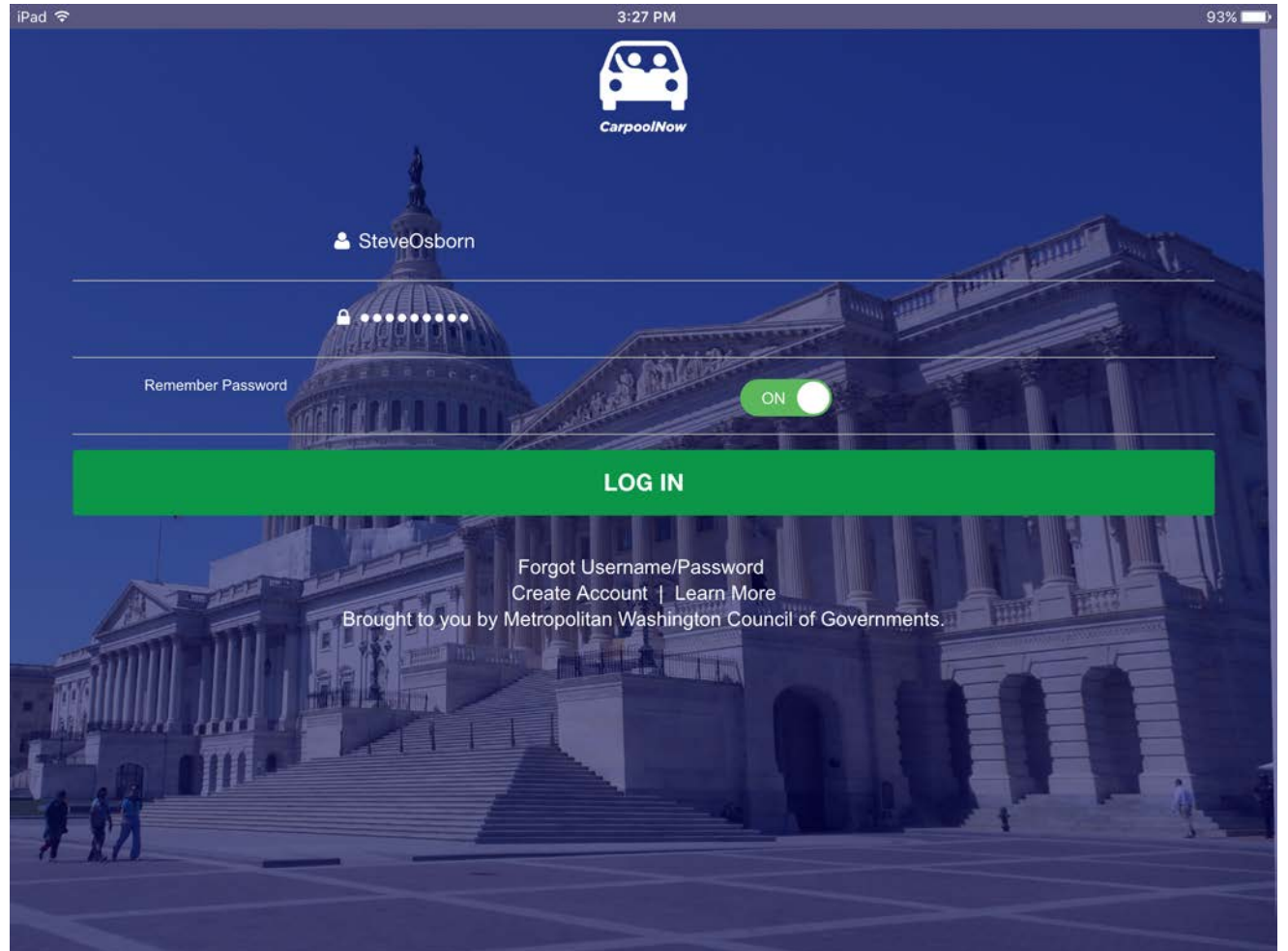# CARPOOL NOW DRIVER INCENTIVE

A NEW DYNAMIC RIDESHARE OPTION FOR COMMUTERS IN THE WASHINGTON DC REGION

# LOGGING IN

Members will login using their existing Commuter Connections credentials *or* create a new account
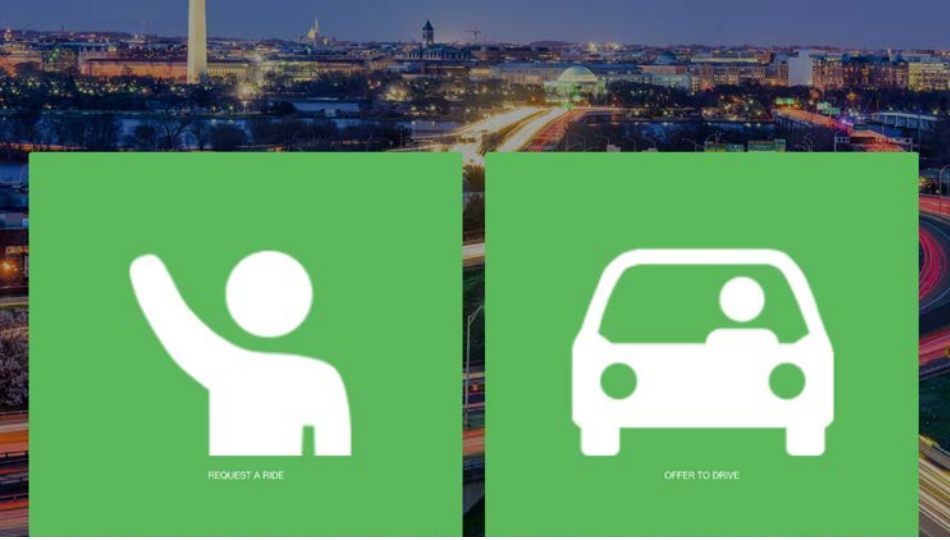
# OFFER TO DRIVE

- Upon logging in, users will have to choose between two options: Requesting a Ride or Offering to Drive

