

# PROJECT ACCOMPLISHMENTS

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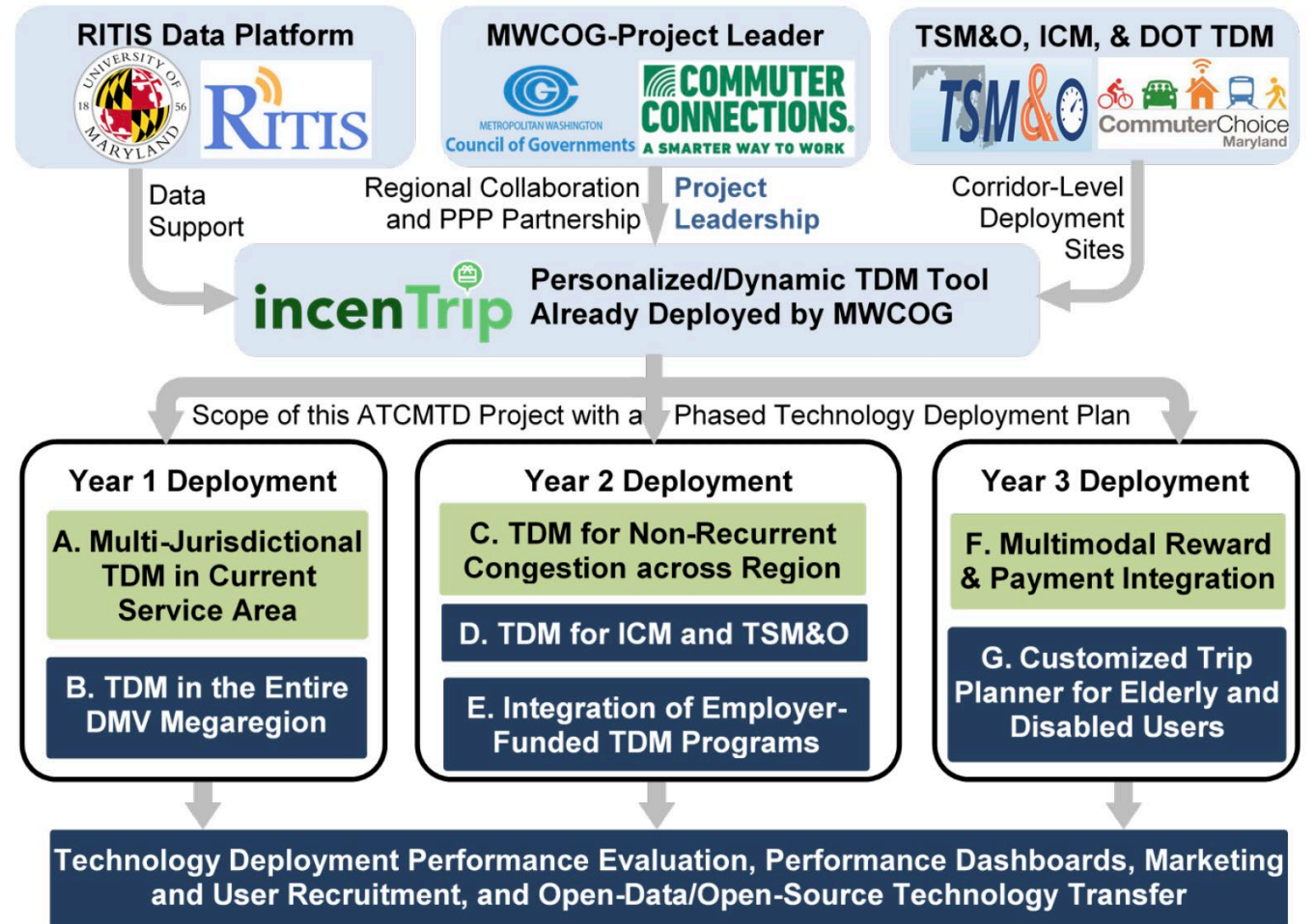
## ATCMTD Project Conclusion

Dan Sheehan  
Transportation Operations Program Manager

Commuter Connections Subcommittee  
November 21, 2023

# Project Context

- \$5.95 million grant application submitted August 2019
  - Grant title: “Deployment of Personalized and Dynamic Travel Demand Management Technology in the Washington, D.C.-Baltimore, MD-Richmond, VA Megaregion”
- 3-year project commenced November 2020



