

INCENTRIP UPDATE

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Transportation Program Operations Manager

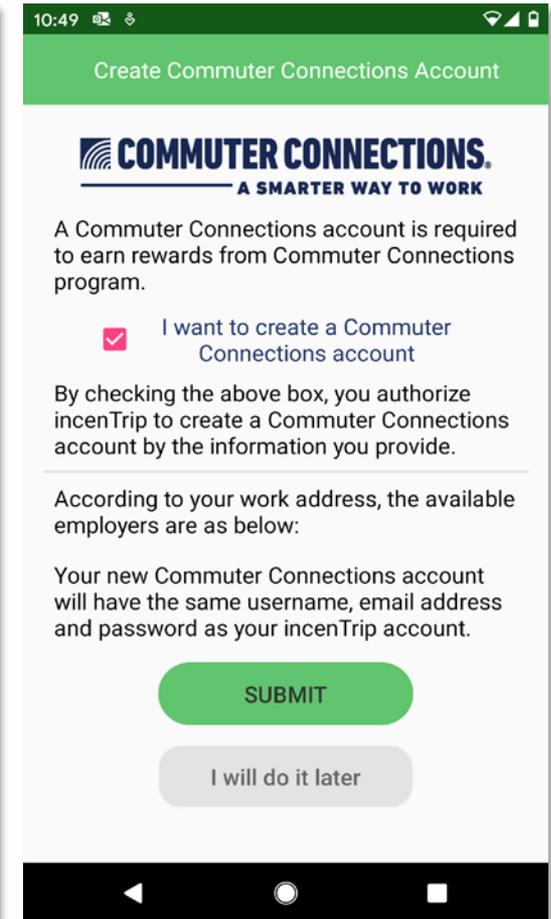
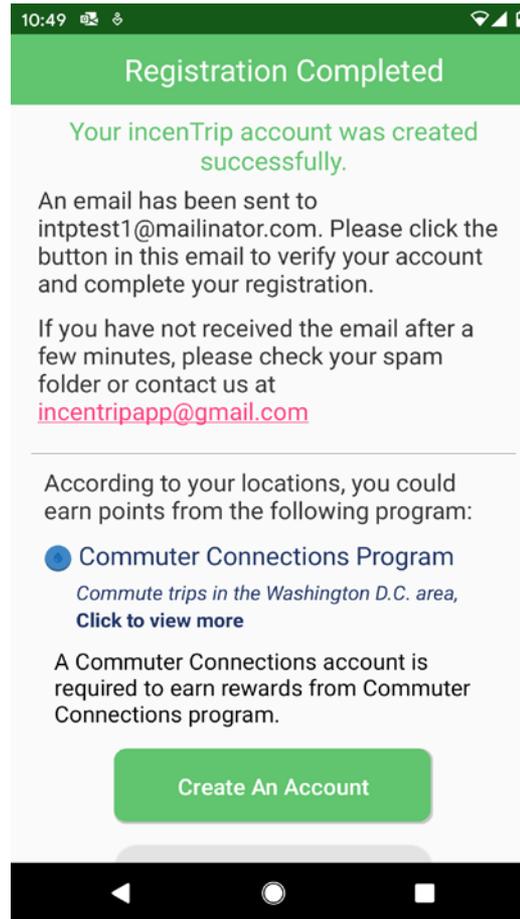
Commuter Connections Ridematching Committee
December 15, 2020

Program Refresher

- Users need **both** an incenTrip and Commuter Connections account
- Official program title: *Commuter Connections Incentive Program Within the incenTrip Mobile Application*
 - incenTrip is the trip logging mechanism
 - Commuter Connections determines program guidelines, user eligibility, and furnishes incentive payments
- GOAL: Create a seamless means of user engagement between Commuter Connections and incenTrip
 - OUTCOME: incenTrip Registration Enhancements
 - OUTCOME: Commuter Connections & incenTrip Account Connections Enhancements

