

ATCMTD PROGRESS UPDATE

Recent Accomplishments and Upcoming Activities

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Commuter Connections Subcommittee
November 15, 2022

ATCMTD Overview

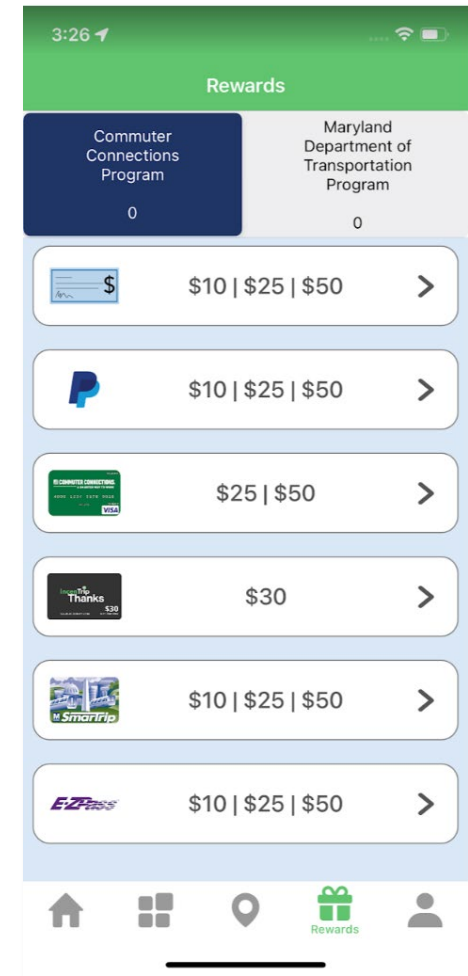
- Advanced Transportation and Congestion Mitigation Technologies Deployment (ATCMTD)
 - FHWA Funds authorized through FAST Act
- \$5.95 million grant application awarded November 2020
 - 3-year project scheduled to conclude in November 2023
- Year 1 Focus: Model Enhancements & Program Expansion (Tasks A - C)
- Year 2 Focus: Specialized TDM Programs (Tasks D - F)
- Year 3 Focus: Improved Accommodations (Tasks G)

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 C - Accomplishments

- Task C: Expand multimodal reward and payment options within the incenTrip community
- Added Gift Cards, Nift Gift, SmarTrip, and E-ZPass*
- *E-ZPass credits are now available to end-users who have a Virginia E-ZPass transponder
 - MDTA currently reviewing a MOU to include Maryland-issued E-ZPass transponders



Task D.1 – Accomplishments

- Task D.1: Flextime Rewards integration
- Beta testing began in September
- Four existing DC corridors; 2 new corridors for MDOT program
- Registration is similar as current program but nested in incenTrip



Flextime Rewards Program

Please provide your information to join the program.

1. Identify corridors that you travel in your home/work commute

- DC-295 southbound ("Anacostia Freeway") between US-50 and Benning Rd. SE
- I-495 inner loop between VA-267 and I-270 Spur
- I-495 outer loop between I-95 and MD-193
- I-66 eastbound between VA-267 and Glebe Rd
- I-695 Inner Loop between I-95 and MD-122
- I-695 Outer Loop between I-795 and Edmondson Ave
- I-95 northbound between MD-100 to MD-32

2. Home to work commute trip (6:30am ~ 9:30am)

Standard departure time

06:30 AM

Flex after departure time

0 Minutes

3. Work to home commute trip (4pm ~ 7pm)

Standard departure time

04:00 PM

Home Programs Location Rewards Profile

Flextime Rewards Program

Program Registration [Edit](#)

Joined on 07/29/2022

Corridors:
DC-295 southbound ("Anacostia Freeway") between US-50 and Benning Rd. SE, I-95 northbound between MD-100 to MD-32

