



Commuter Challenge Dates:
October 5 - 18, 2026

Dear employer partners,

Wilmington-area employers participating in the **2026 Go Coast Commuter Challenge** can win team prizes! What's the Commuter Challenge? This is an annual alternative transportation challenge run by the Go Coast program of the Wilmington Urban Area Metropolitan Planning Organization (WMPO). The goal? It's simple: We want folks to **try alternative transportation** at least once during the challenge for a chance to **win prizes**!

Anyone who lives or works within the Wilmington urban area can participate, and we encourage employer support as well! The challenge is for commuters to try public transportation, bicycling, walking, carpooling, or teleworking- anything that replaces a trip that would have otherwise been driving alone. Participants report their trips and miles traveled to earn entries into drawings for prizes donated by local businesses!

Teams can win: Teams, consisting of participants who indicate a common employer, can win a team prize, but the challenge rewards individual participants, too. Those who track the most trips, the most miles, and even participants who log just one trip are entered to win!

Employers can help build teams at their workplaces using Go Coast's **marketing toolkit**. It helps to **identify a best contact at your organization** to arrange to claim a prize should your team win. This contact will also be sent team participation data in case an employer would like to provide additional prizes or recognize employee participation.

Find more info about the challenge, including FAQ, the marketing toolkit, and other resources at:

GoCoastNC.org

Questions? Contact:

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