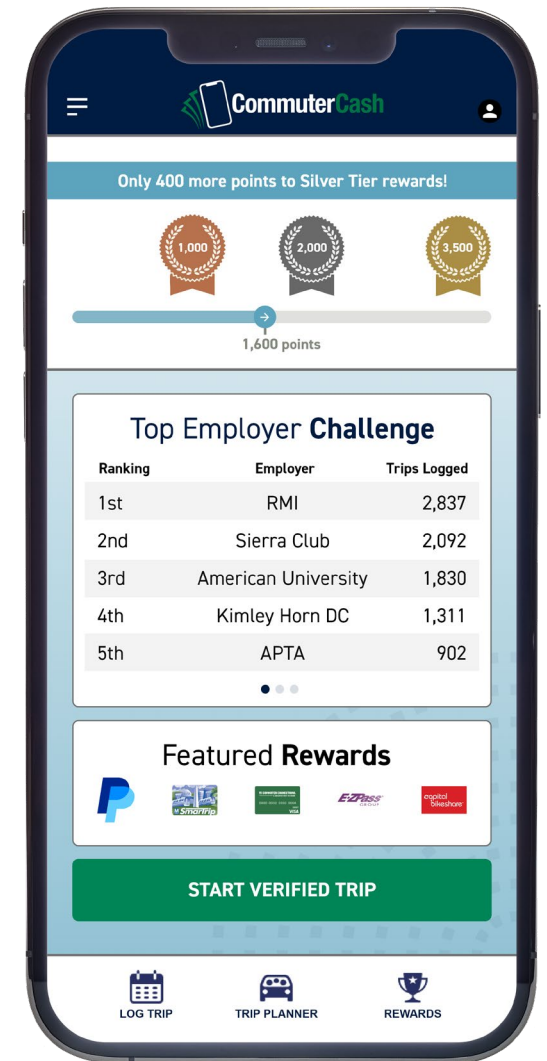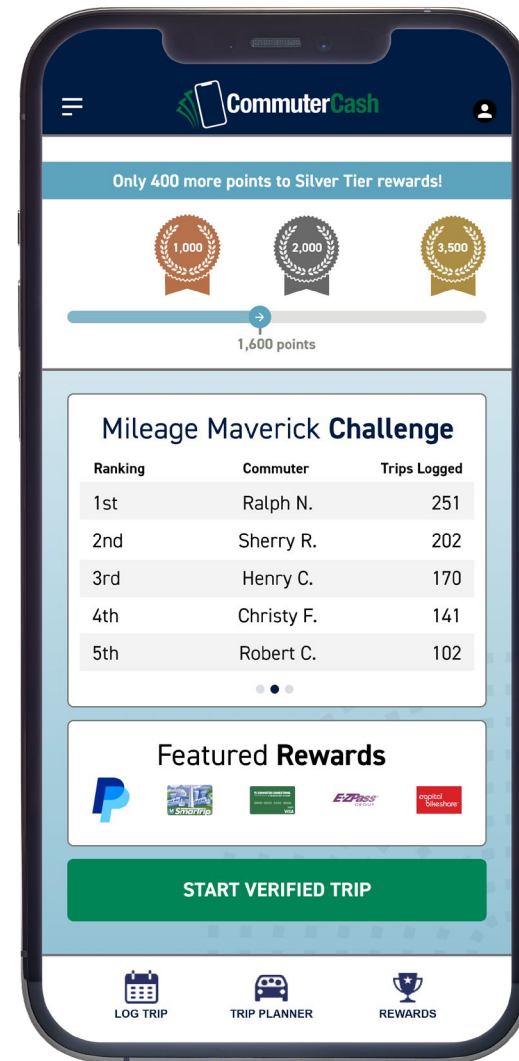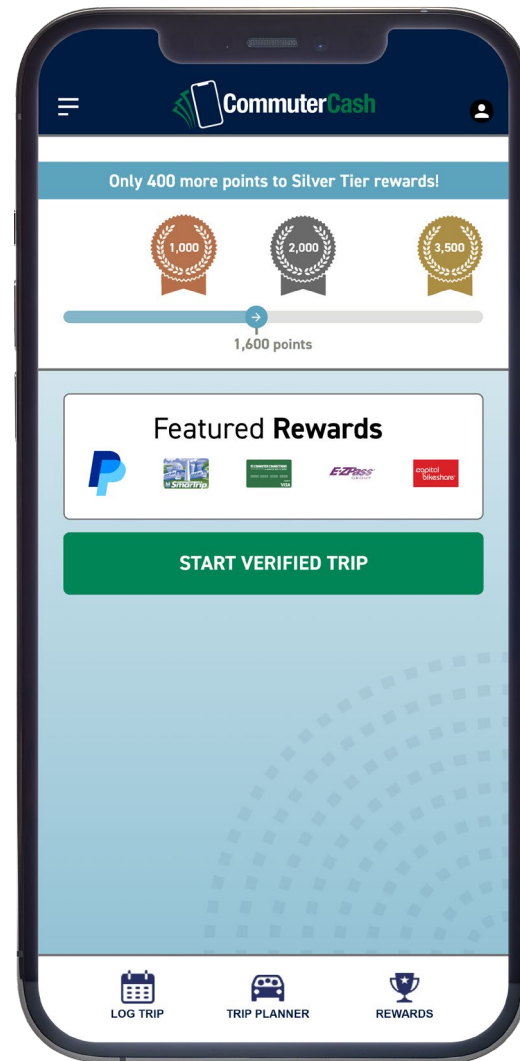# CommuterCash
Launching December 2024

