

INCENTRIP UPDATE

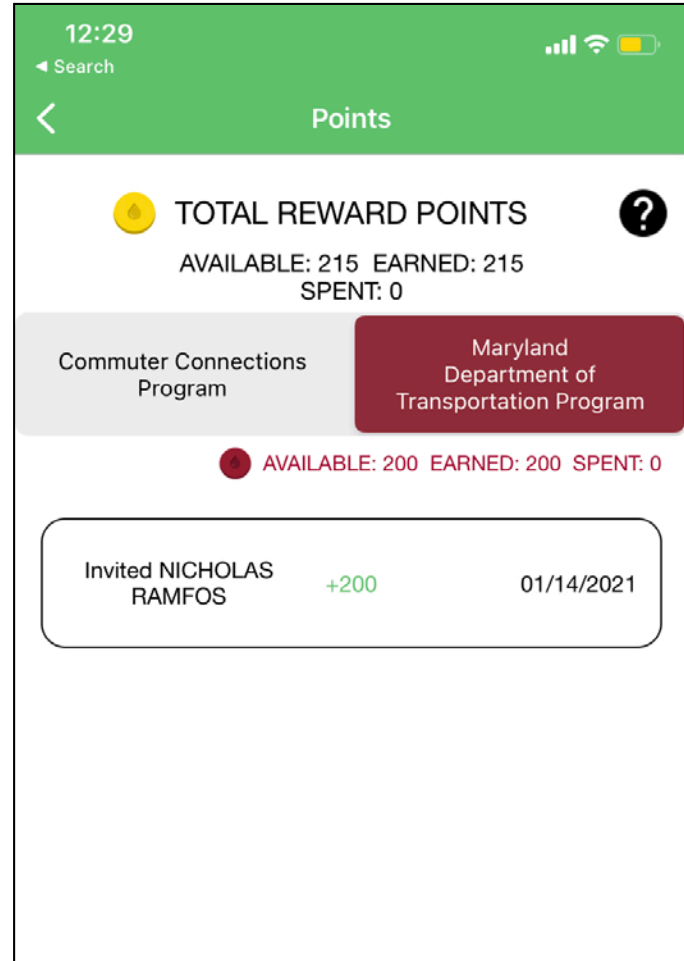
Steven Osborn
Commuter Operations Specialist II

Commuter Connections Ridematching Committee
December 21, 2021

Service Area Expansion

- MDOT Program
 - MDOT incenTrip program was officially launched on November 9th
 - Users received an email message describing a multitude of updates, including the expanded program area for Maryland
 - Operations and rewards model are nearly identical to the existing Commuter Connections program
- Virginia Expansion
 - Commuters from Richmond to the DC metropolitan region can now use incenTrip and earn points and incentives