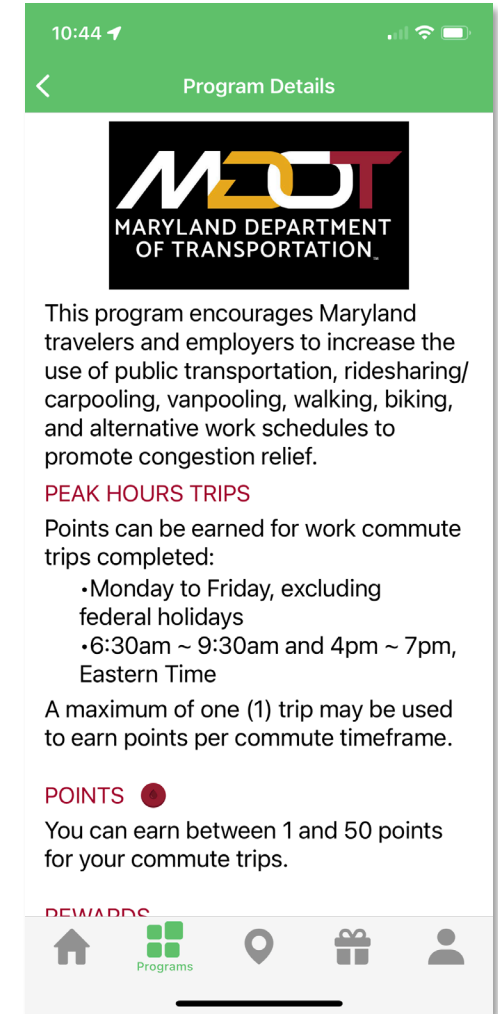
# Project Goals

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- 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

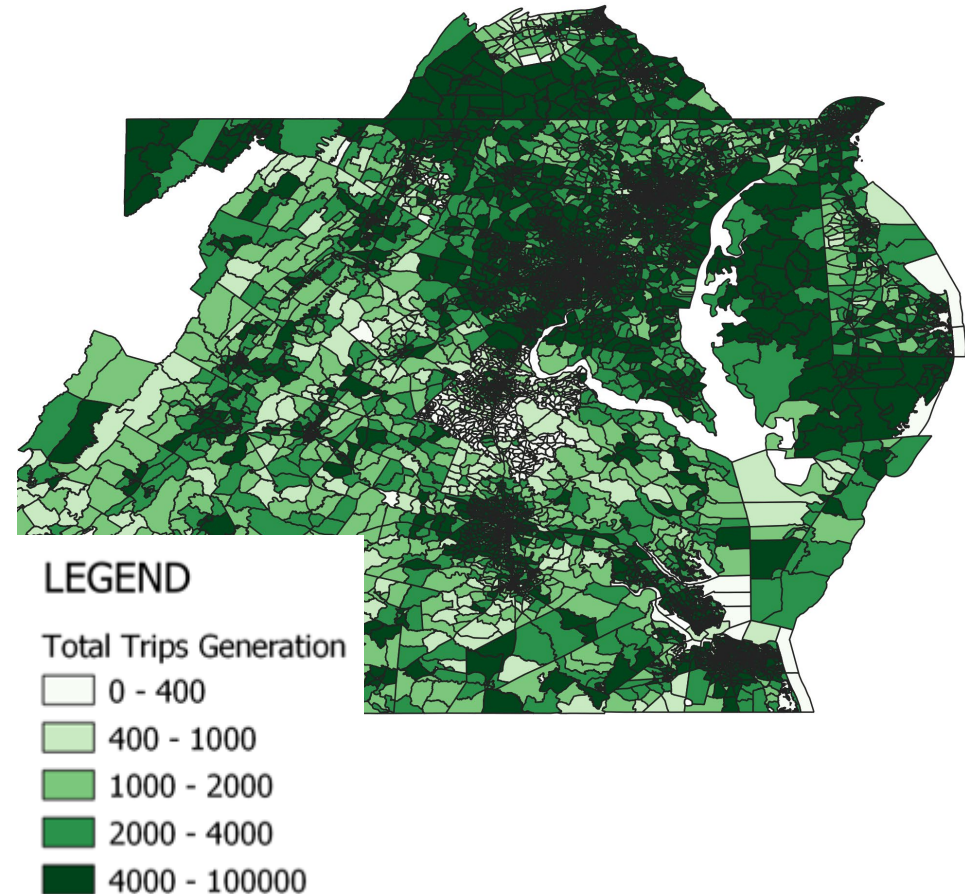
# Task A

- Task A: Develop Personalized and Dynamic TDM in Existing Service Areas
  - Areas of focus: TPB non-attainment area and Maryland
- Built and launched MDOT incenTrip program (November 2021)
  - 277 Total Registrants as of September 30
- WMATA & MTA real-time GTFS feeds integrated
- Maryland local transit integrated



