

# Winning Your Commute with incenTrip

Featuring:  
**Daniel Sheehan**  
Transportation Program  
Operations Manager  
MW Council of Governments



**New Rewards**

**Corridor Challenges    Employer Dashboard**

**Enhanced Trip Planning**



# Welcome!

## What we'll cover:

- **(Re) Introduction to incenTrip**
  - What it does
  - How to get it
- **Exciting updates and more ways to win**
  - Trip Planning
  - Traffic alerts
  - Corridor Challenges
  - Employer Rewards

## Quick Reminders:

- This webinar is being recorded.
- Thank you for keeping microphones off.
- Please drop your questions in the chat!

# Let's get started!

## What is Commuter Choice Maryland?

- A free program of the Maryland Department of Transportation

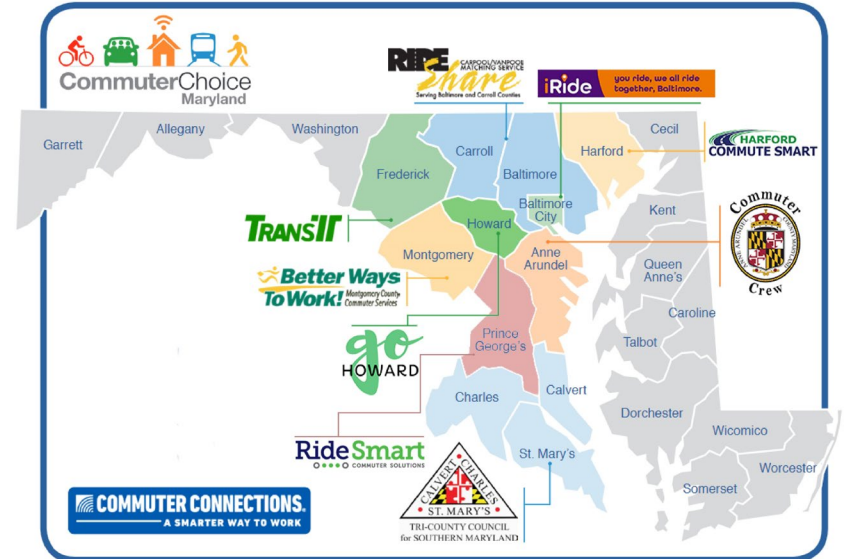
## What we do

- Help employers build commuter benefits programs
- Administer commuter programs and incentives
- Promote commuting options

## How we do it

- Financial incentives: Maryland Commuter Tax Credit
- Employer assistance and recognition: Employer Partner Program
- Making things fun: incenTrip statewide expansion

In collaboration with:



[www.commuterchoicemaryland.com](http://www.commuterchoicemaryland.com)

# Introducing Commuter Connections

## What is Commuter Connections?

- Regional network of transportation organizations in the Washington, DC metropolitan area

## Heard about their programs?

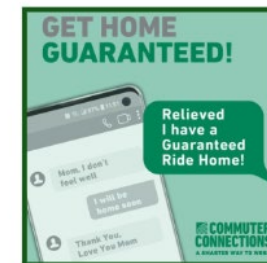
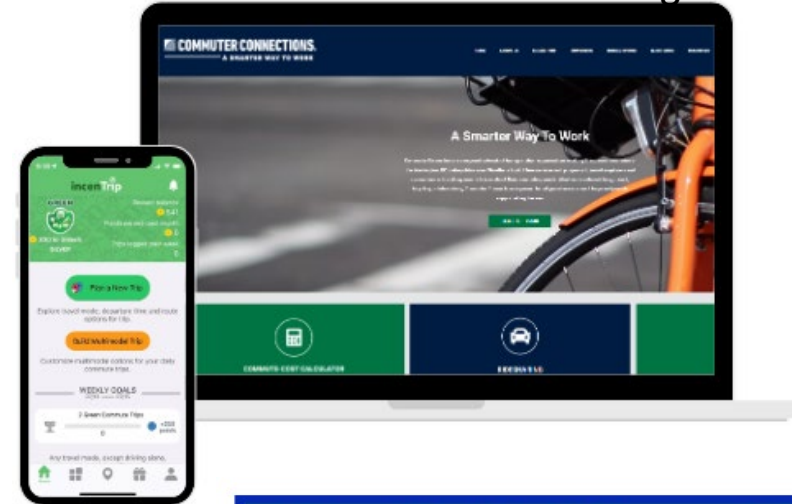
Here are just a few:

- Guaranteed Ride Home
- Free Ridematching
- 'Pool Rewards
- CarpoolNow
- Bike to Work Day
- Car Free Day
- Employer Awards
- incenTrip!

