

incenTrip Launch Event

Item 5

Hosts



Jointly Organized by MWCOCG and MTI August 28, 2019

Sponsors



Event Speakers

- [Martin Nohe](#), Transportation Planning Board Chairman; Prince William County Supervisor
- [Kelly Russell](#), Transportation Planning Board Vice Chairman; City of Frederick Alderman
- [Dr. Lei Zhang](#), University of Maryland Professor; Maryland Transportation Institute Director



incentTrip Goals



Optimize and personalize traveler incentives to promote multimodal travel options, off-peak travel, and smart routing/driving for reduced congestion, energy use and emissions in the most cost-effective way.

 Remember me?

Sign In

Sign Up

Forgot Password

Sign in with
Commuter Connections

Sign in Commuter Connections

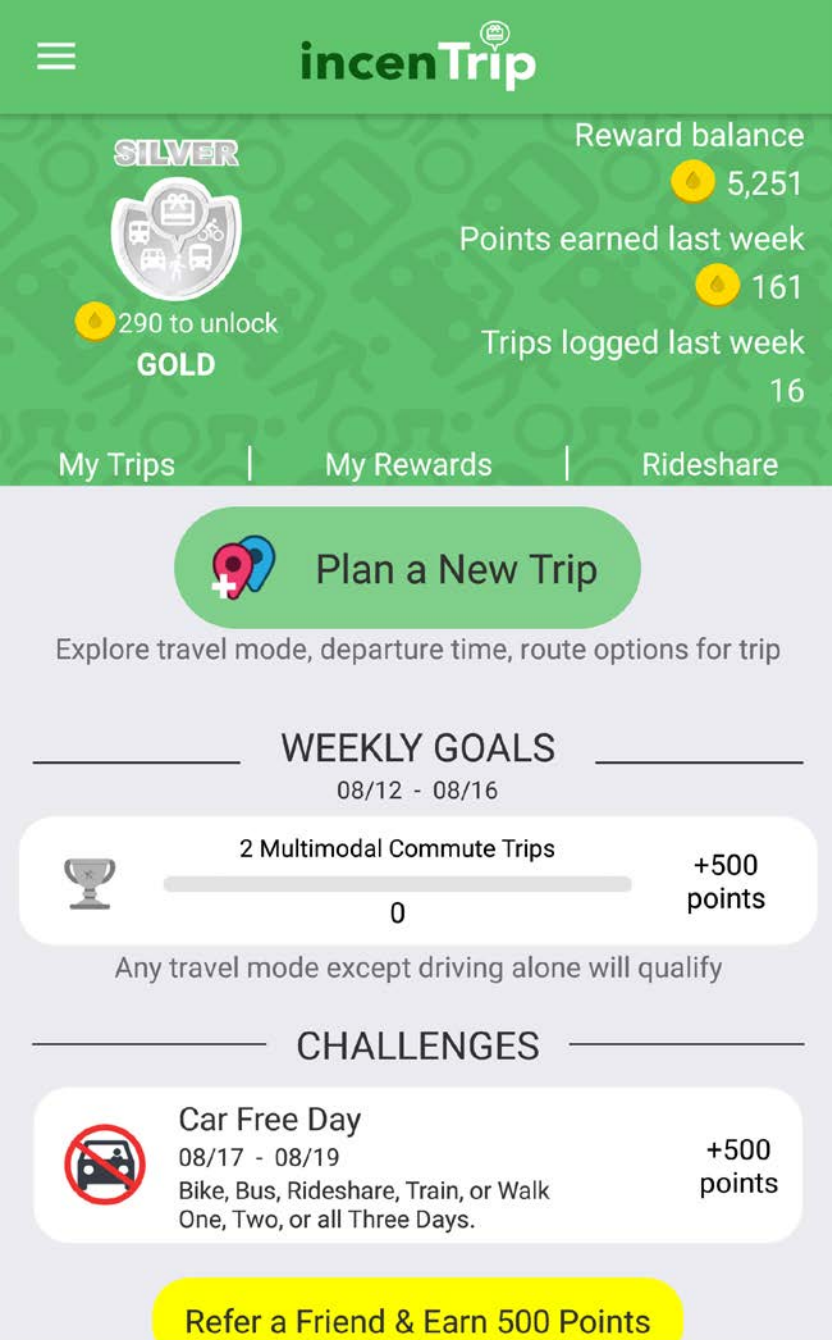


Please read Privacy Policy first!