Standard Departure Time:
06:30AM & 04:00PM

[My Flex Trips](#) >

FLEXTIME
REWARDS PROGRAM

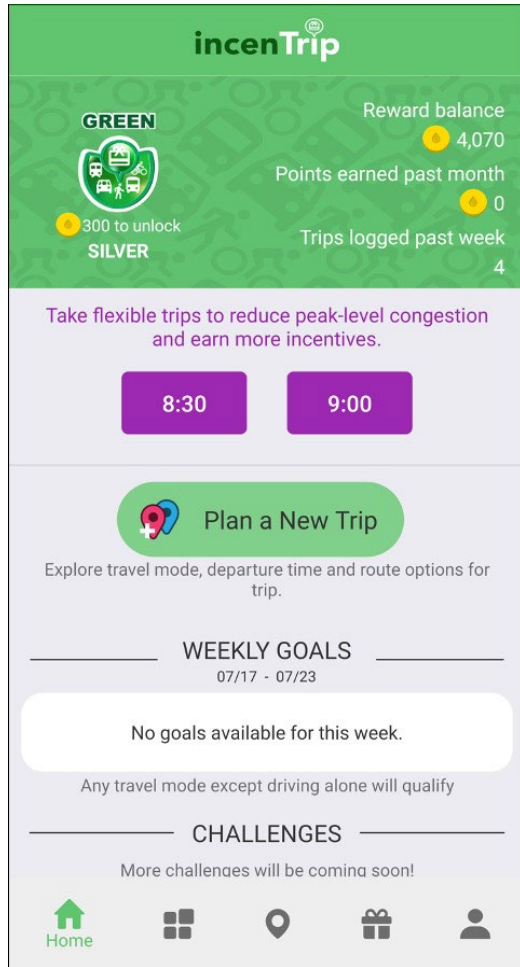
The purpose of the Commuter Connections Flextime Rewards Program (the "Program") is to encourage commuters to take advantage of flexible work schedules offered by their employer. By doing so, commuters will avoid increasing peak-period congestion during major incidents or higher-than-average traffic days along selected corridors.

The Program is for commuters in the Washington, DC region who work for employers that permit the flexibility to stagger arrival and departure times from work on any given day, based on traffic conditions.

A collaboration between the University of Maryland and Commuter Connections, it helps commuters

Home Programs Location Rewards Profile

Task D.1 - Accomplishments



incenTrip

GREEN Reward balance 4,070
Points earned past month 0
300 to unlock **SILVER** Trips logged past week 4

Take flexible trips to reduce peak-level congestion and earn more incentives.

8:30 9:00

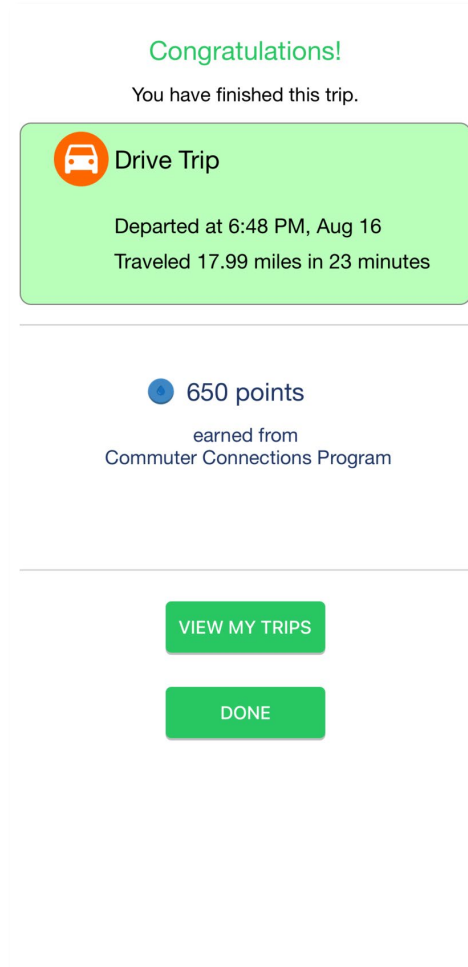
Plan a New Trip
Explore travel mode, departure time and route options for trip.