## Meet our presenter: Dan Sheehan

- Transportation Program Operations Manager, COG

commuterconnections.org



# WINNING YOUR COMMUTE

---

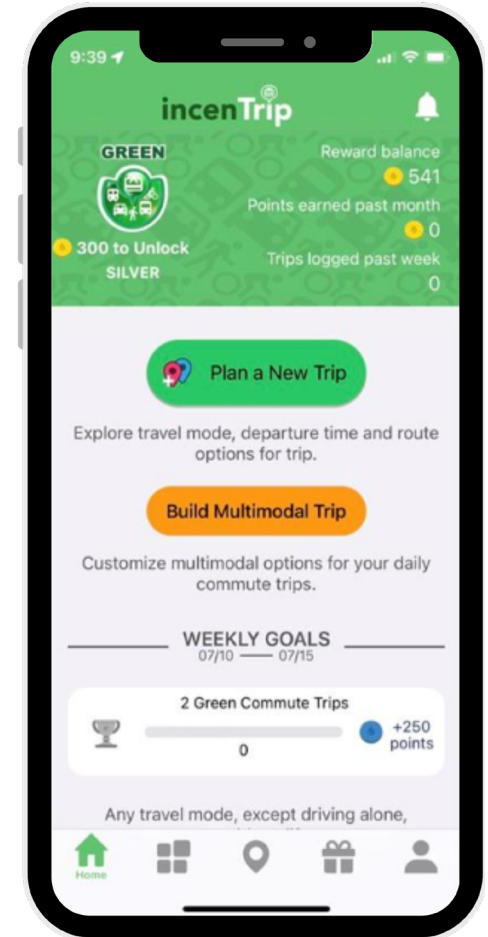
## Using incenTrip to Gamify and Reward Commuters

Dan Sheehan  
Transportation Program Operations Manager

MDOT Commuter Choice Webinar  
July 12, 2023

# Overview

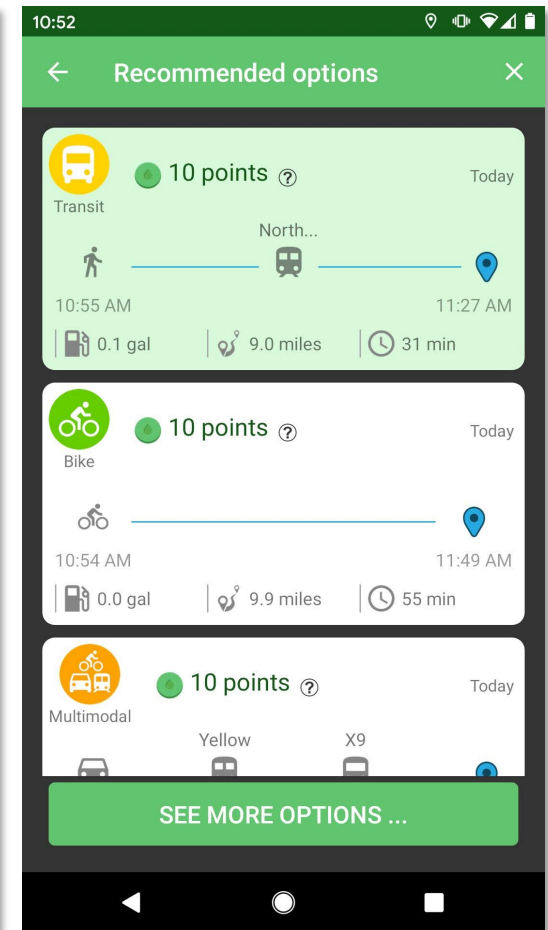
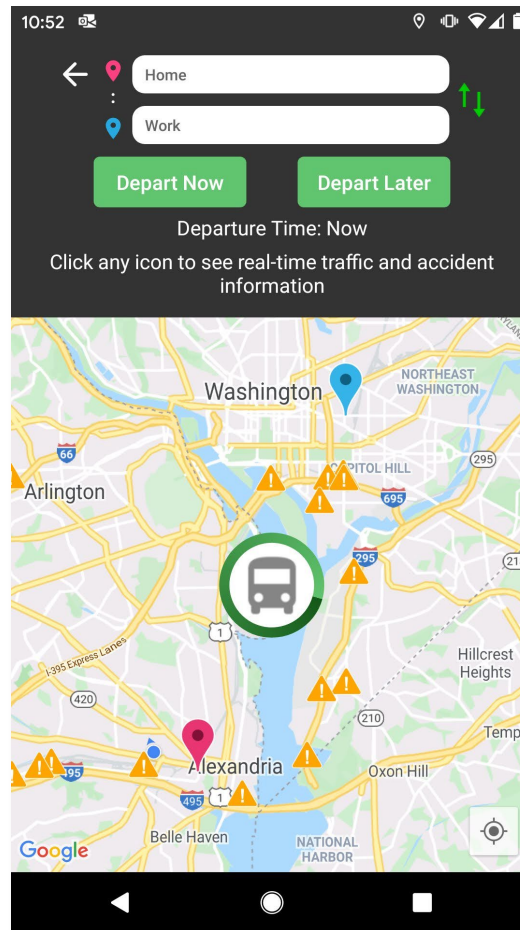
- Free app for Android and iOS
- Covers commutes to and from Washington, DC, Northern/Central Virginia, and ALL of Maryland!
- Weekdays 6:30-9:30am and 4:00-7:00pm
- Plan your trips
- Earn points for your choices
- Redeem points for cash and rewards