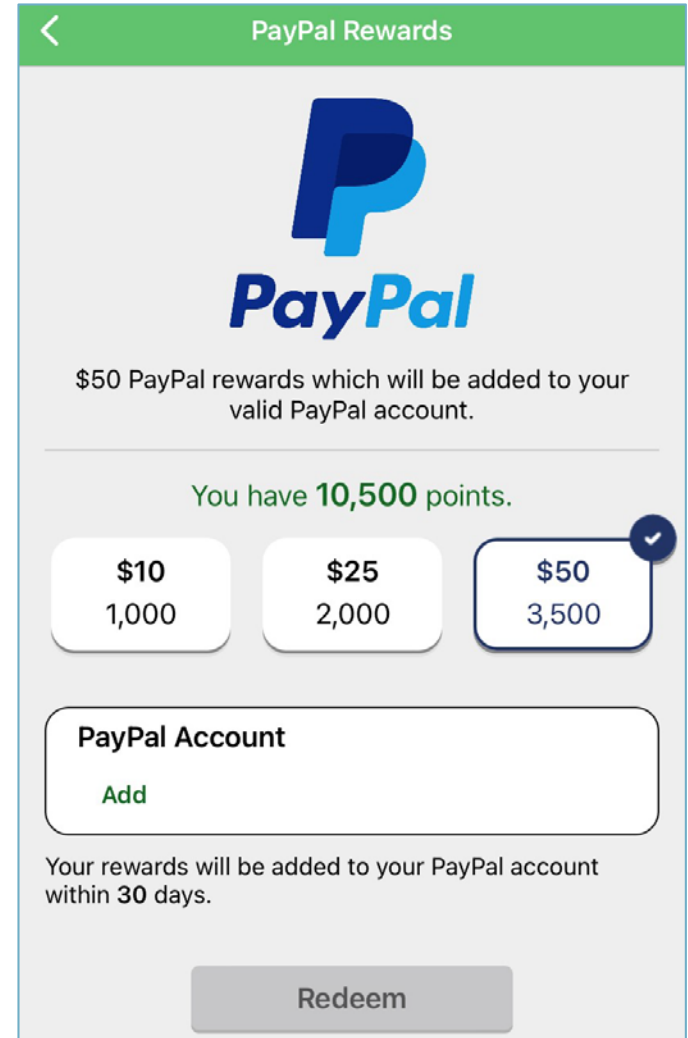
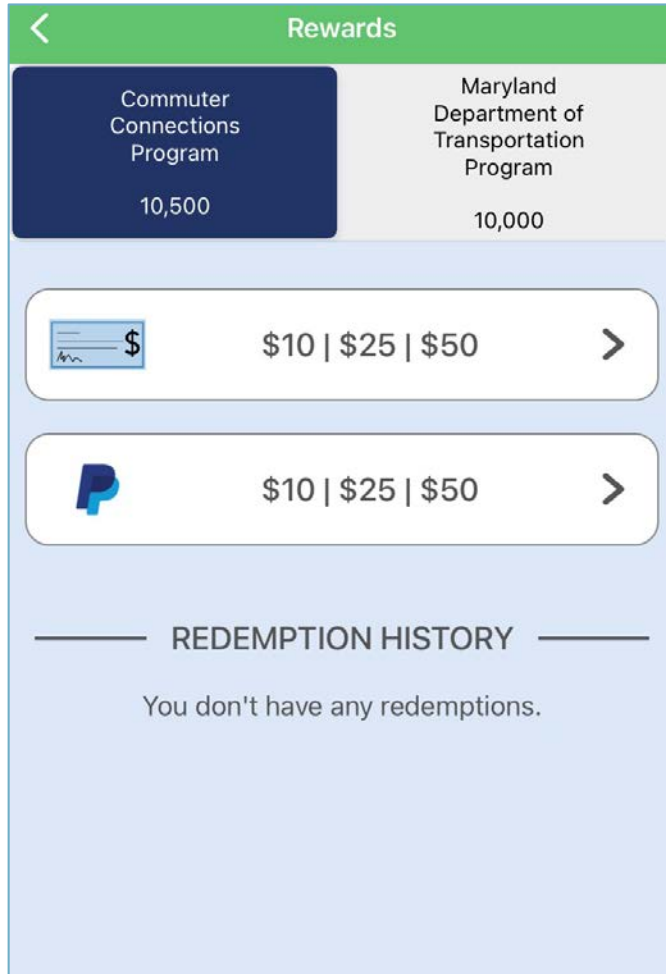
MDOT Program Soft Launch



