ITEM #5

Commuter Connections
FY 2018/19 TDM SYSTEM UPDATE

Commuter Connections Ridematching Committee

September 18, 2018

Upcoming Enhancements

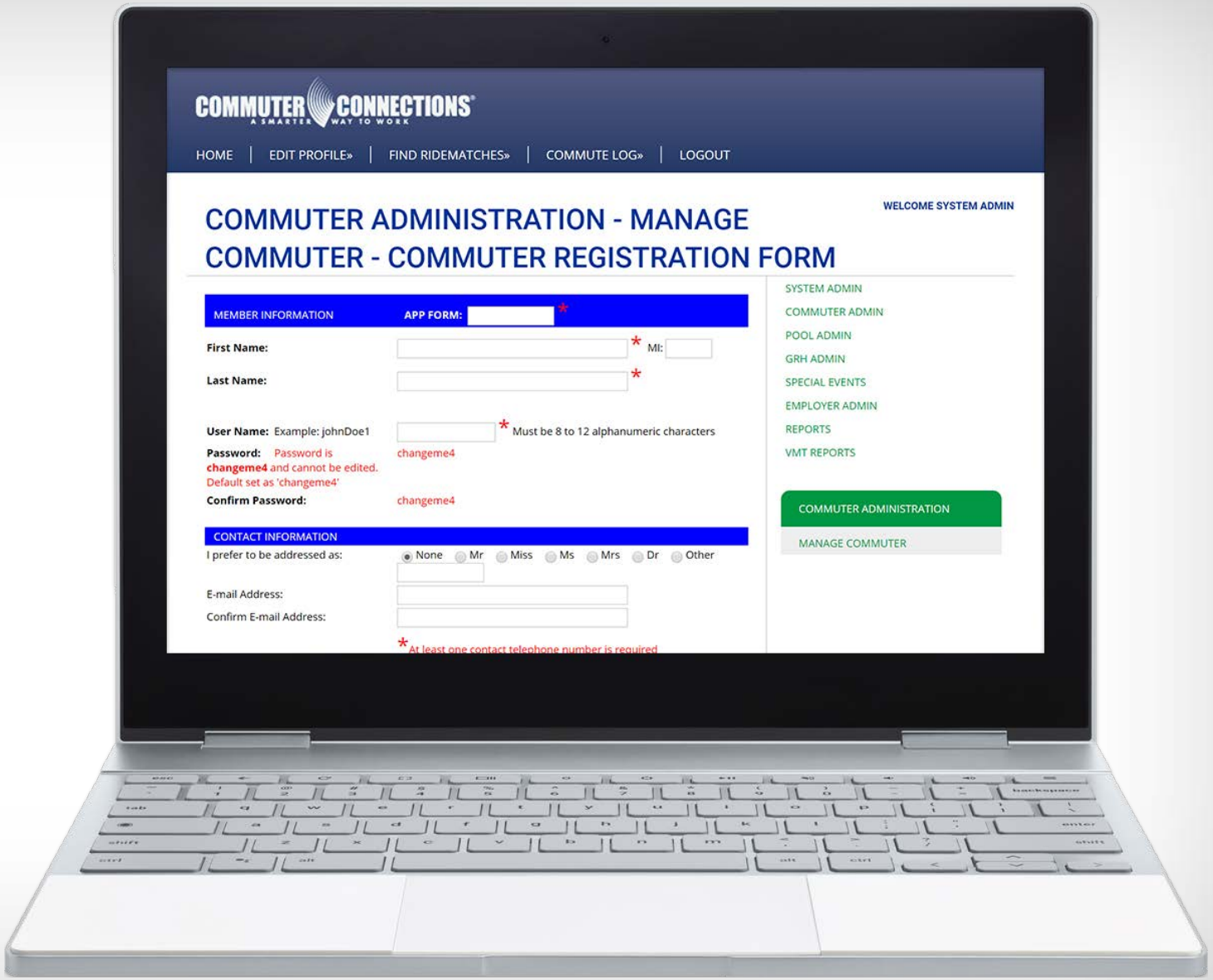
- Marketing Enhancements
  - Registration Source Tracking
  - Improved ROI Tracking for Marketing Efforts
  - Personalized "Sent-from" Email Address for Partner Agencies
  - Enhanced Commuter-to-Commuter Emails
  - Special Events Update and Custom Match Letter Integration
- Database Consistency Enhancements
  - Duplicate Employer Mitigation
  - Address Standardization
  - Ridematching Batch Geocoding Update
  - Ridematching Algorithm Enhancements
- System Enhancements
  - Automated Commute Logging
  - incenTrip Integration
  - Capital Bikeshare Integration

Commuter Connections

MARKETING ENHANCEMENTS

Registration Source Tracking

- Allow admins to define the source of new applications that are fulfilled via phone, email, or other methods.
- Will facilitate better internal reporting on what methods are most utilized and trends in user account registration.



