

CommuterCash

Mobile App Soft Launch & goDMV Commuter Competition

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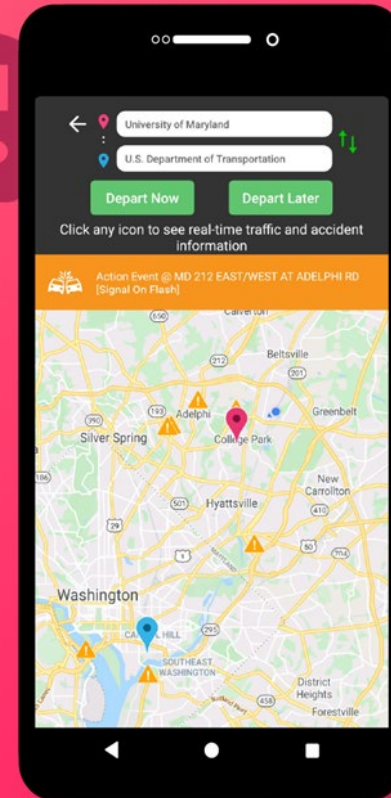
Commuter Connections Subcommittee, Item #9

January 21, 2025

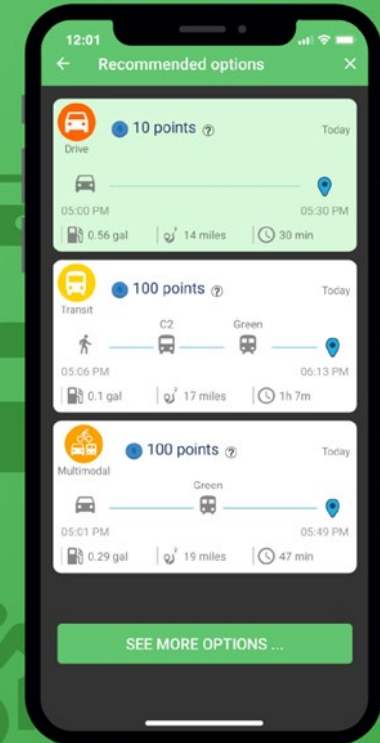
Origin Story

- Funded through an ATCMTD Grant in partnership with the University of Maryland
- The app is designed to incentivize commuters through “gamification” by offering meaningful rewards for rideshare and active transportation commutes.
- Now that the R&D pilot period is over, Commuter Connections has taken the lessons learned and experience to launch the new CommuterCash mobile app.

Plan your trips with the best departure time, route and travel mode, based on real-time accident information and travel time updates.

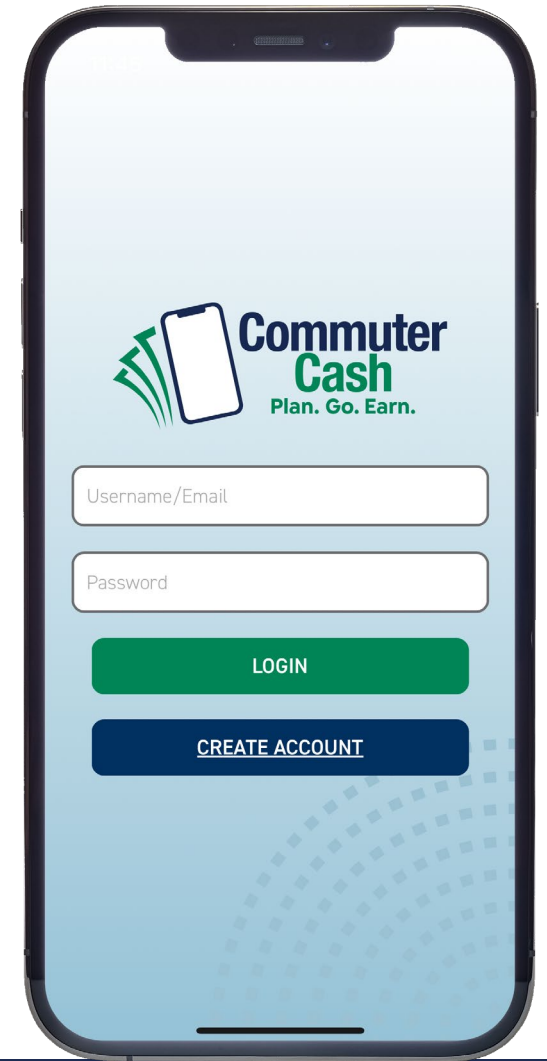


Earn reward points for every trip and choose different trip options.