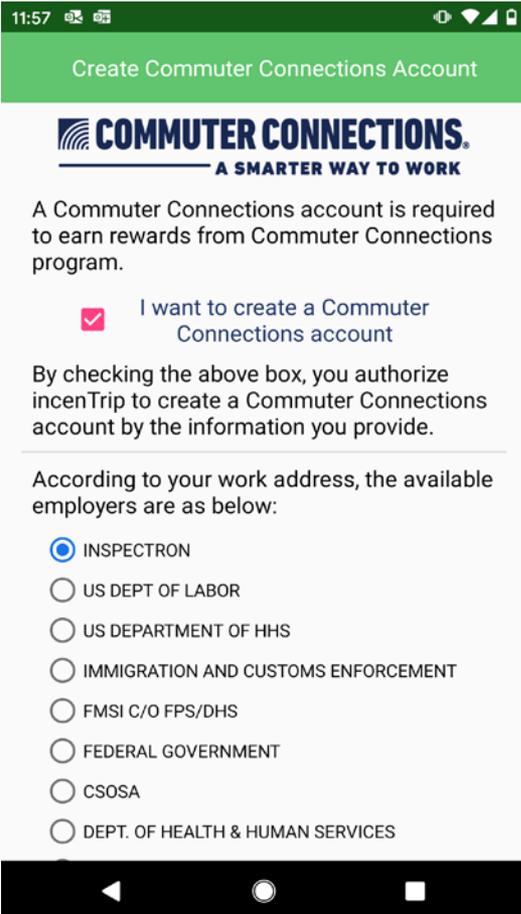
Registration Enhancements

- Determines program eligibility based on addresses inputted
- Provides program information and guidelines
- Asks user to enroll in Commuter Connections program / create an account



Registration Enhancements

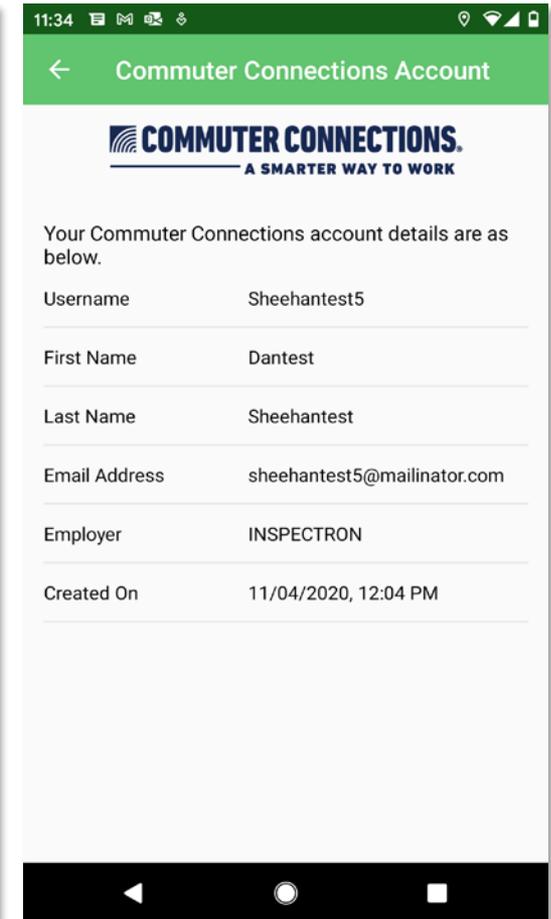
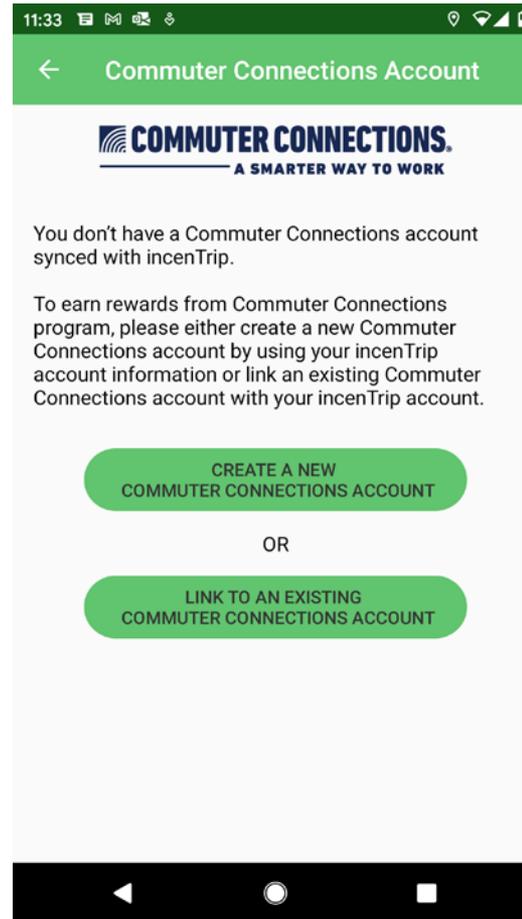
- Users must have an employer location to be eligible
- New **Employer API** searches for employer records within Commuter Connections TDM System
- User selects correct employer
- Reduces duplicates within the TDM System
- Ability to create new employer record if not shown in listing