# Task B

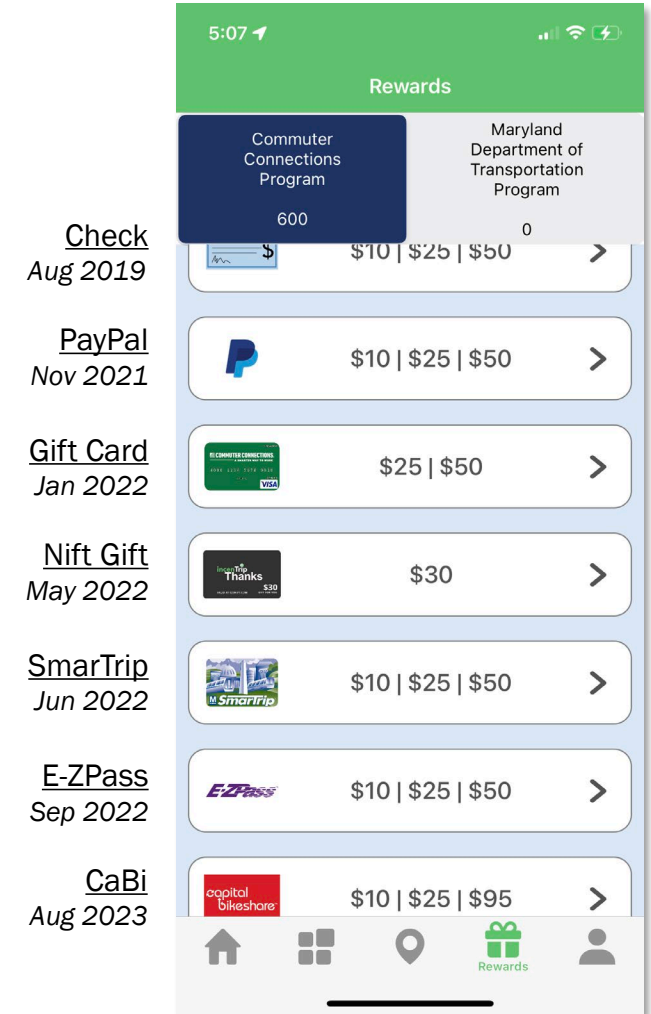
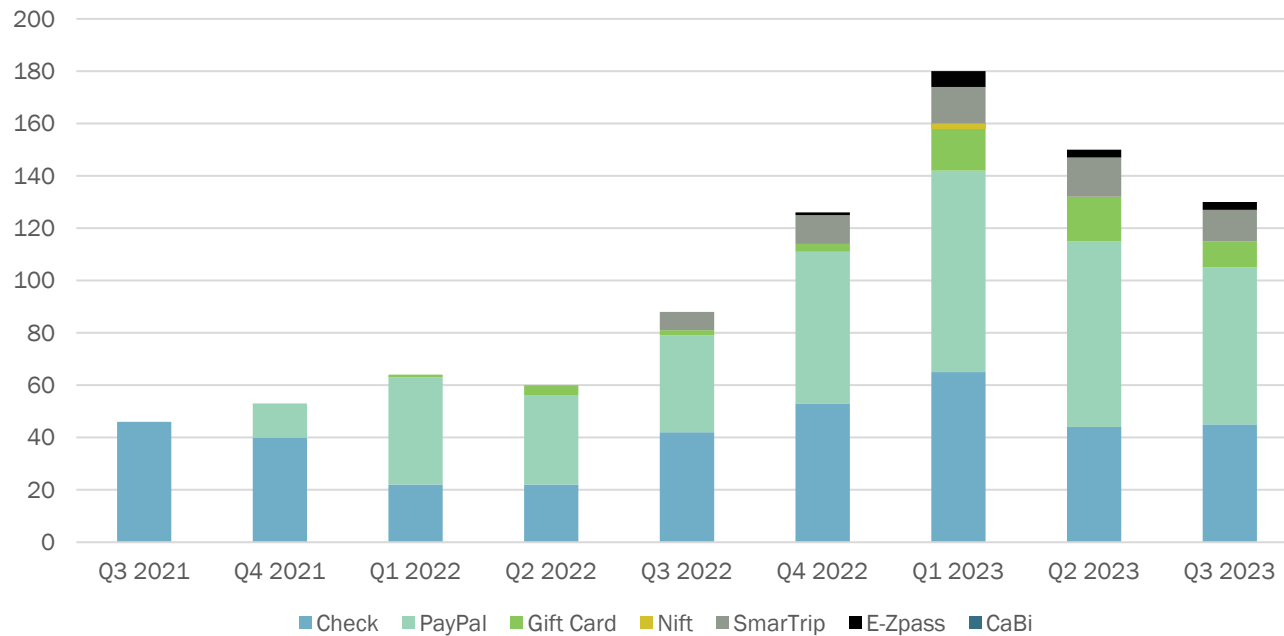
- Task B: Technology Deployment in the Entire DMV Megaregion and Adjacent Rural Counties
  - Areas of focus: Central Virginia, Delaware, and select counties in West Virginia and Pennsylvania
- Expanded network model (November 2021)
  - Data elements include megaregion street network, real-time traffic data, and fixed-route transit
  - Permits end-users should be able to plan a trip within expanded region