WEEKLY GOALS
07/17 - 07/23

No goals available for this week.
Any travel mode except driving alone will qualify

CHALLENGES
More challenges will be coming soon!

Home Programs Location Gift Profile



Congratulations!
You have finished this trip.

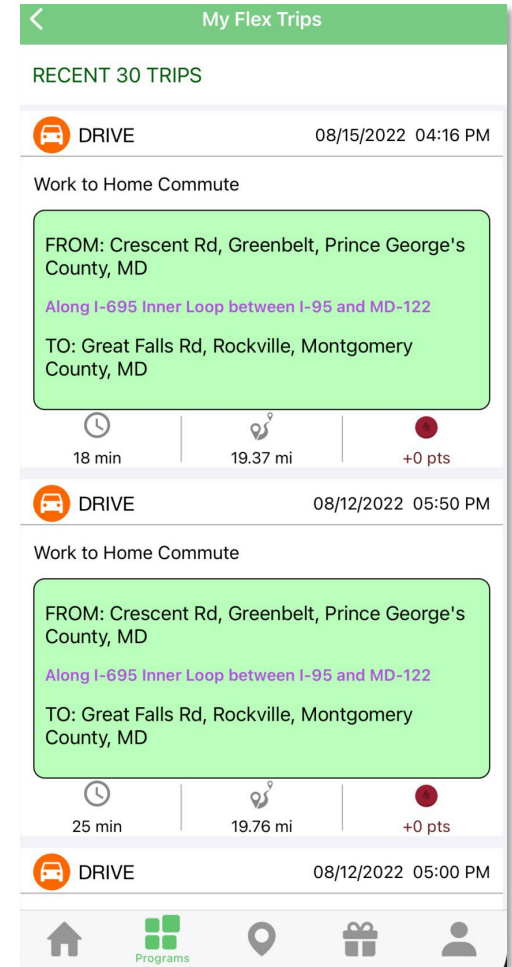
Drive Trip

Departed at 6:48 PM, Aug 16
Traveled 17.99 miles in 23 minutes

650 points
earned from
Commuter Connections Program

VIEW MY TRIPS

DONE



My Flex Trips

RECENT 30 TRIPS

DRIVE 08/15/2022 04:16 PM
Work to Home Commute
FROM: Crescent Rd, Greenbelt, Prince George's County, MD
Along I-695 Inner Loop between I-95 and MD-122
TO: Great Falls Rd, Rockville, Montgomery County, MD
18 min 19.37 mi +0 pts

DRIVE 08/12/2022 05:50 PM
Work to Home Commute
FROM: Crescent Rd, Greenbelt, Prince George's County, MD
Along I-695 Inner Loop between I-95 and MD-122
TO: Great Falls Rd, Rockville, Montgomery County, MD
25 min 19.76 mi +0 pts