The screenshot shows a mobile application interface for creating a Commuter Connections account. At the top, there is a green header with the text "Create Commuter Connections Account". Below this is the Commuter Connections logo, which includes the text "COMMUTER CONNECTIONS." and "A SMARTER WAY TO WORK". The main content area contains the following text: "A Commuter Connections account is required to earn rewards from Commuter Connections program." Below this is a checkbox with a red checkmark and the text "I want to create a Commuter Connections account". Underneath, it says "By checking the above box, you authorize incenTrip to create a Commuter Connections account by the information you provide." A horizontal line separates this from the next section, which says "According to your work address, the available employers are as below:". This is followed by a list of radio button options: "INSPECTRON" (selected), "US DEPT OF LABOR", "US DEPARTMENT OF HHS", "IMMIGRATION AND CUSTOMS ENFORCEMENT", "FMSI C/O FPS/DHS", "FEDERAL GOVERNMENT", "CSOSA", and "DEPT. OF HEALTH & HUMAN SERVICES". The bottom of the screen shows a black navigation bar with standard Android icons.

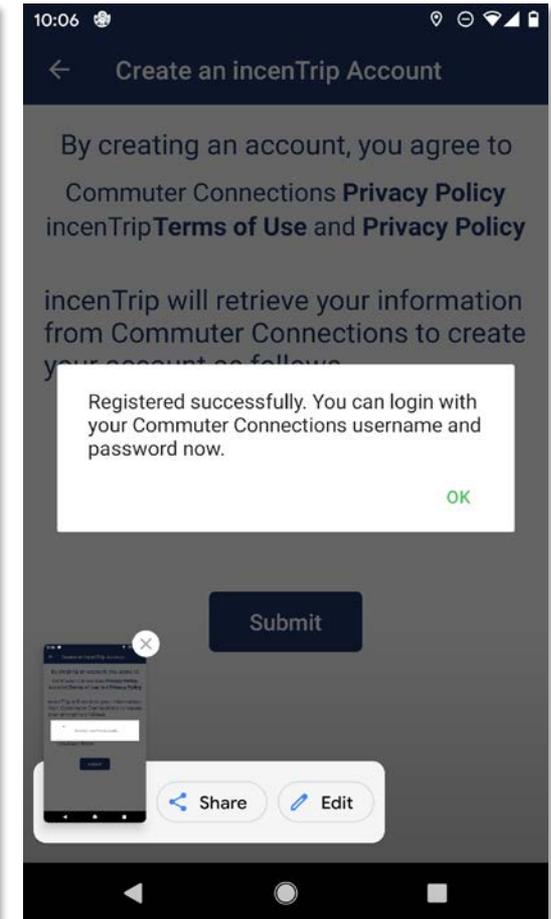
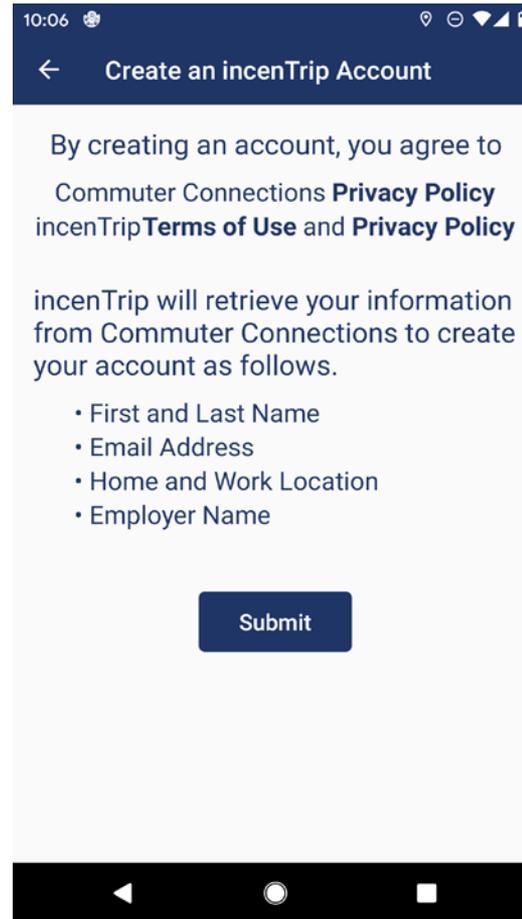
Account Connections Enhancements