Dan Sheehan
Transportation Planning Board Technical Committee, Item #12
October 4, 2024

50 YEARS 1974-2024
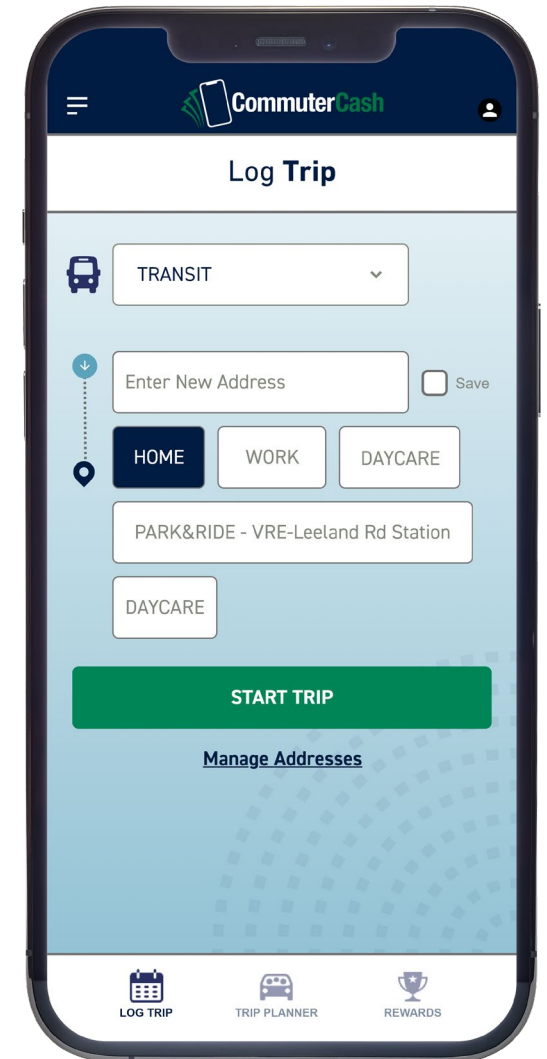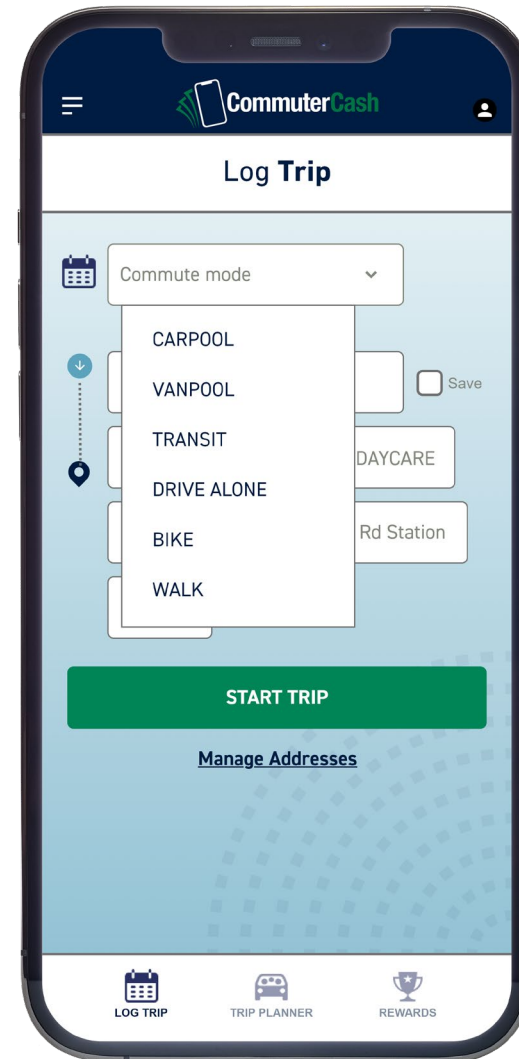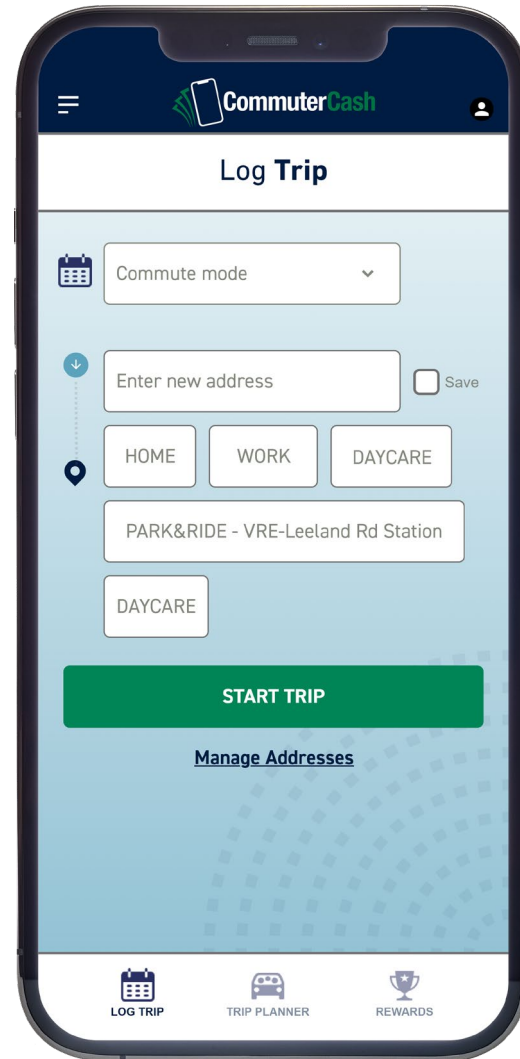COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Dashboard

- Gamification for reward tiers

- Featured Rewards

- Leaderboards

- Easy to read navigation

Log Trip

- Uses saved trip profile for commute mode

- Allows for one touch selection of any saved address from profile

Log Trip

- CommuterCash will also support custom destination powered by MWCOG's ARCGIS autocomplete

- User can choose to **SAVE** the new address by providing a destination name and the new destination will automatically be added to the set of buttons available on this screen and in the Trip Planner