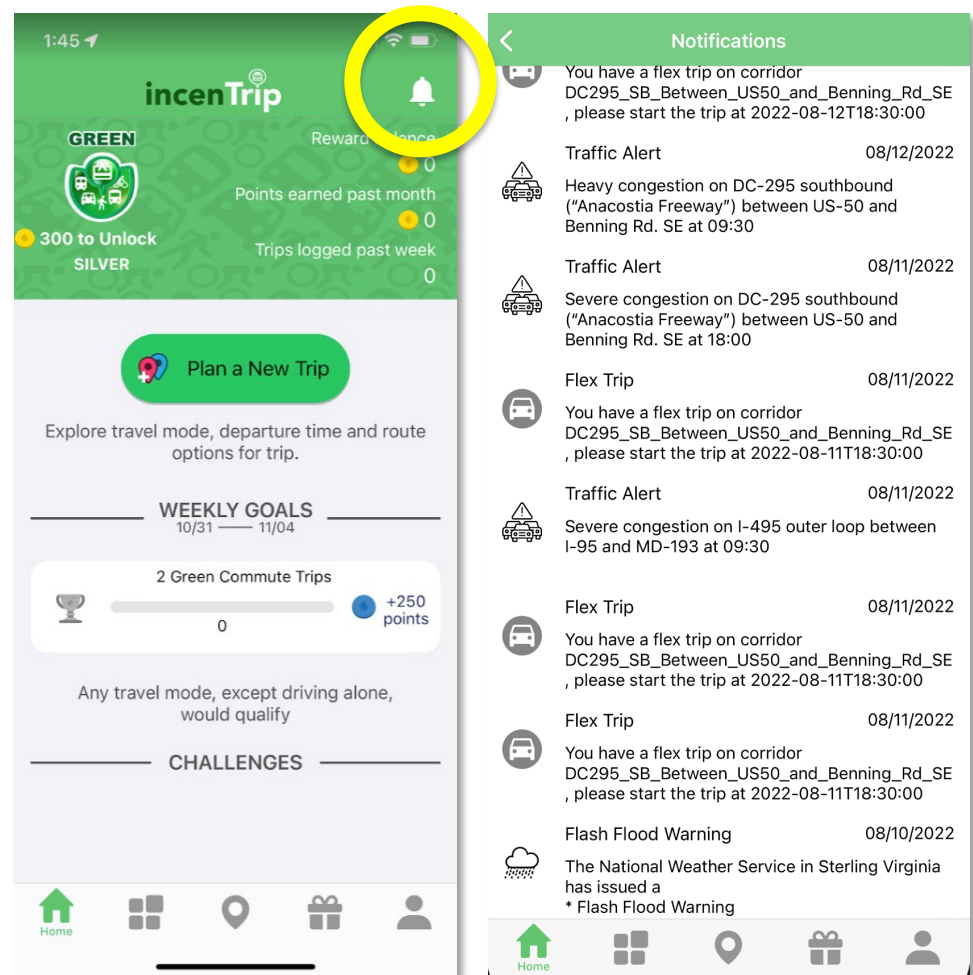
DRIVE 08/12/2022 05:00 PM

Home Programs Location Gift Profile