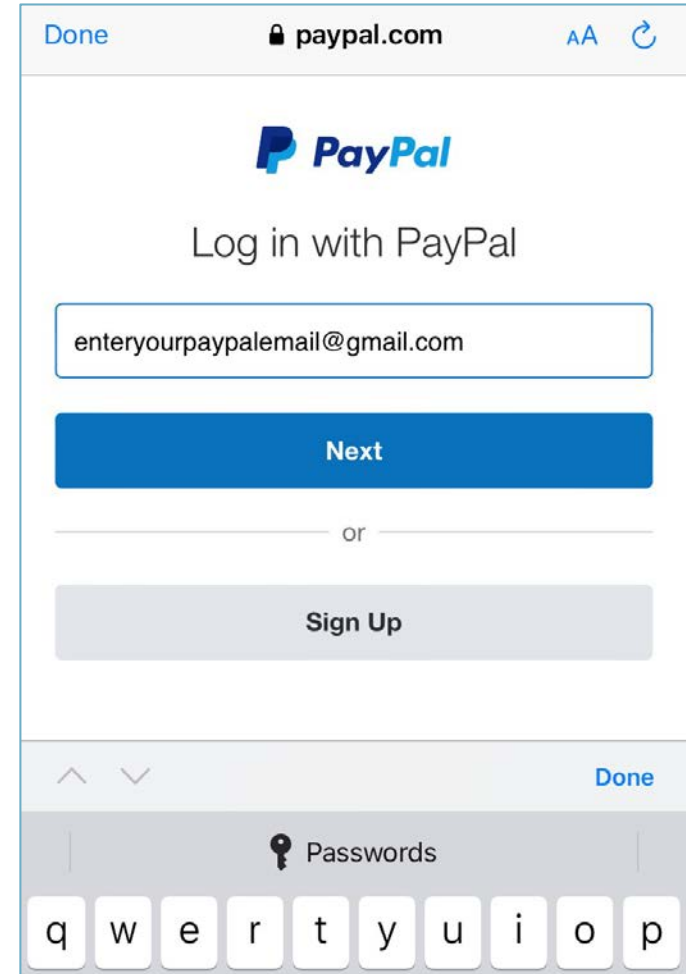
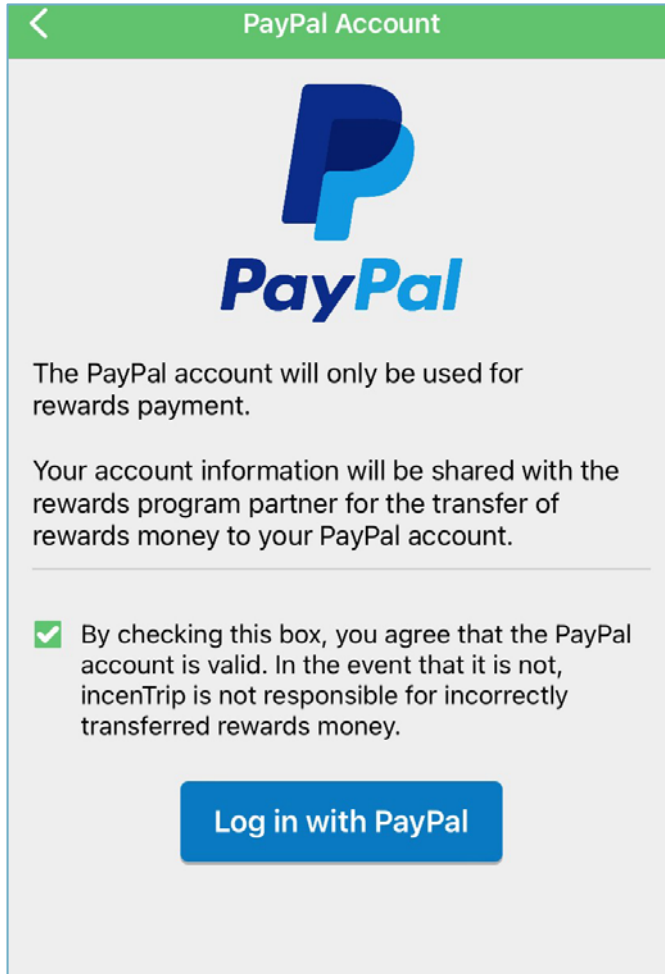
PayPal

- PayPal has been introduced as an additional option for disbursing rewards
- Users can link their PayPal account and select to receive their funds digitally, rather than receiving a traditional check
- Linking a PayPal account is done in app