- User can also access **Manage Addresses** from this screen to edit button list
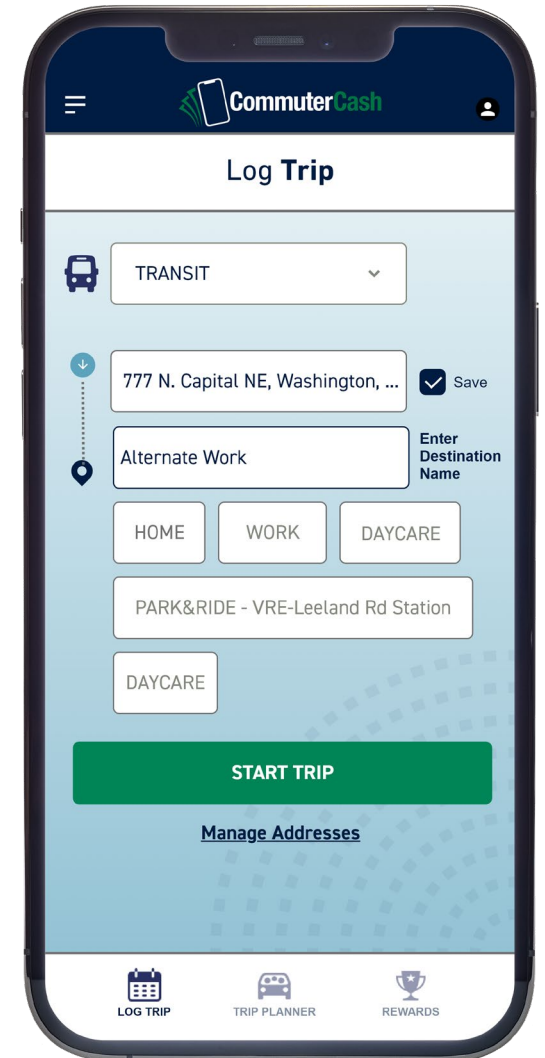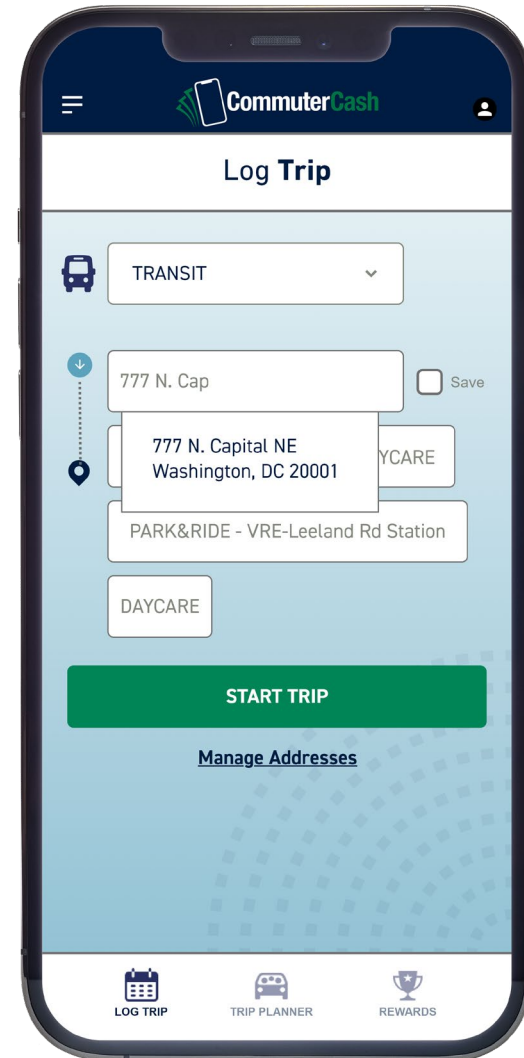
Trip Planner

