ATCMTD PROJECT UPDATE

Recent Accomplishments and Upcoming Activities

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Commuter Connections Subcommittee
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ATCMTD Overview

- Advanced Transportation and Congestion Mitigation Technologies Deployment (ATCMTD)

  - FHWA Funds authorized through FAST Act

- $5.95 million grant application awarded November 2020

  - 3-year project scheduled to conclude in November 2023

- Year 1 Focus: Model Enhancements & Program Expansion (Tasks A - C)

- Year 2 Focus: Specialized TDM Programs (Tasks D - F)

- Year 3 Focus: Improved Accommodations (Tasks G)

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Project Goals

- 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

Task A - Accomplishments

- <u>Task A</u>: Develop Personalized and Dynamic TDM in Existing Service Areas

  - Areas of focus: TPB non-attainment area and Maryland

  - WMATA & MTA real-time GTFS feeds integrated

  - All fixed-route local transit services integrated

  - TDM System adapted to administer multiple incenTrip programs

  - MDOT incenTrip Incentive Program

    - Operations/rewards are similar to Commuter Connections

      - Eligibility is based upon work location

    - Launched **Tuesday, November 9**

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Task B - Accomplishments

- <u>Task B</u>: Technology Deployment in the Entire DMV Megaregion and Adjacent Rural Counties

  - Areas of focus: Central Virginia, Delaware, and select counties in West Virginia and Pennsylvania

  - Created network model

    - Data elements include megaregion street network, real-time traffic data, and fixed-route transit

    - Users are now able to plan a trip within expanded region, all the way down to Richmond

    - Released on **Tuesday, November 9**

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Task C - Accomplishments

- Task C: Expand multimodal reward and payment options within the incenTrip community

  - Identified incentives to pursue for inclusion

    - PayPal/Venmo digital payments

    - eGift Cards (Giftcards.com / OmniCard) and Nift Gift

    - WMATA SmarTrip, MTA CharmPass, E-ZPass

  - Created new "Payment Module" in TDM System

  - Created 5 new APIs that permit communication between incenTrip, the TDM System, and PayPal

    - Enable users to link PayPal accounts to incenTrip accounts so that digital payments can be received

Task C - PayPal Payouts

- CSV includes:

  - PayPal ID

  - Amount

  - Currency

  - Reference ID

    - (Email)

  - Note

  - Wallet

    - (PayPal or Venmo)

Send a payout

To get started, you can upload a CSV or TXT file with up to 5000 payment recipients and also add a customized email message. You can **preview and download a sample file** to understand how to organize your fields.

Upload Recipient File

Upload a CSV or TXT file   **Choose File**

Download sample CSV file

Add a custom message

Enter email subject

Customized email message to recipients

1000

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Task C - Updated Deployment Timeline

Incentive	Expected Deployment
PayPal Digital Payment	Q4 2021
Gift Cards	Q4 2021
Nift Gifts	Q1 2022
WMATA SmarTrip	Q1 2022
MTA CharmPass	TBD
VA & MD EZ-Pass	TBD

Task D - Overview

- <u>Task D</u>: TDM Deployment for Non-Recurrent Congestion Mitigation

    - Develop and deploy (a) personalized and dynamic incentives and (b) traveler info to mitigate non-recurrent congestion in the region

    - Examples of non-recurrent congestion: major accidents, dangerous weather, work zones, holidays, and special events

        - Focus will remain focused on peak-commute timeframes, unless otherwise suggested

    - Encourage shifts in (a) mode, (b) departure time, and (c) route

    - Stakeholder input requested from ATCMTD Stakeholder Group

Task E - Overview

- <u>Task E</u>: Corridor-Level TDM Deployment for Multimodal Integrated Corridor Management (ICM) and Transportation Systems Management & Operations (TSM&O)

  - Monetary and non-monetary incentives

  - Encourage shifts in (a) mode, (b) departure time, and (c) route

  - Focus on improving commuters' awareness of multimodal choices and park-and-ride options along selected corridors

  - Ability to react to projected congestion levels along corridor and allocate incentives accordingly

  - Stakeholder input requested from ATCMTD Stakeholder Group

Task D & E - Methods

- Potential methods for personalized & dynamic incentivization:

  - Flextime Rewards / awarding points for route change or delayed departure

    - $8 per flexed trip – scale appropriately for points allocation

  - Increased rideshare vehicle occupancy

  - Customized corridor challenges

  - Boost points for all non-SOV trips within certain distance of eligible corridors

- Potential methods for disseminating real-time traveler information:

  - Flextime Rewards / alerting of delays along route

    - In-app push notifications, email alerts

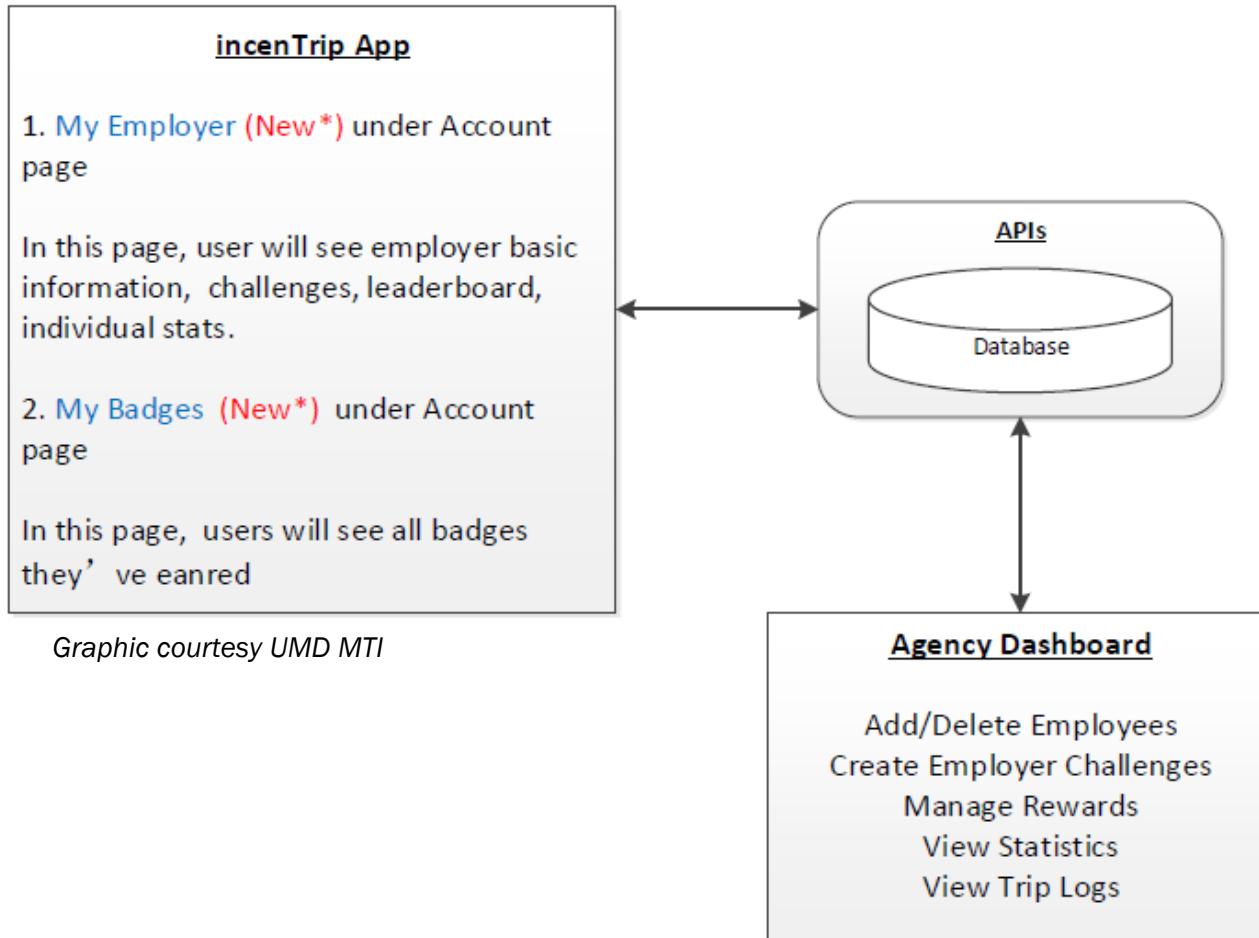**COMMUTER CONNECTIONS.** | A SMARTER WAY TO WORK

Task D & E - Scenarios and Corridors

- Transform 66 Major Construction Project

    - Convert HOV2 carpools to HOV3

- I-270 Corridor Project

    - Leverage MDOT's $100 million investment in ramp meters, variable speed limits, and auxiliary lane extensions

- Bay Bridge holiday travel

    - Reduce number of commute trips along bay bridge so more capacity is available for non-commute trips