Improved ROI Tracking for Marketing Efforts

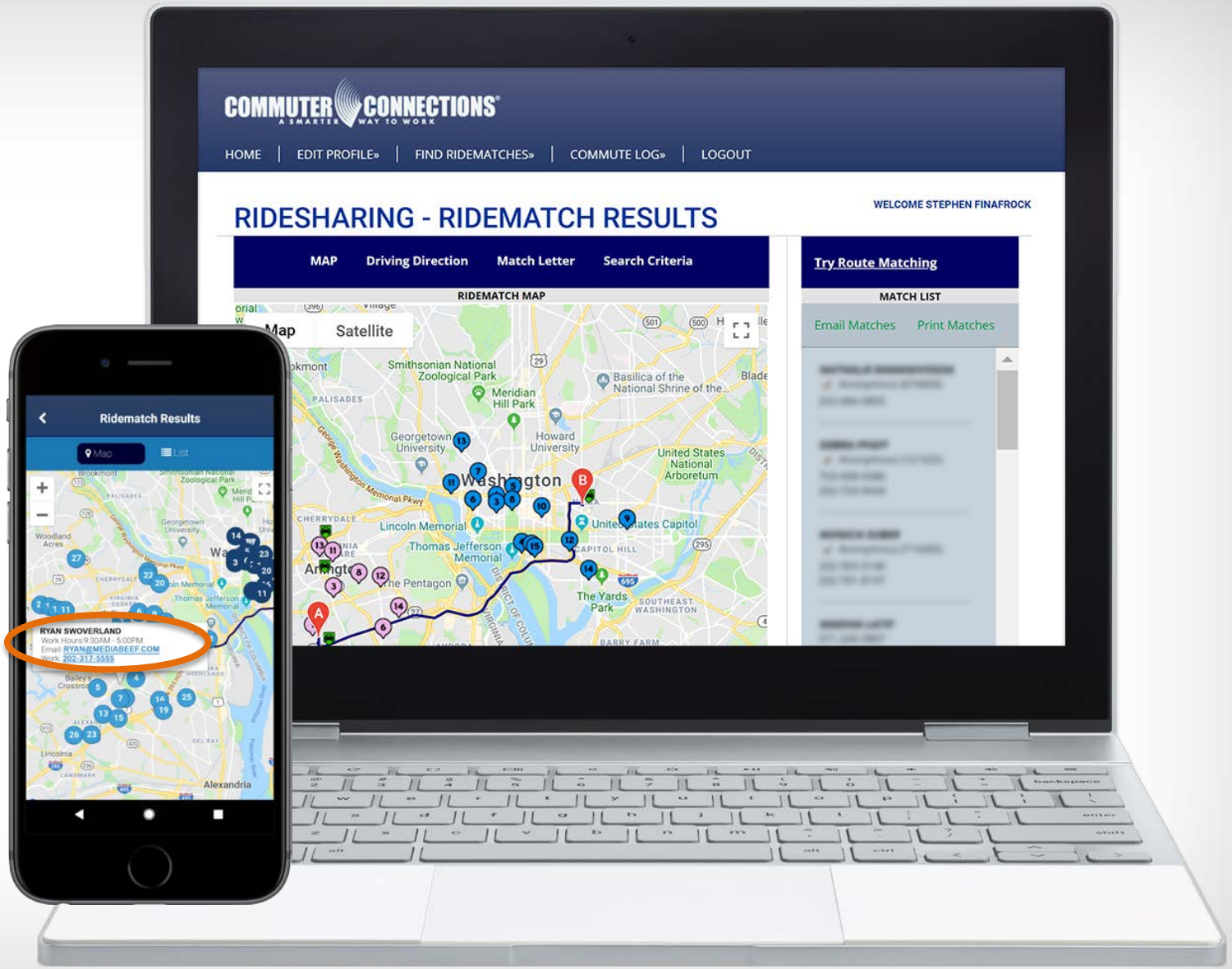
- Develop interface for MWCOG staff to define custom URLs to be used in digital advertising as well as outdoor and radio ad placements
- All web traffic received through these URLs will be flagged with a cookie denoting the marketing source
- If a new account is created associated with a registered custom URL, we will flag that account as a successful “conversion”
- This will allow MWCOG staff to run ROI reports that will detail all new Commuter Connections created by individual ad campaign and advertising channel

Personalized "Sent-from" Email Address for Partner Agencies

- Comprehensive review of all outbound emails generated from the Commuter Connections TDM System.
- Review and catalog all outbound emails and identify which emails should have a modified "REPLY-TO" address in order to facilitate better communications for local rideshare offices and commuters so replies are directly sent to them.
- Review DNS and mail settings to ensure intended audience is receiving our information and it's not being sent to SPAM.