- The incentive will only be available to those offering to drive

# OFFERING A RIDE

The App defaults as a map view

Any other users logged in requesting a ride will appear at their current location

You can tap the icon to display that individual's information and show a suggested route to their destination
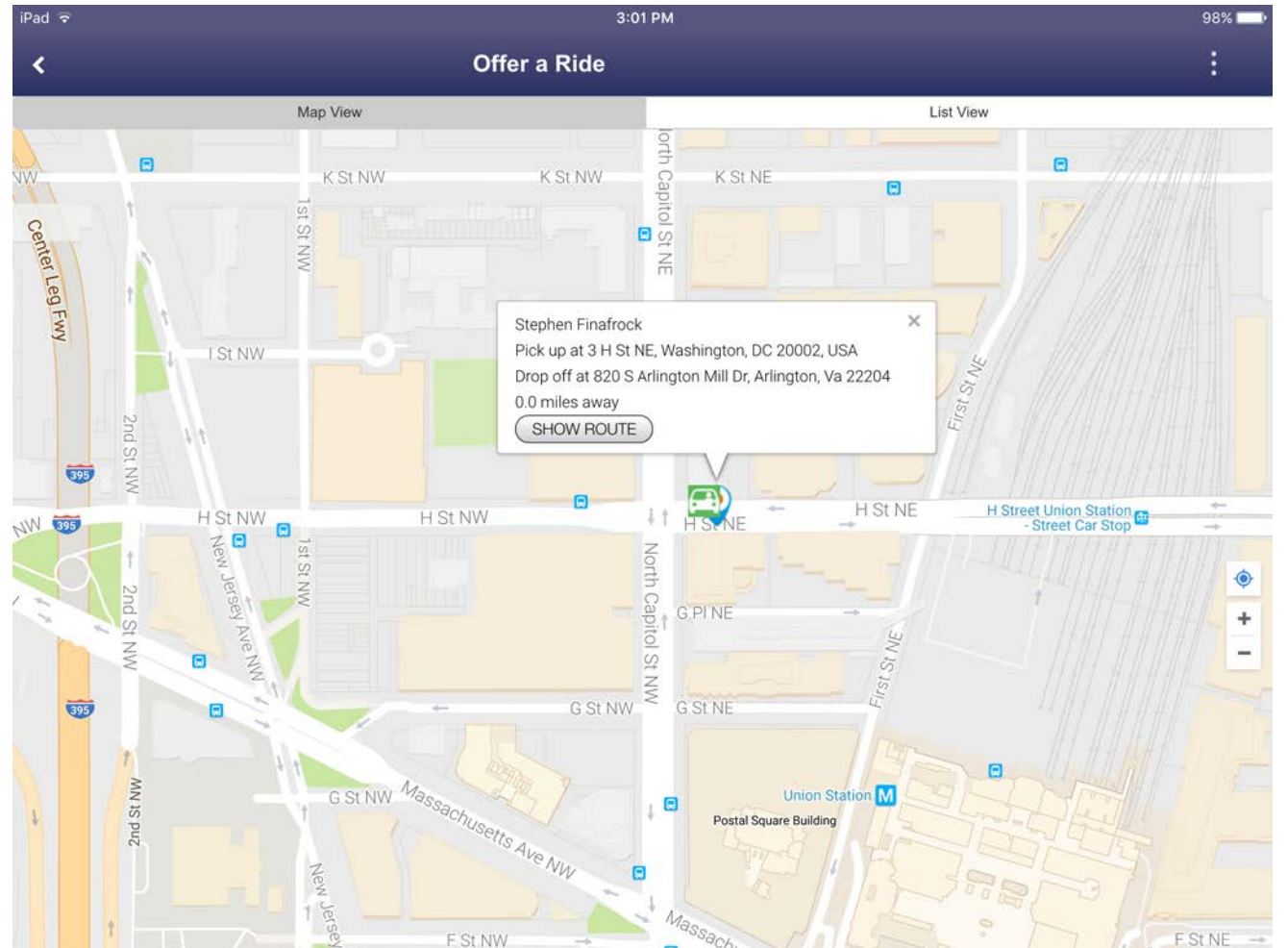
# LIST VIEW