- Easy to read navigation

- Use saved addresses from commuter's profile

- Allows for new addresses and address management
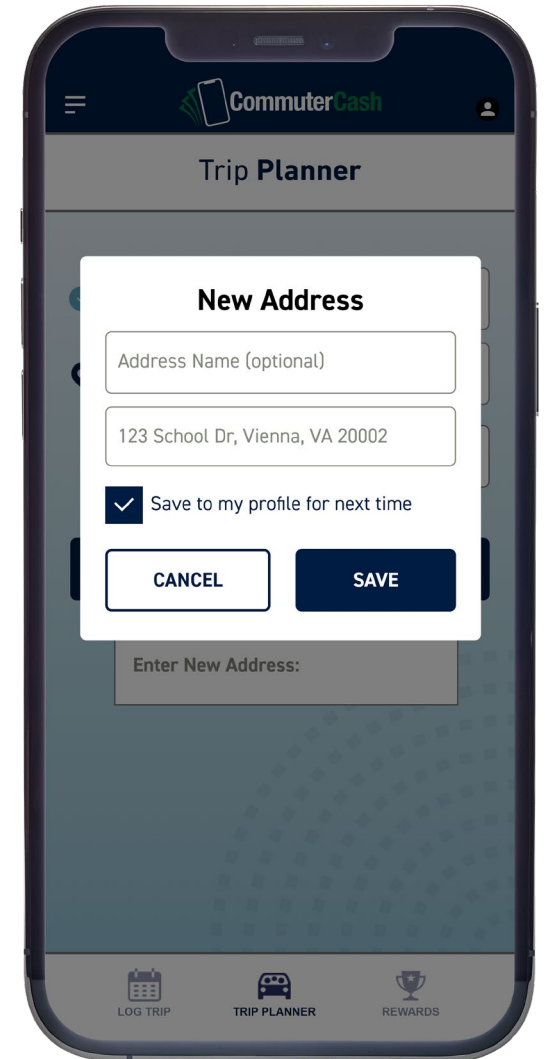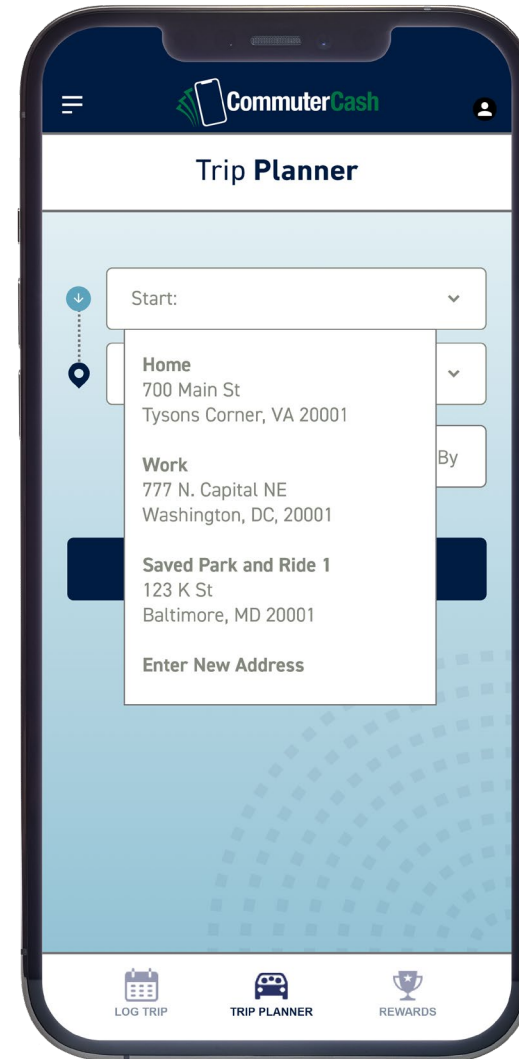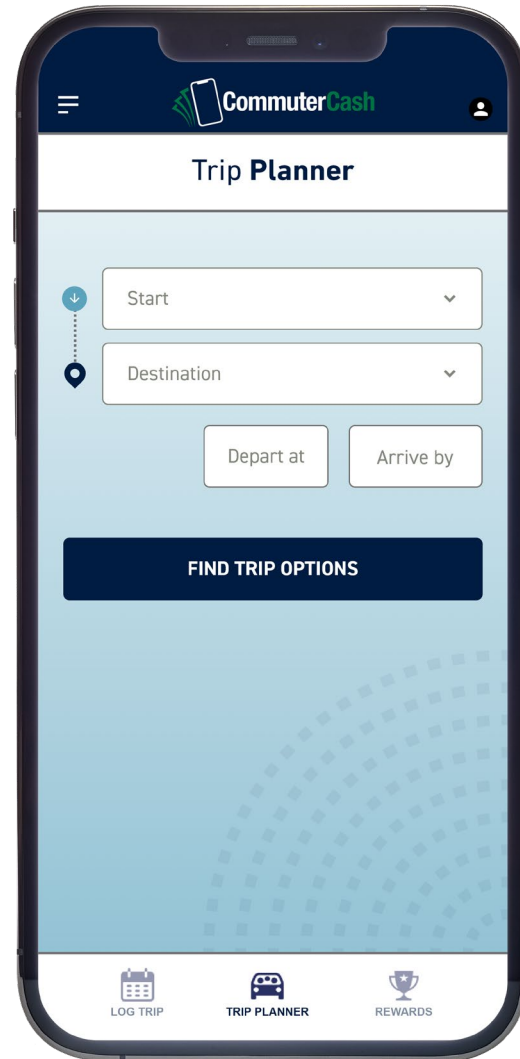
Trip Planner

