

INCENTRIP MOBILE APPLICATION

North Bethesda Transportation Management District Advisory Committee

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National Capital Region Transportation Planning Board
Washington, DC

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National Capital Region
Transportation Planning Board

**COMMUTER
CONNECTIONS.**
A SMARTER WAY TO WORK

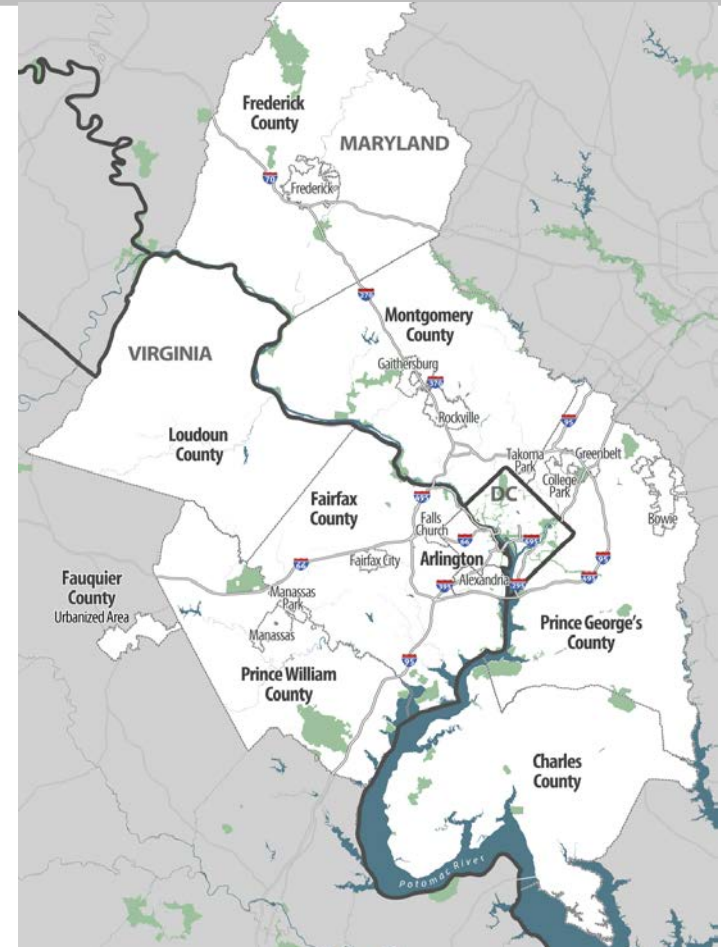
About the National Capital Region Transportation Planning Board (TPB) and the Washington DC Region

- » National Capital Region Transportation Planning Board (TPB) is the federally designated Metropolitan Planning Organization (MPO) for the region
- » Plays an important role as the regional forum for transportation planning
- » Prepares plans and programs that the federal government must approve in order for federal-aid transportation funds to flow to metropolitan Washington

Today:
5.7 million residents
3.3 million workers



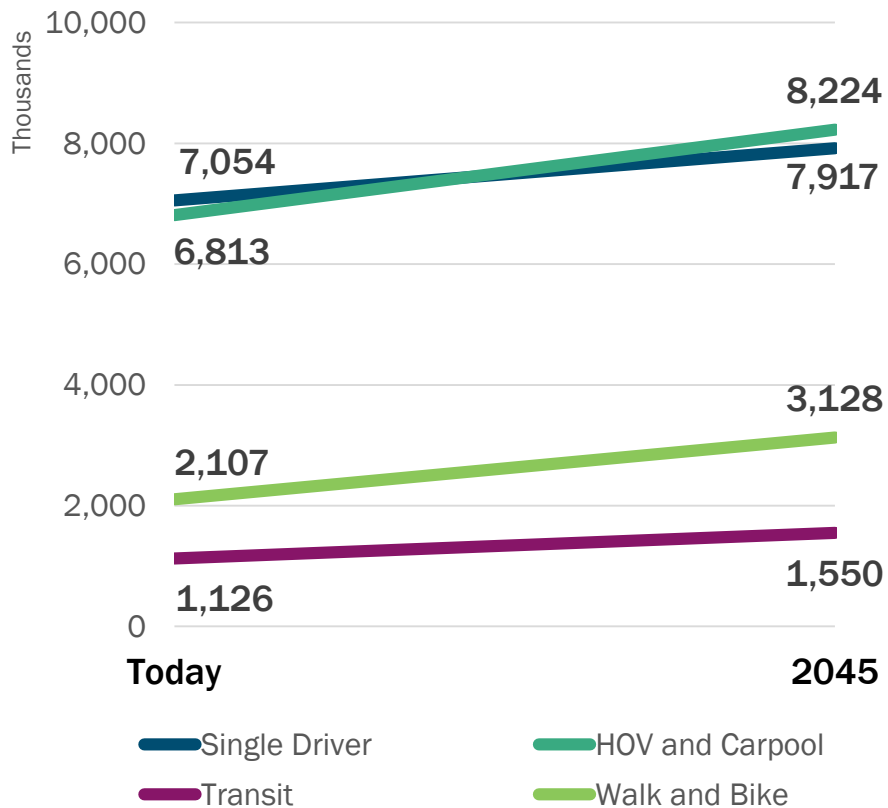
By 2045, There will be 23% more residents (6.9 million) and 29% more jobs (4.3 million)



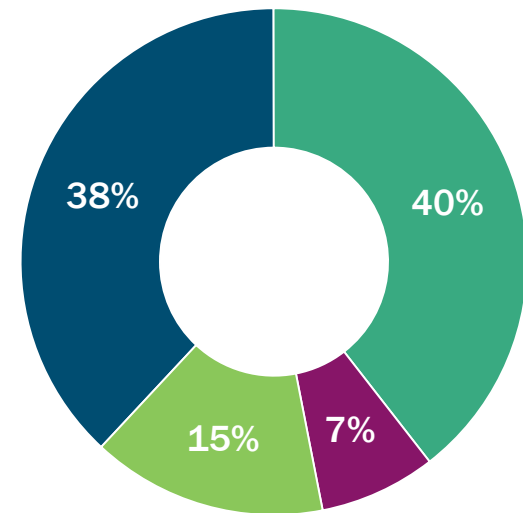
All Trips: HOV surpasses SOV

HOV trips will be more common than driving alone.