- Alternative account connection method: post-incenTrip account creation
- Commuter Connections profile integrated into incenTrip

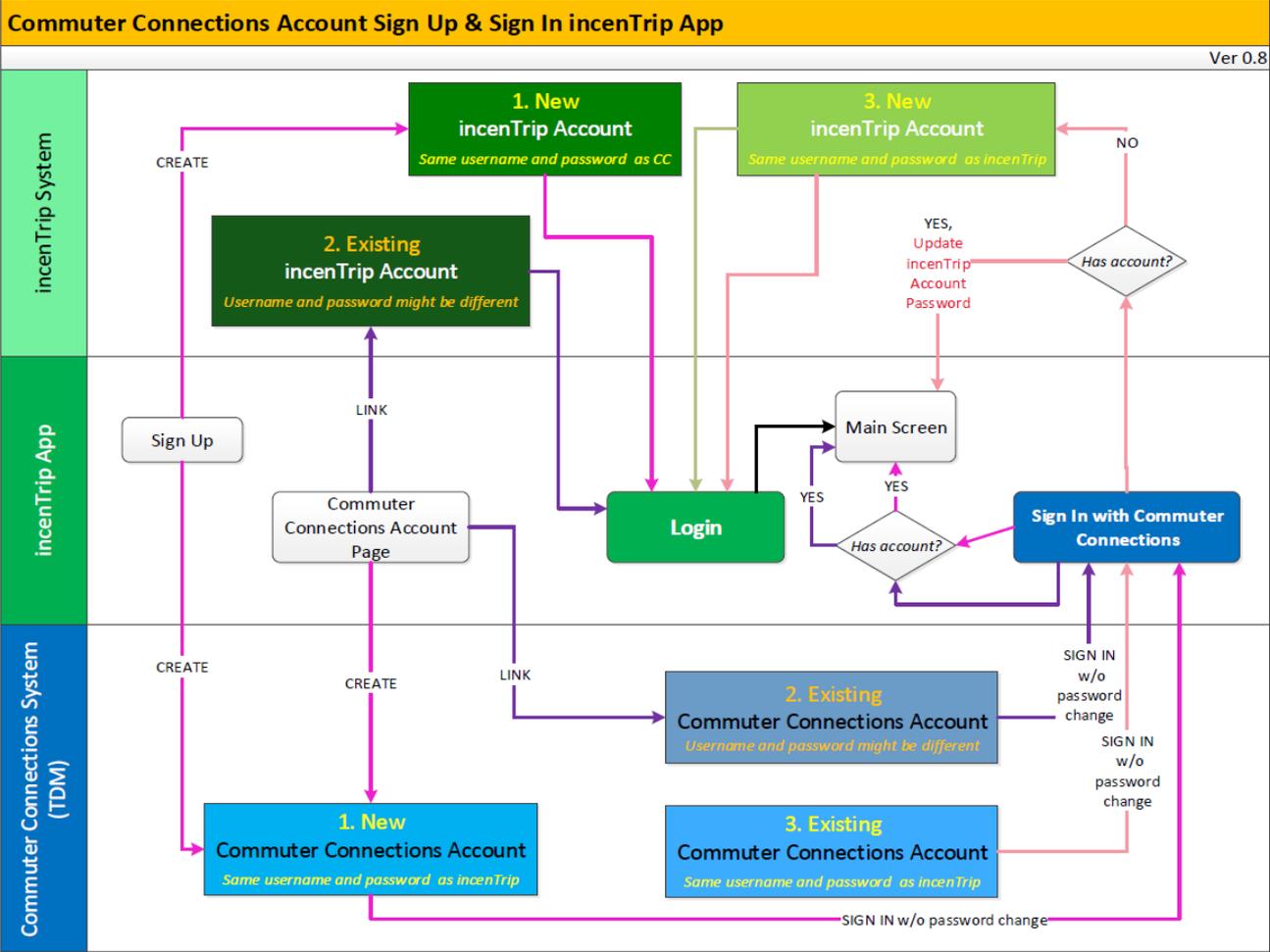


Account Connections Enhancements

- Users can sign-in with existing Commuter Connections info
- If incenTrip account is not yet created, the system will automatically create an incenTrip account when logging in for the first time