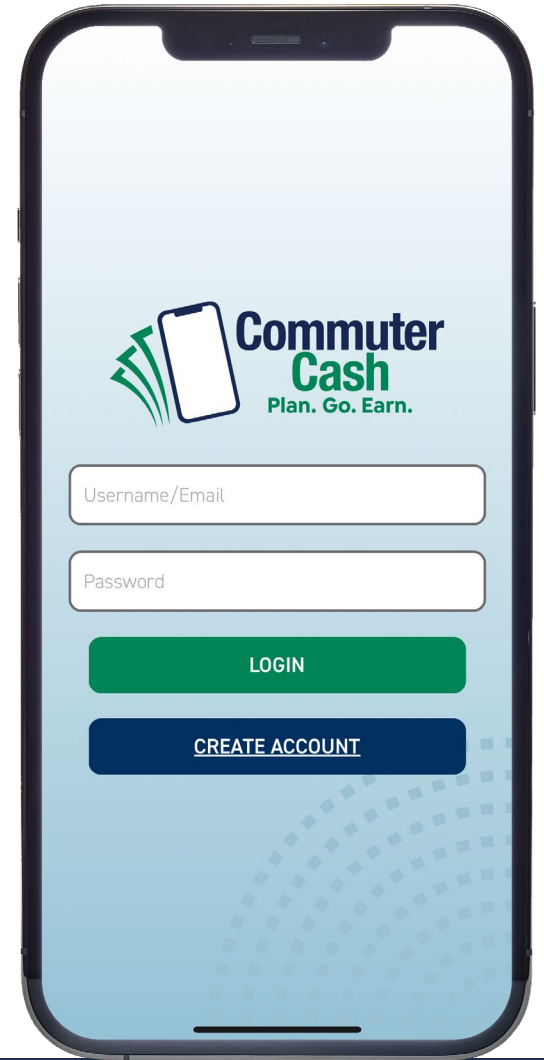
Redesign Goals for CommuterCash

- Simplify user experience
- Reduce the number of clicks to log a trip
- Leverage existing TDM account information
- Entice users to log more trips



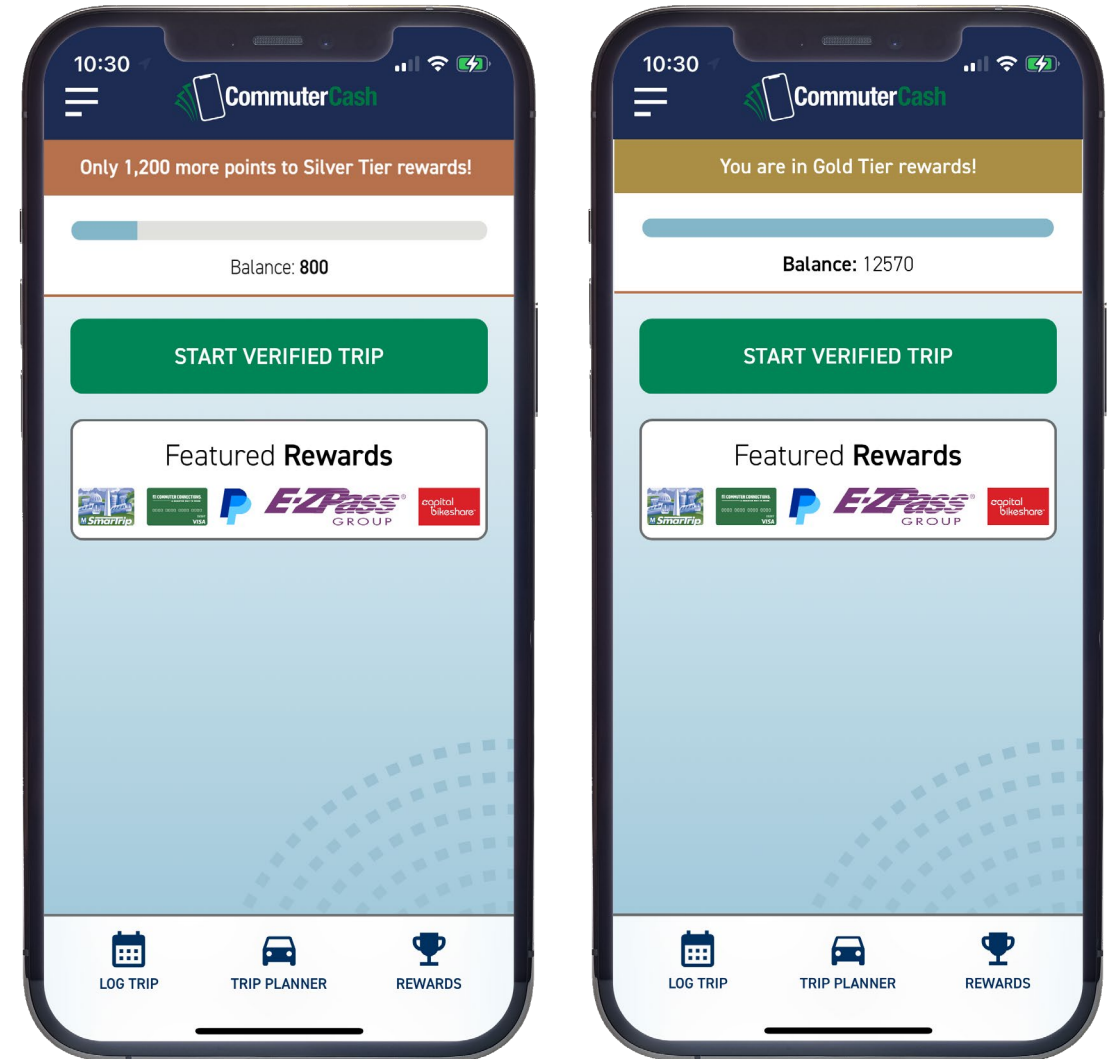
Soft Launch (version 1.0.6)

- Dashboard
- Log Trip
- Trip Planner
- Redeem Rewards
- Commuter/Employer Leaderboards