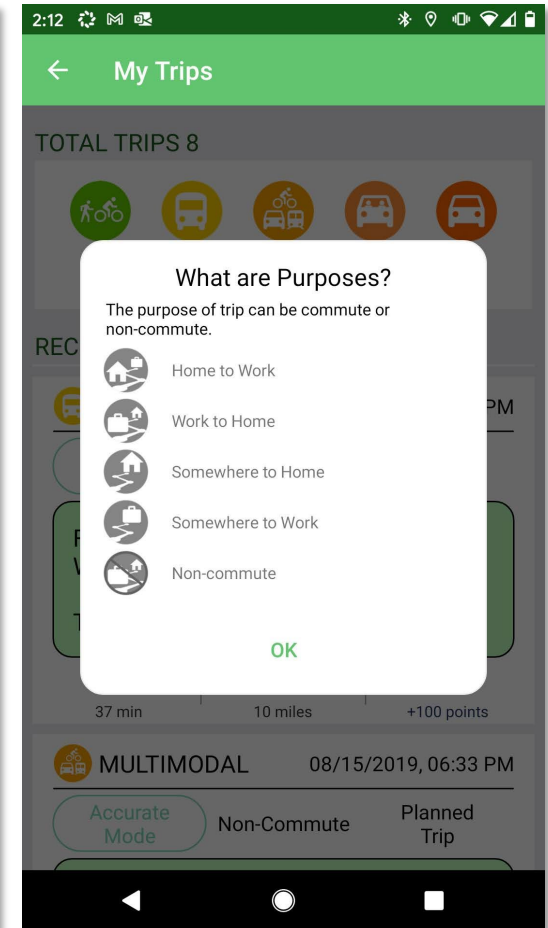
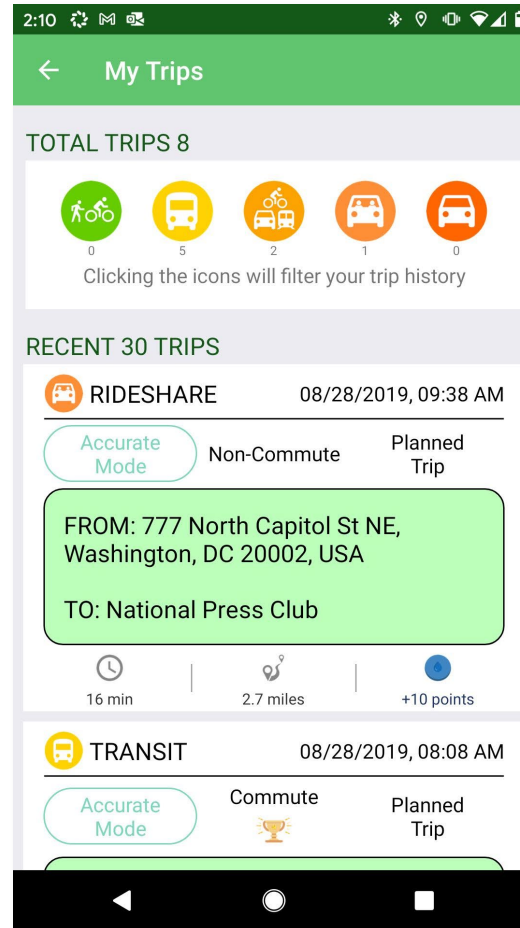
# App Functionality: Trip Planning

