
WAHOO COMMUTE



RTP Update – Aug 2025

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OVERVIEW

- Commute management platform powered by Luum
 - Available via web browser and app
- Trip logging
 - Employees log their daily commute to earn cash incentives
 - Qualifying modes are walk, bike, scooter, transit, carpool, and vanpool
- HR and payroll integrations
 - Import employee information
 - Export incentives earned
- Membership
 - Eligibility requirements
 - Commute requirements - annual permit restriction and return



PURPOSE

- UVA Parking and Transportation's primary function is to manage the University's parking supply.
 - When demand surpasses supply, we must either increase the supply or decrease the demand.
 - Building two new parking garages that will add 2.3k parking stalls.
 - Wahoo Commute, as a TDM program, aims to reduce parking demand by incentivizing commuting behavior change.
 - Behavior change: Replace single-occupancy vehicle trips with alternative commute modes.
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TIMELINE

- 2019 – P&T parking study
 - Impending parking shortfall
 - TDM program recommendation among others
 - Mar 2020 – Covid
 - Feb 2023 – Hoos Making an Impact Winner
 - One time award of \$100k to implement winning idea
 - Oct 2023 – Signed contract with Luum
 - Sep 2024 – Wahoo Commute launch
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INCENTIVES

- Commute Bonus
 - Daily cash incentive: \$1.50 or \$1.00 depending on mode.
 - Commute Raffle
 - Each qualifying commute logged is an entry.
 - Two winners each month - \$500 each.
 - E-Bike Rebate Reward
 - \$400 rebate on a qualifying e-bike purchased.
 - Changed conditions to align with City's voucher program.
 - Other Rewards
 - Additional rewards to highlight specific modes e.g., Bike Month.
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COMMUTE CALENDAR



Wahoo Commute
powered by lum.



Patrick

Home

Commute Calendar

Leaderboards

Rewards

Carpool

Vanpool

Guaranteed Ride Home

Benefit Elections

Settings

Admin Tools

Today

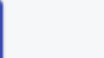
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August 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28 	29 	30 	31 	1 	2
3	4 	5 	6 	7 	8	9
10	11 	12 	13 	14 	15 	16
17	18 	19 	20 	21	22	23
24	25	26	27	28	29	30
31	1 Labor Day	2	3	4	5	6

Modes



Round-trip: ☒ Distance (one-way): 2.3 Arrival Time: 8:00 AM

Wednesday, August 20, 2025

My Commute

Carpool\$1.00 X

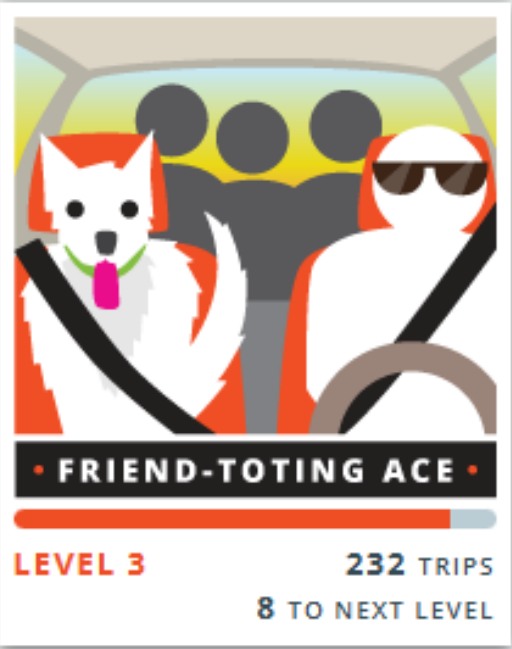
→ 2.3 miles

← 2.3 miles X

Pay Period Summary: Aug 11 - Aug 24

CHARGE\$0.00BONUS\$7.00

My Levels: Carpool



FRIEND-TOTING ACE

LEVEL 3232 TRIPS8 TO NEXT LEVEL

15:23

Dashboard



Rewards

 1 available reward!DETAILS

In progress

There are no rewards in progress.

GO TO REWARDS

Guaranteed Ride Home

You have 4 rides remaining through 07/01/2026

 Get Lyft code

MANAGE RIDES

Charges and bonuses

Current pay period, 08/11/2025 - 08/25/2025

Charges\$0.00

Personal bonuses earned\$7.00

Dashboard

Calendar

Profile

FEATURES

- Guaranteed Ride Home (GRH)
 - 4 free rides home per year via Lyft
- Carpool Matching
- Vanpool Finder and Payroll Deduction
- Gamification
 - Leadership Board
 - Badges for reaching certain milestones

2 Carpools Found

2 of 26 carpools found based on your filter. [Hide Filters](#)

 **Add yourself to the carpool interest list** so that other interested carpoolers can contact you.
Your commute information, including your home address, will be displayed anonymously.