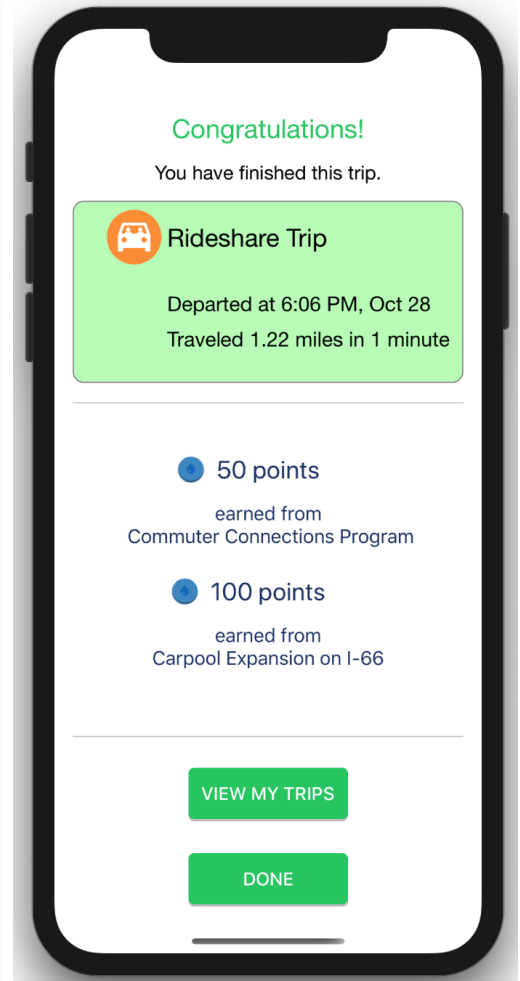
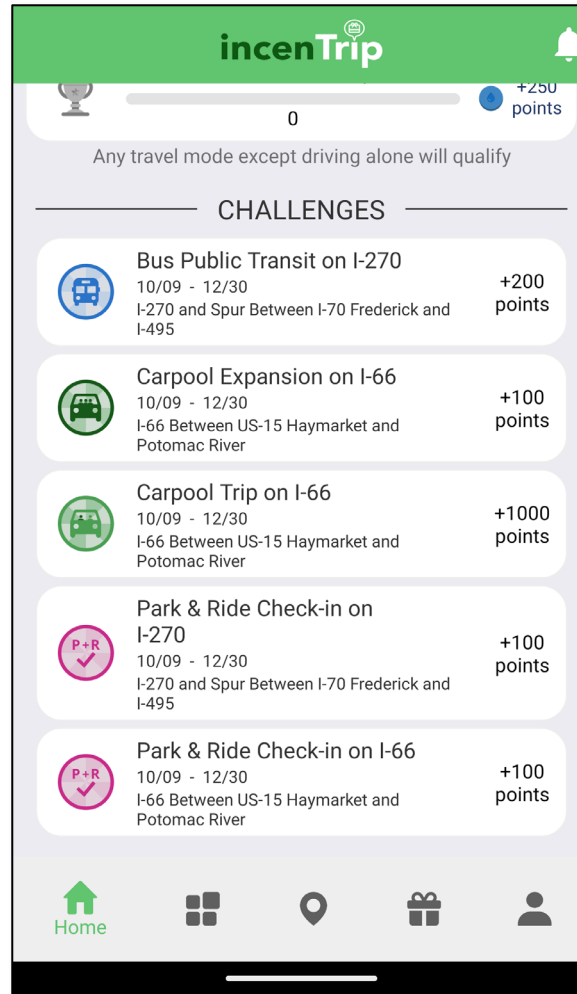
Task D.2 - Accomplishments