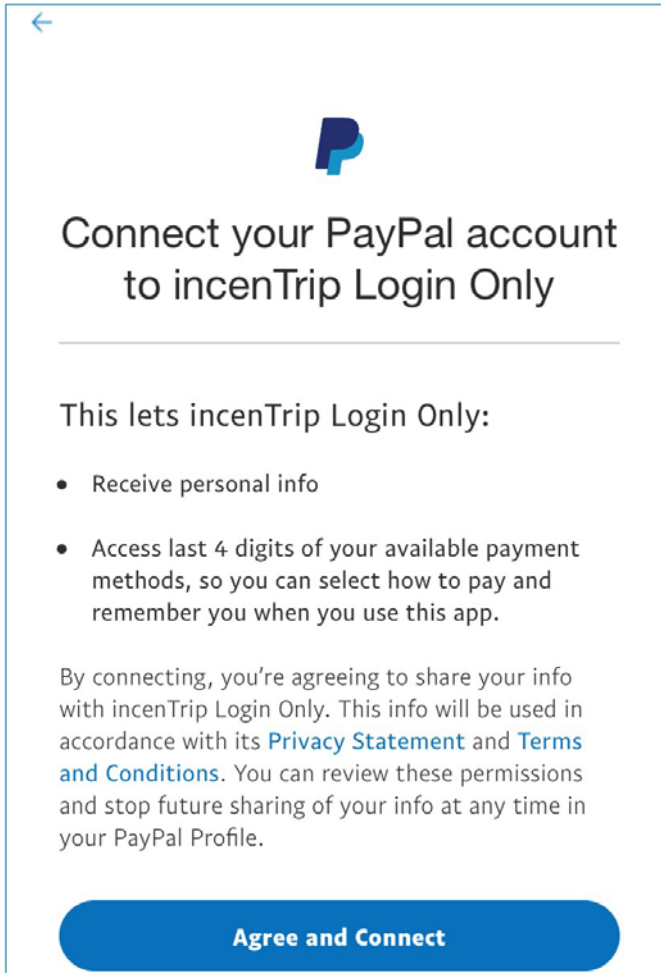
PayPal




PayPal



PayPal



←



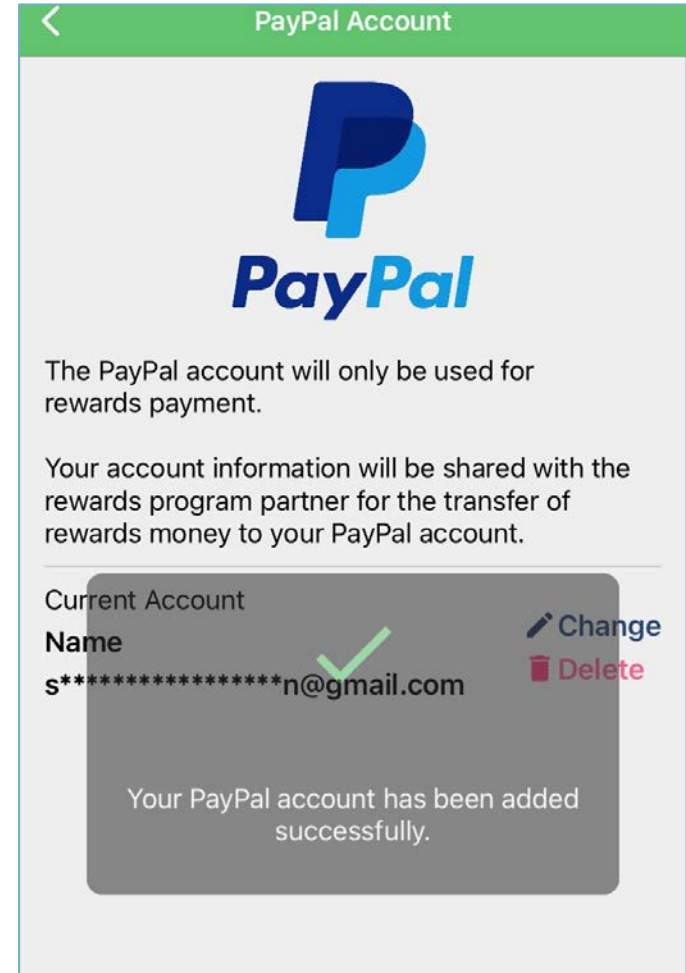
Connect your PayPal account to incenTrip Login Only