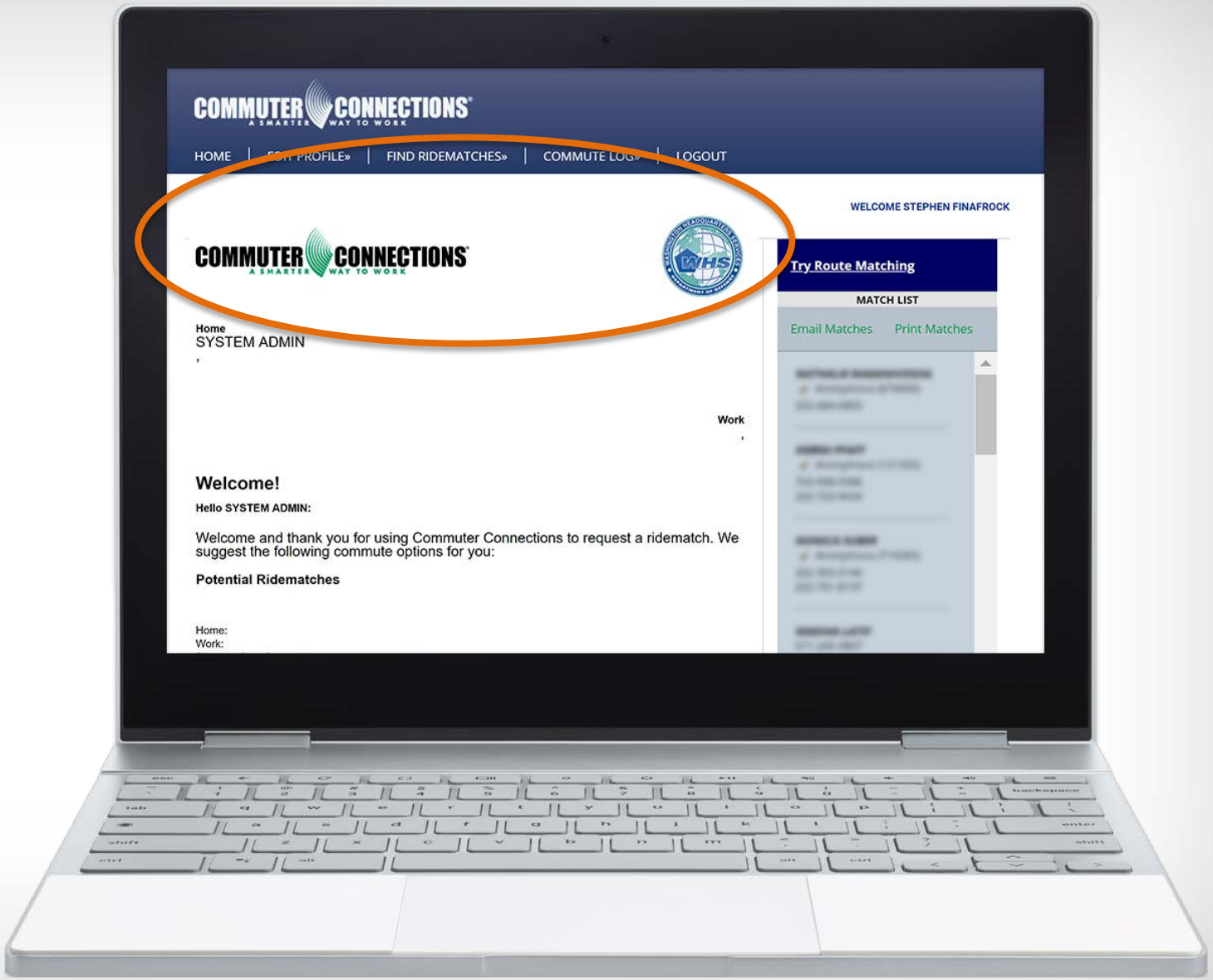
Enhanced Commuter-to-Commuter Emails

- Add a link on commuter-to-commuter emails so that commuters can easily reference Commuter Connections.
- CC the sender on all commuter-to commuter emails and include that CC'd address on the "Reply-To" for the email to ensure intended recipients receive the message.
- Add links to all mobile apps on all commuter to commuter emails to better promote MWCOG programs.



Special Events Update and Custom Match Letter Integration

- General update to incorporate current look and feel.
- Update match letter and match screens to match new UI design from the current ridematching screen.
- Convert Special Events match letters to use master match letter templates for each appcode.