Selecting the "List View" tab at the top of the screen will give the user access to each commuter requesting a ride

The user can also offer the ride while in the list view
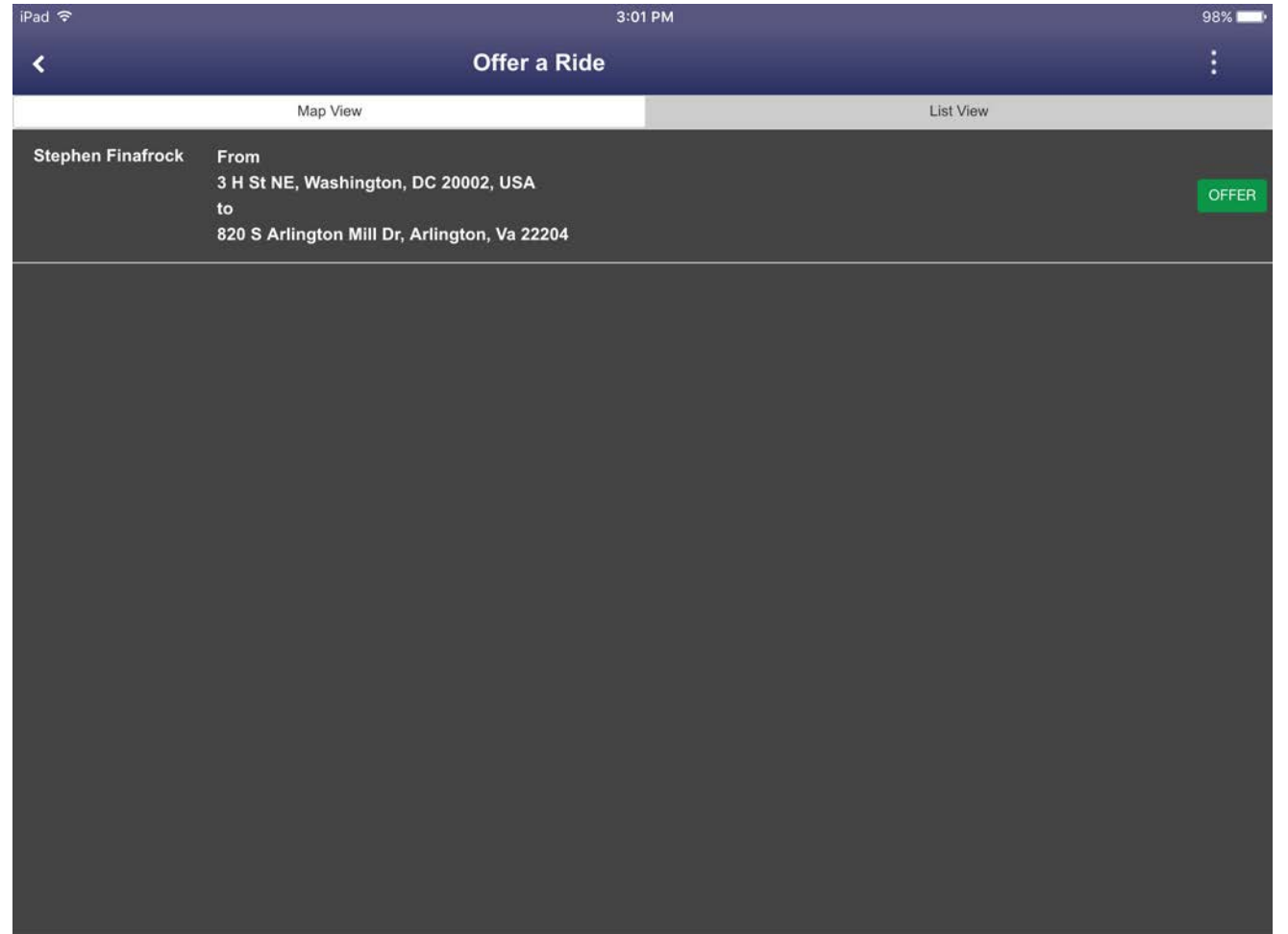
# SENDING THE OFFER TO DRIVE