- Enter origin and destination
- Trip planning accounts for real time data about traffic, accidents, work zones, special events, weather, and transit\*
- Suggests trip options based on preferred travel mode



# App Functionality: Commuter Trip Logs

- See all logged trips in one place
- View points earned, distance traveled, duration, etc.
- Re-classify trips, if necessary
- Commuter personal data is kept private





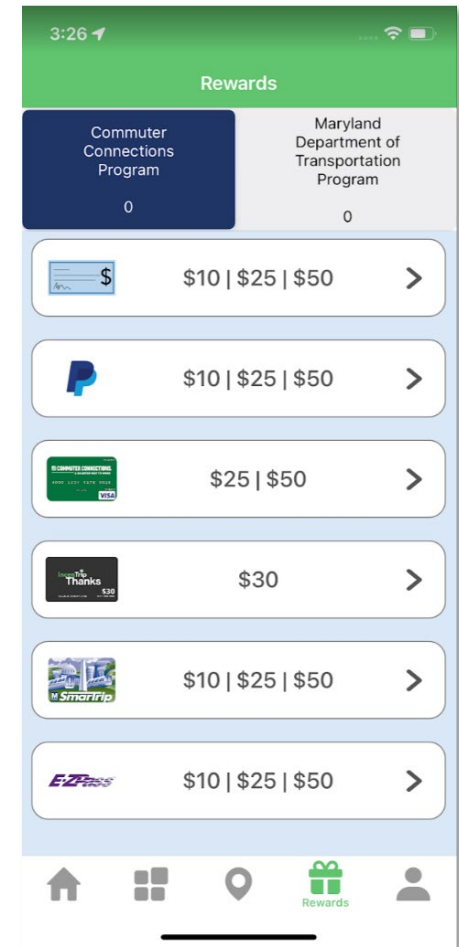
# Points Allocation Model for Trip Logs

- Points awarded for one morning and one evening commute trip (daily)
  - 6:30am – 9:30am / 4:00pm – 7:00pm
- Points earned vary per user; depend upon user’s commuting habits
  - Below table outlines point structure
  - Designed to encourage commuters to use transit, carpools/vanpools, bike, or walk

Trip Type	Initial Phase <i>(0 – 90 Days)</i>	Sustain (1) <i>(91 – 120 Days)</i>	Sustain (2) <i>(121 – 150 Days)</i>	Sustain (3) <i>(151+ Days)</i>
Non-SOV (rideshare, transit, bike, walk)	100	90	75	50
Eco-Driving	10	10	10	10

# Redeeming Points for Cash Rewards

- Commuters accumulate points; redeem for a cash incentive or transportation credits
  - Check
  - PayPal
  - Gift Card
  - Nift Gift
  - WMATA SmarTrip
  - E-ZPass\*
- Reviewed & fulfilled by Commuter Connections
- \$600 cap per calendar year\*\*