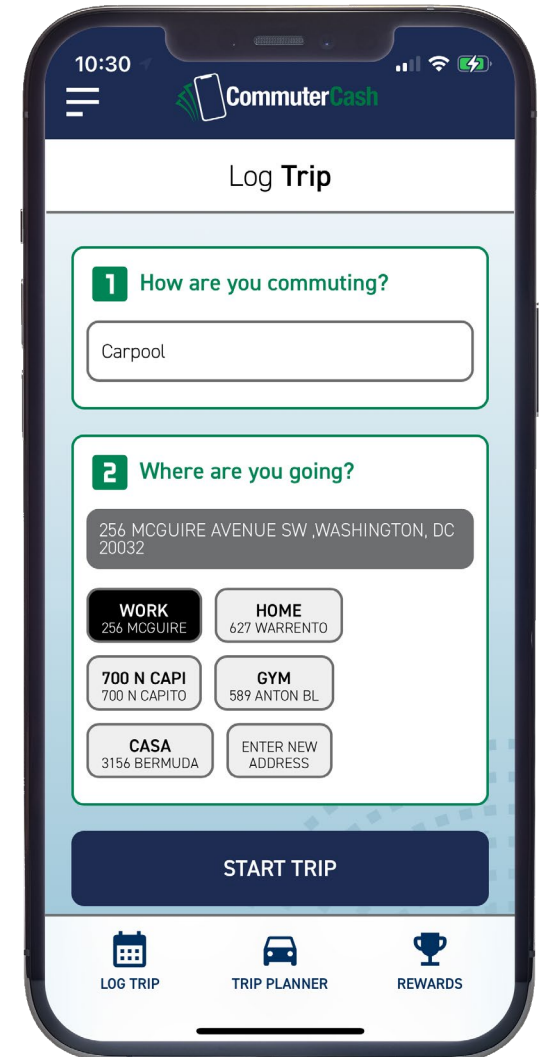
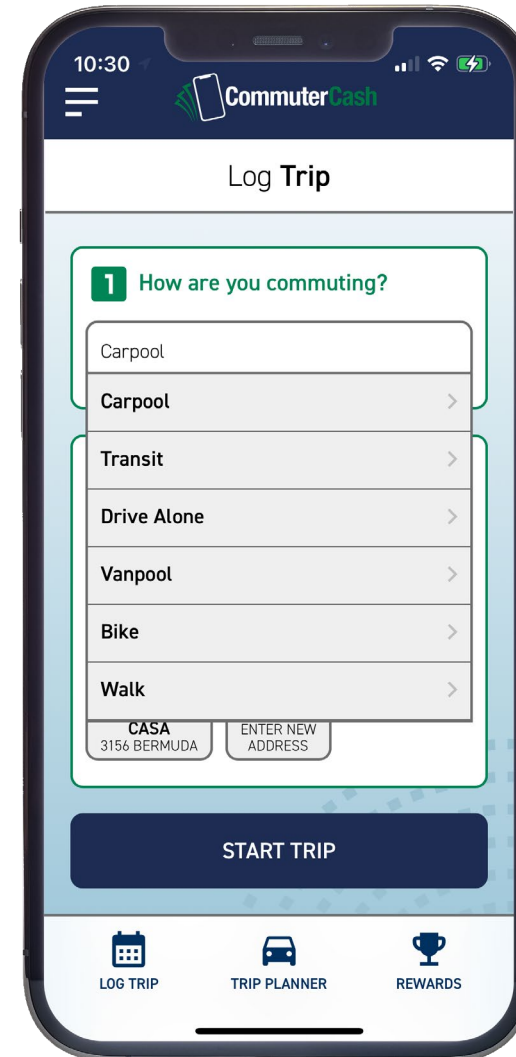
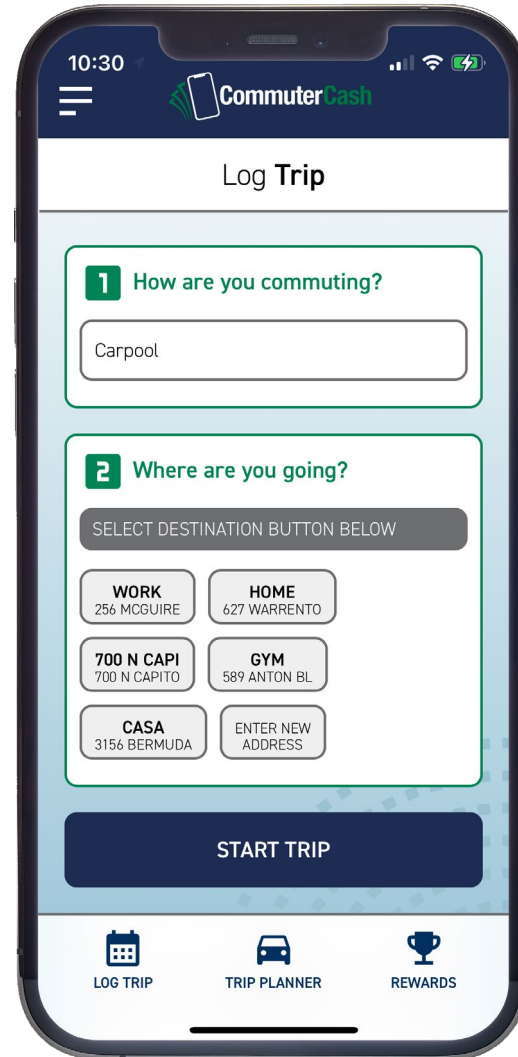
Dashboard

- Easy to read navigation
- Gamification for reward tiers
- Featured rewards
- Leaderboards
(visible during an Active Challenge)