# Task C

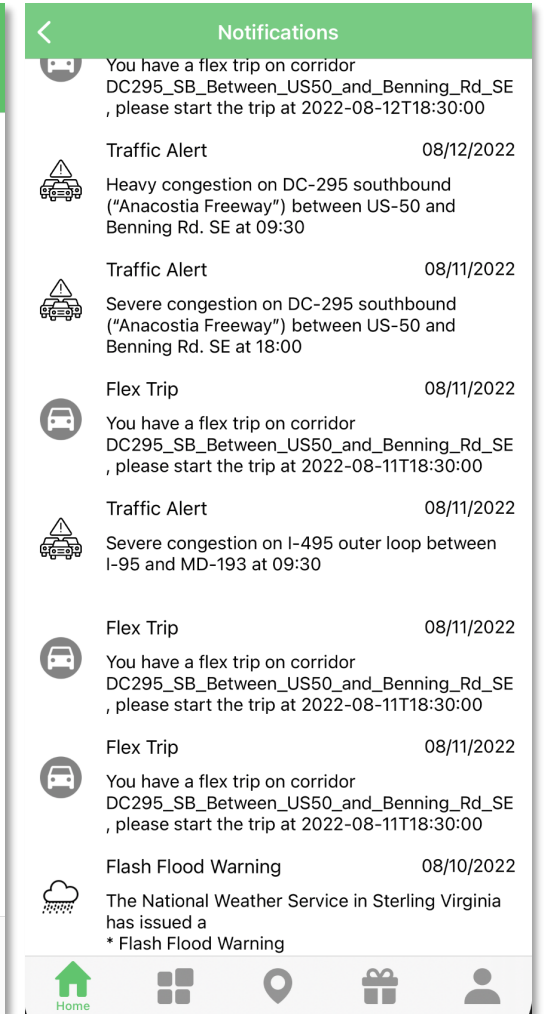
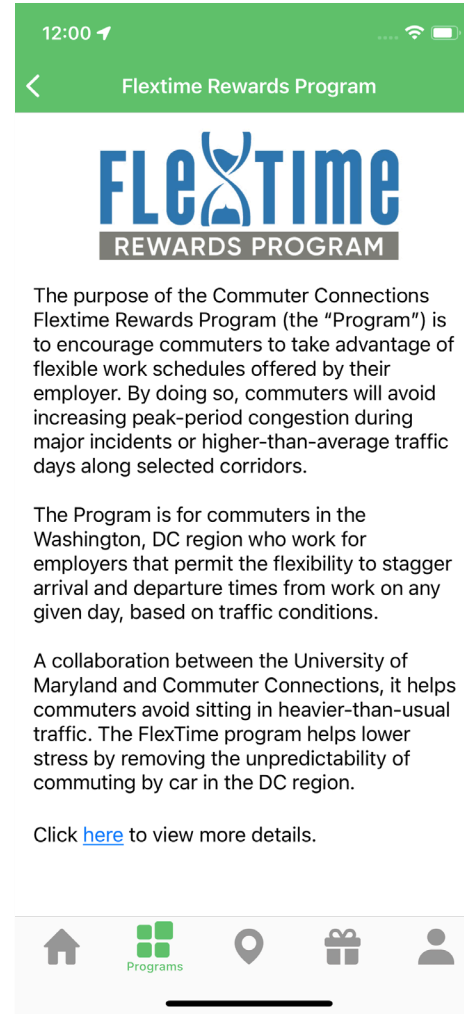
- Task C: Expand multimodal reward and payment options within the incenTrip community