Sign In

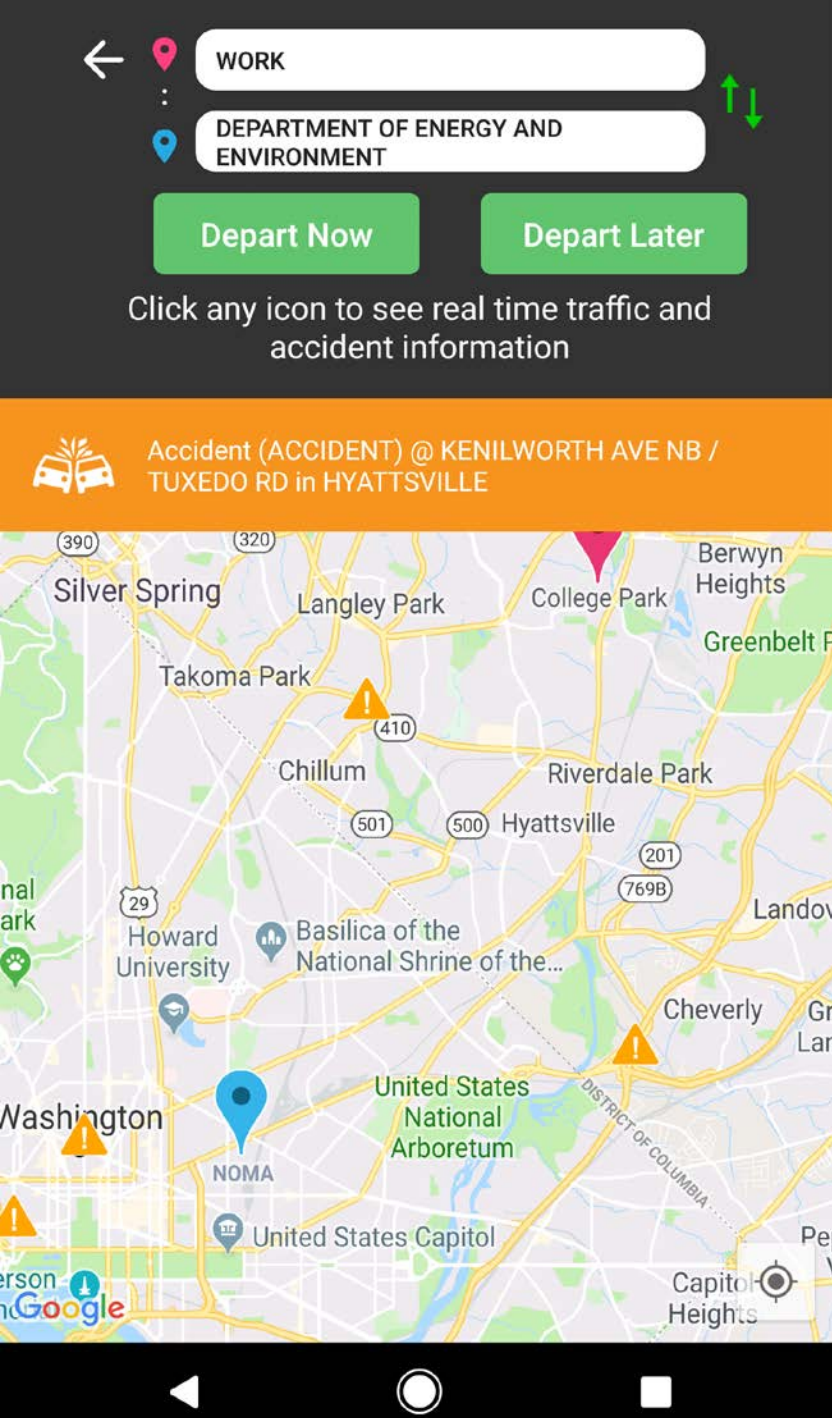
Download the App from iOS and Android Stores

- Register a new user account or use an existing Commuter Connections account to sign into the app.





incenTrip Home Page

- User travel reward summary
- Customized Weekly Goals and Challenges for Each User
- All important user functions accessible from the home page





Real Time Data Feeds and Traffic Prediction for Your Trips




- Real time data about traffic, accidents, work zones, special events, & weather.
- Fast and accurate multimodal traffic prediction helping you avoid traffic jams, transit delays, and save money.



