# INCENTRIP, RIDE FOR THE REGION CHALLENGE, AND COMMUTERCASH

Recent Employer Challenge Campaign in incenTrip and Revised CommuterCash Release Schedule

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Commuter Connections Subcommittee March 19, 2024



### **Current Status**

- ATCMTD enhancements concluded in November 2023. UMD contracted to provide maintenance.
- All primary and sub-programs are fully operational.
  - Commuter Connections & MDOT Rewards Programs
  - Corridor Challenges
  - Flextime Rewards
  - Reach a Ride Referrals
  - Employer Challenges







# Ride for the Region Challenge - Context

- Concept developed by a task force led by WMATA and Advanced Energy Group in fall 2023.
- Purpose: Ride for the Region Challenge intends to spark increased use of public transit through gamification and friendly rivalry – riding the wave of March Madness as we head into Earth month.)
- incenTrip identified as vehicle to operate challenge in February.
- https://goadvancedenergy.com/dmv-ride-for-the-region
- Featured on Greater Greater Washington



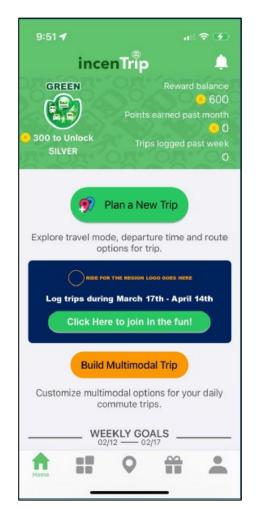
# Ride for the Region Challenge - Operations





## Ride for the Region Challenge - Operations

- Eight employer teams will promote the Challenge to their employees.
- Head-to-head competitions over the course of three weeks.
  - Employer team with the most transit trip logs advances.
- Winners announced Mondays, culminating in a champion announced on Earth Day.
- Metrics/impacts provided to Team Captains.









## Tentative CommuterCash Launch Schedule

- Technology transfer from UMD to COG
- Operate Ride for the Region Challenge

**April 2024** 

- -Soft launch to existing users
- Email and in-app communications to existing incenTrip users regarding migration to CommuterCash from incenTrip
- Develop marketing and media plan for full launch

**Summer 2024** 

#### May/Spring 2024

- Continue technology transfer from UMD to COG
- CommuterCash beta testing

#### September/Fall 2024

- Full CommuterCash launch to public and employers
- Paid marketing campaign
- Terminate Commuter Connections programs in incenTrip by September 30



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