Walk and Bicycle trips ↑ by 49% and Transit trips ↑ by 38%.

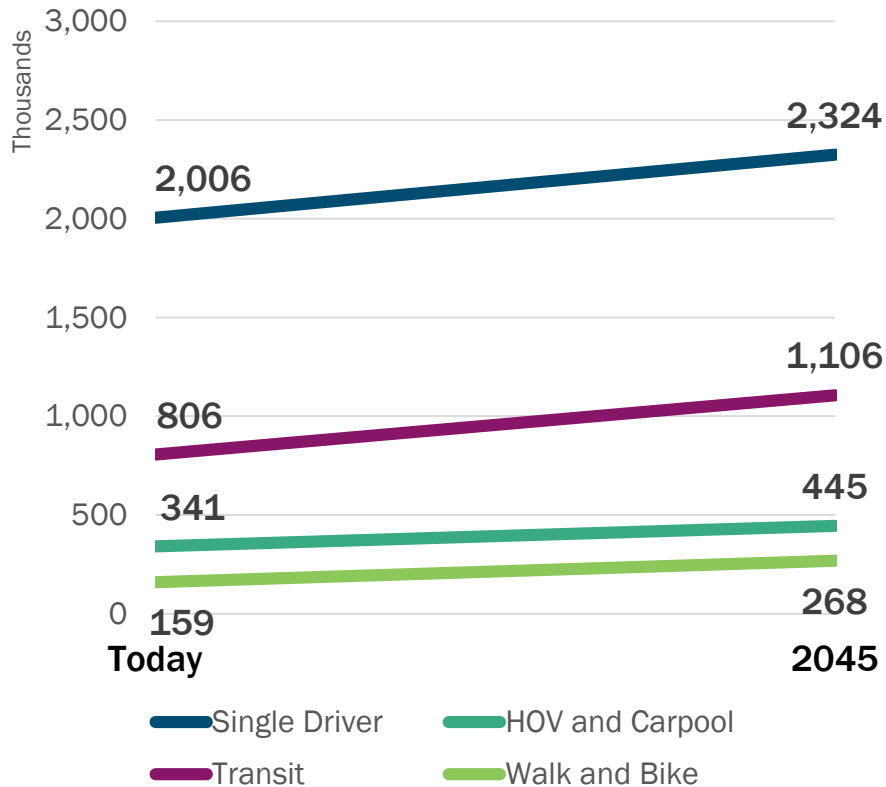


Mode Share in 2045

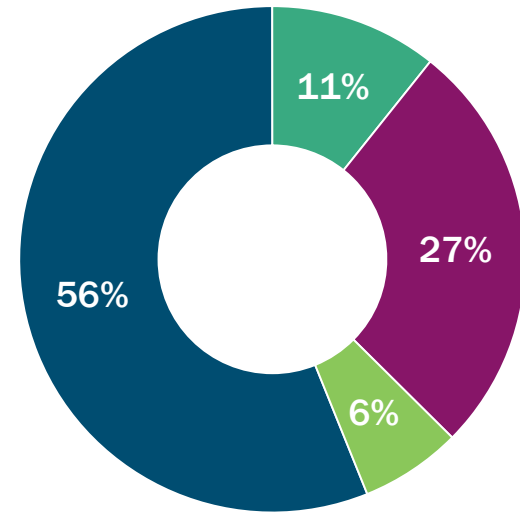


Work Trips: Driving alone predominates

Though **Walk and Bicycle** trips ↑ by 68% and **Transit** trips ↑ by 37%.



Mode Share in 2045



What is Commuter Connections?

- » Network of public and private transportation organizations, including COG, state funding agencies, and local organizations, that work together to assist and encourage people in the Washington region to use alternatives to the single-occupant automobile.

- Definition from Strategic Plan



Commuter Connections Programs

Commuter Operations Center

- Provides regional ridematching coordination and a regional database
- Provides transportation information to general public

Regional Guaranteed Ride Home Program

- General Operations and implementation

Marketing

- Regional advertising of mobility options
- Bike to Work Day/Car Free Day Events
- Employer Recognition Awards
- Incentives – ‘Pool Rewards, CarpoolNow, Flextime Rewards, incenTrip



Commuter Connections Programs

Employer Outreach

- Regional database management
- Bicycling Outreach to Employers
- Administrative support for local jurisdiction outreach representatives (collateral materials, training, case studies, etc.)
- Telework

Monitoring and Evaluation

- Data collection, program monitoring and tracking, employer surveys, program impacts for congestion and air quality.





INCENTRIP

A DYNAMIC MOBILITY OPTION FOR COMMUTERS IN THE WASHINGTON DC REGION

BACKGROUND

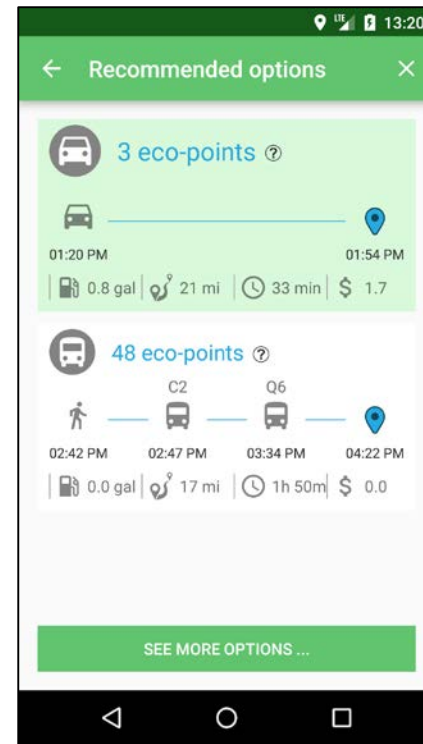
- **incentTrip** – a multi-modal dynamic trip planner and incentive application developed by the University of Maryland through a US Department of Energy Advanced Research Projects Agency-Energy (ARPA-E) grant.