- Shows relevant commute modes in a single view

- Trip planning is NOT required in order to log a trip but rather a marketing feature to promote multimodal trip options in the region

- Rideshare modes, when available, will be highlighted and pushed to the top of the result set

- Allows for marketing text to be included to further shift commuter behavior

Rewards

- Uses gamification strategy to reorganize existing rewards into tiers

- Allows for behavioral "nudge" techniques to gently incentivize users towards logging more trips
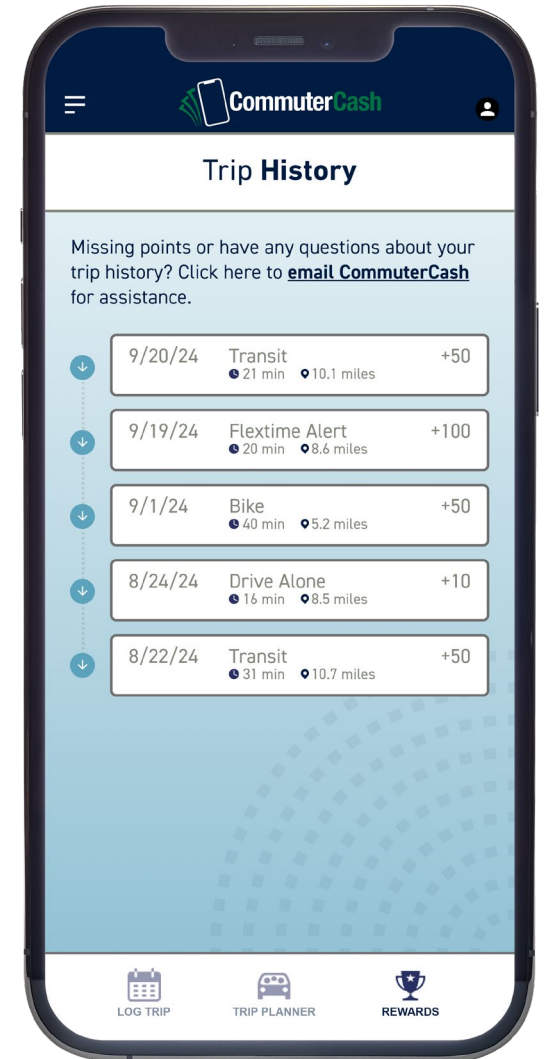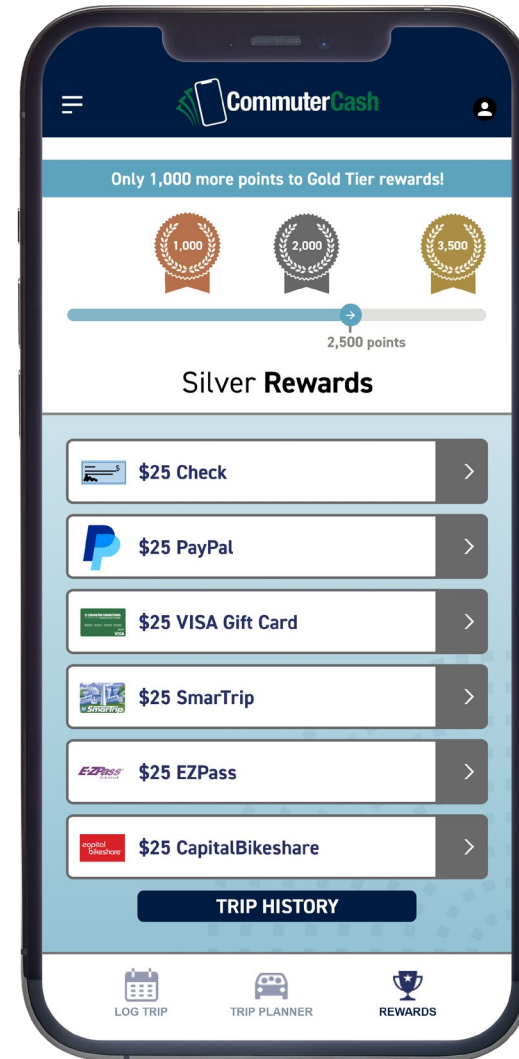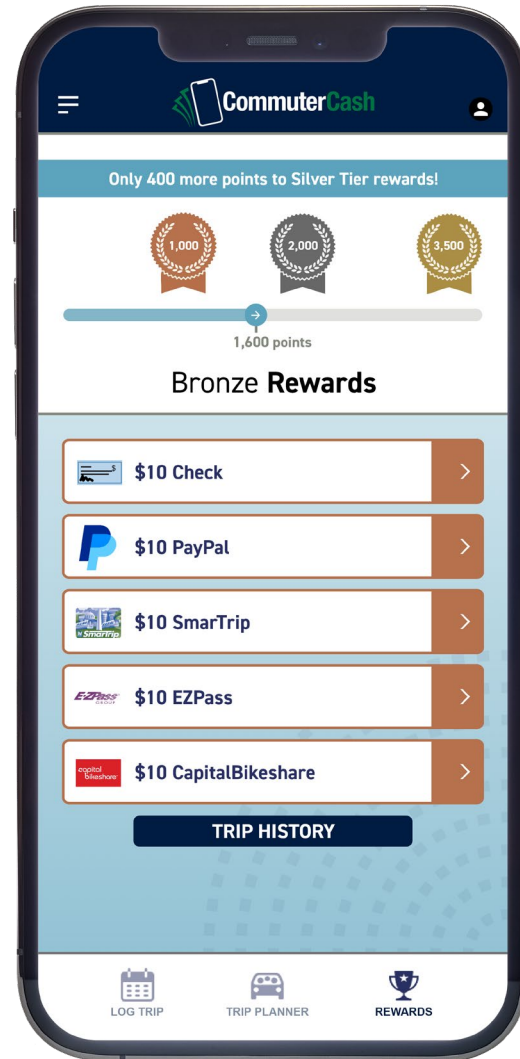
Flextime Alerts