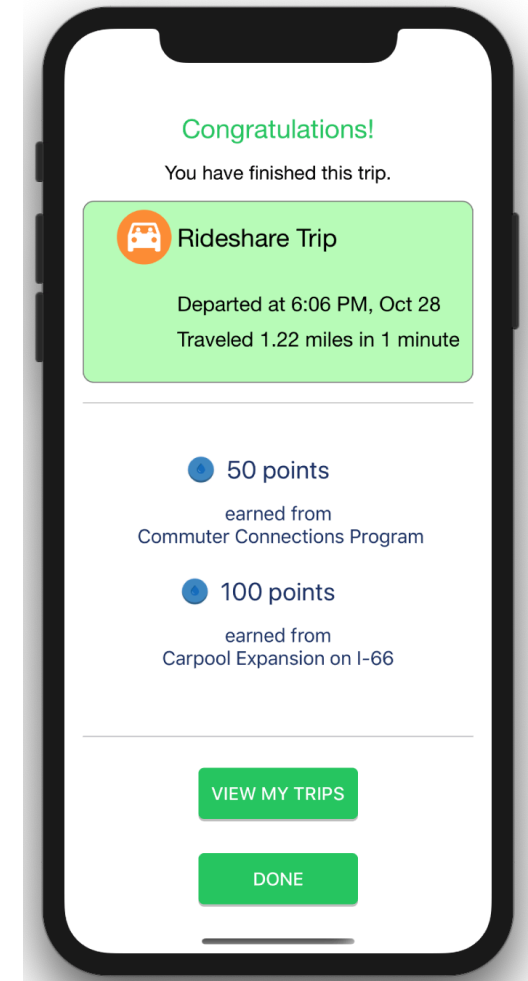


\*E-ZPass only available for Virginia-issued transponders

\*\*\$600 cap is cumulative for all Commuter Connections programs.

# Corridor-level “Challenges”

- Launched in December 2022
- All point bonuses associated with the Commuter Connections or MDOT programs
- Challenges can be tailored to suit the needs of a specific corridor
- Bonus points stack with regular points



# Flextime Rewards Integration

- Launched in December 2022
  - Registration is nested in incenTrip
- Five DC corridors:
  - I-95 North and South at VA-123/Exit 160
  - BW Parkway North at Powder Mill Road
  - US-301 South at McKendree Road/Cedarville Road
  - I-495 Inner Loop at the I-270 spur
  - DC-295 southbound at East Capitol Street
- Three MDOT corridors:
  - I-695 IL between I-95 & MD-122
  - I-695 OL between I-795 & Edmonson Ave.
  - I-195 NB between MD-100 to MD-32
- Earn the equivalent of \$8 each time you avoid congestion in these corridors



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

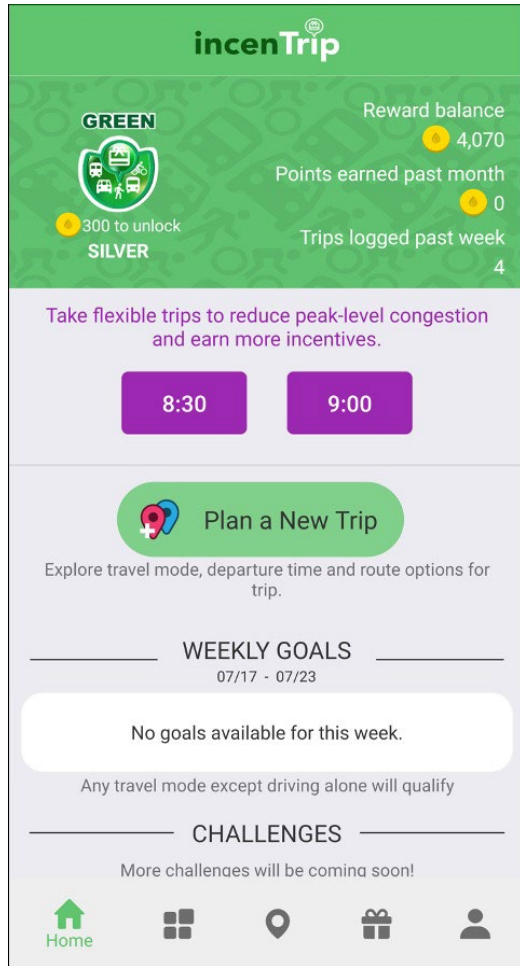
The purpose of the Commuter Connections Flextime Rewards Program (the "Program") is to encourage commuters to take advantage of flexible work schedules offered by their employer. By doing so, commuters will avoid increasing peak-period congestion during major incidents or higher-than-average traffic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