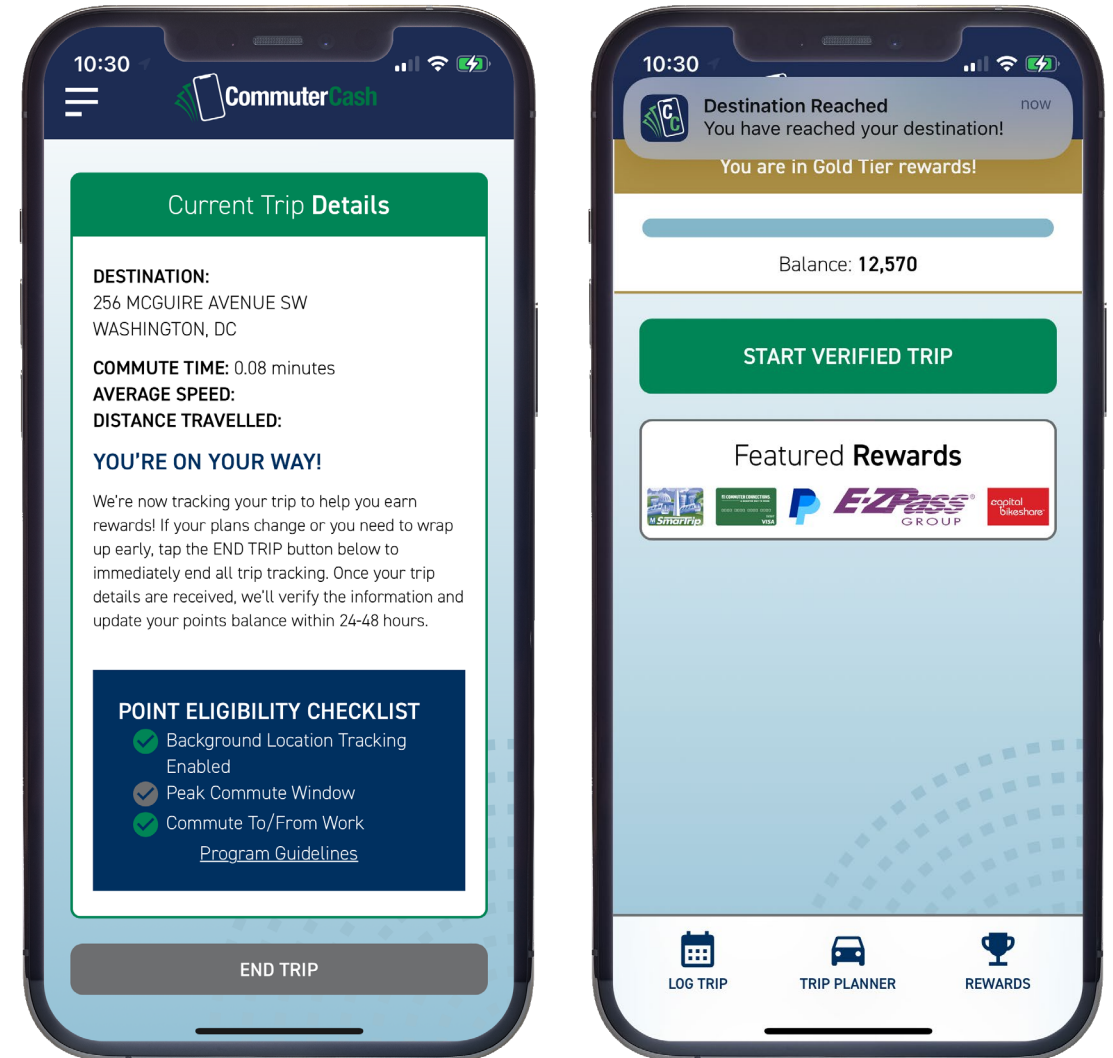
Log Trip

- Uses saved trip profile for commute mode
- Allows for one touch selection of any saved address from TDM profile
- No longer required to first PLAN TRIP before logging



