive credit towards the goDMV leaderboards. There are two ways to log a trip.

Option 1 (preferred): Log your trip in the CommuterCash App. The app uses geolocation to verify trip logs. To log a trip:

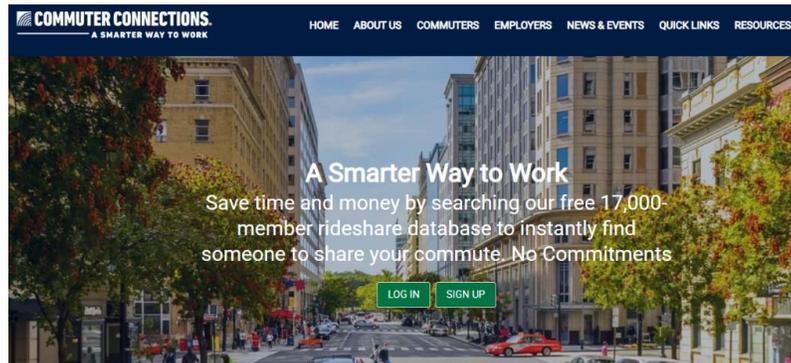
1. Tap "Log Trip" in the bottom left corner of the app.
2. Enable location sharing (Image 1). *
3. Indicate your transit mode and your destination, then click "Start Trip" (Image 2). *
4. Allow Access to your motion and fitness activity (Image 3). *
5. If all checkmarks in the "Point Eligibility Checklist" box are green, you'll earn CommuterCash points that can also be redeemed for cash prizes (Image 4).
6. The trip should end automatically when you reach your destination, but if it doesn't, select "End Trip" to force the app to stop tracking.



** NOTE: CommuterCash won't prompt you to share your location and fitness activity further after you initially grant it permission.*

Option 2: Self-report your trip. This is ideal if you are not logging commute trips for CommuterCash points, or if you forgot to activate the verified trip logger before you started your trip. **Please note that only two trips can be logged per day using this method.**

1. The link to self-report trip logs for goDMV credit is found at the bottom of the leaderboard within CommuterCash (Image 1).
2. The link will take you straight to the Commuter Connections website to log into your account and log trips in the self-reporting commute calendar (Image 2)
3. Navigate to “Commute Log” in the header after logging in and enter your trip (Image 3).
4. You can go back up to two weeks and log or modify your trips (Image 4).



DAILY COMMUTE LOGS PROFILE

HI JOHN,

Please set up your standard (default) commute profile below. This commute profile will automatically load to make logging your commute easy, and you always have the option to modify your commute.

Trip 1: Home To Work

Leg	From	To	How I Traveled	Distance
1*	Home	Work	Transit	5 miles
2*				miles

Trip 2: Work To Home

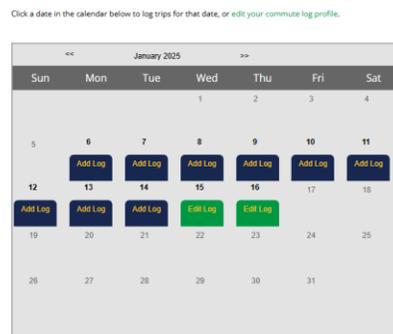
Leg	From	To	How I Traveled	Distance
1*	Work	Home	Transit	5 miles
2*				miles

[Save Profile >>](#)

- [Find Ridematches](#)
- [Bike Routing](#)
- [Guaranteed Ride Home](#)
- [Pool Rewards](#)
- [Flextime Rewards](#)