INCENTRIP – UMD & US DOE

Commuter Connections offers a Multi-modal trip planner that uses real-time travel data to suggest the best mode for commuters to use

Incorporates transit, carpool/vanpool, bike and walk modes with real-time data and re-routes trip as needed, depending on trip conditions

Allows users to track their eco-score and earn points for their trip, grade their fuel efficiency, and receive additional third-party supplied incentives (if available)



incentTrip Launch Event

Jointly Organized by
MWCOCG and MTI
August 28, 2019

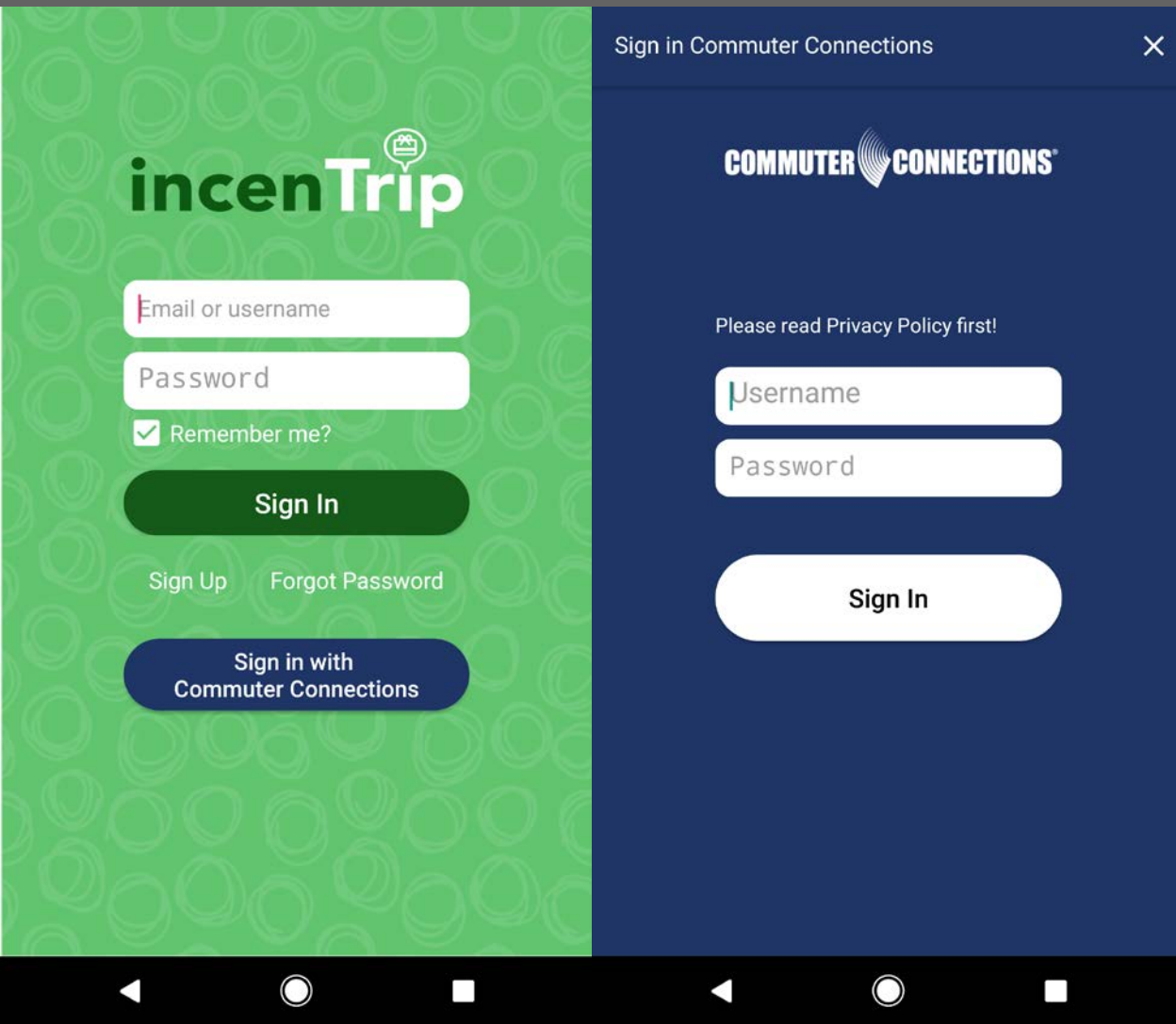


Hosts



Sponsors





Download the App from iOS and Android Stores

- Register a new user account or use an existing Commuter Connections account to sign into the app.



Email or username

Password

Remember me?