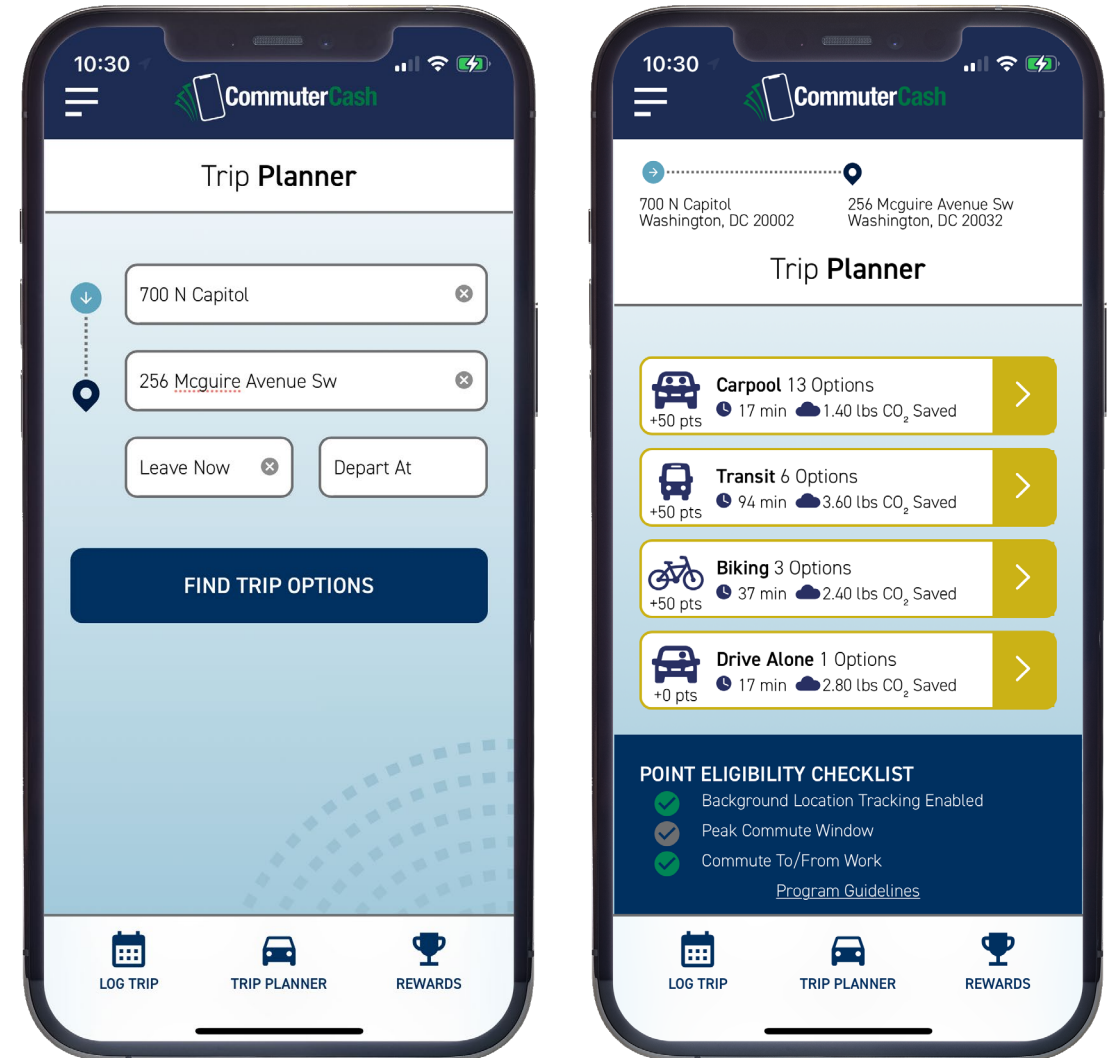
Log Trip

- Supports custom destinations
- Simple UI elements to display trip eligibility and trip status
- Support for background location tracking (when on a trip) even if the app is not currently in foreground
- Geofence triggers automatically when the commuter reaches their destination
- Tracking only begins when user clicks START TRIP and all tracking ends once location has been reached