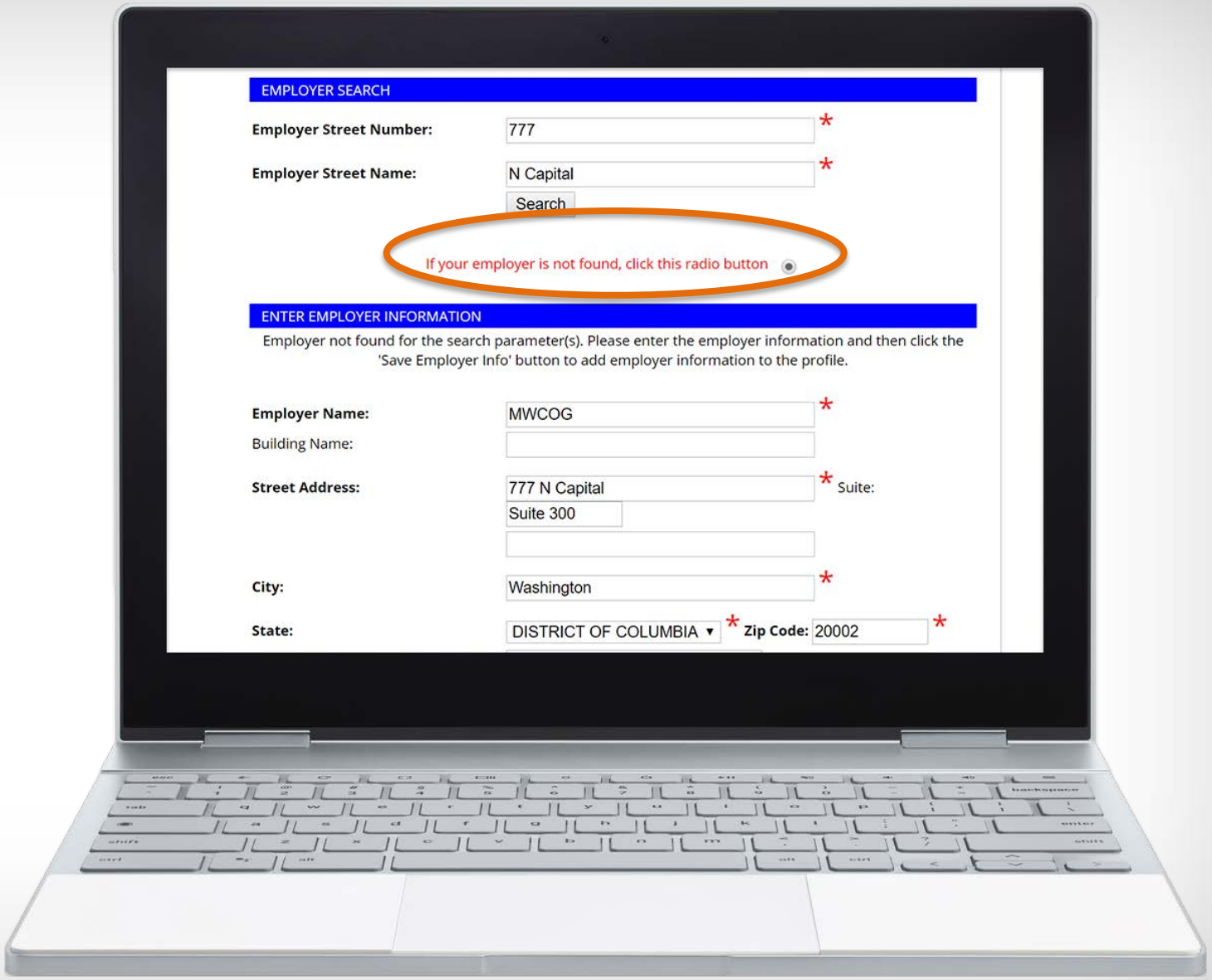


Commuter Connections

DATABASE CONSISTENCY ENHANCEMENTS

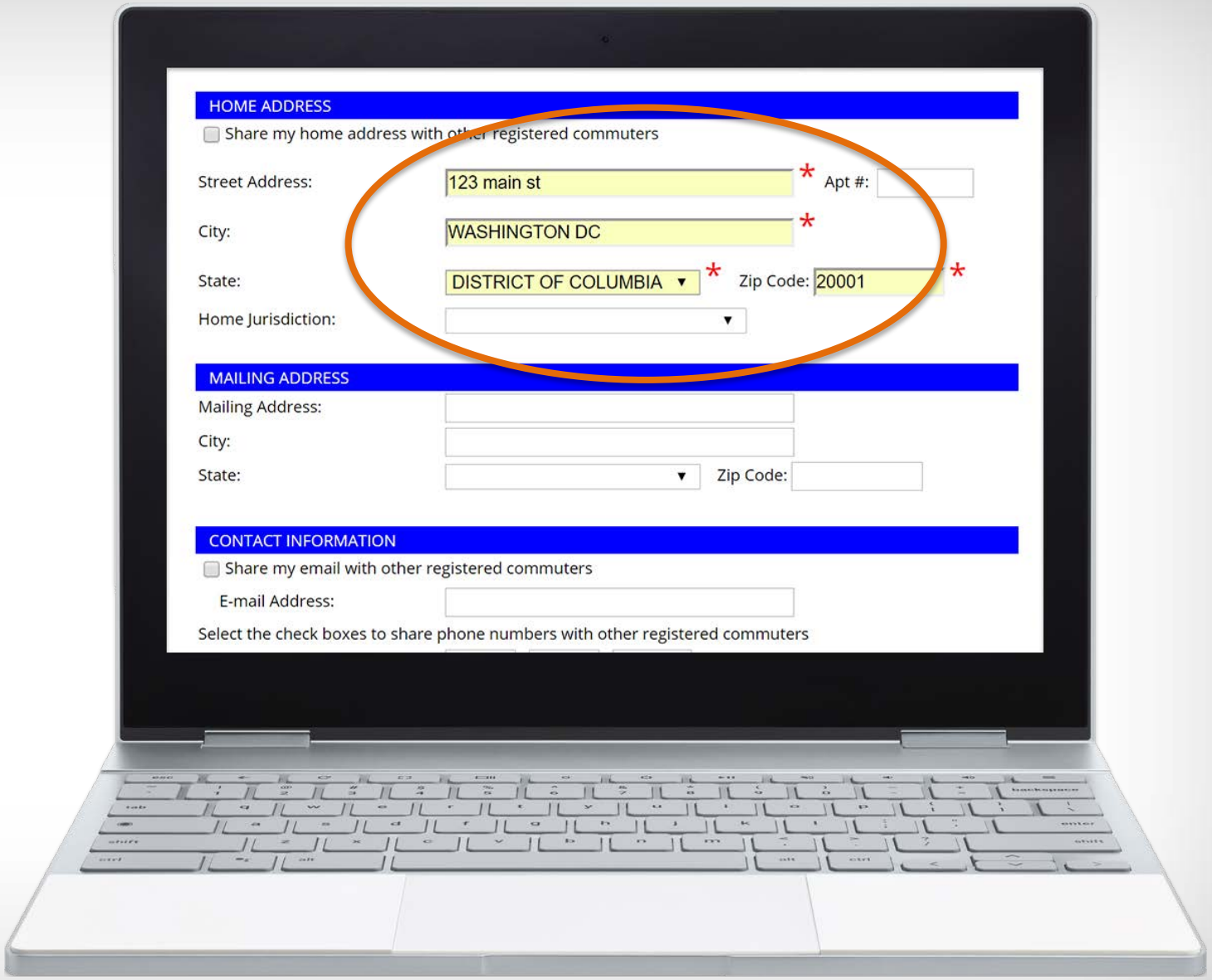
Duplicate Employer Mitigation

- During new user account creation, many users are manually adding in their employer information instead of selecting their employer from our search tool.
- This leads to additional labor needed from MWCOG staff to reconcile the duplicate employer records.
- This becomes a larger issue as we expand our Employer Microsite partnerships and need to ensure that new commuters are linked to their correct Microsite.



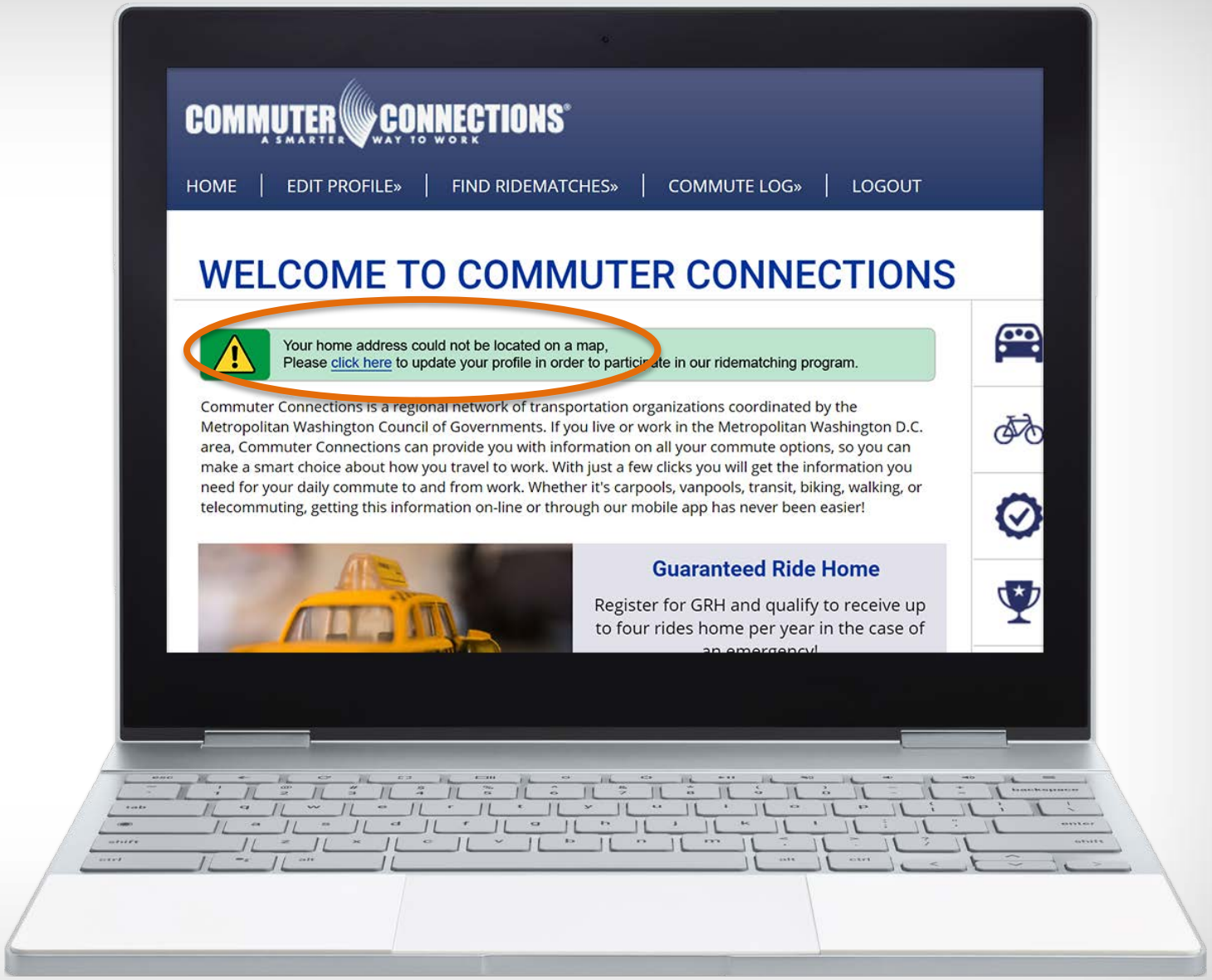
Address Standardization

- Comprehensive review of website to identify all instances of user-inputted address data and update to leverage google autocomplete and force standardization of inputs.