At this point, the driver needs to wait for a response

The rider will receive a notification that their ride has been offered
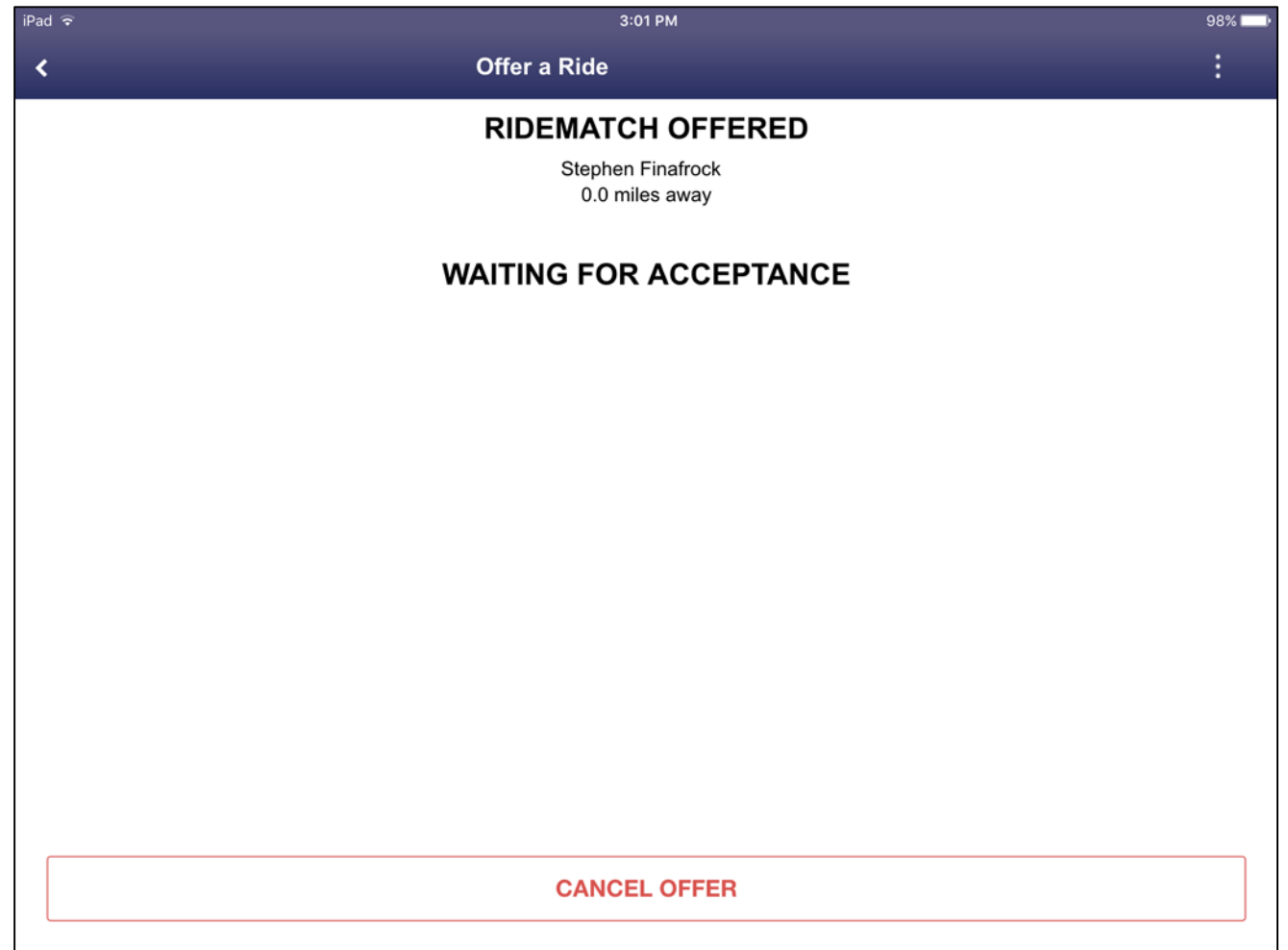
# CONFIRMING PICKUP