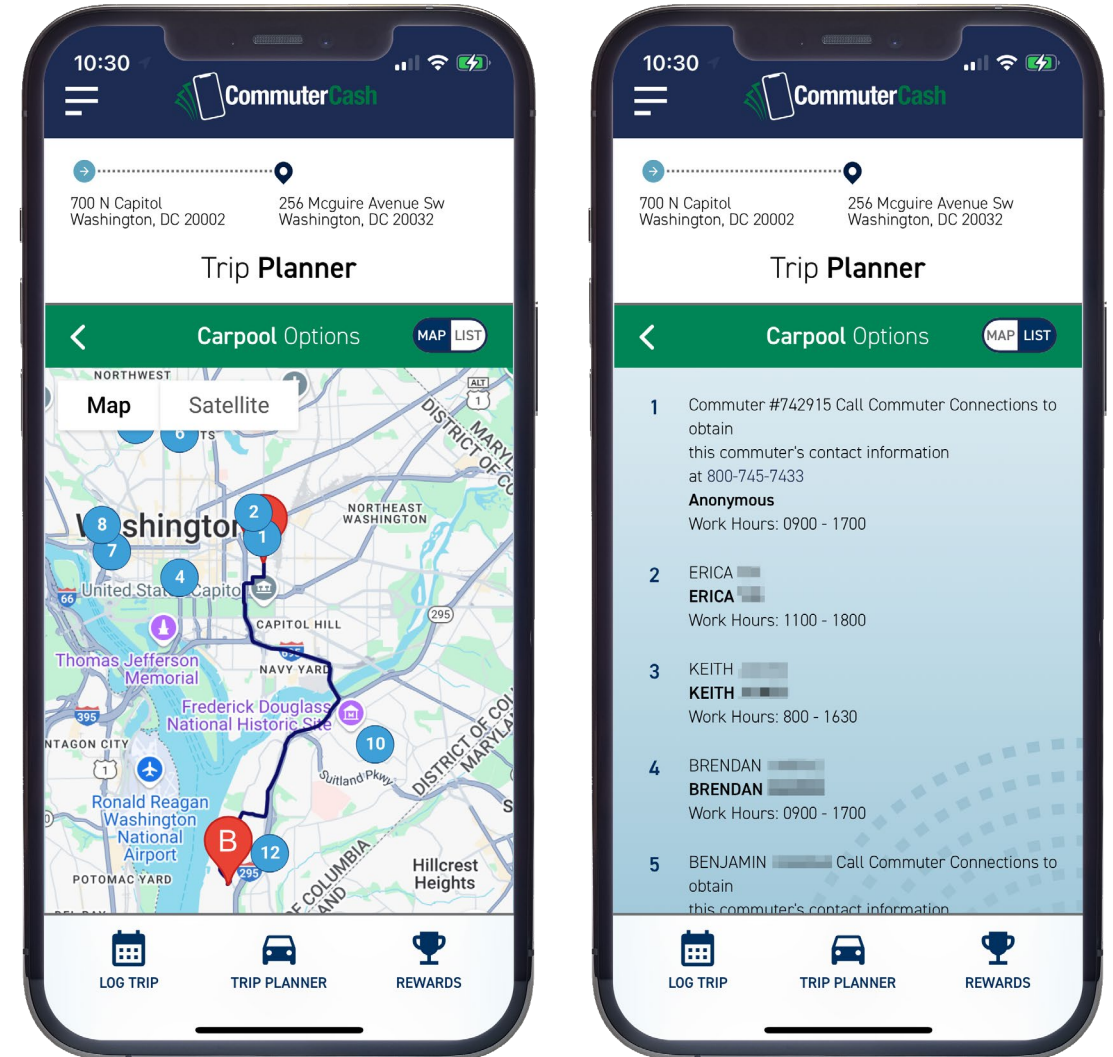
Trip Planner

- Easy to read navigation
- Uses saved addresses from commuter's TDM profile
- Allows for new (custom) start and end addresses
- Shows relevant commute modes in a single view
- Clear UI elements to display point eligibility for each trip



Trip Planner

- Trip planning is NOT required in order to log a trip but rather it is a marketing feature to promote multimodal trip options in the region
- Rideshare modes, when available, will be highlighted and pushed to the top of the result set
- Allows for marketing text to be included to further shift commuter behavior



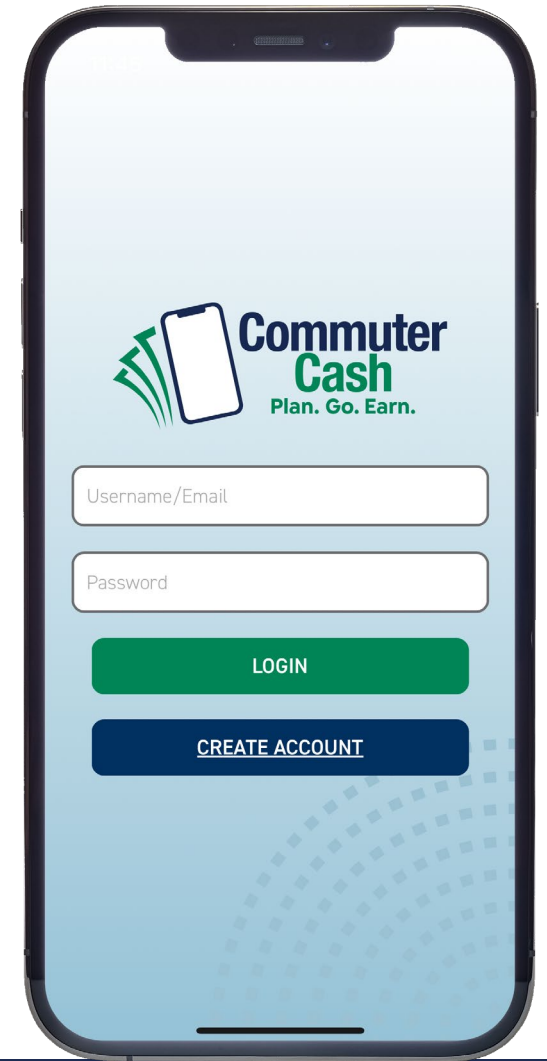
Redeem Rewards

- Uses gamification strategy to reorganize existing rewards into tiers
- Allows for behavioral “nudge” techniques to gently incentivize users towards logging more trips by displaying points remaining until the next “tier”



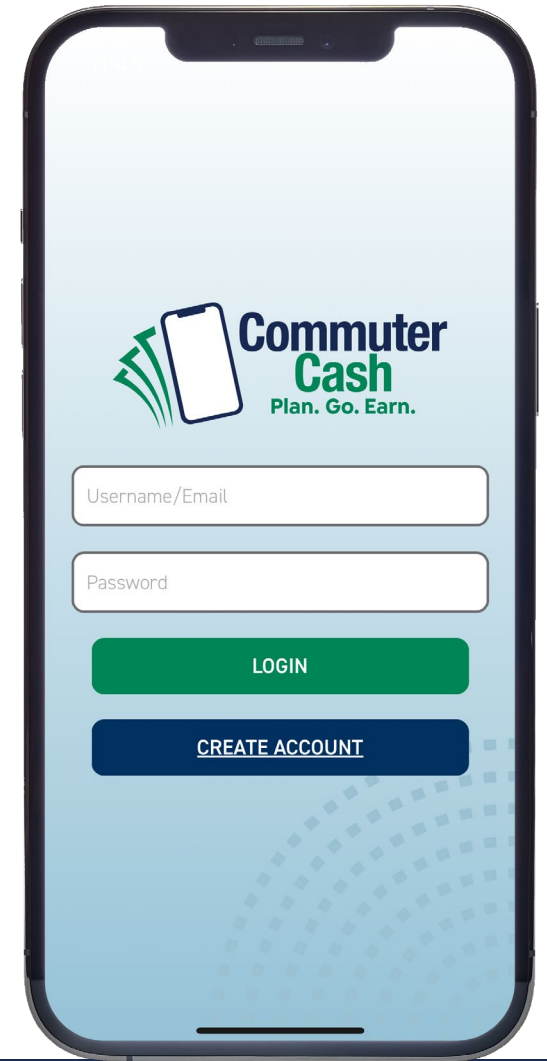
Planned Enhancements (version 1.1.0)