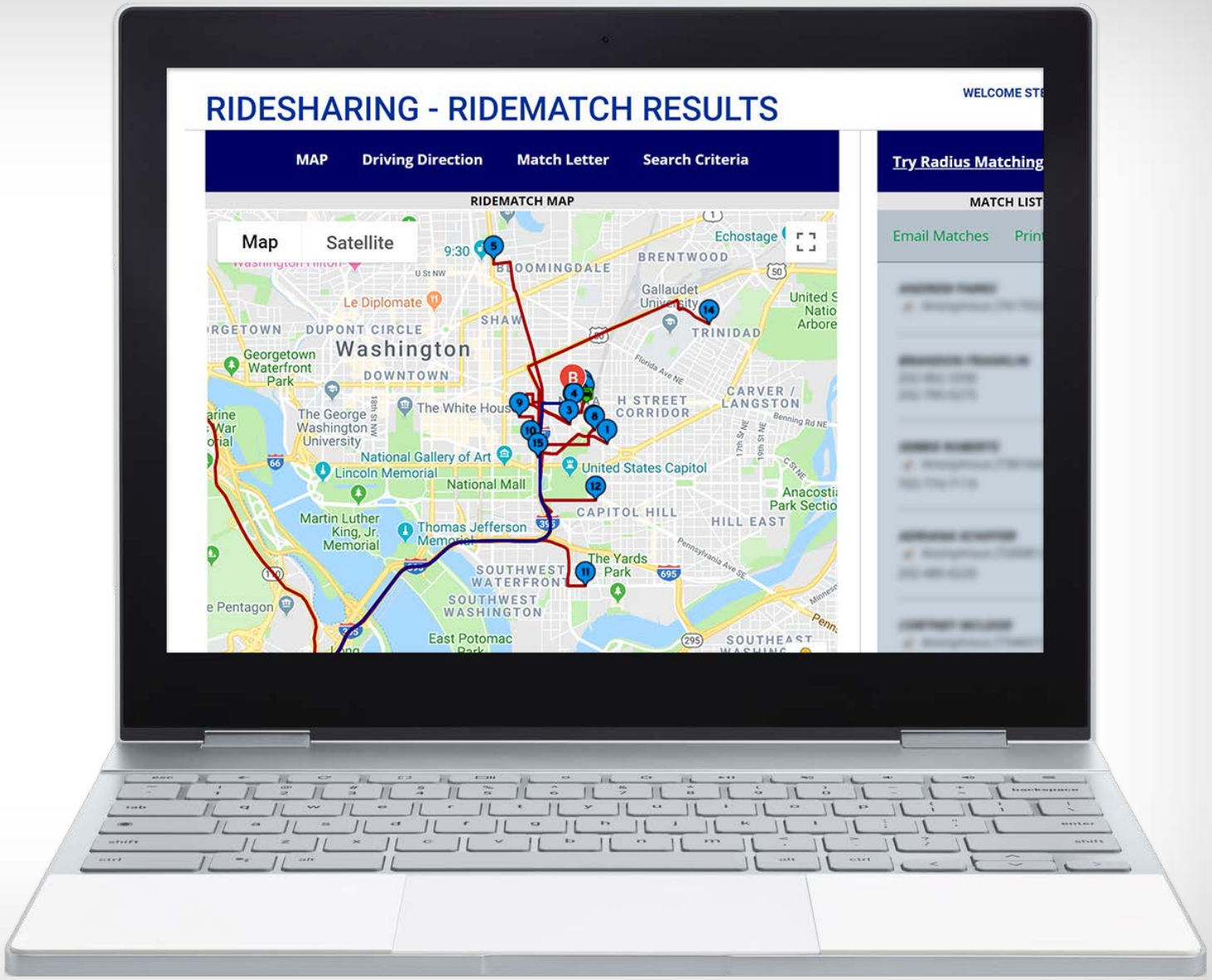
Ridematching Batch Geocoding Update

- Both the home and work address need to be geocoded correctly for a user to participate in our ridematching database.
- Add notification alert to commuter's dashboard, ridematching, and commute diary if there are any geocode issues with their account.
- Add new screen after creating an address and/or editing an existing address to verify geocoding if address not found in Google.
- Loop through existing database of all users and attempt geocoding for all failed addresses and flag accounts for MWCOG follow-up on those that can not be geocoded and are interested in ridematching.



Ridematching Algorithm Enhancements

- Update of current route matching algorithms to consider and use alternate origins and destinations.
- Iterate through all alternate addresses and create saved routes for all active users and build new saved route data.
- Create interface for users to view and edit their saved routes.