Sign In

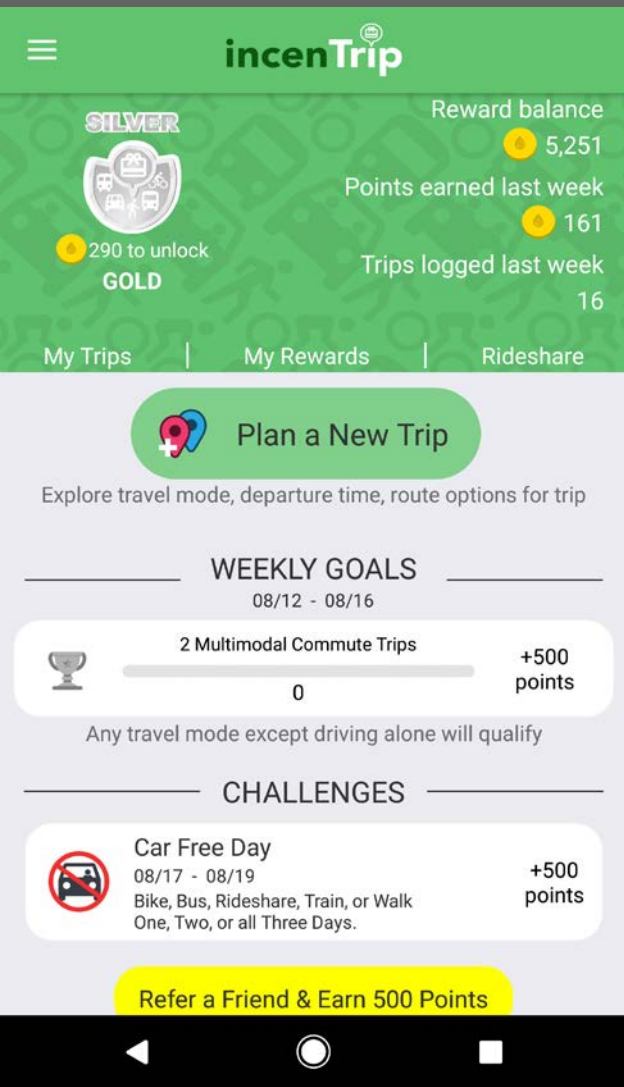
Forgot Password?

Sign Up

Sign in with Commuter
Connections

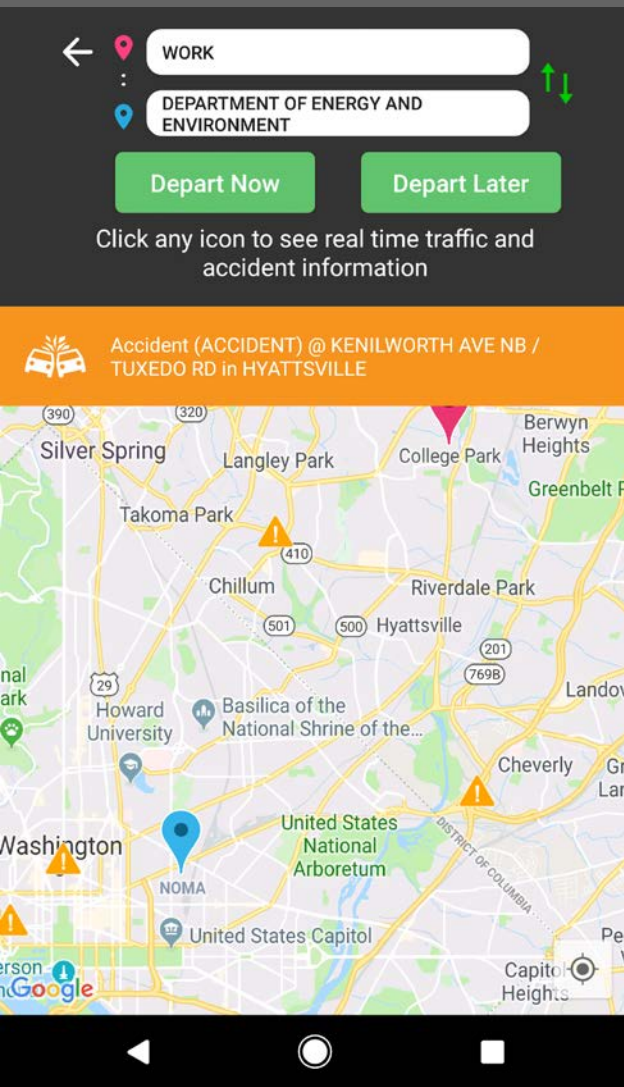
Navigating the user interface

Users can create an account from scratch, sign in using their Commuter Connections credentials or recover their password upon launching the app.



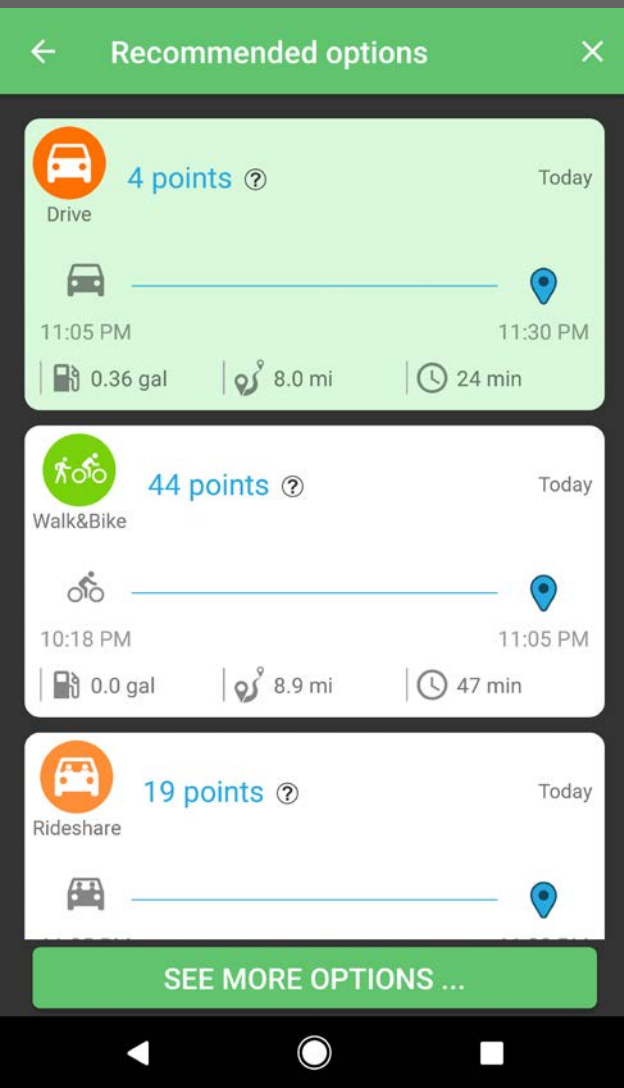
incenTrip Home Page

- User travel reward summary
- Customized Weekly Goals and Challenges for Each User
- All important user functions accessible from the home page