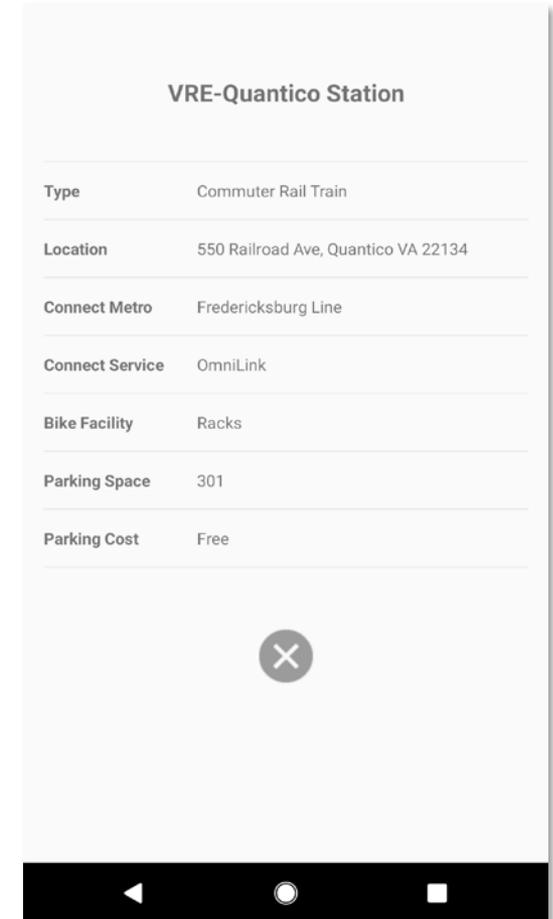
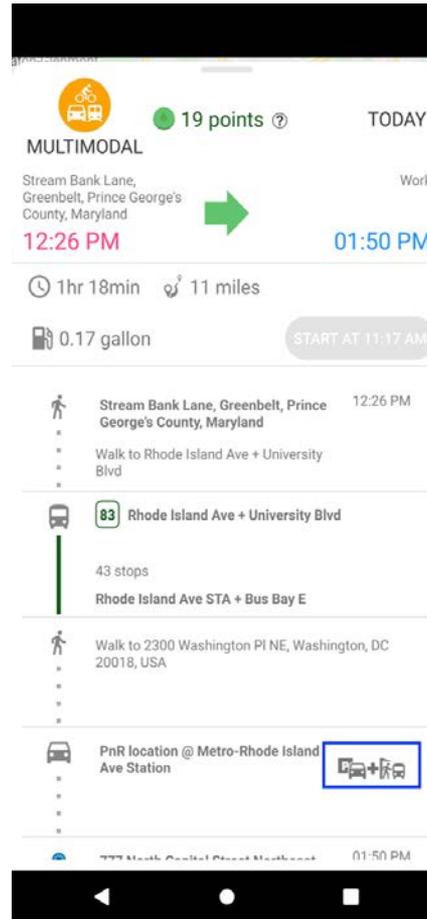