DAILY COMMUTE LOGS CALENDAR

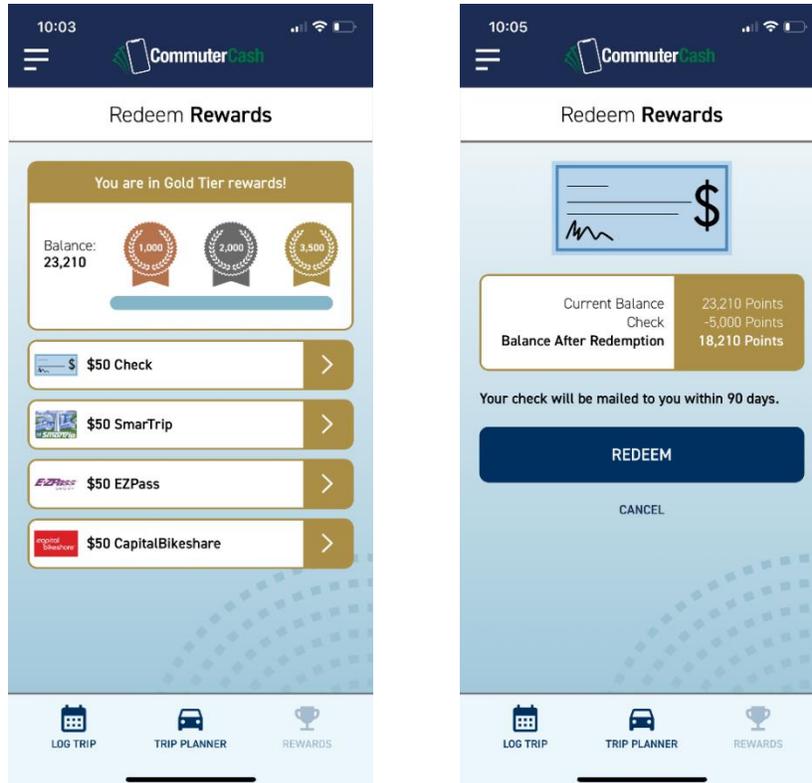


- [Find Ridematches](#)
- [Bike Routing](#)
- [Guaranteed Ride Home](#)
- [Pool Rewards](#)
- [Flextime Rewards](#)
- [Special Events](#)
- [Cost of Commuting Calculator](#)

How do I redeem points for my rewards?

You can earn points by logging verified commute trips in the CommuterCash app. You can also gain points by accomplishing goDMV mini-challenges.

Points can be redeemed for various rewards in CommuterCash. Click the “Rewards” icon in the bottom right corner of the app to see what you can request. Prizes include checks, PayPal, SmarTrip credits, Capital Bikeshare credits and memberships, and E-ZPass credits. Each reward has a different timeframe for fulfillment. Commuter Connections will work to review and fulfill your reward upon receiving your request within CommuterCash.



How do I see my sustainability metrics?

In the CommuterCash app, tap the hamburger menu in the header and select “Account Profile.” Impacts based on your trip log history will be displayed.

How do I see how my company and I are doing compared to others?

The leaderboard is the best place to check on the competition and see what you are up against. To see your organization's ranking or your individual rankings, tap the CommuterCash logo on the top of your screen (image 1) to navigate to the homepage and view the leaderboards (images 2-3).



Ranking	Employer	Trips
1st	RMI	2,837
2nd	Sierra Club	2,092
3rd	American University	1,830

Ranking	Commuter	Trips
1st	Frank M	2,837
2nd	Bob M	2,092
3rd	Lindsay Y	1,830
4th	Steve K	1,311
5th	Arron P	902
6th	Lyle C	833
7th	Billy B	779

How should I log telework sessions?

Employees working from home should log two telework trips per day, one to represent their morning commute and one to represent their evening commute. This will keep them competitive with those commuting to the office.

Because telework sessions can only be self-reported, they are not eligible for CommuterCash points. However, they contribute to your overall standing on the leaderboard and can contribute to grand-prize winnings.

How do I log a scooter trip?

CommuterCash counts scooter trips under the bike category. To log a scooter trip, select "bike" when choosing your mode of transportation.

Who should I contact if I have any questions about the competition?

If you have questions about hype events or competition promotion, please contact the employer outreach team at your jurisdiction. Questions about the CommuterCash app and competition prize fulfillment should be directed to goDMV@mwkog.org.