- January 20, 2025
 - Create Account
 - goDMV Commuter Competition
 - Leaderboard
 - Employer Teams
 - Employer Challenges



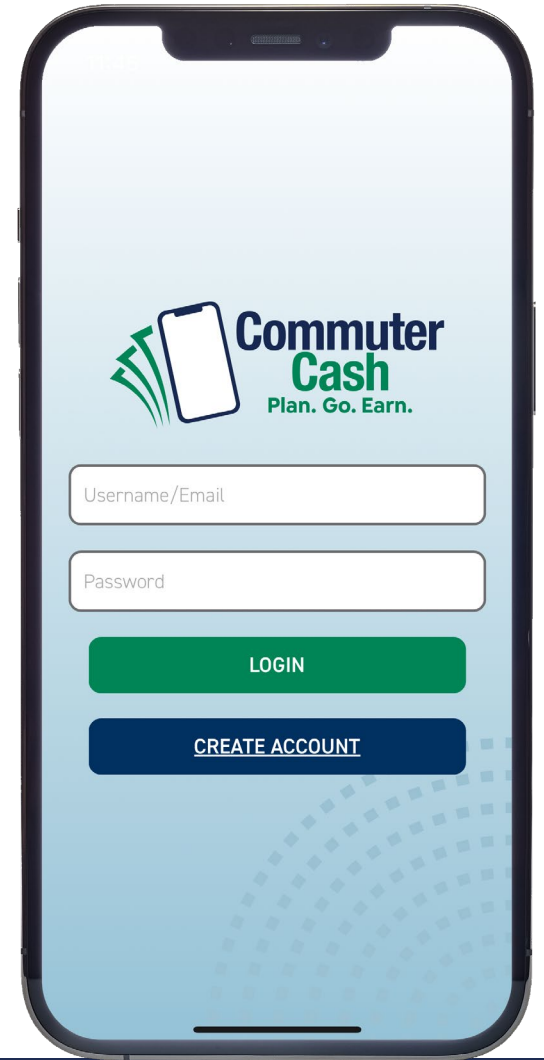
Planned Enhancements (version 1.1.5)

- February 10, 2025
 - Android Version Release
 - PayPal Integration
 - TDM System Administrator Screens Update
 - Trip History
 - Edit Profile
 - Trip Recognition and Fraud Mitigation Workflows v2



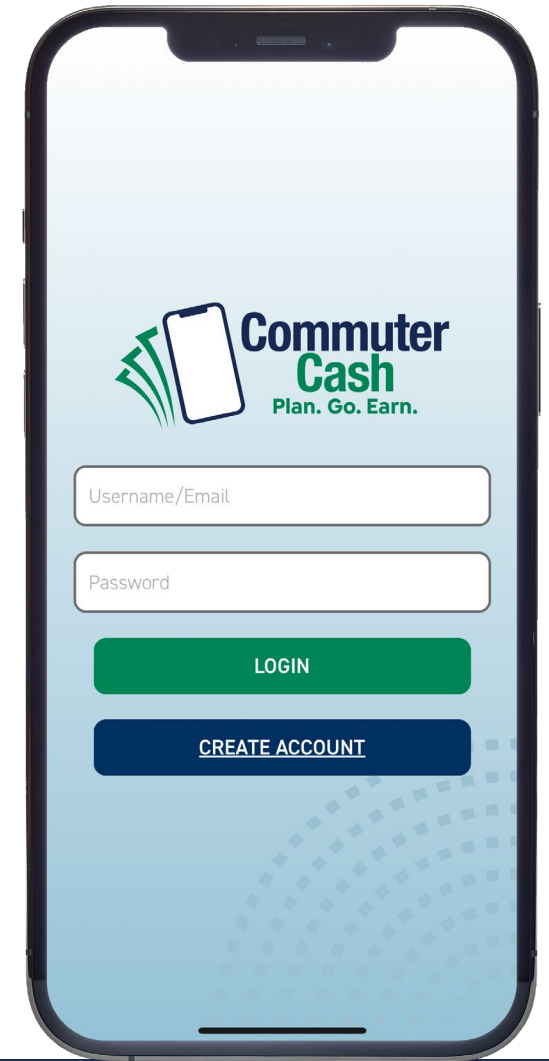
Planned Enhancements (version 1.2.0)

