



The 2026 Go Coast Commuter Challenge:

Everything Your Organization Needs To Know!

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This year's challenge dates:

October 5-18, 2026

What is the Commuter Challenge?

The Commuter Challenge is an **annual alternative transportation challenge** run by the [Go Coast](#) program of the [Wilmington Urban Area Metropolitan Planning Organization](#) (WMPO).

The gist of the challenge? **Try alternative transportation** at least once to **win prizes!**

There are prizes for participating organizations as well as individuals.

The goals of the challenge are to:

- Raise awareness and excitement about alternative transportation options in the Wilmington area
- Decrease single-occupancy vehicle traffic
- Improve environmental quality
- Support options that make everyone's commute better!



What's alternative transportation?

Participants in the challenge can log trips that are made by:

- Bicycling (conventional bicycles or electric-assist bicycles)
- Walking or jogging
- Carpooling
- Public transportation: Wave Transit buses or RideMICRO vans
- Teleworking

As long as it replaces a trip that would have otherwise been driving alone!

View the [challenge rules](#) for some more details about what's eligible.

We also provide [resources](#) for first-time alternative transportation users!





How to win prizes!

**...And all the challenge rules
and fine print**

How to win as a team

Organizations and employers can participate in the challenge! It's simple.

Step 1: Fill out the [team registration form](#) to identify who we should contact about claiming prizes for your team! This contact will also receive final participation data, in case the organization wants to distribute any prizes of their own to winners!

****Note:** Teams who do not fill out this form will not be eligible to claim prizes.

Step 2: Individual commuters log eligible trips to count towards the team prizes. They can also win individual prizes separate from a team prize!

The top 2 teams who log the most trips can win!

That's evaluated per capita by team size. A team consists of however many participants log an eligible trip and indicate a common employer (not your overall employer size). The team with the highest average trips per participant wins!



Prizes for individuals

There's incentives for individuals, regardless of if they are participating on a team or not.

Local businesses donate gift cards and other goodies to support the challenge as prizes. In past years we have had over \$1,200 worth of prizes to give away in prize drawings!

The prize categories are...

- **Miles logged** (2 winners who track the most distance traveled in miles using any mode of alternative transportation)
- **Trips tracked** (2 winners who track the greatest number of trips using any mode of alternative transportation)
- **Random!** (3 winners will be selected randomly who track even a single eligible trip!)
- **Social media sharer** (2 prizes for randomly selected participants who share about the challenge on social media - see [rules](#) on a later slide)