 4 points  Today

Drive



 _____ 

11:05 PM 11:30 PM




 0.36 gal |  8.0 mi |  24 min



 44 points  Today

Walk&Bike



 _____ 

10:18 PM 11:05 PM

 0.0 gal |  8.9 mi |  47 min

 19 points  Today

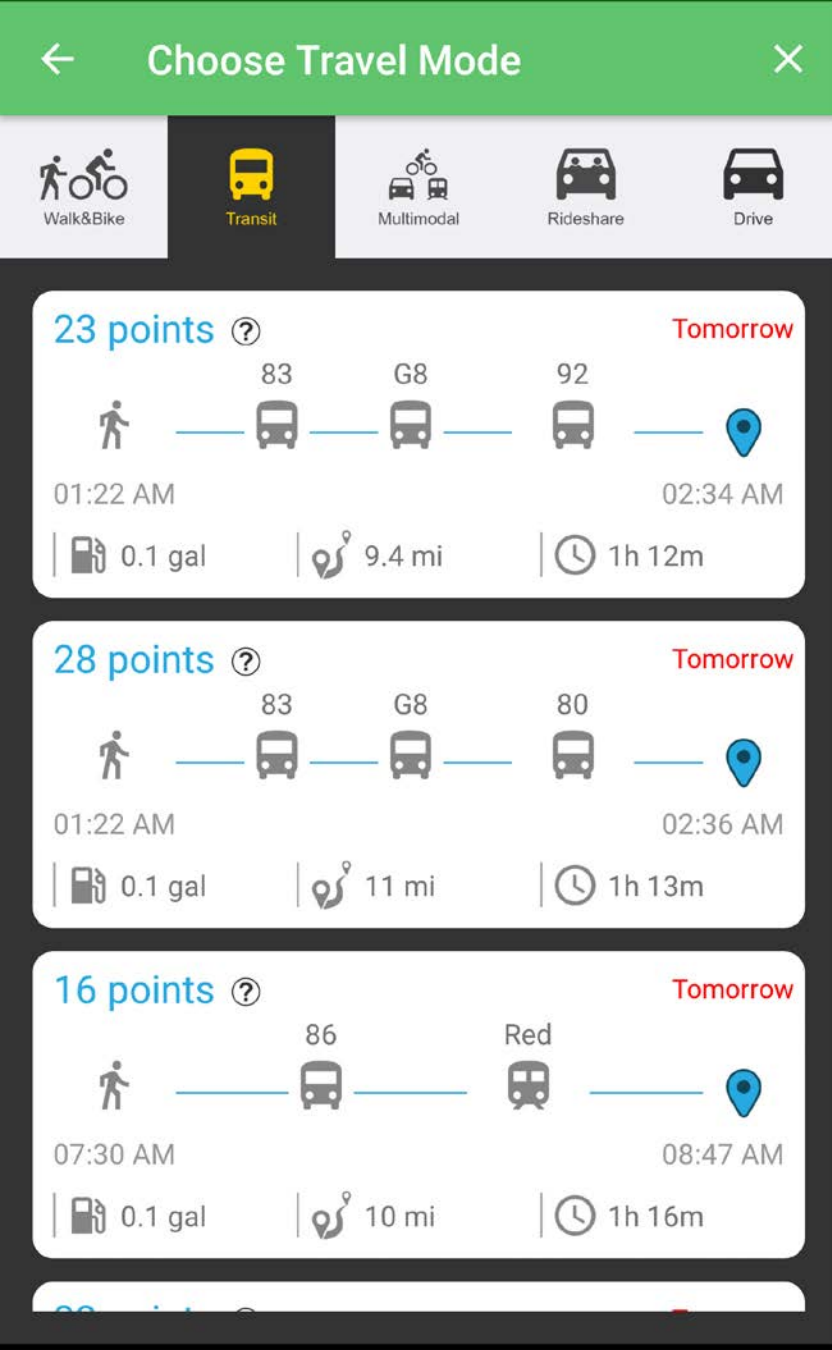
Rideshare

 _____ 

SEE MORE OPTIONS ...