Incentive Distribution



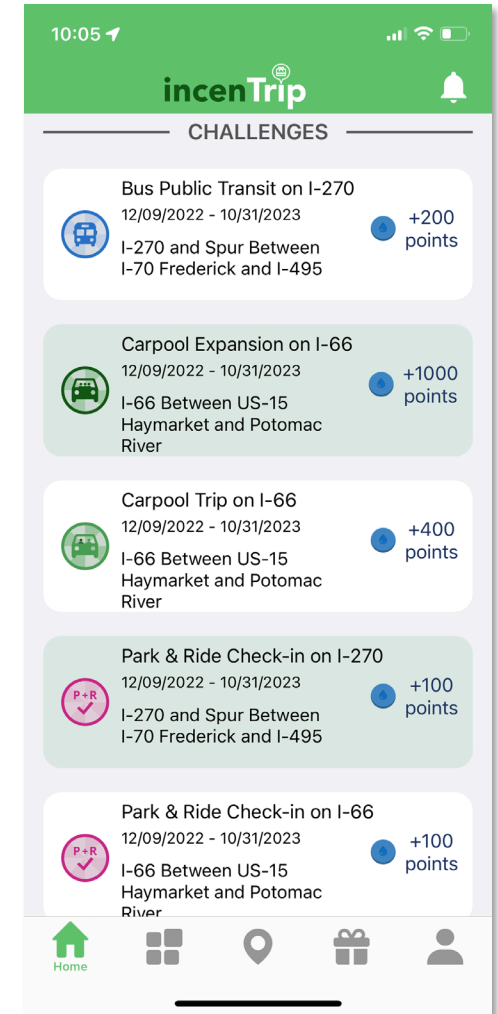
# Task D

- Task D: TDM Deployment for Non-Recurrent Congestion Mitigation
- Integrated the Flextime Rewards Program (December 2022)
  - 650 points per flexed trip
  - Corridors updated August 2023
  - 4,800 flextrip alerts sent
- Added real-time traffic alerts (December 2022)
  - Predictive congestion alerts



# Task E

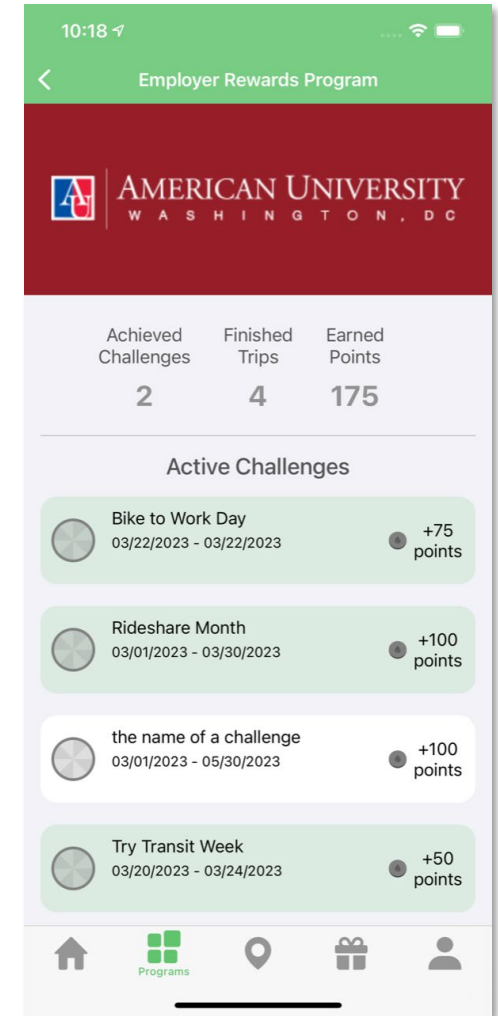
- Task E: Corridor-Level TDM Deployment for Multimodal Integrated Corridor Management (ICM) and Transportation Systems Management & Operations (TSM&O)
- Built and launched Corridor-level Challenges: (December 2022)
  - Focus on improving commuters' awareness of multimodal choices and park-and-ride options along selected corridors
  - Initial challenges launched on I-66 & I-270





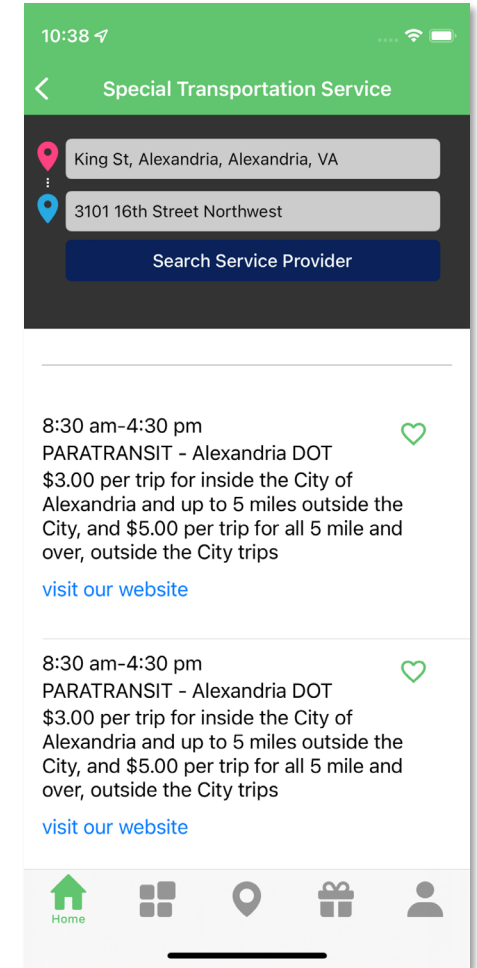
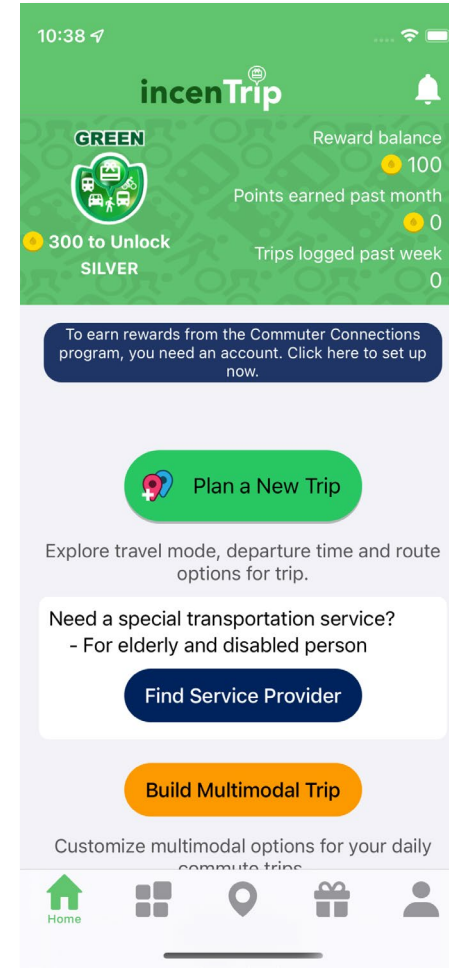
# Task F