- March 31, 2025
 - Flextime Rewards
 - Reach-A-Ride



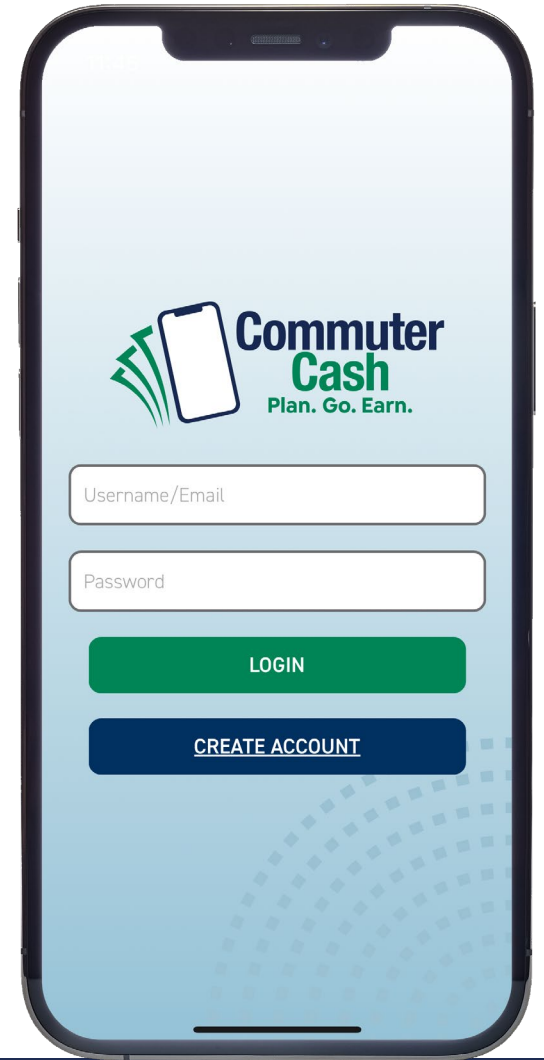
Planned Enhancements (version 1.2.5)

- April 28, 2025
 - 'Pool Rewards Carpool Incentive
 - Multimodal Trip Planning Options
 - Drive to Transit
 - Drive to Park & Ride
 - Trip Recognition and Fraud Mitigation Workflows v3



Planned Enhancements (version 1.3.0)

- June 16, 2025
 - Corridor Challenges
 - Public Challenges



Testing and Feedback

- Use existing Commuter Connections COMMUTER account
- Examples
 - Log a commute trip
 - Receive points
 - Request a reward
 - Plan a commute trip
- Send feedback to ridematching@mwkog.org



goDMV: Overview

- Friendly competition among DMV employers that encourages behavior change through competition and gamification
- Three different leaderboards: (1) Large Employer; (2) Small Employer; (3) Individual commuter
- Up to six non-SOV trip logs per day for an individual commuter will count as points toward leaderboards
 - Points will be added to the commuter's respective employer team, and as the individual leaderboard
- Leaderboard positions will determine grand prizes at the conclusion of the competition

The screenshot shows the CommuterCash app interface. At the top, the status bar displays the time 10:03, signal strength, and battery level. The app header includes a menu icon and the CommuterCash logo. Below the header, there are two main sections: 'Top Employers' and 'Top Commuters'. Each section contains a table with columns for Ranking, Employer/Commuter, and Trips. At the bottom, there is a navigation bar with three icons: a calendar for 'LOG TRIP', a car for 'TRIP PLANNER', and a trophy for 'REWARDS'.

Ranking	Employer	Trips
1st	RMI	2,837
2nd	Sierra Club	2,092
3rd	American University	1,830

Ranking	Commuter	Trips
1st	Frank M	2,837
2nd	Bob M	2,092
3rd	Lindsay Y	1,830
4th	Steve K	1,311
5th	Arron P	902
6th	Lyle C	833
7th	Billy B	779

goDMV Rewards and Prizes

Employer Grand Prizes

Includes the Small and Large Employer Leaderboard Winners. Top performers from each state (6 total).

- Glass trophy
- Catered lunch for participants
- Bragging rights

Individual Commuter Grand Prizes

Individual with most points on the leaderboard.

- Champion: Staycation
- Champion: \$500
- Top 20: \$100 in CommuterCash points

Routine Rewards

- Each verified CommuterCash commute log awards points for cash rewards and transportation credits (i.e., incenTrip).



goDMV Rewards and Prizes - Bonuses

Theme	Requirement	Reward
Transit Trekker (March)	First 100 to log more than 30 transit trips	CommuterCash points worth \$25
Earth Endorser (April)	First 100 to log more than 30 non-SOV trips	
Biking Bestie (May)	First 100 to log more than 25 bike trips	
Retention (Monthly)	First 50 to log 1 trip	~\$10 reward (coffee, CommuterCash points, etc.)
Achievements (Monthly)	Log 50 miles of biking or walking -OR- 10 verified non-SOV commute trips	CommuterCash points worth #25
Sponsor Raffle (Monthly)	20 days of non-SOV trip logs	TBD – based on sponsor

The deadline for registering employer teams is February 1, 2025.



goDMV Commuter Competition 2025

What is the goDMV Commuter Competition?

The goDMV Commuter Competition is a friendly challenge among District, Maryland, and Virginia employers to promote sustainable commuting amongst employees. The Metropolitan Washington Council of Governments' [Commuter Connections](#) program, along with the help of [goDCgo](#), [DDOT](#), [MDOT](#), and [VDOT](#), are hosting this first-ever regional challenge.

During the challenge, commuters track their sustainable commutes and non-commute trips to win prizes and other incentives as they climb the leaderboard. Best of all, it's free to participate, and even those unaffiliated with a participating employer can join and win prizes!

The competition starts on March 3 and goes through May 31, 2025.

Great! How can my organization get involved?

Register your organization for the challenge.

We will do almost everything for you! To make the process as easy as possible, our team will get you set up on the trip-logging platform, assist you with encouraging employee participation, and support you along the way. We'll give you a checklist that walks you through your responsibilities and important dates throughout the competition.

As a participating employer, you'll need to:

- Register for our onboarding webinar scheduled for February 12 at 11am
- Review our introductory materials, and

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