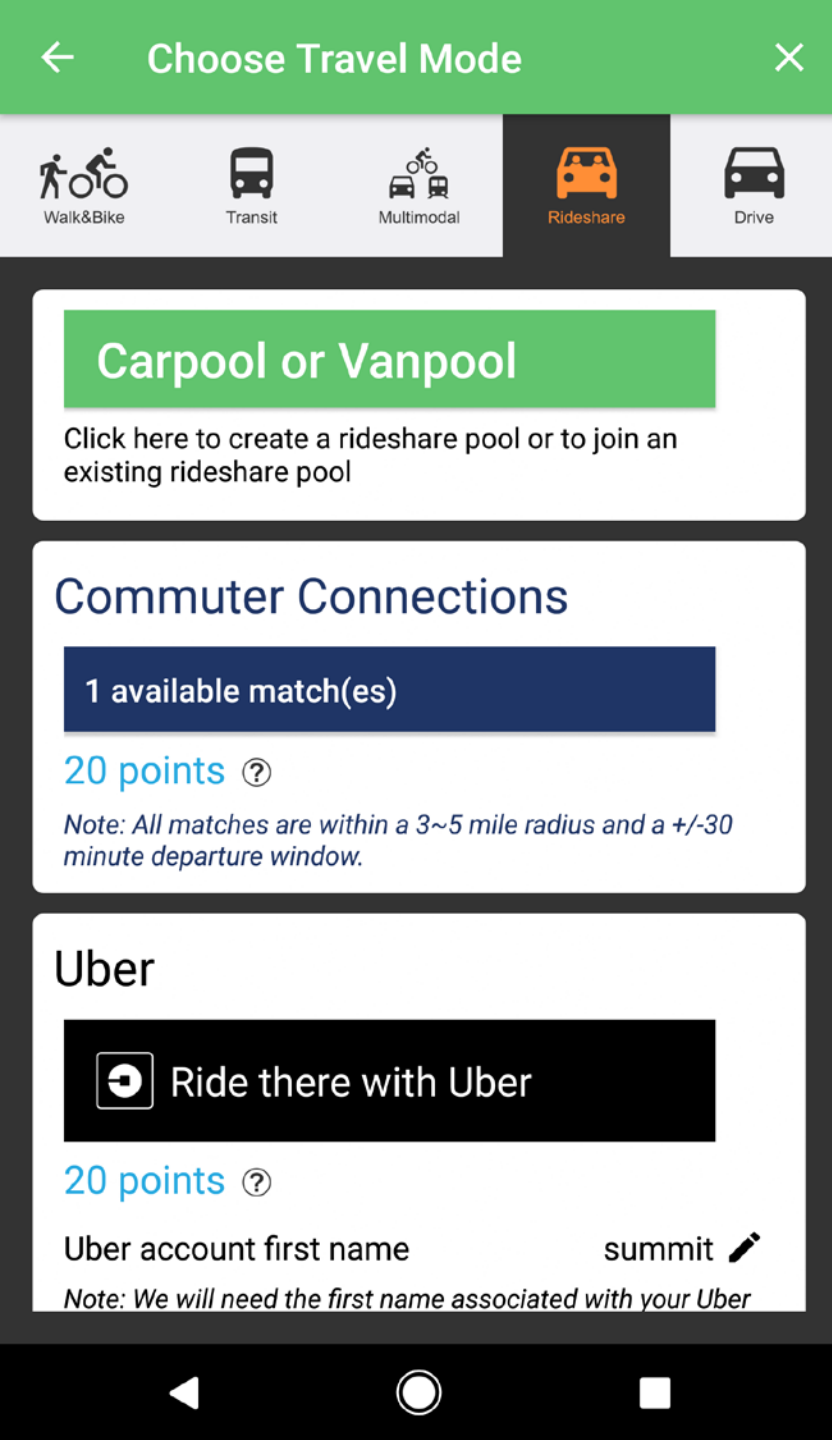
Best Travel Mode Options Customized for Each User and for Each Trip

- Best trip option on your preferred travel mode.
- Plus top multimodal and non-SOV driving travel options that also meet your travel needs and provide even more reward points.



All Travel Options in One Place for Your Trip





- “See more options” shows all travel mode options including transit, rideshare, ride-hailing, multimodal, biking, walking and driving.
- Learn the travel time, distance, cost (fare, fuel, parking etc.) of each option.