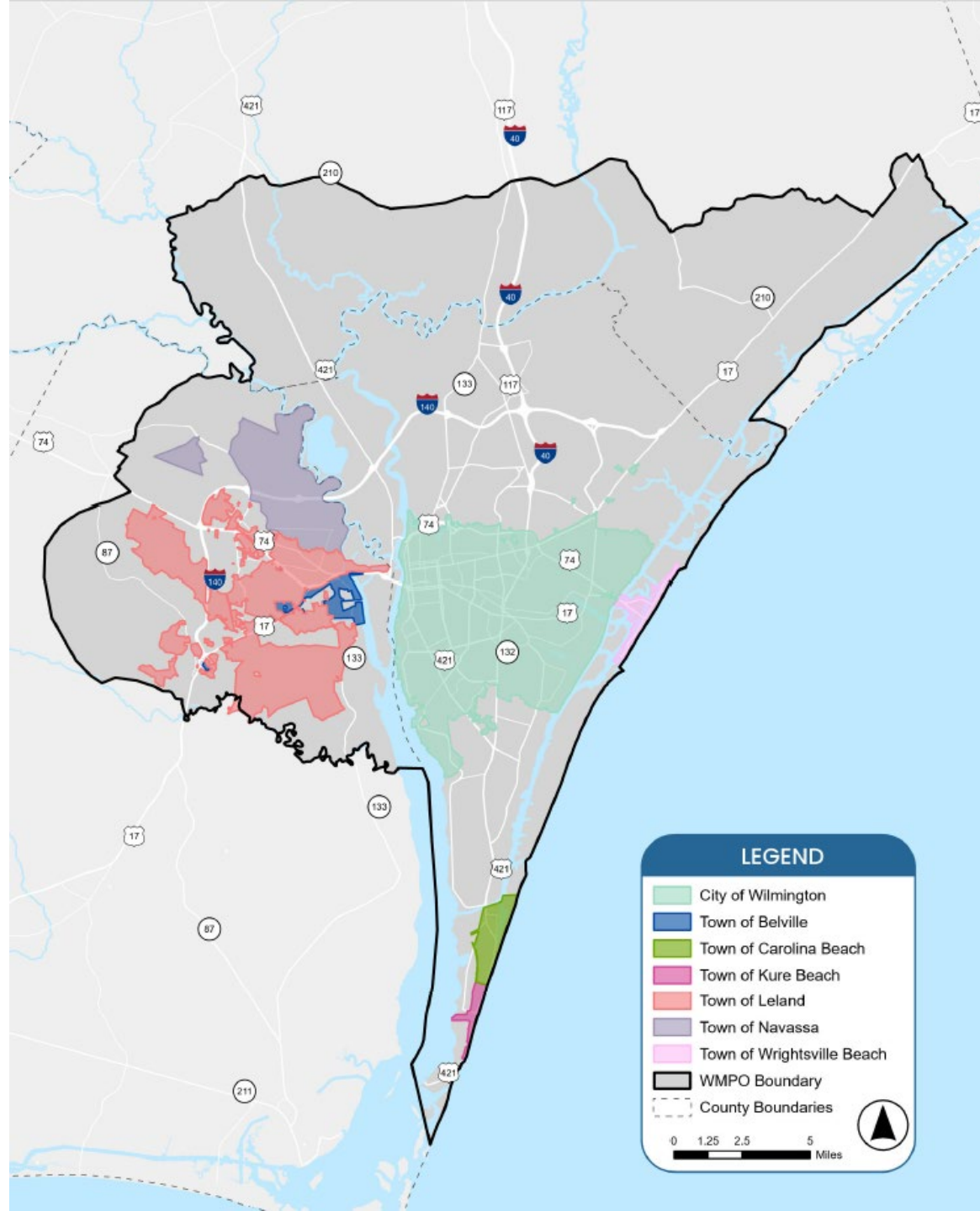
Challenge Rules

- The challenge is only open to people who live or work in-person within the WMPO's planning area. See the [map on the next slide](#). Participants must be age 16+.
- One individual prize per winner. If your team wins, you are still eligible for individual prizes.
- Everyone is encouraged to log their own trips to be eligible for individual prizes. However, a team member may log trips on their behalf.
- **Only alternative transportation trips that replace drive-alone trips are eligible.**
 - Carpool rules: Carpoolers can log the same trip if they drove together. Passengers must all be of driving age and the car must remain at its destination (for example, dropping a child off at school would not count as a carpool trip).
 - Telework rules: Those who already telework regularly may only count telework trips for days they would have otherwise driven to work alone, if outside of their regular telework schedule. Regularly scheduled telework days are not eligible.

Got questions? Contact us! GoCoast@WilmingtonNC.gov



WMPO Boundary



Social media prize eligibility

We welcome and encourage participants to share about the Commuter Challenge on social media! There are two prizes which will be awarded to randomly selected sharers. The rules:

- Eligible platforms: Facebook, Instagram, and/or LinkedIn
- Share one of our challenge posts (made during or before the challenge), or make your own post showing off your alternative commute during the challenge.
- Post must be public. Stories are not eligible.
- Tag us - @wilmingtonmpo and @gocoastnc on Facebook and Instagram; Wilmington Urban Area Metropolitan Planning Organization on LinkedIn
- Use the hashtag #GoCoastCommutes
- Posts must be made between September 28 - October 18, 2026, and stay publicly available through October 20

We really appreciate the signal boost and thank all who participate and share!





Participation tips

How to log trips

Participants can track miles as an individual, or indicate if they are part of a team.

Individuals who want to participate as a team should first identify the best contact at their workplace, who would be able to coordinate claiming any organizational prizes. This contact would also be the recipient of final participation data if desired. This contact needs to fill out the organization interest form just once, then participants can use the individual tracking form going forward. Remember, teams must fill out the organizational interest form to be eligible to claim a team prize.

Visit the [Go Coast website](#) for the link to the tracking form (miles and mode required, date of trip and destination optional).

Participants can fill out the tracking form as often as they like (after every trip, weekly, or at the end of the challenge – it's up to them!) If part of a team, there is a space to indicate which employer team you're on.



Need assistance with your transportation options?

Go Coast staff works with employers on how to support alternative transportation options for commuting to and from their worksites. We can help develop customized employee outreach/onboarding information tailored to your location and policies, and provide your employees with free commuter resources. **Our services are free of charge!**

Go Coast can also help individuals! We can make **customized commute plans** for individuals who are unsure of how to use the bus or what bike routes they can take. We can suggest resources and provide step-by-step, turn-by-turn directions (like Google Maps but with more details!). Request a free plan through our [online form](#).



Commuter Friendly Employer



**Commuter
Friendly
Employer**

Employers who support and encourage a variety of employee alternative transportation commuting options can get recognition – beyond just through the Commuter Challenge.

Go Coast's Commuter Friendly Employer program recognizes employers with a Gold, Silver, or Bronze designation, which demonstrates commitment to employee wellness and work-life balance, a supportive work environment, sustainability, and social responsibility.

Read the [recognition criteria](#) and reach out with any questions.

As part of the Commuter Friendly Employer program, Go Coast also offers a free [commuter solutions toolkit](#) for employers seeking to expand transportation choices and commuter benefits for their employees. Our staff is available to assist your organization in navigating available resources, discuss commuter benefit opportunities, and identify strategies that align with your workplace needs.