- Heavy traffic days

    - Tuesday following Labor Day

    - Day before Thanksgiving

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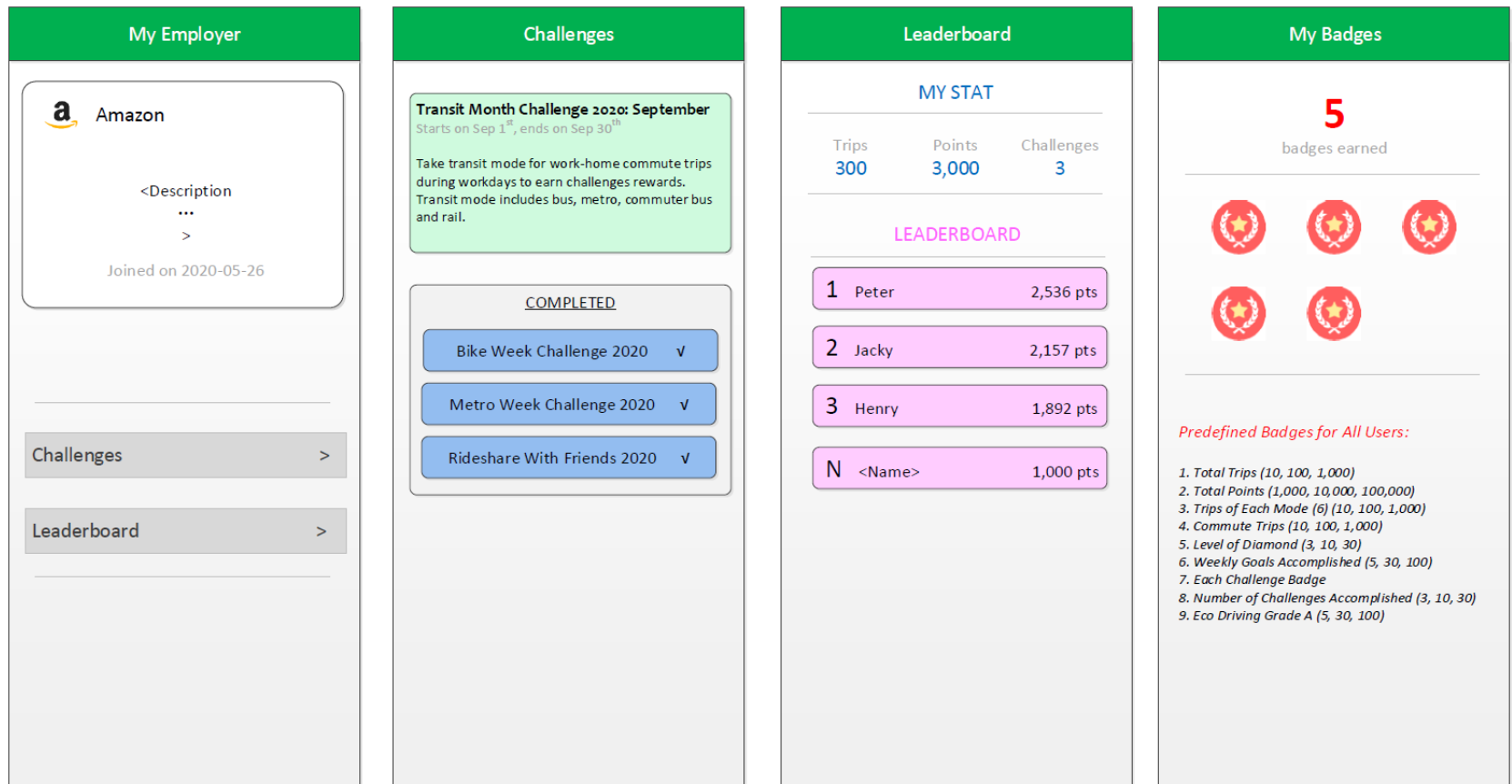
Task F - Overview

- <u>Task F</u>: Integration of Employer-Funded TDM for Shared-Platform Development

  - Develop an Employer Module that allows employers to create and deploy customized TDM programs

    - Access a webpage to input information and create challenges

    - New "Employer Dashboard" to permit ETC administration privileges within incenTrip

  - Reward employees for choosing non-SOV modes and/or flexible work schedules

    - Overlayed on top of existing public incentive programs

  - Employers may be asked to offer cash match or fully fund customized rewards

Task F – Employer Program Design

incenTrip App

1. My Employer (New*) under Account page

In this page, user will see employer basic information, challenges, leaderboard, individual stats.

2. My Badges (New*) under Account page

In this page, users will see all badges they've eanred

Graphic courtesy UMD MTI

APIs

Database

Agency Dashboard

Add/Delete Employees
Create Employer Challenges
Manage Rewards
View Statistics
View Trip Logs

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Task F – App UI Design

My Employer

a. Amazon

<Description
...
>

Joined on 2020-05-26

Challenges   >

Leaderboard   >

Challenges

Transit Month Challenge 2020: September
Starts on Sep 1st, ends on Sep 30th

Take transit mode for work-home commute trips during workdays to earn challenges rewards. Transit mode includes bus, metro, commuter bus and rail.

COMPLETED

Bike Week Challenge 2020   √

Metro Week Challenge 2020   √

Rideshare With Friends 2020   √

Leaderboard

MY STAT

Trips	Points	Challenges
300	3,000	3

LEADERBOARD

1	Peter	2,536 pts
2	Jacky	2,157 pts
3	Henry	1,892 pts
N	<Name>	1,000 pts

My Badges

5
badges earned

Predefined Badges for All Users:

1. Total Trips (10, 100, 1,000)
2. Total Points (1,000, 10,000, 100,000)
3. Trips of Each Mode (6) (10, 100, 1,000)
4. Commute Trips (10, 100, 1,000)
5. Level of Diamond (3, 10, 30)
6. Weekly Goals Accomplished (5, 30, 100)
7. Each Challenge Badge
8. Number of Challenges Accomplished (3, 10, 30)
9. Eco Driving Grade A (5, 30, 100)

Mockups courtesy UMD MTI

Task F – Dashboard UI Design

Mockups courtesy UMD MTI

Year 2 Schedule - Tasks D, E, F

- Phase 1: Stakeholder engagement to determine plans

    - November 2021 – December 2021

- Phase 2: Design plan development and stakeholder group approval

    - January 2022 – April 2022

- Phase 3: Programming and deployment

    - May 2022 – October 2022

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