Easy to Find Ridesharing and Ride-hailing Options




- Integration with Commuter Connections' long-term and dynamic ride matching services
- Share rides through Uber, Lyft, and other platforms.
- Create you own rideshare pool and invite friends to join the pool for easy rideshare arrangements and rewards


Preferred departure time

 4 points  Mon, Aug 19
08:00 AM - 08:27 AM 27 min
|  0.37 gal |  8.0 mi | \$ 1.0

Recommended departure time options

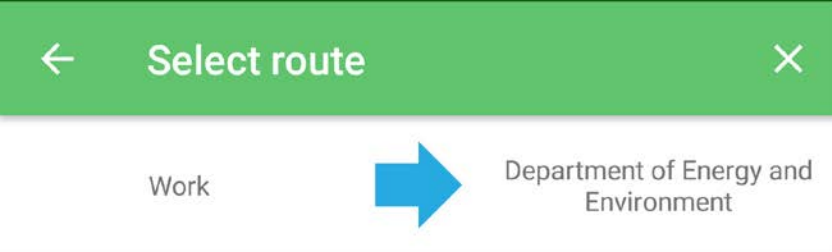
1 20 points  Mon, Aug 19
07:00 AM - 07:25 AM 25 min
|  0.36 gal |  8.0 mi | \$ 0.9

2 20 points  Mon, Aug 19
07:40 AM - 08:06 AM 26 min
|  0.37 gal |  8.0 mi | \$ 1.0

3 20 points  Mon, Aug 19
07:20 AM - 07:46 AM 26 min

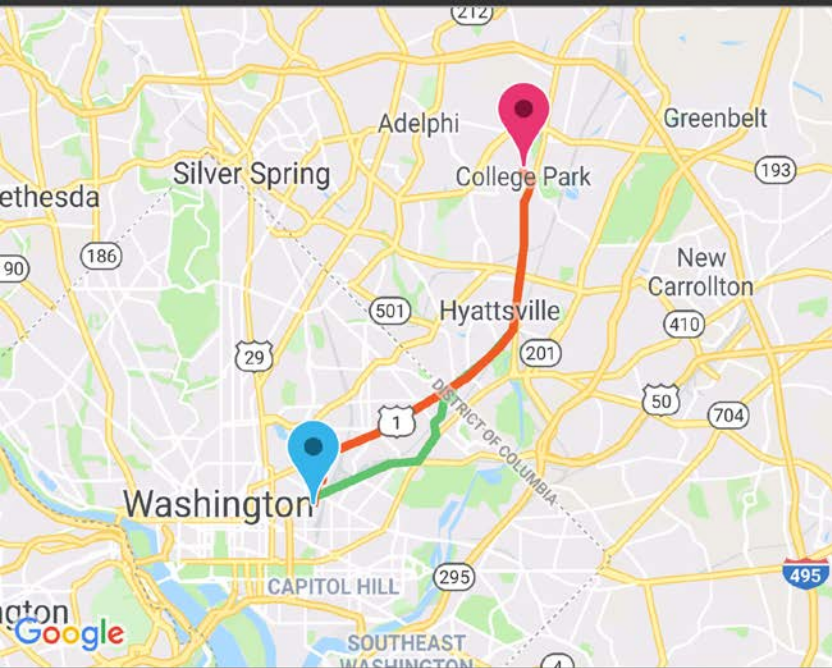
Find the Best Departure Time

- incenTrip recommends the best departure time for your trip based on your schedule and compares it to normal/preferred departure time.
- Depart earlier or later to save time, save money, and earn rewards
- When you avoid traffic jams, you help other drivers save time too. Each minute of user time saving produces 5~18 minutes of system travel delay savings.



Find the Best Route

- incenTrip is constantly updating the best route for your trip based on real-time conditions and advanced traffic prediction models.
- Switch to the best route and earn more reward points.
- Real-time traffic condition updates and re-routing through traffic alerts



TOTAL TRIPS 224



54



11



0



16



143

Clicking the icons will filter your trip history

RECENT 30 TRIPS



Drive

08/13/2019, 08:39 PM

Accurate Mode

Commute

Logged Trip



15 min

2.7 mi

+2 points



Walk

08/13/2019, 05:22 PM

Verify Mode

Non-Commute

Logged Trip



Trip Logging

- See all your logged trips in one place and review trips by travel modes, vehicle and person miles traveled, and other statistics
- Personal data is privacy protected and never shared with a third party

Fuel Efficiency Score ?

91

Monthly Grade

Last updated - 08/04/2019 9 PM



67% of the way to the best

Earn grade upgrade bonus points once you finish 5 or more driving trips in a month.

The reward points are from Base Rewards Program

Grade A: +100 points

Grade B: +50 points

Grade C: +20 points

Grade D: +10 points

A+
Grade

Suggestion

Learn and Practice Eco-Driving and Save Money

- incenTrip analyzes your driving style and provides tips that could help save hundreds of dollars annually on fuel cost.
- When you improve and maintain your driving efficiency, you earn rewards points too
- Are you an "A" driver?