Account Connections Enhancements



Park & Ride Lot Integration

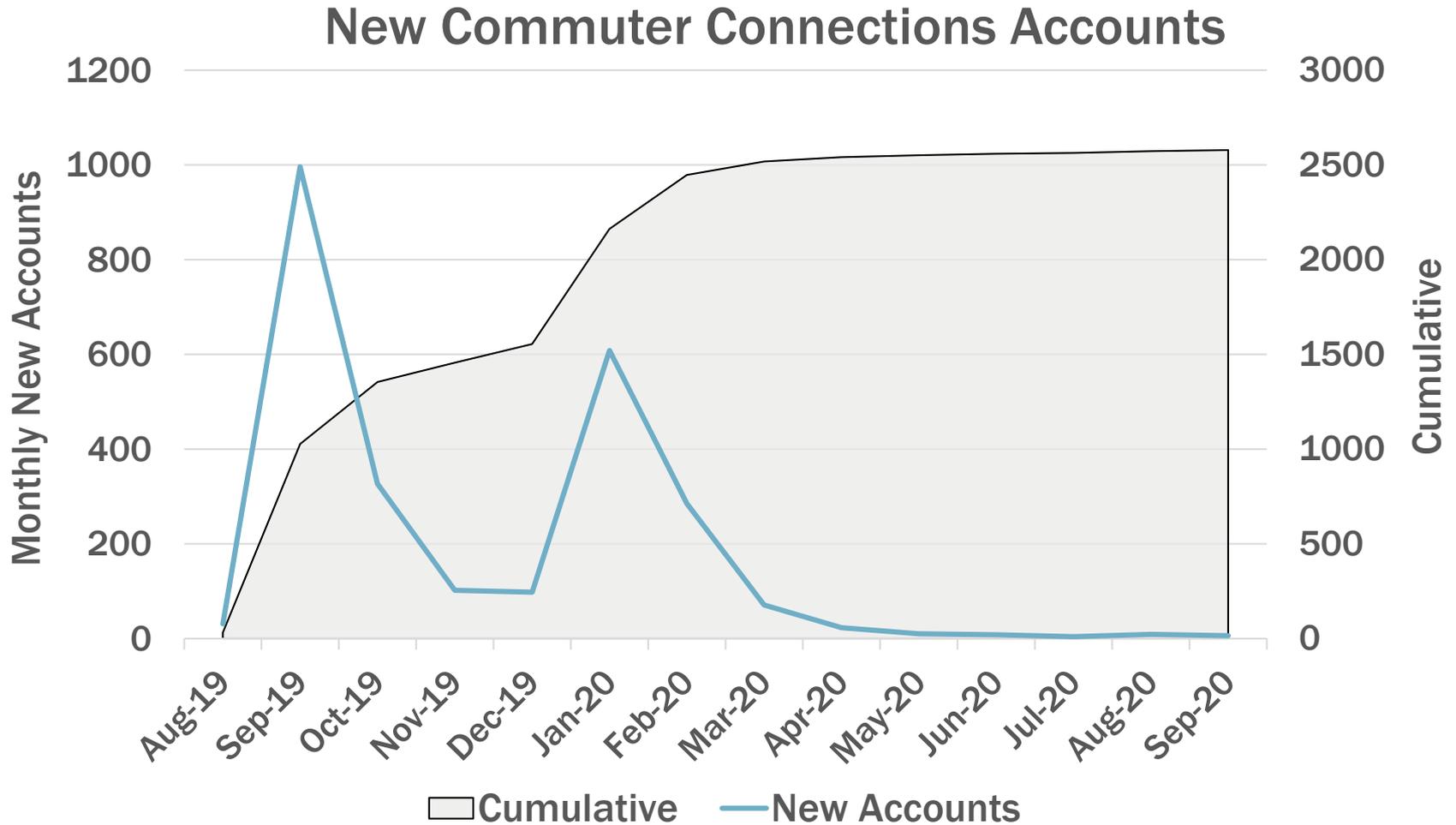
- New component to Multimodal trips
- Automatically routes to Park & Ride, if applicable
- Select icon to view Park and Ride details