After the rider accepts the offer, the user will have the option to confirm pickup

Selecting "Rider Picked Up" will confirm ridematch success and prompt the user to logout

The driver and trip data will now appear in a report ran by COG staff. This data will be used to process payment

# INCENTRIP APP UPDATES: IMPROVEMENT BASED ON FEEDBACK

Full integration with Commuter Connections program and existing user base via the Deeplink technology.

Added "Region Check", only users with origin and/or destination in D.C.-Baltimore can earn incentives.

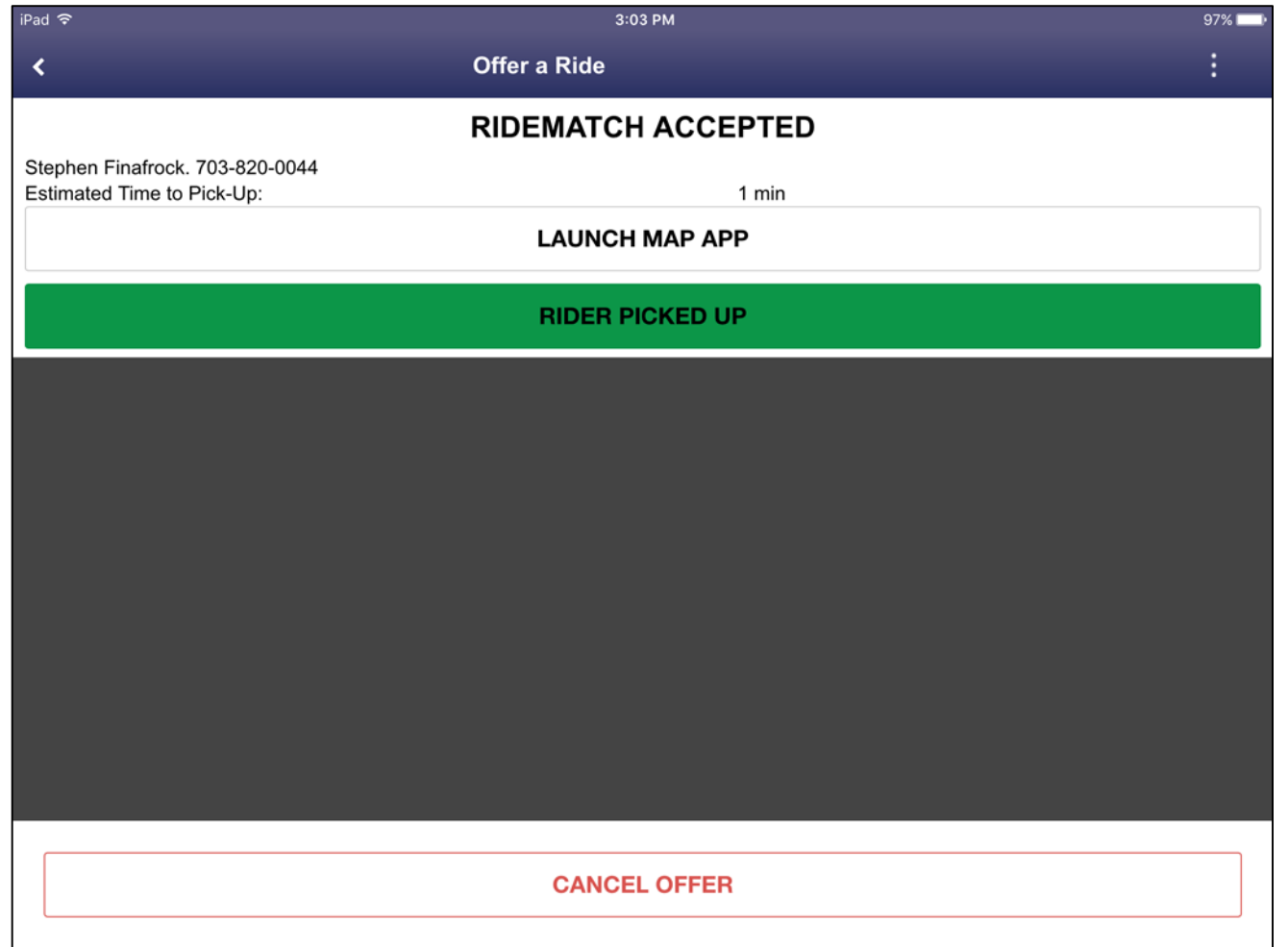Simplified user registration process. There is still a registration code request, which will be removed this Fall when the app becomes open to all users.