Home location:

within 5 miles

Work location:

Parking & Transit

within 5 miles

Arrive at work between:

7:00 AM

9:00 AM

Depart from work between:

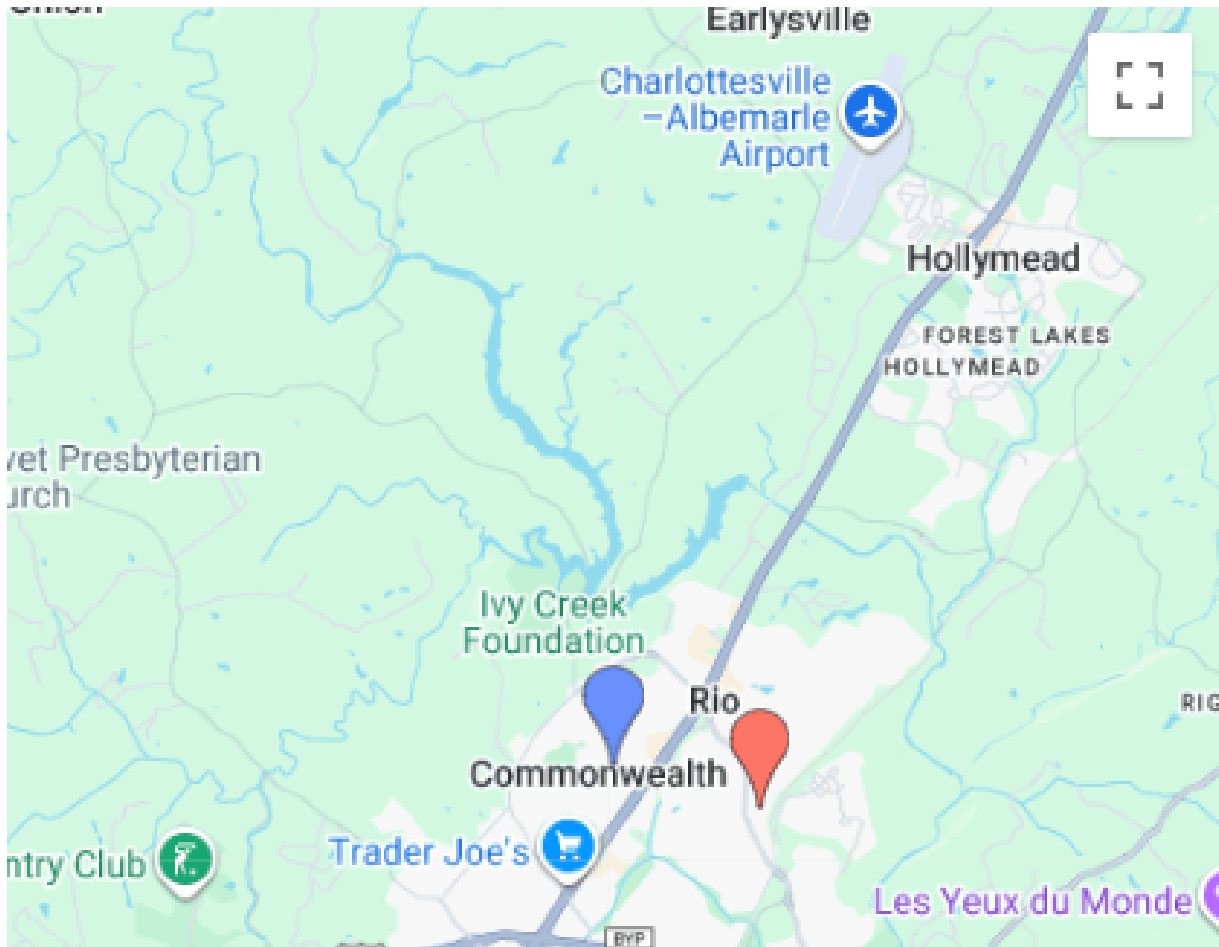
4:00 PM

6:00 PM

Show carpools looking for:

Riders or Drivers

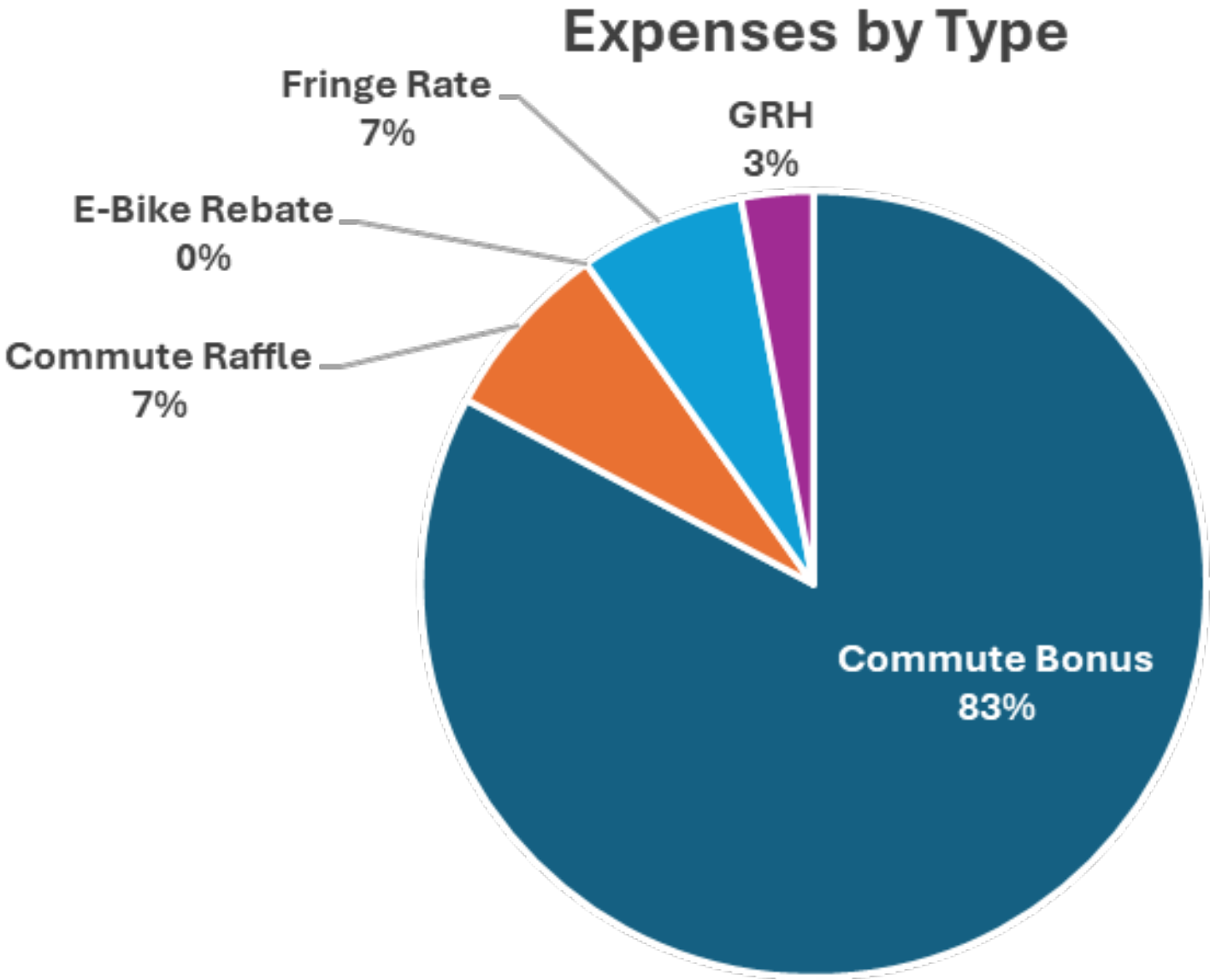
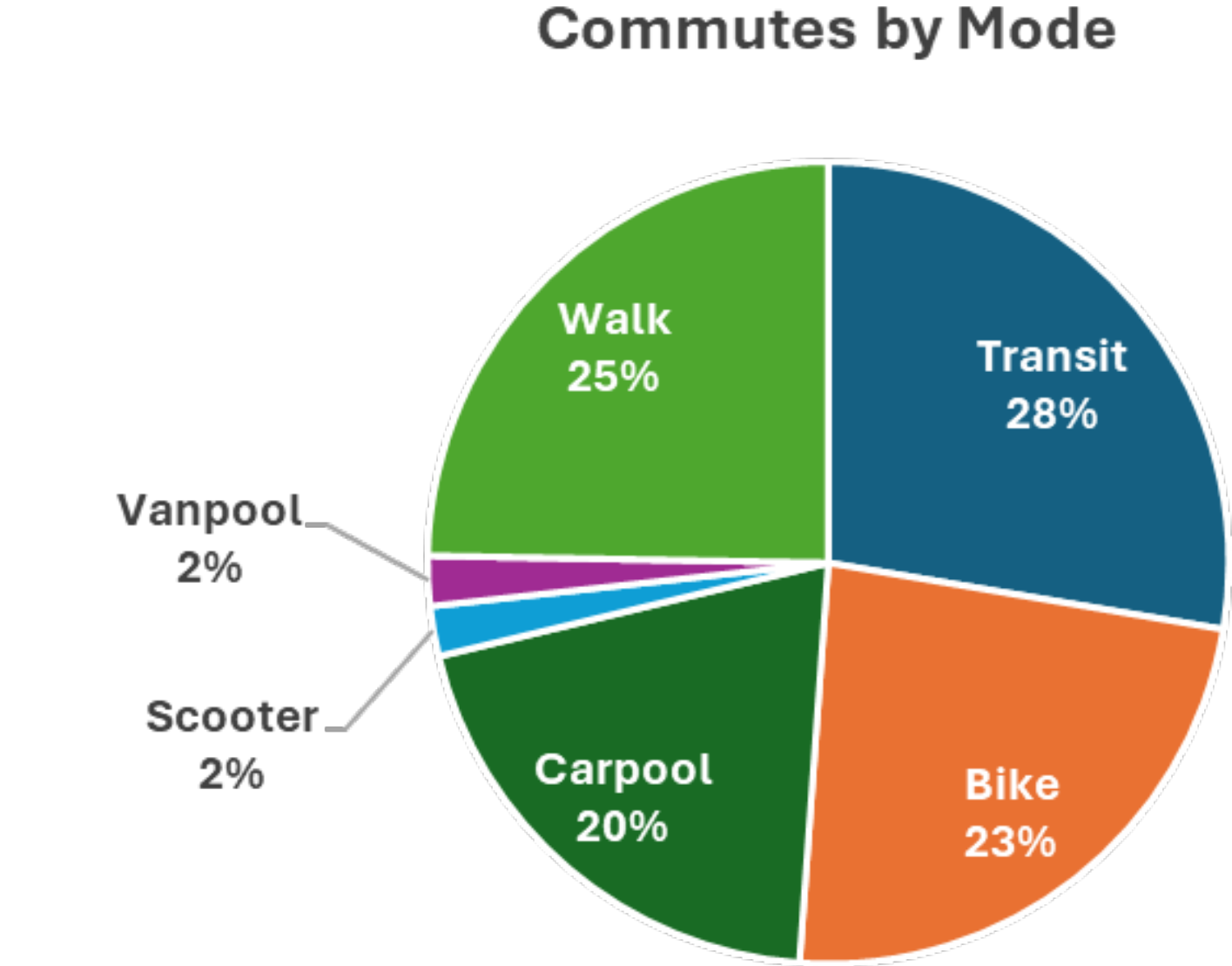
Update



Carpool Details	Distance from Home	Distance from Work
Work: Fayerweather Hall Arrival Time: 9:00 AM Departure Time: 5:00 PM Wanted: Rider Contact	1.1 mi	1 mi
Work: Bavaro Hall Arrival Time: 8:45 AM Departure Time: 4:30 PM Wanted: Driver or Rider Contact	3.4 mi	1.2 mi

JULY 2025 SNAPSHOT

	July
Membership	798
Active Members	584
Eligible Population	26,045
% of Population	3.1%
Commutes Logged	8,027
Spaces Saved	532
Incentive Expenses	\$13,474
Cost per Space Saved	\$25



LESSONS LEARNED

- Start to finish process
 - Procurement, HR, Payroll, Legal, IT, Data Stewards
- Fine-tuning details to better align with our objectives
- E-bike rebate changes

WHERE TO NEXT

- Increased staffing
 - Two student interns
 - Marketing push
 - Automated onboarding emails
 - Newsletters, tabling events & department visits
 - More robust daily parking solution
 - Further encouragement for hybrid commuters with permits to return them
 - Funding sustainability
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THANK YOU