



MEMORANDUM

To: National Capital Region Transportation Planning Board (TPB) Steering Committee
From: Nicholas Ramfos, Director, Transportation Operations Programs
Subject: FY 2022 Commuter Connections Work Program (CCWP) Amendment: “MDOT Incentrip Mobile Application For Maryland Mega-Region”
Date: May 28, 2021

The Maryland Department of Transportation (MDOT) has requested that a project be added to the FY 2022 Commuter Connections Work Program (CCWP) to administer MDOT’s incenTrip program in the “Mega-Region.” MDOT has also identified funding and the TPB’s FY 2021-2024 Transportation Improvement Program has been administratively modified to reflect this addition. The TPB’s Steering Committee is being asked to approve this amendment to the FY 2022 CCWP so work can begin.

The focus for this project will be to administer and implement the incenTrip mobile app for commuters traveling to worksites in Maryland locations outside of the Washington DC non-attainment region as part of the expanded “Mega-Region.”

The attached scope of work describes the products and services that will be executed as part of the added project along with a budget of \$173,226 that is inclusive of staff costs and overhead as well as indirect and non-labor direct expenses for FY2022. A commitment letter from MDOT supporting the request is also attached.

The Steering Committee is being asked to approve the attached language which will be inserted into the FY 2022 CCWP. No action is needed from the committee on the TIP, as this request meets the qualifications for an Administrative Modification.

DRAFT

MDOT INCENTRIP MOBILE APPLICATION FOR MARYLAND MEGA-REGION

In FY2020, COG/TPB staff in collaboration with the University of Maryland, formally launched incenTrip in the Washington DC non-attainment region. The coverage area of the mobile app is in the process of being expanded to the “Mega-Region” in Maryland through a FHWA Advanced Transportation and Congestion Management Technologies Deployment (ATCMTD) Program grant. The focus for this project will be to administer and implement the incenTrip mobile app for commuters traveling to worksites in Maryland locations outside of the Washington DC non-attainment region as part of the expanded “Mega-Region.”

The incenTrip mobile application gives commuters the ability to avoid both day-to-day congestion and traffic jams caused by traffic accidents, work zones, special events and adverse weather conditions. App users also earn reward points while receiving recommendations on the best travel mode, departure time and/or route recommendations. The app allows users to earn reward points every time a trip is planned through incenTrip and users can take advantage of multimodal travel options, outsmart traffic jams, and invite their friends to join. With a single click, users can exchange their points for an incentive.

By supporting incenTrip and providing incentives to travelers, Commuter Connections can help MDOT address congestion, reduce energy use, and emissions in the “Mega-Region.” The key innovation of incenTrip is the development of personalized and dynamic incentives that vary based on individual preferences and real-time traffic conditions, which significantly improves the cost-effectiveness of traveler incentives. incenTrip performance can be monitored daily via a customized dashboard. The goal of the incenTrip eco-system is to improve multimodal transportation system performance along congested corridors.

During FY2022, COG/TPB staff will work with MDOT to help verify the points and awards structure and program participation guidelines for the app as it relates to the current structure in place for the Washington DC metropolitan region. A marketing initiative will also accompany the launch of the incentive app in the Maryland “Mega-Region” to encourage commuters to download and use the app. Creative materials will be examined and updated for the “Mega-Region” to be used to market the product to commuters through traditional and digital media outlets. The efforts will be coordinated with the ATCMTD grant and Commuter Connections marketing and advertising activities, particularly as it relates to the recovery from the pandemic. Support will also be provided to the technical aspects of the ATCMTD grant program with regards to the program expansion, the development and implementation

of digital payments and allowing for incentive points to be used in partnerships with transit and other entities as defined by the ATCMTD stakeholder group. COG/TPB staff will work on processing incentive payments, customer service, and the development and implementation of marketing campaign and outreach activities which will include a media plan and placement of various forms of advertisements in the Maryland Mega-Region.

Cost Estimate:

\$173,226

Consultant/Contractor Costs as Part of Estimate:

<i>(Advertising and Marketing Contractor)</i>	\$ 10,000
<i>(Media Buy)</i>	\$ 50,000
<i>(Commuter Incentives)</i>	\$100,000

Products:

Development and production of creative and marketing services including, but not limited to radio, internet, newsprint, educational video, SEO blog posts or influencers, venue, mobile, social media and text ads. *(COG/TPB staff in conjunction with consultant)*

Update of web site text and social media pages to reflect promotional activities and incentives and tie-in to MDOT's incenTrip program site. *(COG/TPB staff in conjunction with consultant)*

Services:

Operation and administration of Maryland's (MDOT) incenTrip rewards program for the Maryland "Mega-Region" outside of the Washington DC non-attainment area. Services include but are not limited to registering and verifying participants, monitoring trip logs, supervisor verification, handling commuter challenges, construction projects, congested corridors and payments through various platforms (already in place or to be developed and implemented) to program participants through MDOT collaboration and oversight. *(COG/TPB staff)*

Promote mobile app to the general public, employers and to the media. *(COG/TPB staff in conjunction with consultant).*

Technical consultation and troubleshooting the app with software development team and implementing technical fixes.

Media Placements, including the negotiation of value-added placements. *(Consultant)*

Process media placement invoices. *(COG/TPB staff)*

Management and oversight of marketing contract. *(COG/TPB staff)*

Schedule:

July 1, 2021 - June 30, 2022

Oversight:

Commuter Connections Subcommittee

- Provide input and feedback on project recommendations for program continuation and/or expansion.

May 27, 2021

The Honorable Charles Allen
Chairman
National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments
777 North Capitol Street, NE, Suite 300
Washington DC 20002

Dear Chairman Allen:

The Maryland Department of Transportation (MDOT) requests the following amendment to the Maryland portion of the National Capital Region Transportation Planning Board’s (TPB) Fiscal Year (FY) 2021-2024 Transportation Improvement Program (TIP) for one existing program described below and in the attached memo.

This action reflects the addition of funding and a new project to the FY 2022 Commuter Connections Work Program (CCWP) to administer MDOT’s incenTrip program in the “Mega-Region.” This amendment will also add funds to the FY 2021-2024 TIP, and as this project does not add capacity, this action does not affect the Air Quality Conformity Determination for Visualize 2045.

TIP ID	Project	Amount of New Funding	Comment
3566	Commuter Connections Program	\$173,226	Add new funds (other) to the Commuter Connections Work Program.

This change to the FY 2022 CCWP was endorsed by the Commuter Connections State Transportation Demand Management Work Group on May 11, 2021, and MDOT requests that TPB approve this amendment at the TPB Steering Committee at its June 4, 2021 meeting.

The revised funding status will not impact scheduling or funding availability for other projects in the current TIP, which continues to be fiscally constrained. The cost does not affect the portion of the federal funding which was programmed for transit, or any allocations of state aid in lieu of federal aid to local jurisdictions.

The Honorable Charles Allen
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We appreciate your cooperation in this matter. Should you have additional questions or concerns, please contact Ms. Kari Snyder, MDOT Office of Planning and Capital Programming (OPCP) Regional Planner at 410-865-1305, toll free 888-713-1414 or via e-mail at ksnyder3@modt.maryland.gov. Ms. Snyder will be happy to assist you. Of course, please feel free to contact me directly.

Sincerely,



Tyson Byrne
Regional Planning Manager
Office of Planning and Capital Programming

Attachment

cc: Ms. Kari Snyder, Regional Planner, OPCP, MDOT