- Flextime program enrollment can be managed through Commuter Connections website or CommuterCash mobile app

- User defines their normal home/work commute and the system monitors traffic and incident data to identify congestion and suggest alternate departure times

- If congestion is detected, alert will be sent via push notification, email, and will be available in CommuterCash when planning a trip with "**Depart Now**" selected as an option

Verizon

Friday, September 27

12:38

CommuterCash   2m ago
Flextime Congestion Alert
Significant congestion has been detected! Leave 30 minutes early (6:30am) and log your trip in CommuterCash to earn 100 bonus points and avoid the traffic!

CommuterCash

101 Callahan Dr
Alexandria, VA 22301
Depart Now

777 North Capitol St NE
Washington, DC 20002

Trip Planner

Flextime Alert (20 minute delay)
45 min   0 lbs CO_2 Saved
+100 pts
Leave at 6:00pm for bonus points!

Carpool (5 matches)
50 min   4.8 lbs CO_2 Saved
+50 pts

Transit (11 options)
51 min   8.1 lbs CO_2 Saved
+50 pts

Biking (2 options)
51 min   8.1 lbs CO_2 Saved   612 cals
+50 pts

Drive Alone (3 options)
70 min   0 lbs CO_2 Saved
+10 pts

LOG TRIP   TRIP PLANNER   REWARDS