What Are Levels?

Levels are rankings you earn as you collect more and more points.

You begin every month at the Green level and have until the end of the month to gain more levels.

At the beginning of the next month your level will reset back to Green.

Badge	Level	Required Points
	Green	0
	Silver	300
	Gold	600
	Platinum	1,000
	Diamond	1,600

A Fun and Rewarding User Experience

- Personalized and real-time incentives coordinate travel needs and demand.
- Unlock exclusive member benefits when you earn more reward points.
- Join incenTrip and be part of the solution to traffic congestion, energy waste, and emissions.



Share incenTrip with friends to earn 500 points!

INVITE

INVITATION HISTORY

No invitees

You will get bonus points for every friend who signs up a new incenTrip account or signs in with Commuter Connections account.

Invite Friends to Join the incenTrip Community

- Inviting friends to join incenTrip
- Social network in incenTrip facilitates carpooling and vanpooling and makes it fun to use incenTrip together




Car Free Day

08/19 - 08/21

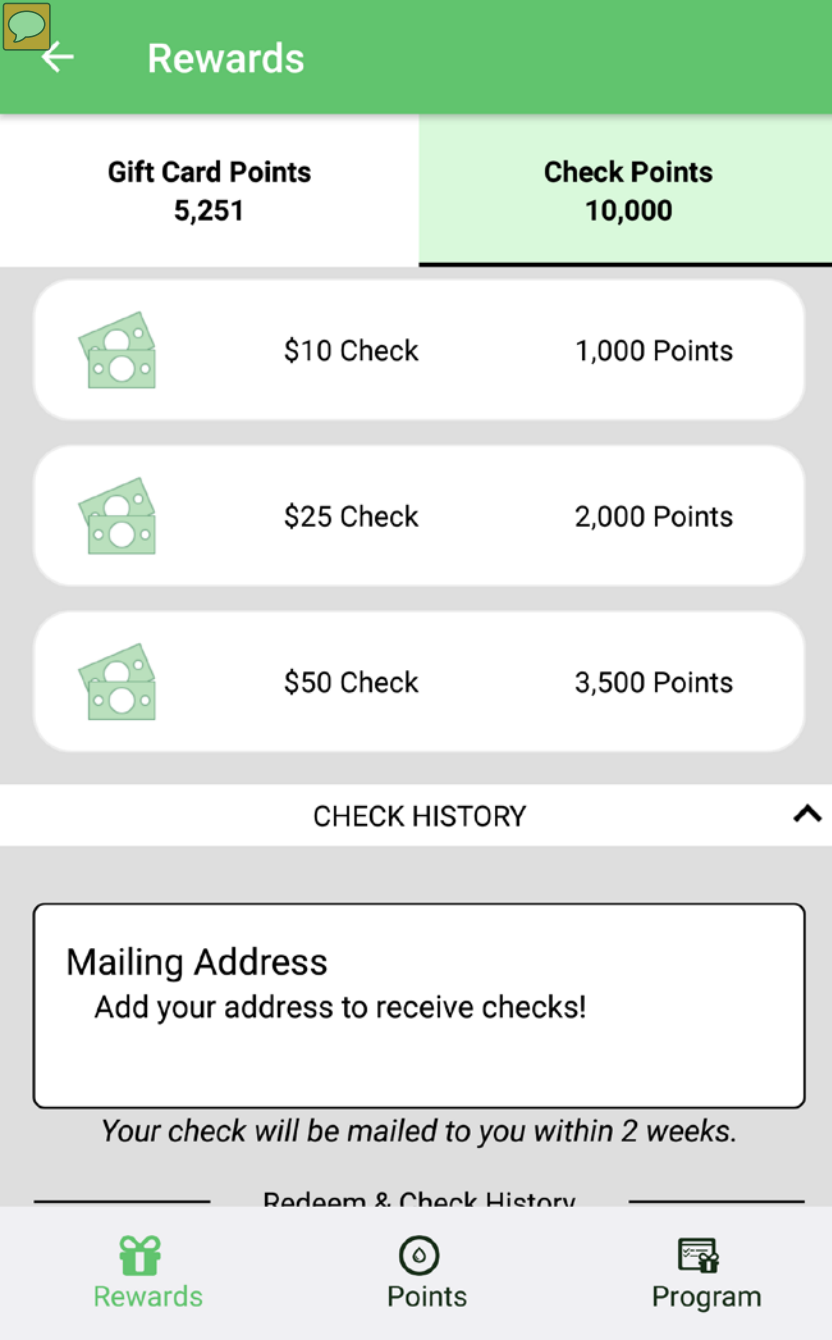
Bike, Bus, Rideshare, Train, or Walk
One, Two, or all Three Days.