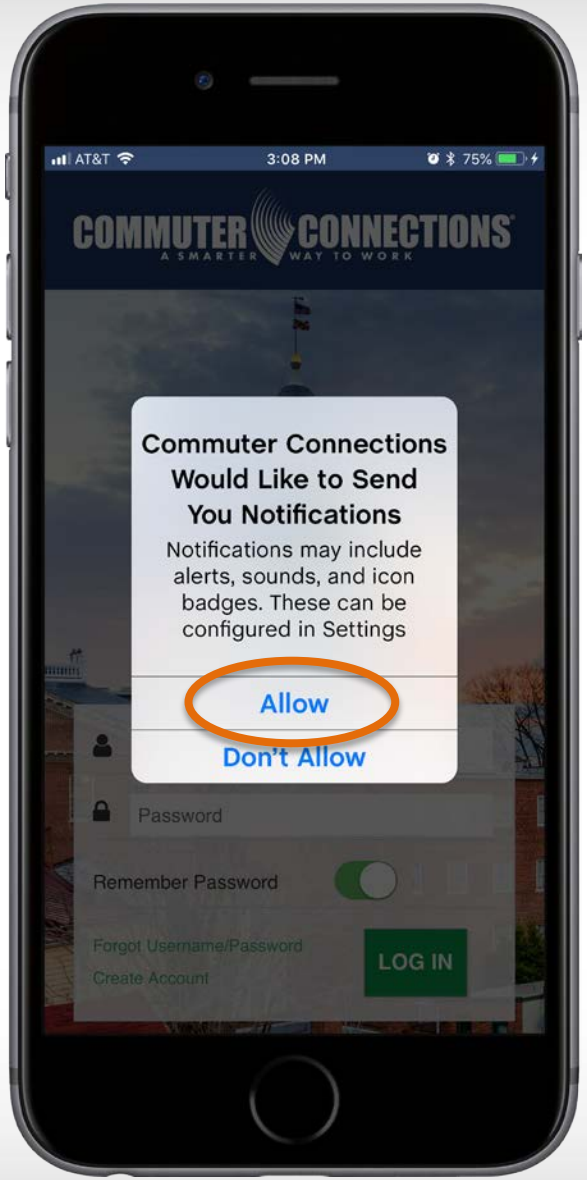
Commuter Connections

SYSTEM ENHANCEMENTS

Automated Commute Logging

Step 1: Allow Notifications

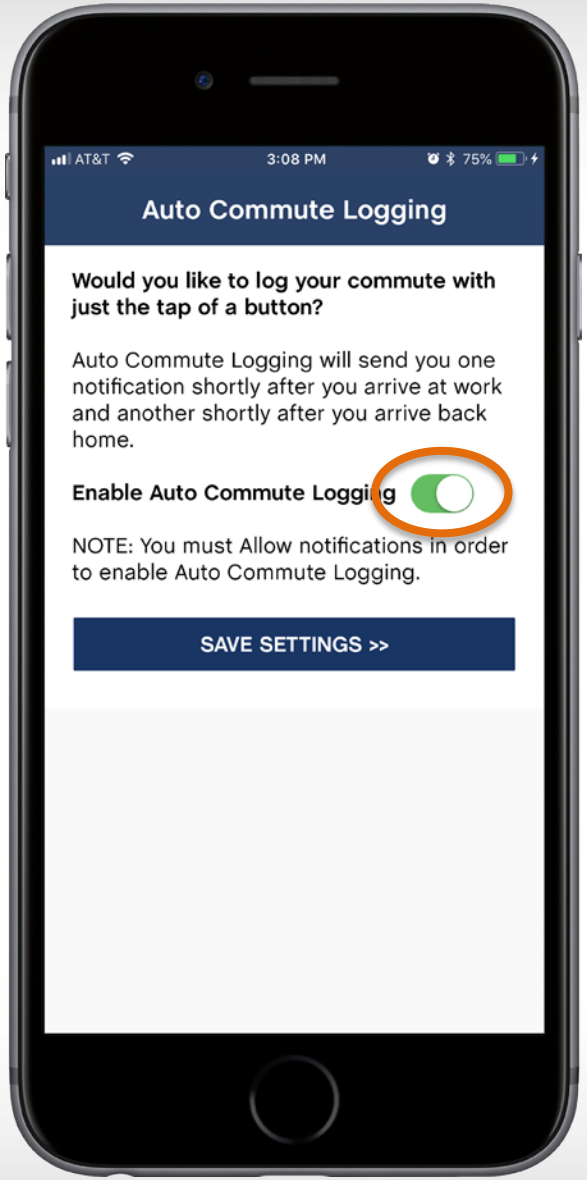
- The user must Allow notifications in order to also enable Auto Commute Logging.

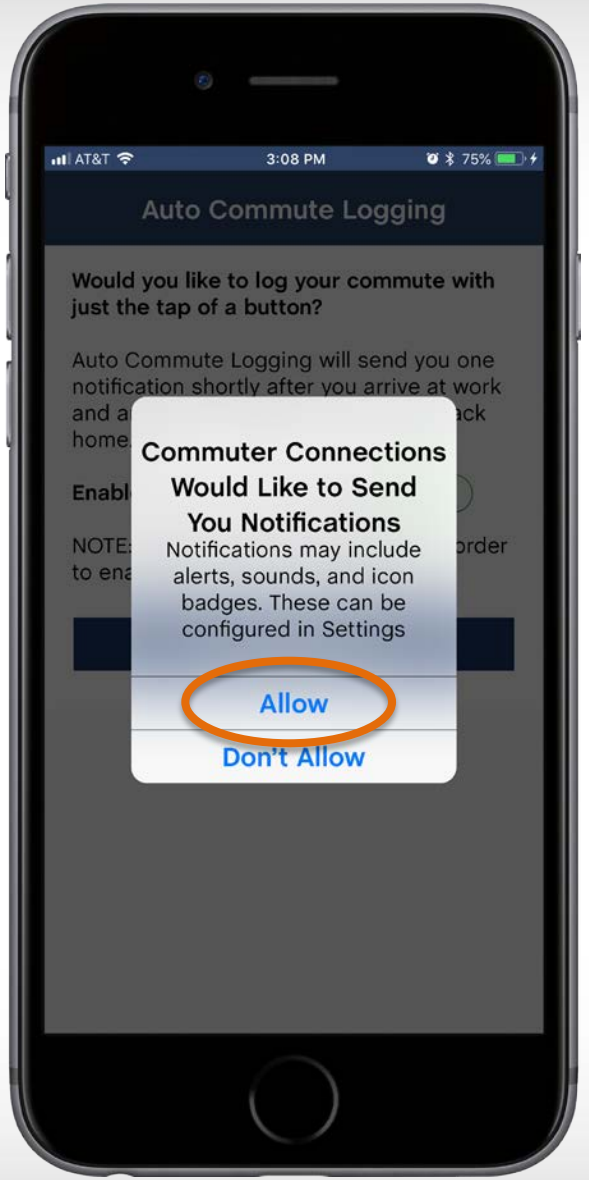


Automated Commute Logging

Step 2: Enable Auto Commute Logging

- If Enable Commute Logging toggle is set to "On" but "Don't Allow" was chosen for notifications, the user will be asked again to Allow notifications.