- Task F: Integration of Employer-Funded TDM for Shared-Platform Development
- Developed and launched “incenTrip for Employers” program (May 2023)
  - Reward employees for choosing non-SOV modes and/or flexible work schedules
  - Employers conduct basic program administration through special ETC permissions in the TDM System
    - “Employer Challenges” and Employer Rewards Store
  - Supplemental to regional programs
- goDCgo pilot (2021) and two post-launch information meetings



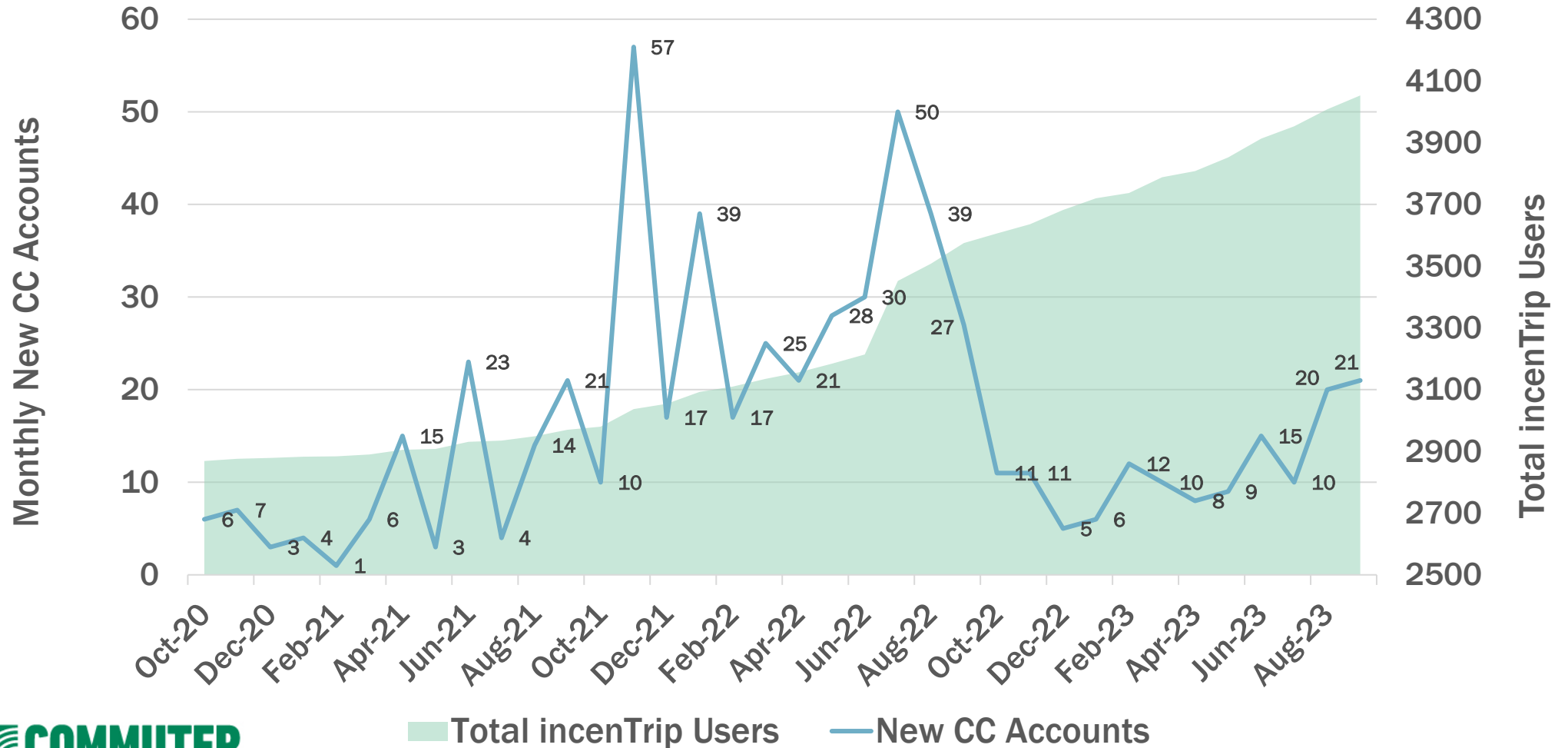
# Task G

- Task G – Specialized Transportation Referrals
  - Identify and recommend specialized transportation services for older adults and persons with disabilities who may not have the ability to participate in standard multimodal travel options