[Car Free Day is a worldwide event that encourages greener methods of travel; meaning ways to get around other than driving alone by car. Commuter Connections hosts Car Free Day in the Washington, DC region to bring awareness to the benefits of travel options such as transit, bicycling and walking; and also telework for people who can work from home. Carpooling and vanpooling count too, we call that "car-lite" since they are both lighter on the wallet and the environment than driving alone in a car.]

 +200 points

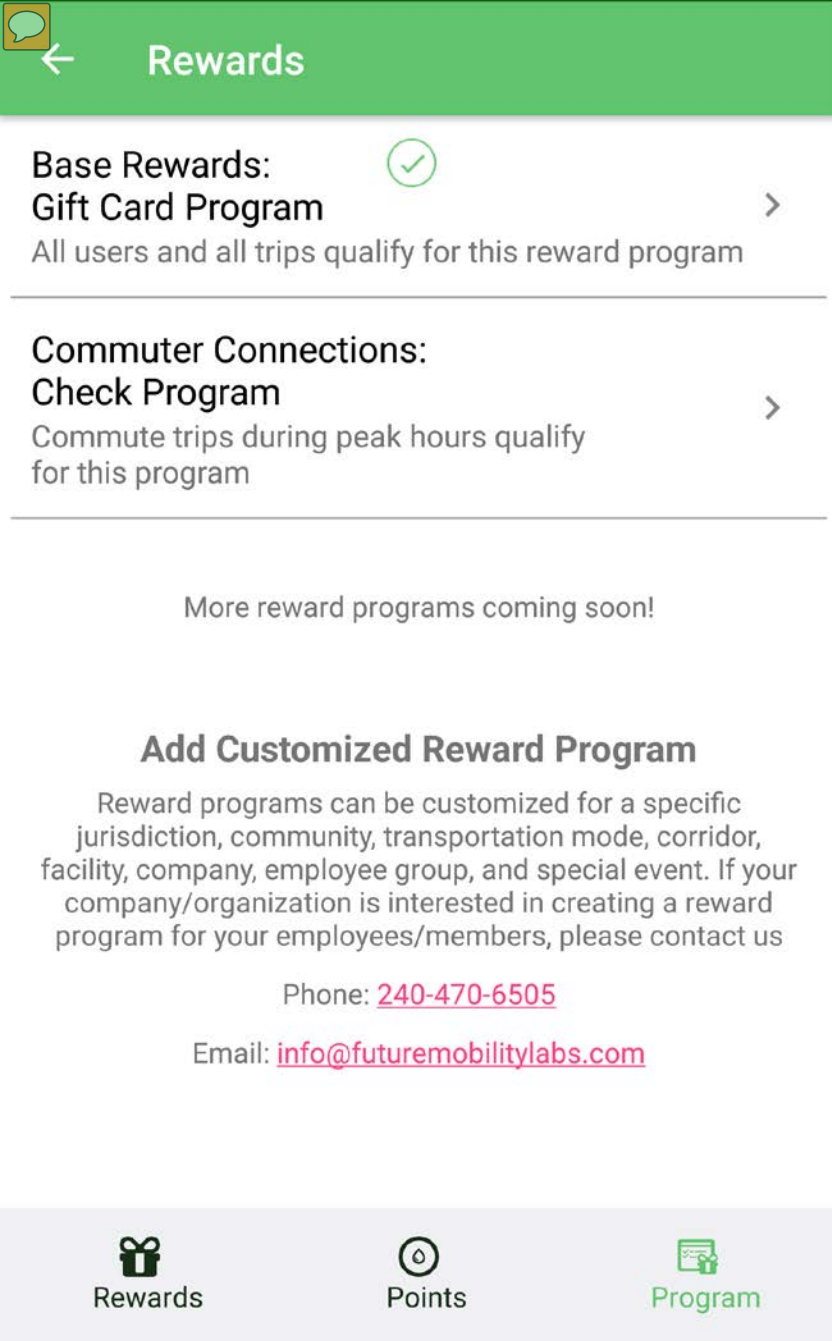
Fun Challenges All Year Long

- Car Free Day is the upcoming challenge in incenTrip
- Earn extra rewards and the challenge trophy if you use transit, rideshare, or non-motorized modes for your commute trips on Car Free Days