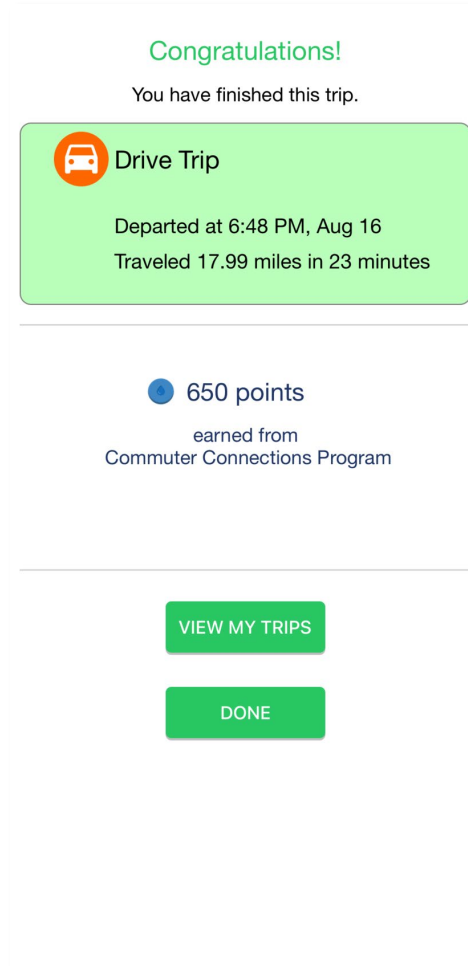
A collaboration between the University of Maryland and Commuter Connections, it helps commuters

Home Programs Location Gift Profile

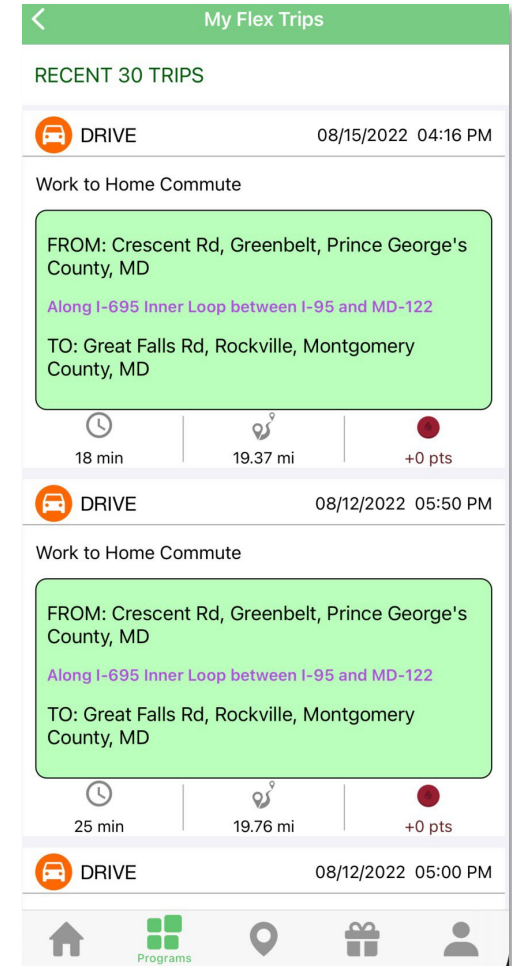
# Flextime Rewards Integration



The incenTrip app dashboard features a green header with the logo. Below, it displays the user's reward status: a 'GREEN' tier with a 'SILVER' goal (300 points to unlock), a reward balance of 4,070 points, and 0 points earned in the past month. It also shows 4 trips logged in the past week. A central message encourages flexible trips to reduce congestion. Two purple buttons show departure times '8:30' and '9:00'. A 'Plan a New Trip' button is prominently displayed. Below, a 'WEEKLY GOALS' section for 07/17 - 07/23 shows 'No goals available for this week.' and a note that any travel mode except driving alone will qualify. A 'CHALLENGES' section at the bottom states 'More challenges will be coming soon!' and includes a navigation bar with icons for Home, Programs, Location, Rewards, and Profile.