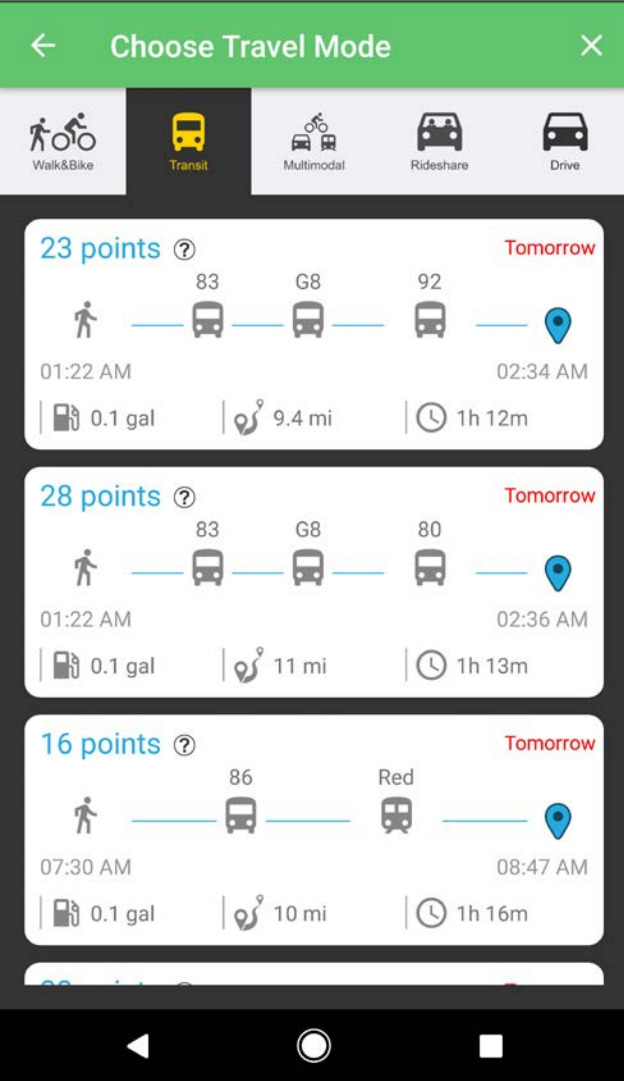
Real Time Data Feeds and Traffic Prediction for Your Trips

- Real time data about traffic, accidents, work zones, special events, & weather.
- Fast and accurate multimodal traffic prediction helping you avoid traffic jams, transit delays, and save money.



Best Travel Mode Options Customized for Each User and for Each Trip

- Best trip option on your preferred travel mode.
- Plus top multimodal and non-SOV driving travel options that also meet your travel needs and provide even more reward points.



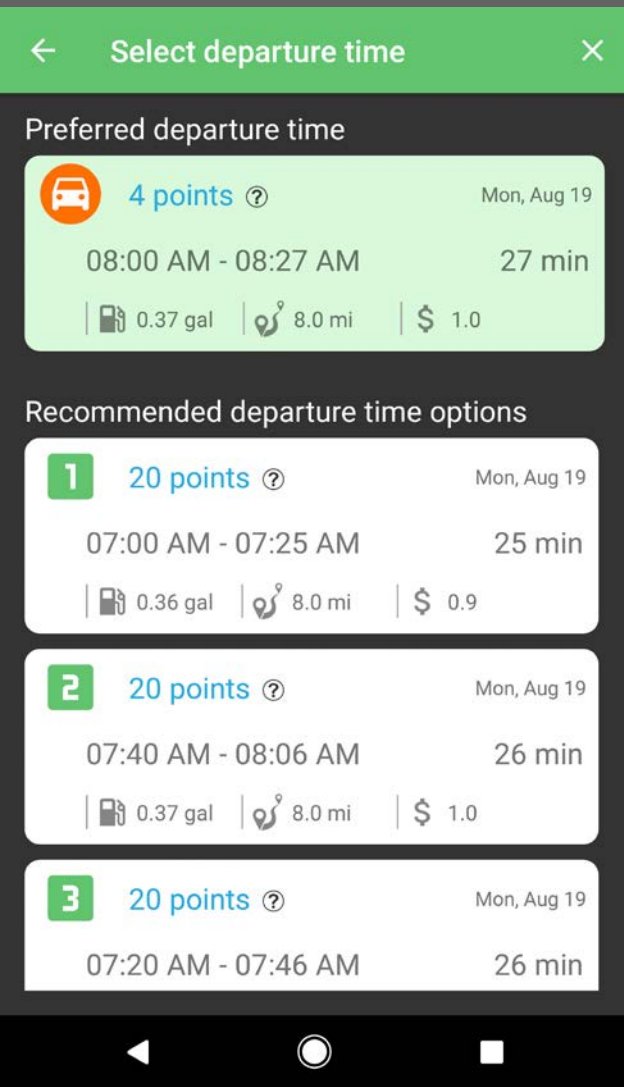
All Travel Options in One Place for Your Trip

- “See more options” shows all travel mode options including transit, rideshare, ride-hailing, multimodal, biking, walking and driving.
- Learn the travel time, distance, cost (fare, fuel, parking etc.) of each option.