- Reach a Ride Integration (November 2023)
  - Web service connection to database
  - Contact information displayed for potential providers



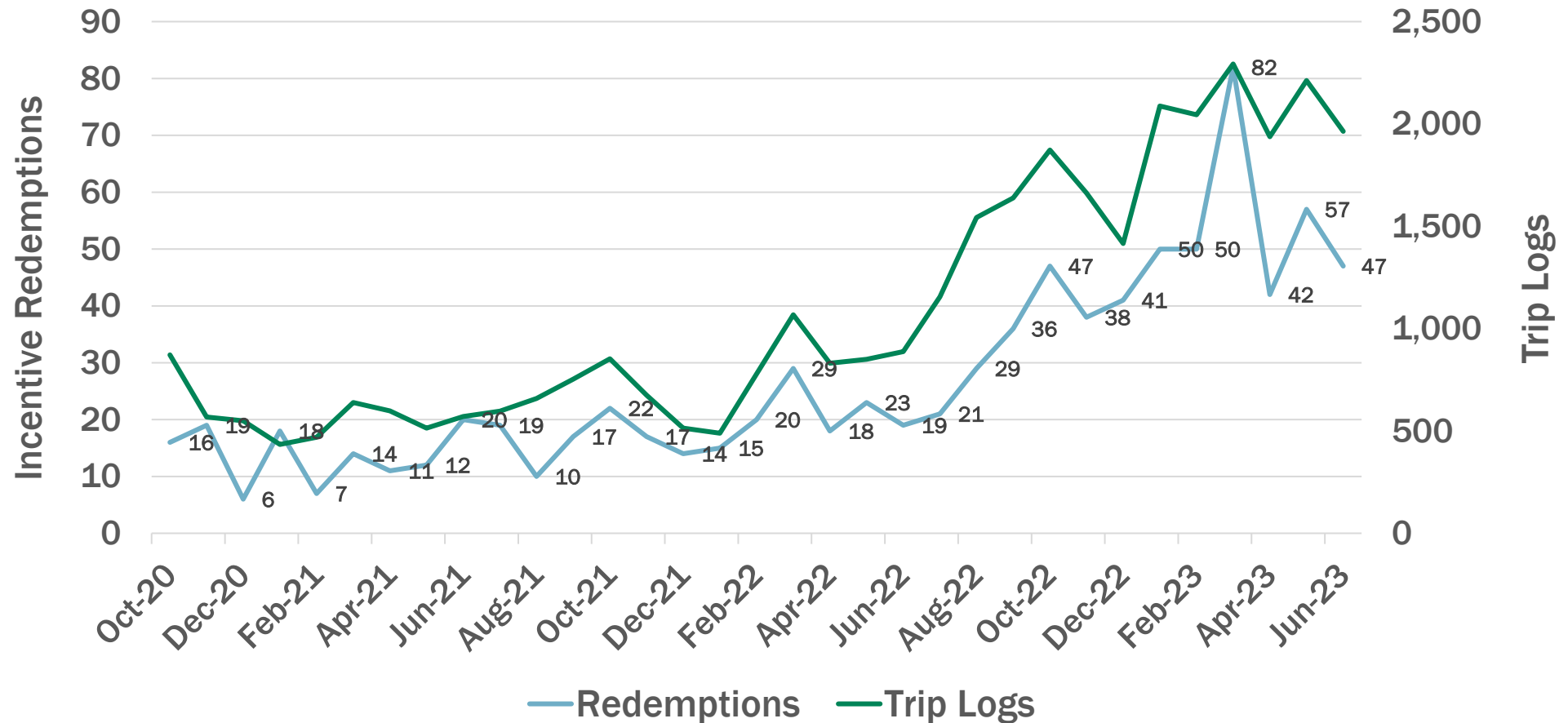
# Cumulative Performance Metrics

## incentTrip Accounts Summary



# Cumulative Performance Metrics

## Redemptions & Trip Logs



Data labels represent Redemptions

# Cumulative Performance Metrics

Trip Logs	CC	MDOT	TOTAL
Walk/Bike	13,218	2,512	15,730
Transit	16,656	1,174	17,830
Multimodal	3,198	619	9,391
Rideshare	1,244	0	1,244
Drive	2,403	116	2,519
Total Trips	36,719	4,421	41,140
Non-SOV Mode Share	93%	97%	94%