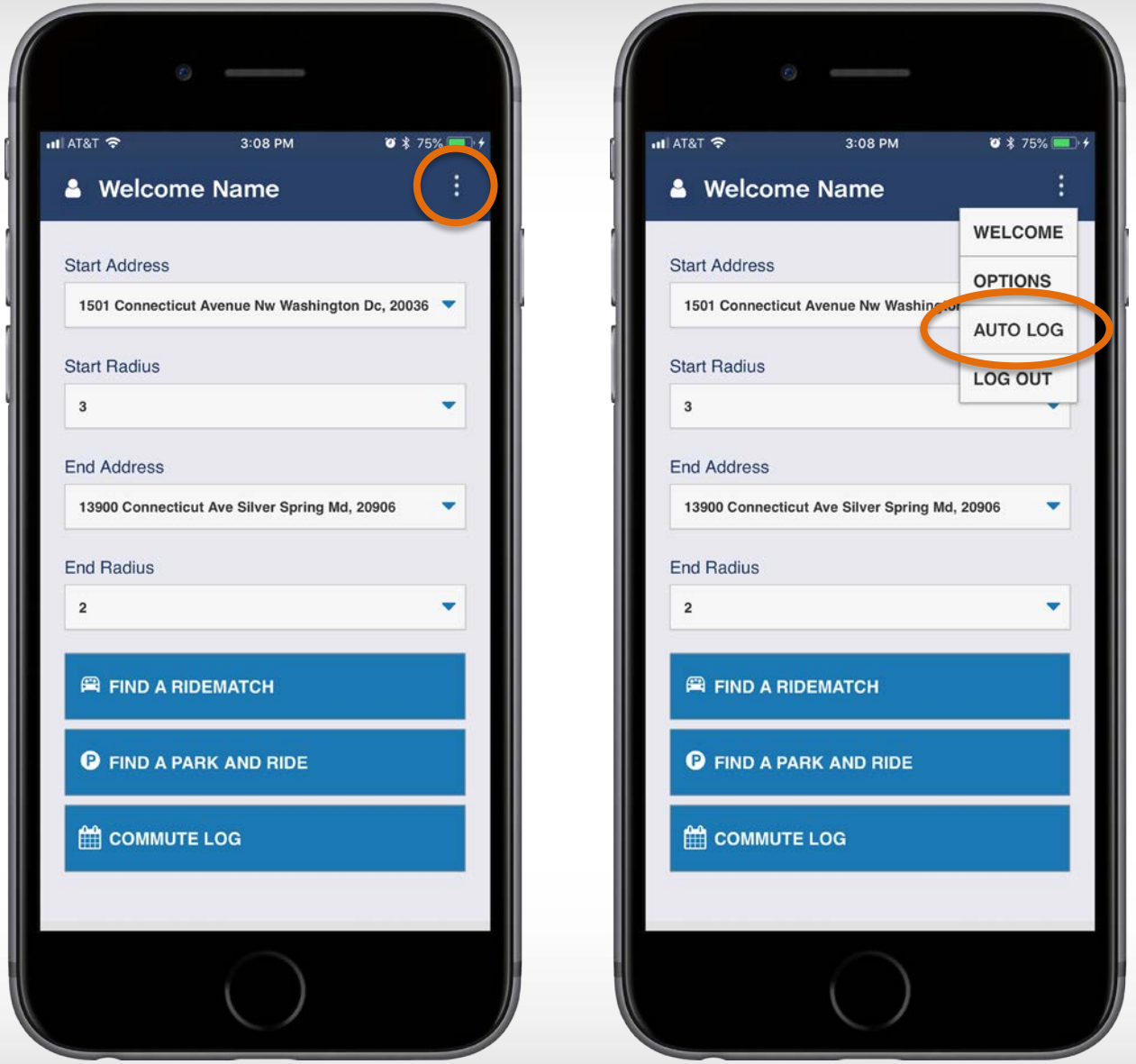




Automated Commute Logging

Step 3: Welcome

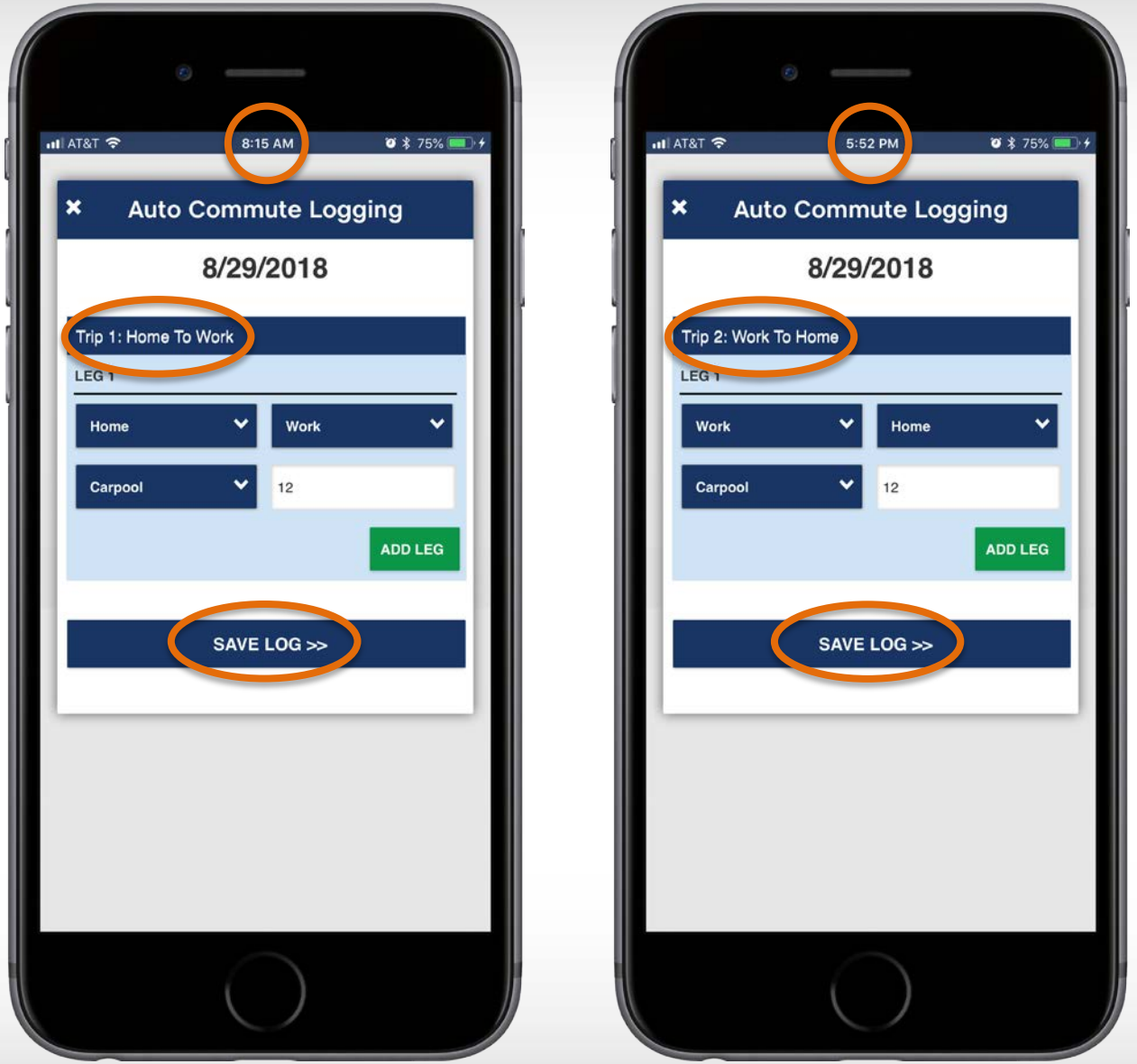
- The previous Auto Commute Logging screen will only be shown to the user once. Afterwards, users may access this screen to change their setting by choosing "Auto Log" from the menu at the upper-right.