Finding a Ridematch

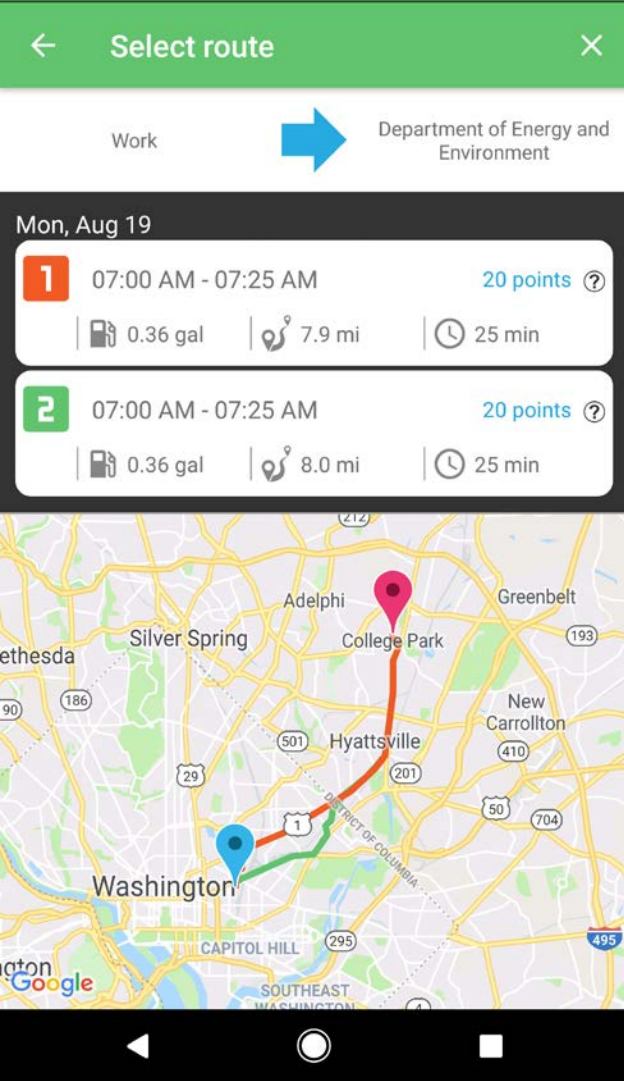


- When selecting the “Go Now” option for trip planning, the rideshare mode is linked to Commuter Connections
- A preview of how many matches you have is available
- Selecting it will launch the Commuter Connections app so you can run a matchlist
- Your carpool partner must have the incenTrip app to receive points



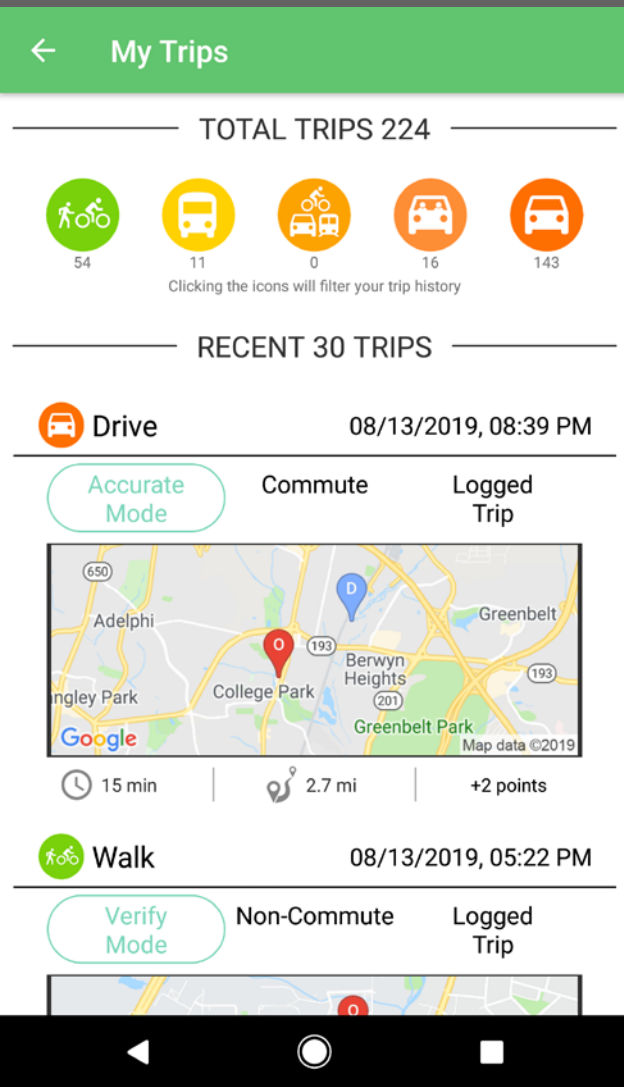
Find the Best Departure Time

- incenTrip recommends the best departure time for your trip based on your schedule and compares it to normal/preferred departure time.
- Depart earlier or later to save time, save money, and earn rewards
- When you avoid traffic jams, you help other drivers save time too. Each minute of user time saving produces 5~18 minutes of system travel delay savings.