How to Use Your Reward Points

- Exchange your reward points for gift cards or cash.
- Commuter Connections program reward points can be exchanged for cash payments via checks



Offering Reward Programs in incenTrip is Easy

- incenTrip is an open technology platform for traveler incentive programs and travel demand management
- Any organization or company can join incenTrip and offer customized incentive programs that reduce congestion, promotes multimodal travel, and reduce energy use and emissions



Area **District of Columbia** ▼

Time Period **01/01/2016** ▼

Total Users: **2,126**

Total Trips: **512,175**



FUEL USAGE

Total gallons of fuel saved : **320,526**
Total cost of fuel saved : **\$818,734**



EMMISSIONS REDUCTION

Total tons of emission reduced : **14,528**
Total cost of emission reduced : **\$290,808**



CONGESTION REDUCTION

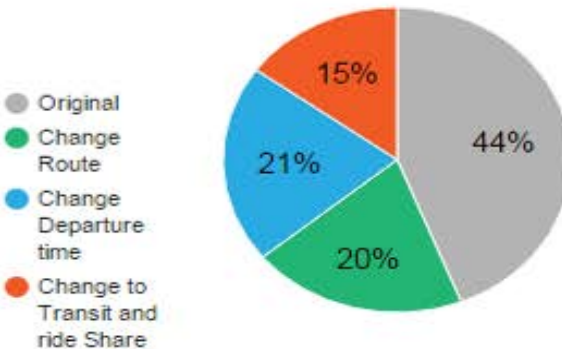
Total hours of congestion reduced : **36,829**
Total cost of congestion reduced : **\$570,725**

TOTAL BENEFITS : \$1,780,267

TOTAL INCENTIVES : \$308,652

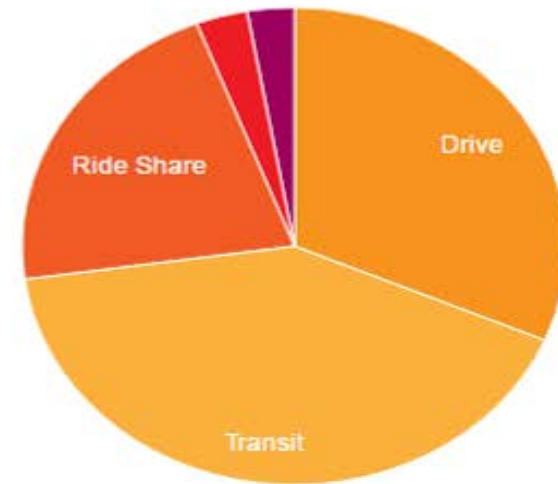
RETURN ON INVESTMENT : 561%

Traveler Behavior Change



Trips taken by mode:

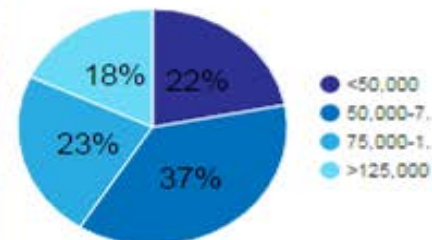
Transit: **2,082**
Drive: **1,584**
Ride Share: **1,076**
Multimodal: **154**
Bike/Walk: **141**



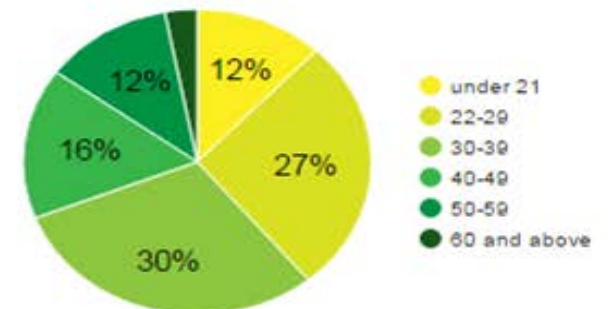
Incentive Distribution by Home Location



Incentive Distribution by Household Income



Incentive Distribution by Age



App Installation Instruction

- Download the app at the iOS or Android store by
 - searching for "incenTrip" in the app store; or
 - scanning the QR codes below.
- Register your account and start using the app!





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MARYLAND
TRANSPORTATION
INSTITUTE



METROPOLITAN WASHINGTON
Council of Governments