- Task D.2 – Create Realtime Traveler Alerts
- Beta testing began in September
- Traffic alerts: Occurs along Flextime Rewards corridors
- Weather alerts: Adverse driving conditions along route
- Could integrate other factors such as accidents and construction in future



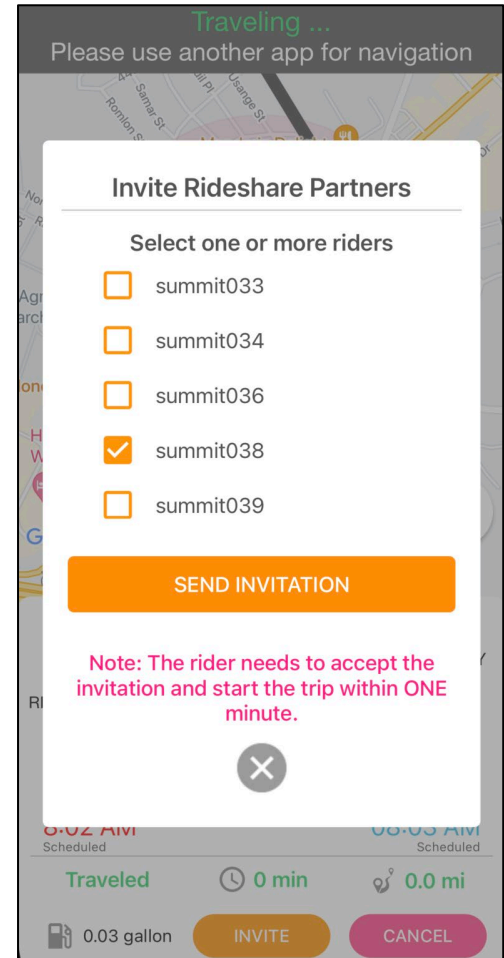
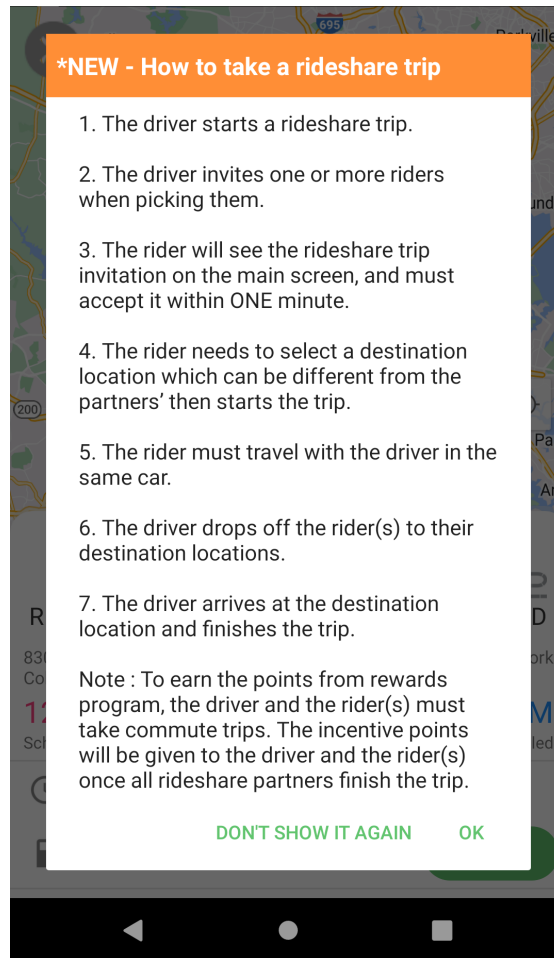
Task E - Accomplishments