Congestion	CC	MDOT	TOTAL
Hours Reduction	8,490	1,770	10,260
Cost Savings	\$258,976	\$58,550	\$317,526

# Cumulative Performance Metrics

Emissions Reductions	CC	MDOT	TOTAL
Total GHG (kg)	28,617	5,761	34,378
PM 2.5 (g)	24,694	4,058	28,752
NOx (g)	22,930	3,784	26,714
VOC (g)	24,656	3,094	27,750

General Reductions	CC	MDOT	TOTAL
Vehicle Miles Travelled	334,080	43,214	377,294
Fuel (gallons)	3,924	814	4,738

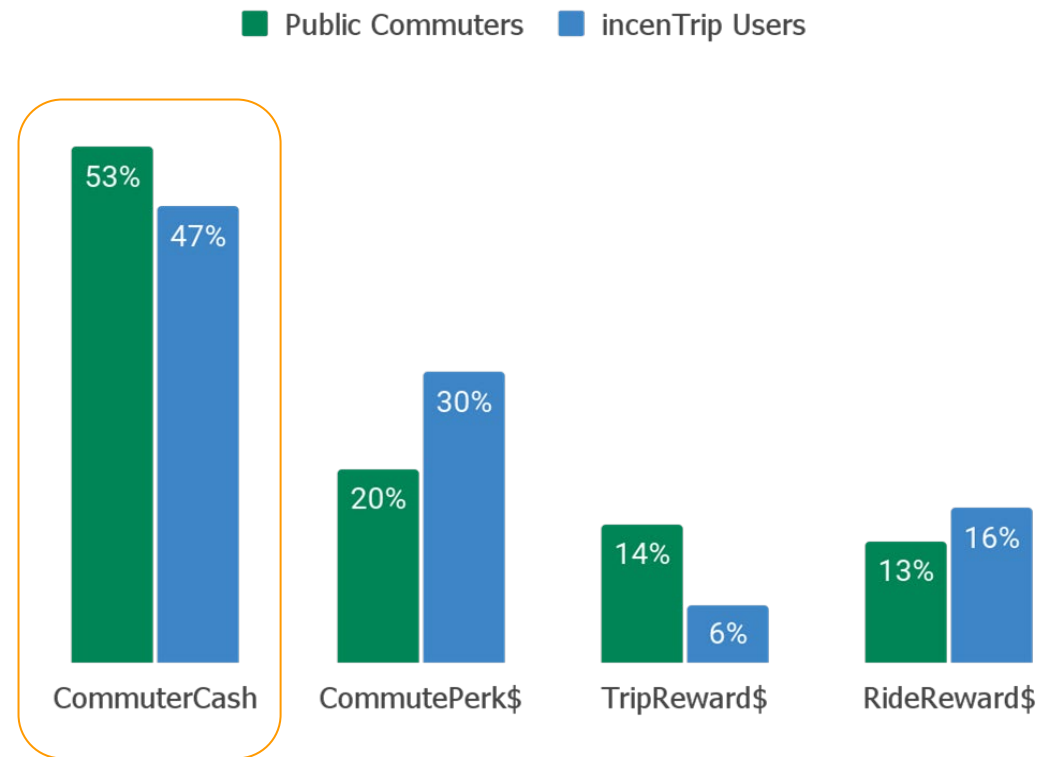
# Project Closeout

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- Administrative Elements
  - Final report – Spring 2024
    - Will include data collection activities from Commuter Connections Placement Rate Study (as reported in Project Evaluation Plan)
- Technology Transfer (Task K)
  - COG is cloning incenTrip for long-term operations
    - Will result in new, unique app within app stores
    - Will be housed on COG-owned network assets
  - Official re-launch date TBD; likely spring 2024

# incentTrip Re-brand: “CommuterCash”

- CommuterCash was the winning name among both public commuters and incentTrip users.





# Public's Reasons for Selecting CommuterCash

It's more catchy and straight to the point - you get cash for your commutes.

It is the most intuitive and descriptive app name.

This name clearly explains who this program is for and what rewards they can earn.

It contains the word Commuter, which goes with the brand Commuter Connections.

I like the alliteration - it sounds similar to "commuter connections," which is established in this area.

It's easier to remember and people love cash. It will grab people's attention.

It tells you clearly who it's for and why you should care.

I like the alliteration and that it has cash in the title, which sounds better than perks.

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