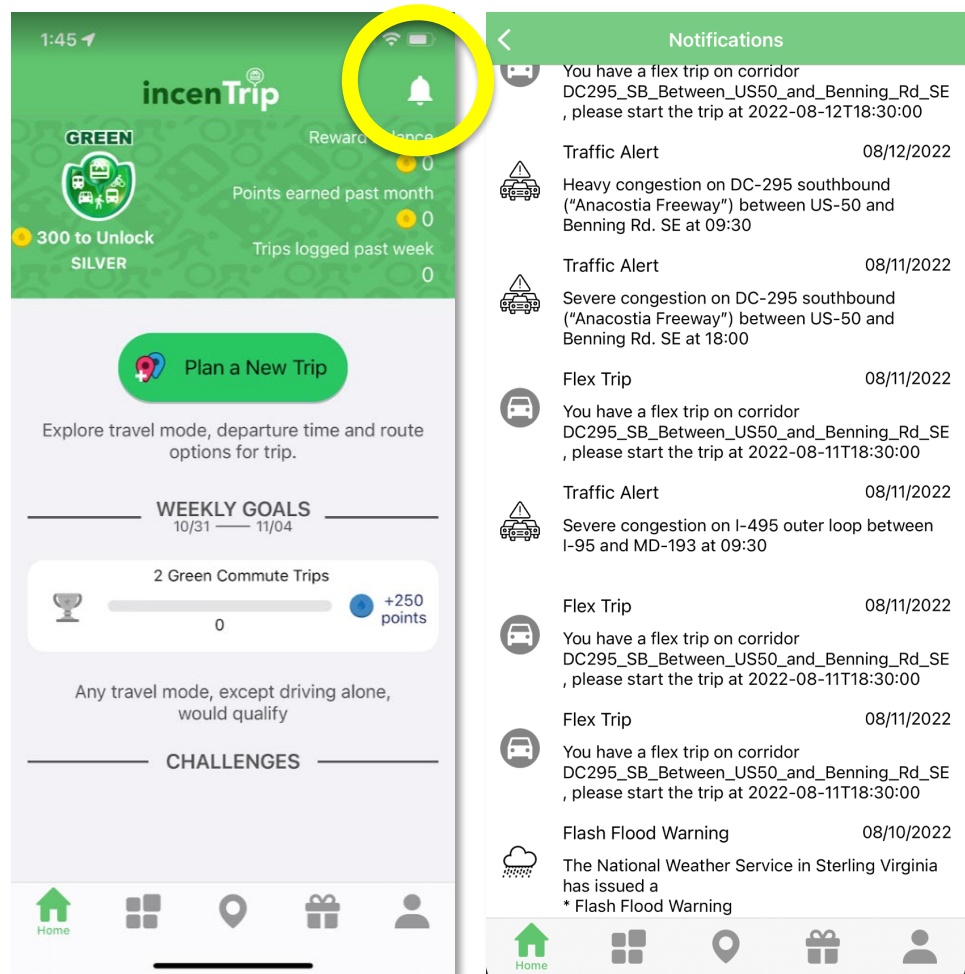
A 'Congratulations!' screen for a completed 'Drive Trip'. It states 'You have finished this trip.' and provides details: 'Departed at 6:48 PM, Aug 16' and 'Traveled 17.99 miles in 23 minutes'. A blue circle indicates '650 points earned from Commuter Connections Program'. At the bottom, there are two green buttons: 'VIEW MY TRIPS' and 'DONE'.



The 'My Flex Trips' screen shows a list of recent trips. The first trip is a 'DRIVE' mode trip on 08/15/2022 at 04:16 PM, labeled 'Work to Home Commute'. It details the route from Crescent Rd, Greenbelt, Prince George's County, MD to Great Falls Rd, Rockville, Montgomery County, MD, along I-695 Inner Loop between I-95 and MD-122. Metrics show 18 min, 19.37 mi, and +0 pts. The second trip is a 'DRIVE' mode trip on 08/12/2022 at 05:50 PM, also 'Work to Home Commute', with the same route and metrics of 25 min, 19.76 mi, and +0 pts. The third trip is a 'DRIVE' mode trip on 08/12/2022 at 05:00 PM. A navigation bar at the bottom includes icons for Home, Programs, Location, Rewards, and Profile.

# Real-time Traveler Alerts

- Launched in December 2022
- 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