- Task E – Corridor “Challenges”
- Currently beta testing
- All point bonuses associated with the Commuter Connections program
- Challenges can be tailored to suite the needs of a specific corridor
- Bonus points stack with regular points

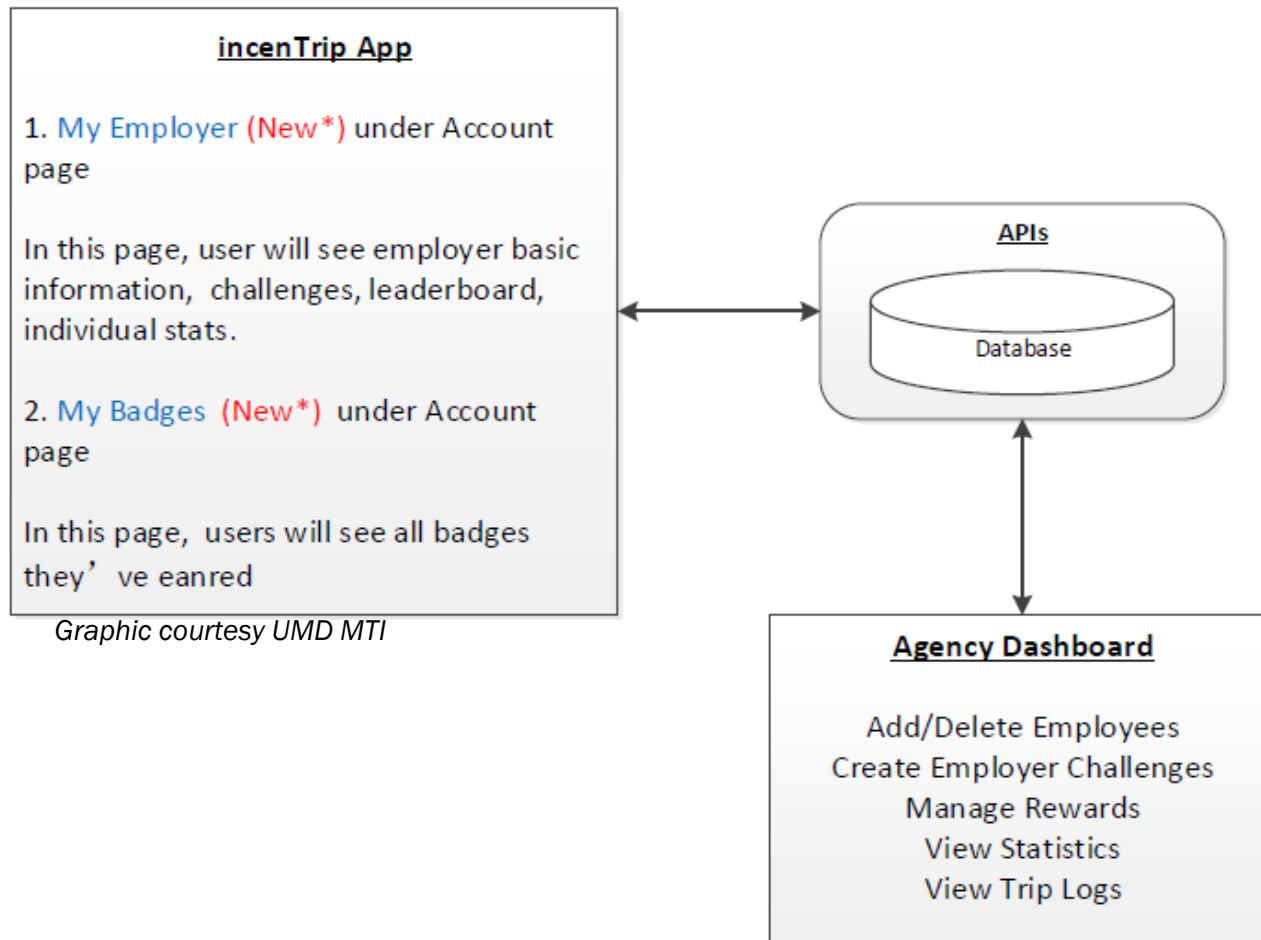


Subtask E - Accomplishments

- Improved rideshare functionality is a prerequisite for some of the Corridor Challenge bonuses
- UMD enhanced process for “co-logging” a rideshare trip
- Aligns with the flow of a formal carpool arrangement
- Currently in beta




Task F – Employer Module Draft Design



Task F – Employer Module Draft Design

My Employer

 **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

v

Metro Week Challenge 2020

v

Rideshare With Friends 2020

v

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 – Employer Module Draft Design

incenTrip Agency Dashboard Eric [Log Out](#)

Employer Home

Stats

Challenges

Employees

Trip Logs

Employer Administrator

Point Pool: [Create New](#)


Transit Month Challenge 2020: September [Edit](#)

Sep 1st, 2020 and Sep 30th, 2020

Take and finish **20** transit mode trips in incenTrip app in September, 2020. Transit mode includes bus, metro, commute bus and rail.

Eligible Employees: ...

Bonus Points for Accomplishment is **200** points.




Bike Week Challenge 2020: October [Edit](#)

Oct 5th, 2020 and Oct 9th, 2020

Take and finish **4** bike commute trips in incenTrip app in October to earn extra bonus points and a badge with rewards.

Eligible Employees: ...

Bonus Points for Accomplishment is **60** points.



Mockups courtesy UMD MTI

Task G – Specialized Transportation

- Task G – Customized Multimodal Trip Planner for Older Adults and Persons with Disabilities
 - Toggleable trip planning option that will highlight travel mode and route options suitable for population group
- Status: Design phase commencing soon
- Integrate specialized transportation services
 - Taxis & nonprofits that use Wheelchair Accessible Vehicles (WAC)
- ATCMTD Stakeholder group will be asked to help define geographical areas where the specialized trip planner will be activated
- Following implementation, data sharing on usage will occur with service providers