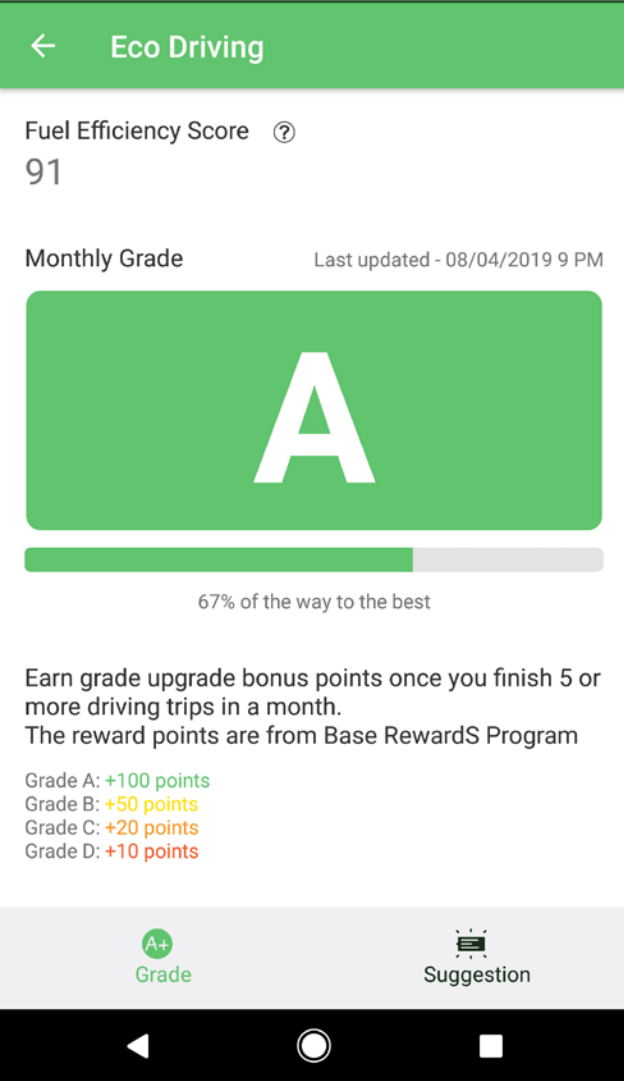
Find the Best Route

- incenTrip is constantly updating the best route for your trip based on real-time conditions and advanced traffic prediction models.
- Switch to the best route and earn more reward points.
- Real-time traffic condition updates and re-routing through traffic alerts



Trip Logging

- See all your logged trips in one place and review trips by travel modes, vehicle and person miles traveled, and other statistics
- Personal data is privacy protected and never shared with a third party








Learn and Practice Eco-Driving and Save Money

- incenTrip analyzes your driving style and provides tips that could help save hundreds of dollars annually on fuel cost.
- When you improve and maintain your driving efficiency, you earn rewards points too
- Are you an "A" driver?



← What Are Levels?

Levels are rankings you earn as you collect more and more points. You begin every month at the Green level and have until the end of the month to gain more levels. At the beginning of the next month your level will reset back to Green.

Badge	Level	Required Points
	Green	0
	Silver	300
	Gold	600
	Platinum	1,000
	Diamond	1,600

A Fun and Rewarding User Experience

- Personalized and real-time incentives coordinate travel needs and demand.
- Unlock exclusive member benefits when you earn more reward points.
- Join incenTrip and be part of the solution to traffic congestion, energy waste, and emissions.

← Invite Friends



Share incenTrip with friends to earn 500 points!

Email Address

INVITE

INVITATION HISTORY

No invitees

You will get bonus points for every friend who signs up a new incenTrip account or signs in with Commuter Connections account.

Invite Friends to Join the incenTrip Community

- Inviting friends to join incenTrip
- Social network in incenTrip facilitates carpooling and vanpooling and makes it fun to use incenTrip together

Car Free Day

08/19 - 08/21

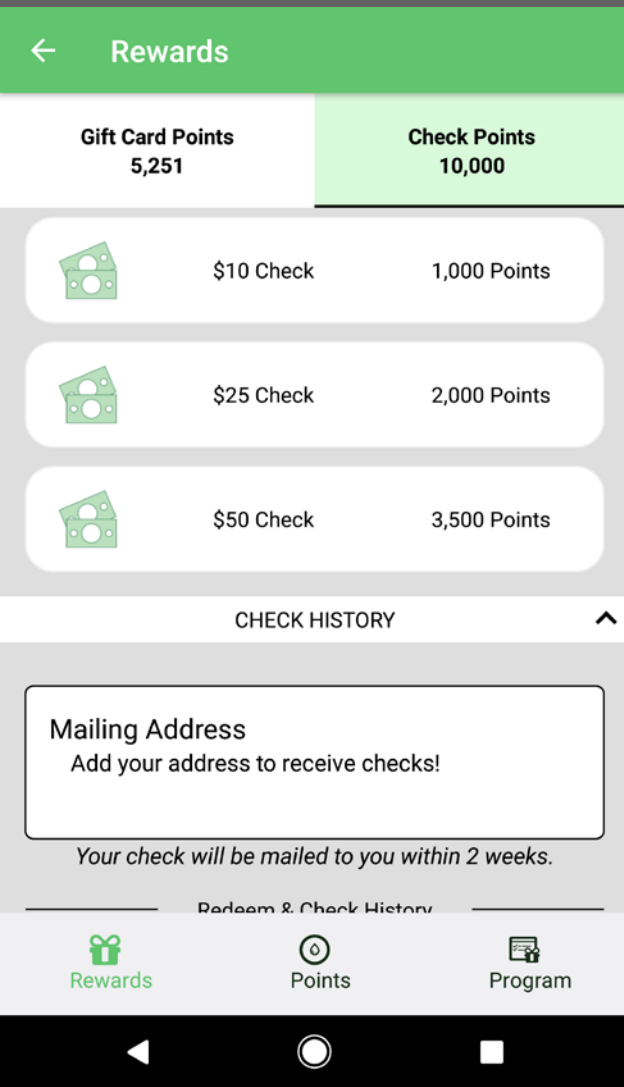
Bike, Bus, Rideshare, Train, or Walk
One, Two, or all Three Days.