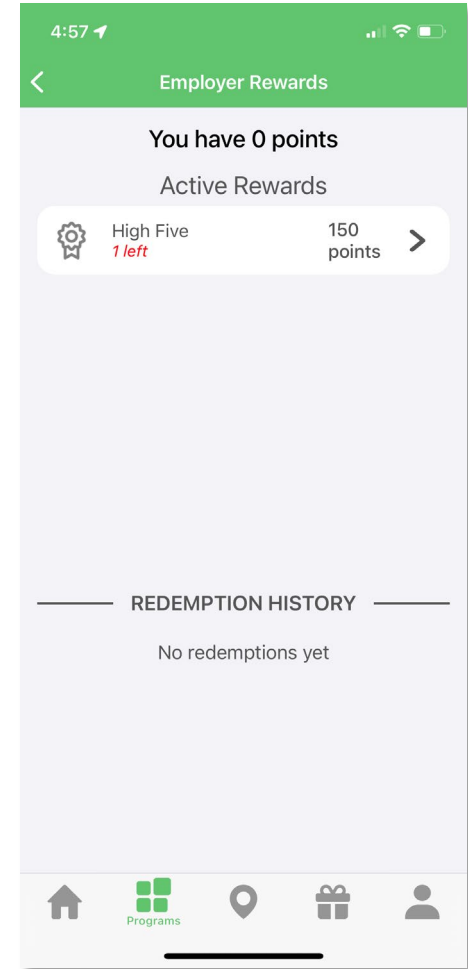
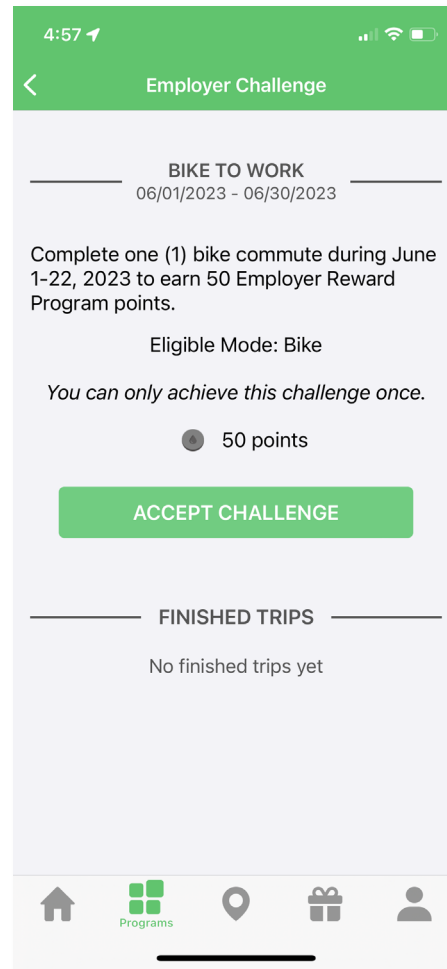
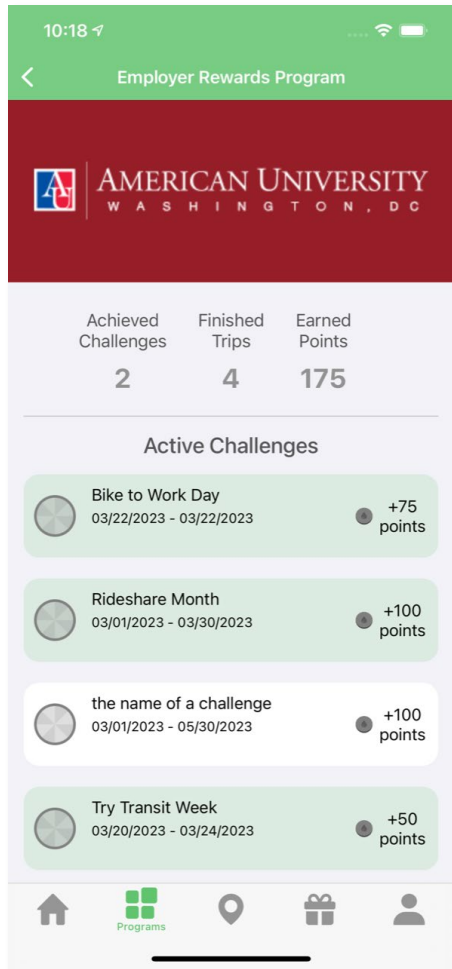


# Employer Rewards Program

---

- New “Employer Rewards Program” allows employers to create and deploy customized commute programs
  - Employers conduct basic program administration through special permissions in the Commuter Connections System
    - “Employer Challenges” and Employer Rewards Store
  - Employees earn points by completing Employer Challenges; redeem at the Employer Rewards Store
    - Overlaid on top of existing public incentive programs
- Desired Outcome: Employers encourage employees to explore new sustainable travel modes
- To set up your Employer Rewards Program, contact Commuter Connections ([ridematching@mwkog.org](mailto:ridematching@mwkog.org) or 1-800-745-7433)

# Employer Rewards Program



# Q&A

---

- Any questions?

## Dan Sheehan

Manager, Transportation Program Ops.

(202) 962-3287

dsheehan@mwkog.org

[commuterconnections.org](http://commuterconnections.org)

---

Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300

Washington, DC 20002