This lets incenTrip Login Only:


- Receive personal info
- Access last 4 digits of your available payment methods, so you can select how to pay and remember you when you use this app.

By connecting, you're agreeing to share your info with incenTrip Login Only. This info will be used in accordance with its [Privacy Statement](#) and [Terms and Conditions](#). You can review these permissions and stop future sharing of your info at any time in your PayPal Profile.

Agree and Connect






← PayPal Account



The PayPal account will only be used for rewards payment.

Your account information will be shared with the rewards program partner for the transfer of rewards money to your PayPal account.

Current Account

Name s*****n@gmail.com   Change  Delete

Your PayPal account has been added successfully.

PayPal

PayPal

\$50 PayPal rewards which will be added to your valid PayPal account.

You have **10,500** points.

\$10 1,000	\$25 2,000	\$50 3,500
---------------	---------------	---------------

PayPal Account
Name: Steven Osborn
Email: s*****n@gmail.com
[Change](#)

Your rewards will be added to your PayPal account within **30** days.

Redeem

PayPal

\$50 PayPal rewards which will be added to your valid PayPal account.

You have **10,500** points.

Redeem Reward
Do you want to redeem 3500 points for a \$50 PayPal reward

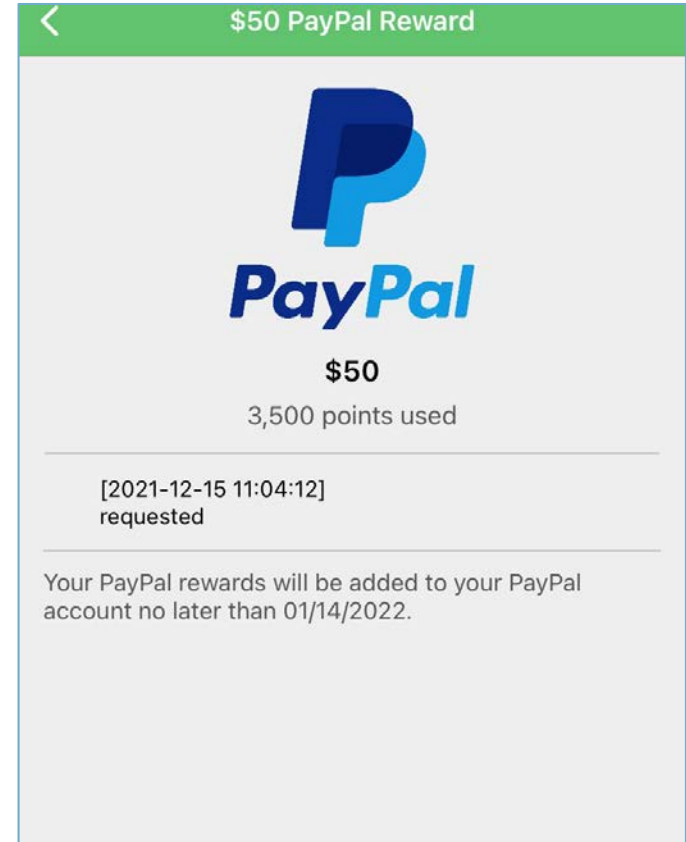
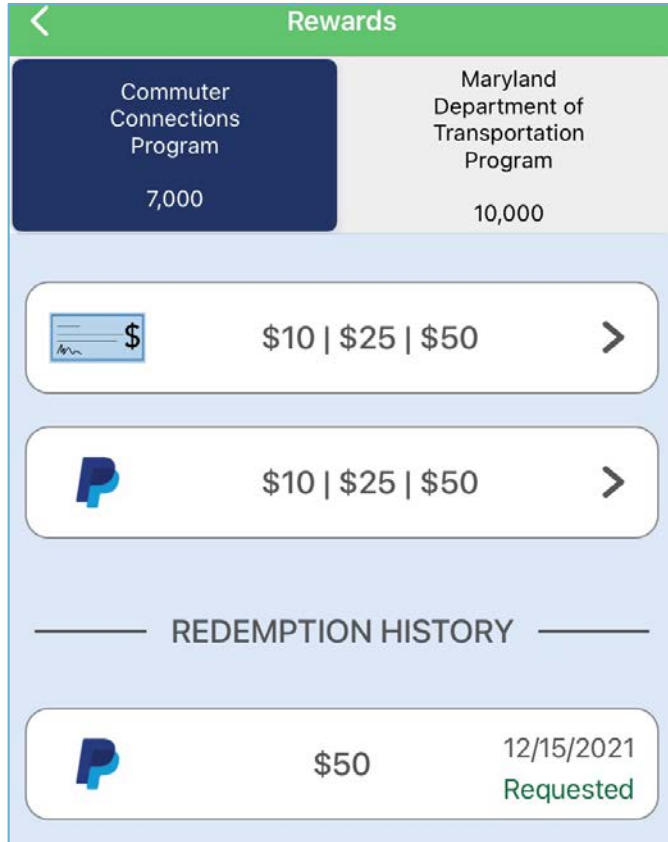
Yes **No**