Automated Commute Logging

Step 4: Single Leg Notifications

- After user receives notification, they can jump directly into the Commuter Connections app to confirm their commute mode and save their trip.

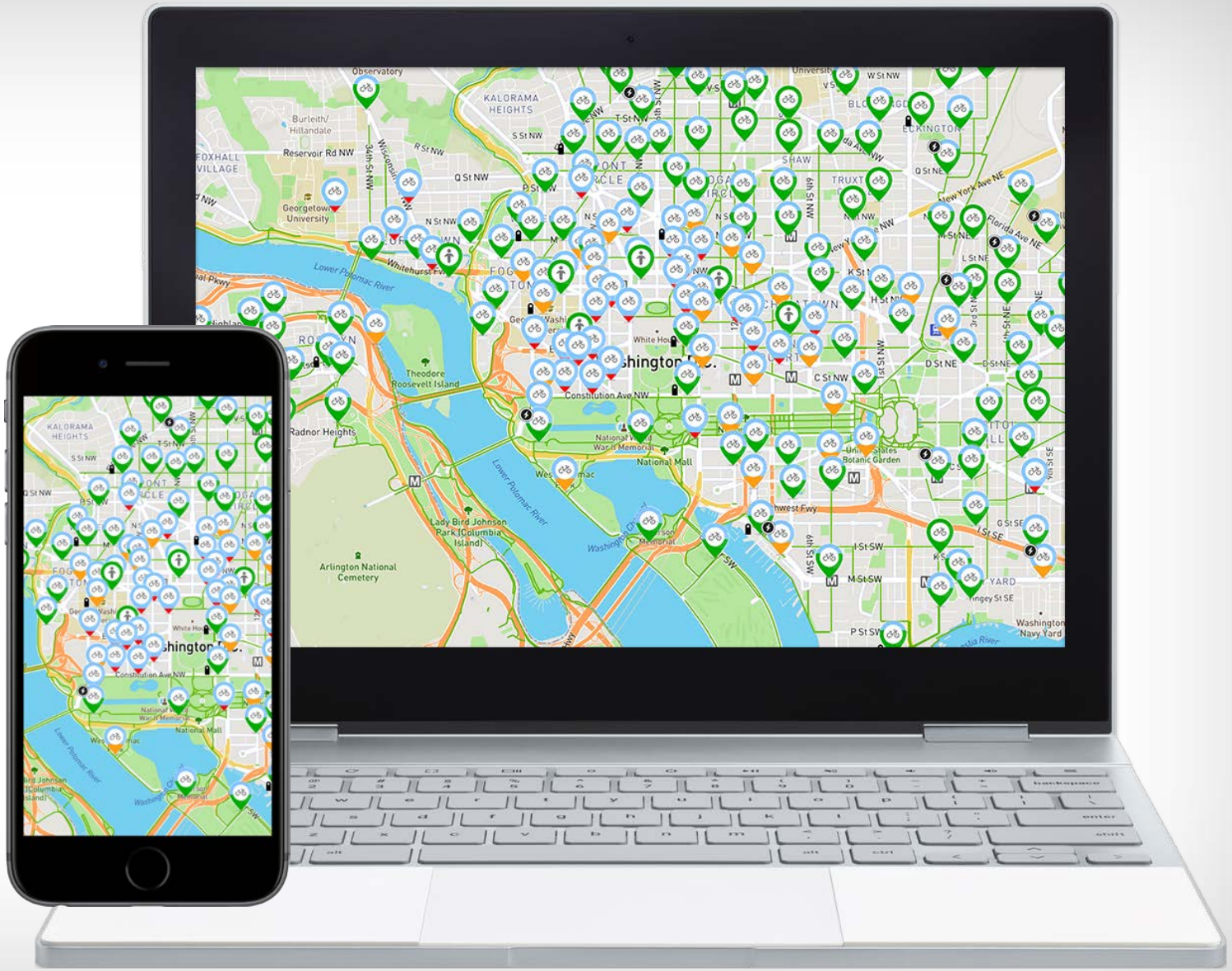


incenTrip Integration

- We will be providing deeper data integration with incenTrip by allow users to choose to share commute data from Commuter Connections to incenTrip (and vice versa)
- Specifically, we are going to be adding in support for our Flextime Rewards members to share their commute patterns to see if they would also qualify to receive points under the incenTrip program

Capital Bikeshare Integration

- This enhancement will be rolled out to the Commuter Connections website, CarpoolNow mobile app, and Commuter Connections mobile app
- This will allow users to turn on/off a layer of markers displaying nearby bikeshare locations
- This will improve the relevancy of our multimodal trip planning through providing these active transportation options to our users



Questions?

Michael Hemry, President
Media Beef
Riverside, CA
mike@mediabeef.com
(951) 660-7205