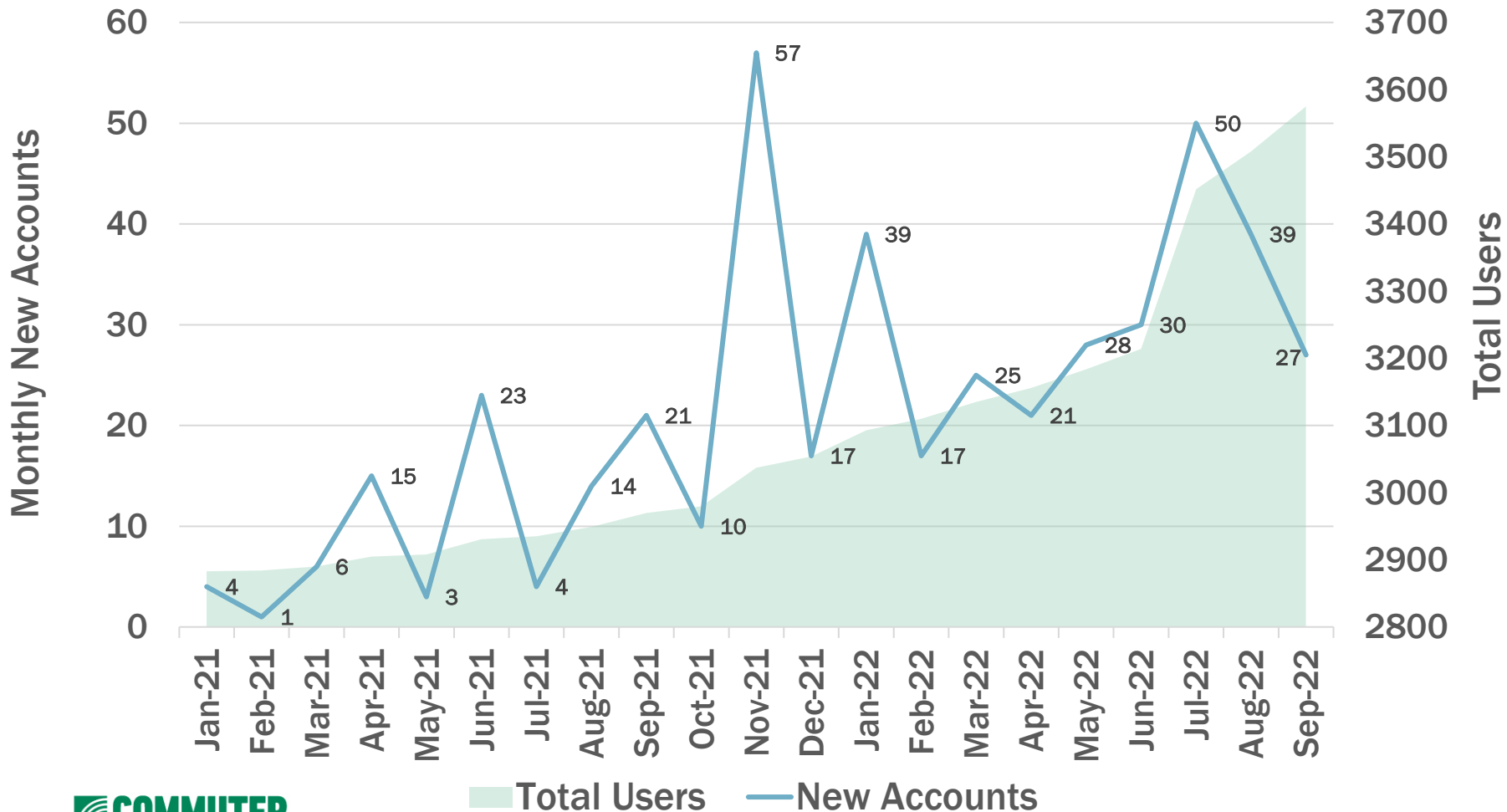
Year 3 Implementation Schedule

Project Deliverables	Implementation Date
Task D.1: Flextime Rewards	December 2022
Task D.2: Traveler Alerts	December 2022
Task E: Corridor Challenges	January 2023
Task F: Employer Module	March 2023
Task G: Specialized Transportation Integration	October 2023
Task C: Additional Incentives*	October 2023

**Additional incentives could include Capital Bikeshare, Maryland E-ZPass, and CharmPass*

User Activity

incenTrip Accounts Summary



*Includes reclassified Base Program end-users into the new MDOT Program launched in Nov.

User Activity

Redemptions & Trip Logs



Data labels represent Redemptions

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