<u>Join the *Ride for the Region* Challenge</u>

Our *Ride for the Region* challenge intends to spark increased use of public transit through gamification and friendly rivalry – riding the wave of college sports competitions (you know the one!) as we head into Earth Month. By incentivizing new riders and encouraging riders to come back to transit, this challenge will not only boost the utilization of public transit services during the competition but will promote a mode shift to sustainable transportation that will support a cleaner and healthier region.

Go head-to-head with a similar organization during the Ride for the Region challenge!

Who: Employers (including universities, non-profits, public and private organizations) throughout the DMV (D.C., Maryland, and Virginia) are called to participate in the Ride for the Region Challenge – a friendly challenge to help increase transit ridership.

What: In a bracket format, participating organizations will have a weekly head-to-head challenge to see who can generate the most transit trips.

During the competition, individual riders from participating organizations will log their trips taken on transit in an effort to help their organization deliver the most transit trips as a team!

At the end of each week, the total number of transit trips taken by all participants within each organization will be calculated. One organization will be eliminated and the winning organization each week will advance to the next round.

Where: All trips that participants take using any transit service rail or bus service will qualify for the challenge! Employees will have to record their trips.
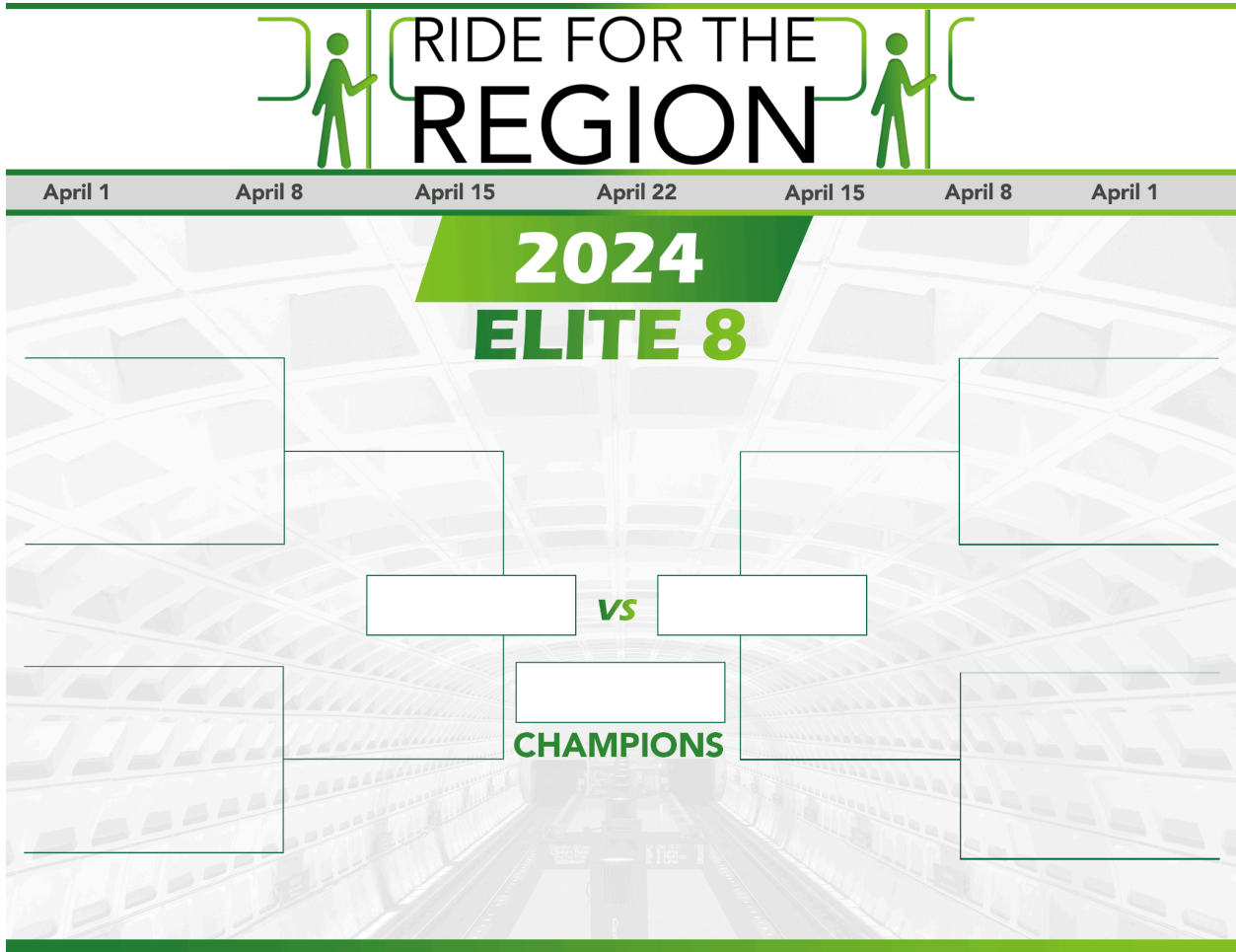
When:
Registration: February 19 - March 15, 2024.
Competition: April 1 - April 22, 2024.

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 winning organization will receive a shout-out in Greater Greater Washington.

How: The Ride for the Region will use the regional commuting platform incenTrip to track participation. Each organization must have an Employee Team Captain who will facilitate the registration process by verifying participants for their organization. Commuter Connections will reach out to your Employee Team Captain to create the teams, so be on the lookout for their email.

Employer Team Captains can find helpful [tutorial videos](#) on the incenTrip computer platform. Commuter Connections staff can also assist Employer Team Captains with creating accounts and logging trips on incenTrip if needed.

Additional tutorials cover:
- [Creating an incenTrip](#) account
- [Planning and logging commute trips](#) on incenTrip