PayPal Account
Name: Steven Osborn
Email: s*****n@gmail.com
[Change](#)

Your rewards will be added to your PayPal account within **30** days.

Redeem

PayPal



Gift Card

- Users will be able to select to receive a gift card when redeeming \$25 or \$50 options
- The gift card vendor will be fulfilling requests as COG orders them
- The TDM payment module will be adapted and updated to reflect this additional payment method

Gift Card

1. Select Design Option | 2. Design Card | 3. Select Greeting | 4. Add Recipients | 5. Review

Review Your GiftCards For Business Order

[Edit Card Design](#)

Select Shipping Method

Shipping Method

USPS Standard Mail - \$3.98

⚠ Due to COVID-19 restrictions, staffing shortages, and lengthened delivery time frames, delivery dates for physical Visa and Mastercard gift cards are an estimate. Please note that some deliveries, especially in rural areas, may take an additional 5-7 business days. To email a gift card with near instant delivery, please visit our eGift page.

Estimated Delivery:
Wed, Dec 1st, 2021 - Mon, Dec 6th, 2021
Delivery dates are estimates only and are subject to change. Holidays are not included in the calculation. Tracking information is NOT available for USPS First Class shipping.

Order Details

Number of Cards	2
Total Card Value	\$200.00

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Agenda Item #6: incenTrip Update
September 21, 2021

11

Planned Enhancements

- 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
- Corridor-Level TDM Strategies
 - Ability to react to projected congestion levels along corridor and allocate incentives accordingly
- Encourage shifts in (a) mode, (b) departure time, and (c) route
- Monetary and non-monetary incentives

Planned Enhancements

- Integration of Employer-Focused TDM:
 - 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
 - Overlaid on top of existing public incentive programs

Planned Enhancements: Methods

- Potential methods for personalized & dynamic incentivization:
 - 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 / awarding points for route change or delayed departure
 - Point structure would likely scale to the current monetary reward of \$8 per trip
 - In-app push notifications, email alerts

Steven Osborn

Commuter Operations Specialist II

(202) 962-3323

sosborn@mwcog.org

commuterconnections.org

Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300

Washington, DC 20002