Extend Bike trip maximum distance from 5 to 10 miles.
Integrated commuter buses into transit options.

Developed an improved "Agency Dashboard" for incentive performance monitoring and management.
Made several other changes and fixed bugs based on partner and user feedback.

# IMPROVEMENTS ON BACKEND TECHNOLOGY

Congestion mitigation and increasing multimodal trips (transit, rideshare, etc.) have been added to the objective set of the incentive optimization algorithm. Previously, energy use minimization was the only goal.

Time tables and routes of commuter buses and shuttles have been synchronized in the multimodal algorithm.

Travel mode confirmation algorithm has been enhanced.

Online Artificial Intelligence (AI) architecture for predicting individual travel choices under incentives and for customizing incentives has been developed for even more cost-effective incentive programs.

# INCENTRIP FUNDING UPDATE

incenTrip won the D.C. Department of For-Hire Vehicle Transportation Challenge Award on 6/8/2018

University of Maryland (UMD) just won a new $1 million U.S. Department of Energy grant to leverage incenTrip technology and provide transportation energy analytics for the multimodal transportation system in D.C.

UMD successfully concluded the previous U.S. DOE technology development project in August 2018. Another UMD grant application with U.S. DOE for incenTrip technology deployment in D.C. was encouraged for a full proposal submission and is currently under review. Decision expected by Oct. 2018.

# 8/18 ARTICLE IN THE WASHINGTON POST



**The Washington Post**

*Democracy Dies in Darkness*

Sign In

**Transportation**

# This app wants to reward you for smart commuting choices

A pedestrian crosses above rush-hour traffic last year in Washington. (Bill O'Leary/The Washington Post)

By **Lori Aratani**
August 18

Would you switch your solo ride to a carpool to earn points toward a $25 Amazon gift card? Or take Metro to score even more points that could be used for a gift card to one of your favorite eateries?

Lei Zhang is betting that you will, and he and his colleagues at the

# ONGOING WORK

The incenTrip team has received requests from several cities and agencies for technology transfer and deployment. The UMD team is now working on a new deployment project and may start another deployment effort this Fall pending contract negotiation outcomes.

A start up company, Future Mobility Labs, located in the Mtech Technology Incubator, has been established to commercialize and deploy incenTrip, which offers several partnership models for public agencies.

The UMD team welcomes addition feedback from the ride-matching committee members and continues working on app improvement for a possible Fall 2018 opening to all commuters in the MWCOG region.

# QUESTIONS OR CONCERNS?

Any questions or concerns can be directed to:

Steven Osborn
Email: sosborn@mwcog.org
Direct: 202-962-3323