Trip Log API

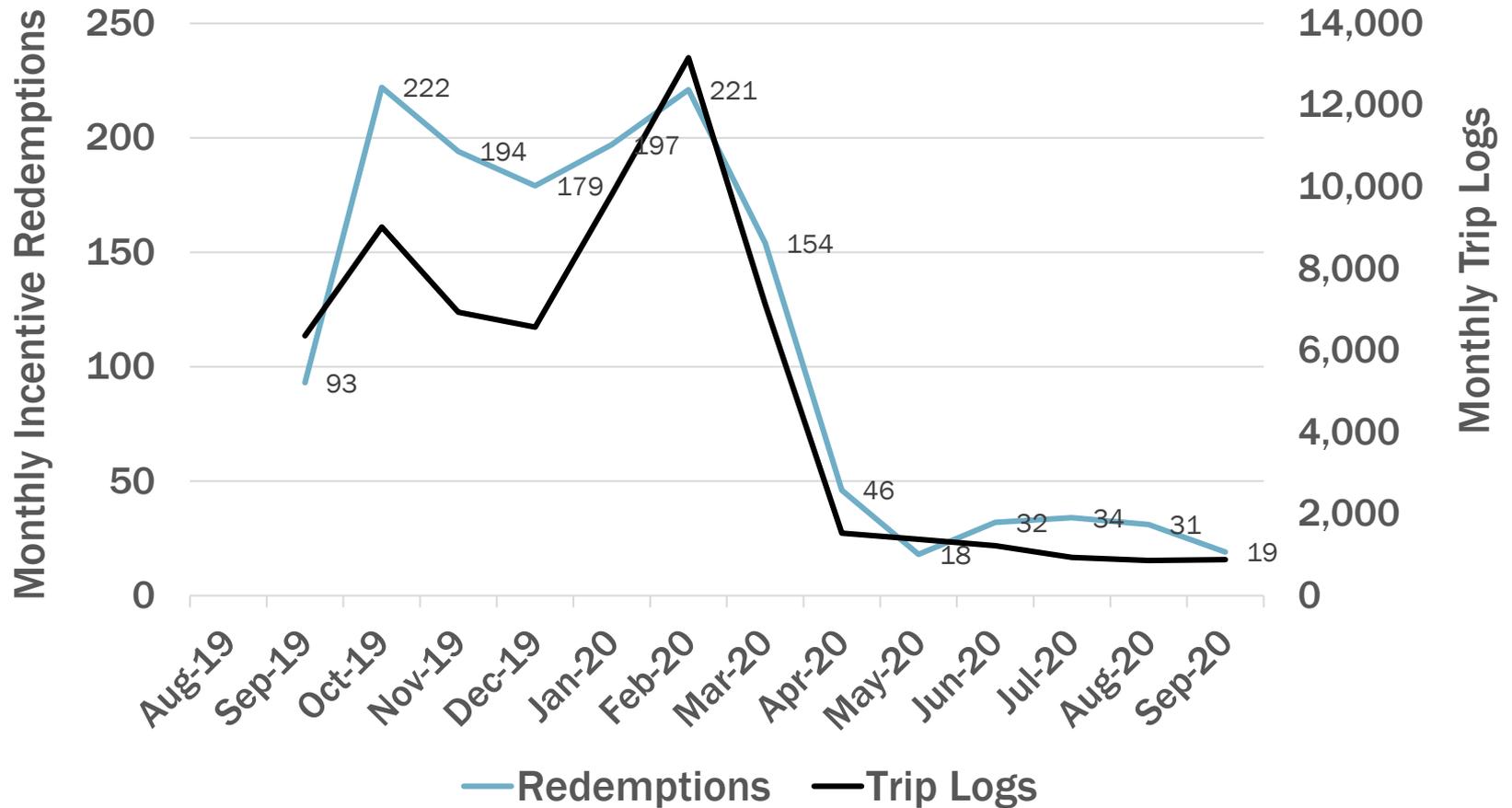
- Trips logged with incenTrip are now automatically ported to users' Commuter Connections accounts.

User Activity



User Activity

Redemptions & Trip Logs



Data labels represent Redemptions



ATCMTD: Background

- Advanced Transportation and Congestion Mitigation Technologies Deployment (ATCMTD)
- \$5.95 million grant application submitted August 2019
 - Grant title: “Deployment of Personalized and Dynamic Travel Demand Management Technology in the Washington, D.C.- Baltimore, MD-Richmond, VA Megaregion”
- Award announced in June 2020
- Agreements finalized in November 2020

ATCMTD: Goals & Vision

- Leverage the best available technology to maximize the cost effectiveness of a megaregion TDM program
- Integrate and expand existing dynamic TDM programs with a shared technology platform for coordination among public and private-sector partners
- Provide personalized, timely and accurate traveler information and incentives to minimize congestion, energy use, and emissions
- Enhance multimodal transportation access and system performance for all user groups with rewards and gamification

ATCMTD: Upcoming Activity

- Task 1: Project management and reporting
- Task 2: Deployment of personalized and dynamic TDM in existing service area
- Task 3: Technology deployment in the entire DMV megaregion and adjacent rural counties with multijurisdictional coordination

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