[Car Free Day is a worldwide event that encourages greener methods of travel; meaning ways to get around other than driving alone by car. Commuter Connections hosts Car Free Day in the Washington, DC region to bring awareness to the benefits of travel options such as transit, bicycling and walking; and also telework for people who can work from home. Carpooling and vanpooling count too, we call that "car-lite" since they are both lighter on the wallet and the environment than driving alone in a car.]

 +200 points

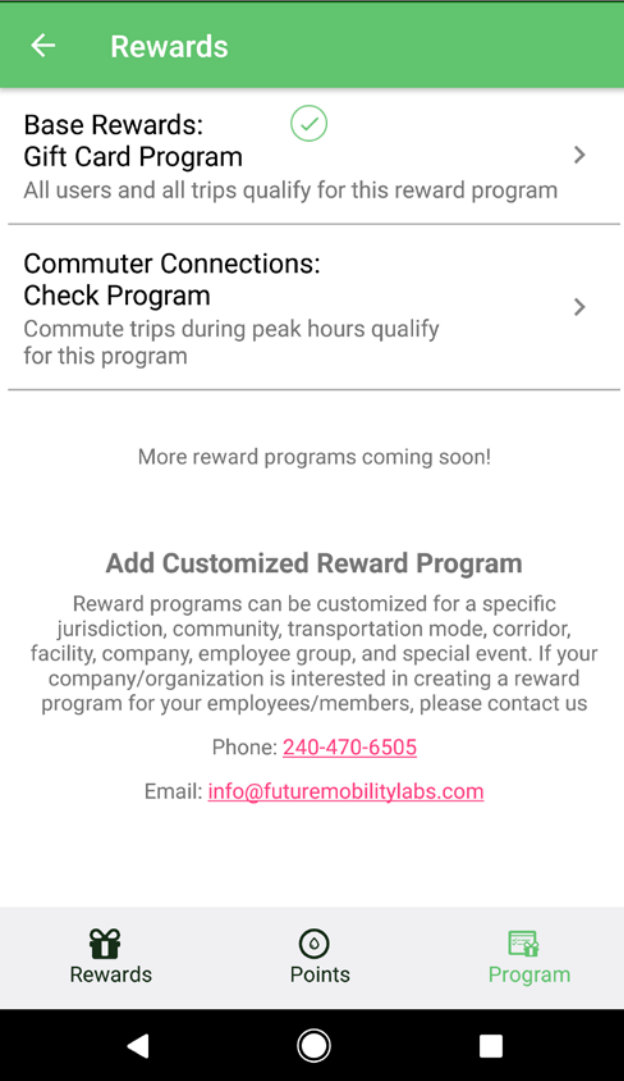
Fun Challenges All Year Long

- Car Free Day was the most recent challenge in incenTrip
- Those taking the Car Free Day challenge could earn extra rewards and the challenge trophy if they used transit, rideshare, or non-motorized modes for their commute trips on Car Free Days and pledged to go car free on the Car Free Day website.



How to Use Reward Points

- Exchange reward points for gift cards (UMD) or cash.
- Commuter Connections program reward points can be exchanged for cash payments via checks



Offering Reward Programs in incenTrip is Easy

- incenTrip is an open technology platform for traveler incentive programs and travel demand management
- Any organization or company can join incenTrip and offer customized incentive programs that reduce congestion, promotes multimodal travel, and reduce energy use and emissions



Area **District of Columbia**

Time Period **01/01/2016**

Total Users: 2,126

Total Trips: 512,175



FUEL USAGE

Total gallons of fuel saved : **320,526**
Total cost of fuel saved : **\$818,734**



EMMISSIONS REDUCTION

Total tons of emission reduced : **14,528**
Total cost of emission reduced : **\$290,808**



CONGESTION REDUCTION

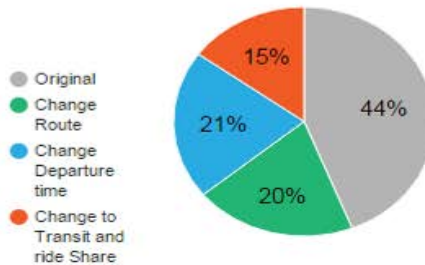
Total hours of congestion reduced : **36,829**
Total cost of congestion reduced : **\$570,725**

TOTAL BENEFITS : \$1,780,267

TOTAL INCENTIVES : \$308,652

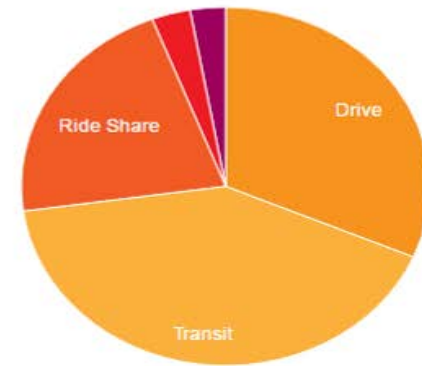
RETURN ON INVESTMENT : 561%

Traveler Behavior Change



Trips taken by mode:

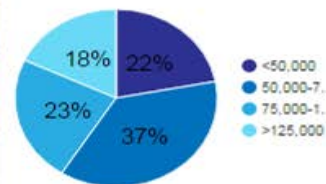
Transit: **2,082**
Drive: **1,584**
Ride Share: **1,076**
Multimodal: **154**
Bike/Walk: **141**



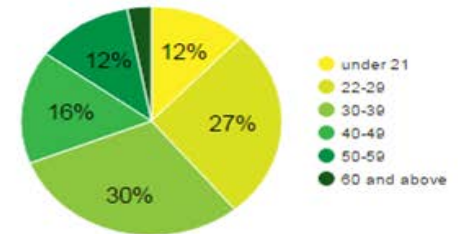
Incentive Distribution by Home Location



Incentive Distribution by Household Income



Incentive Distribution by Age



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