

# Item 5



## EARN CASH FOR YOUR SMART COMMUTE

### INCENTRIP REWARDS MODEL

Each commute trip that is tracked and logged with incenTrip will earn points for Commuter Connections members. Trips that help reduce congestion and improve air quality - such as ridesharing, taking transit, or biking - will award more points than driving alone. Users will progress through two point allocation levels: A “Hook” phase and a “Sustain” phase.

The Hook phase awards 100 points per eligible trip. Once users have shown a tendency at choosing drive-alone commute alternatives, they will enter the Sustain phase, where points awarded will gradually diminish. This is due to incenTrip’s focus of encouraging “mode shift” (i.e. shifting commuters’ travel mode from a Single Occupant Vehicle (SOV) to a more sustainable alternative, such as carpooling or taking transit).

As an example: A user who regularly logs two daily non-SOV commute trips will spend 90 days in the Hook phase, 30 days in Sustain-1, 30 days in Sustain-2, and then placed in Sustain-3. The user will have earned approximately \$310 over the course of his/her first six months of logging!

Tiered Points Allocation Levels				
Trip Type	Hook Phase	Sustain Phase - Level 1	Sustain Phase - Level 2	Sustain Phase - Level 3
Non-SOV (rideshare, transit, bike, walk)	100	90	75	50
Eco-Driving	10	10	10	10