

CommuterCash Updates

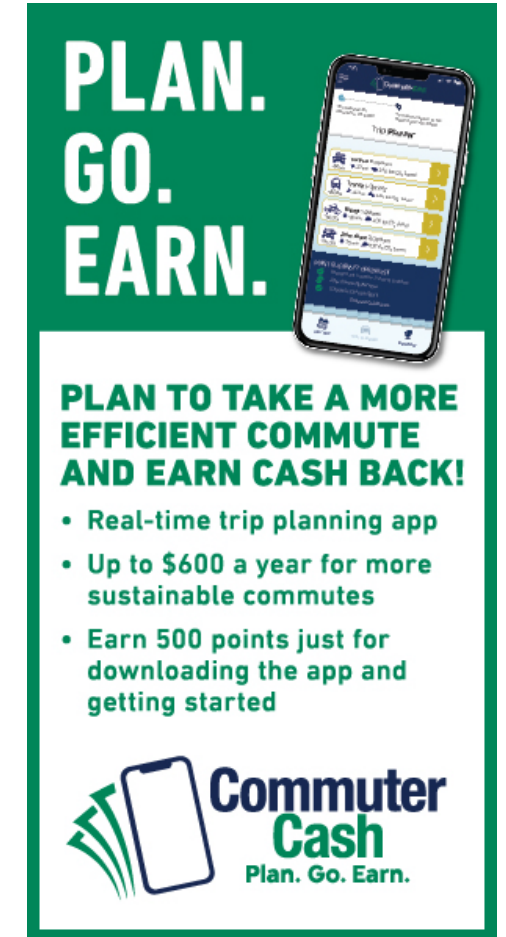
Key Features and Planned Enhancements

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Commuter Connections Ridematching Committee
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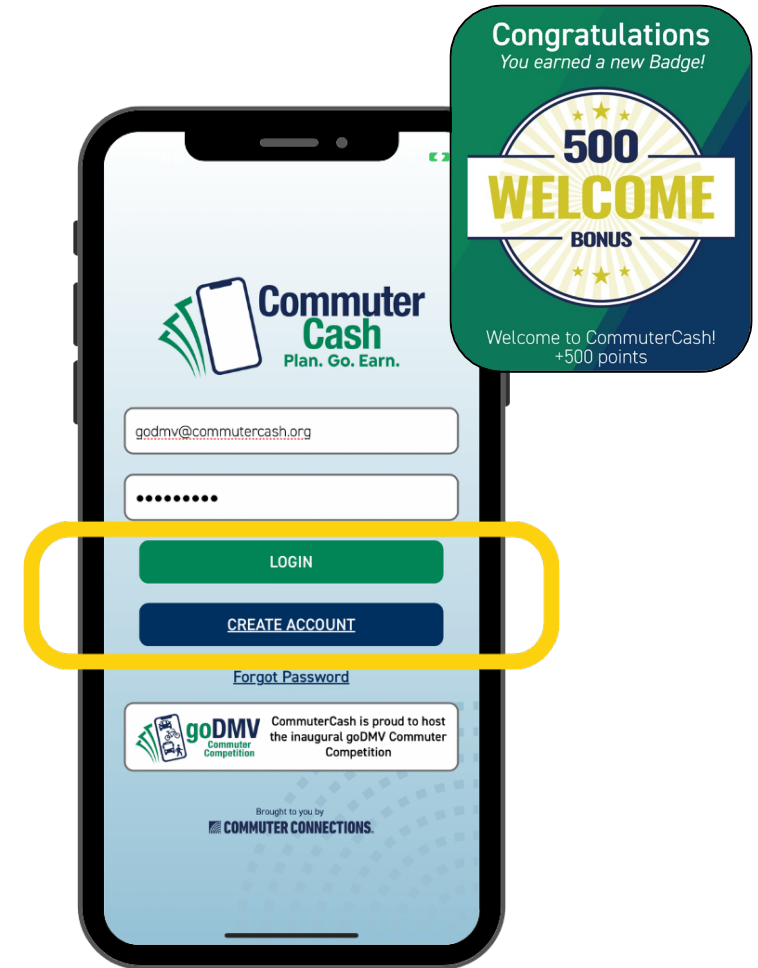
Marketing Materials

- Campaign launched March 17th
- Social media & digital banner ads



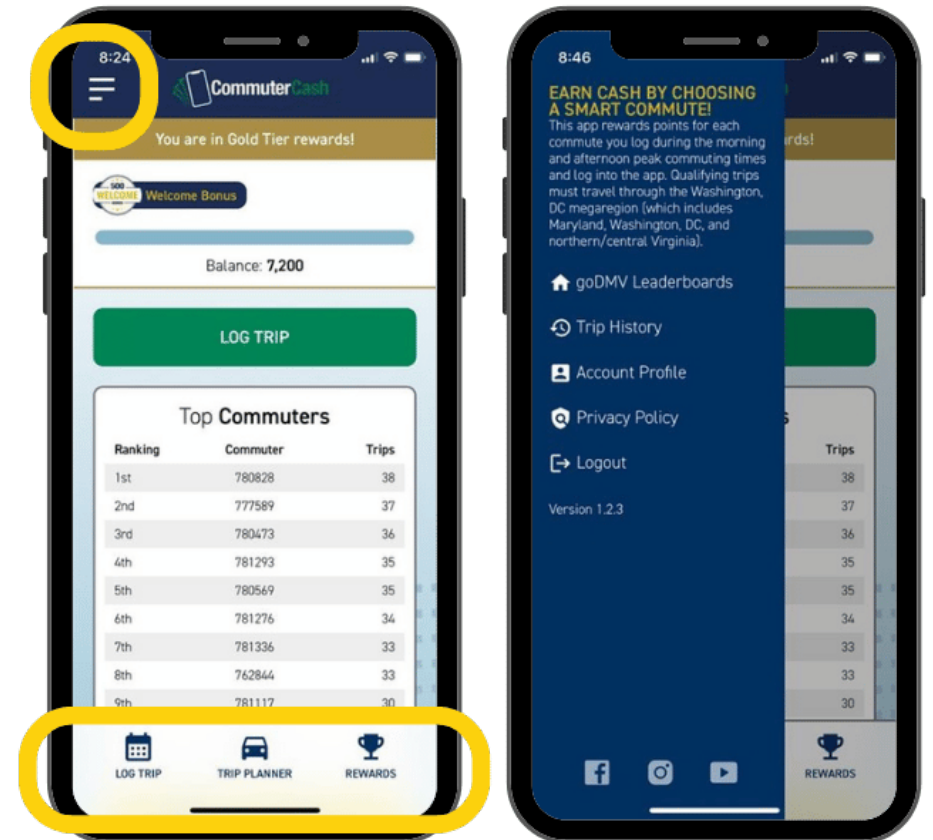
Key Features: Account Creation

- Download CommuterCash from the App Store or Google Play
- Login with your existing Commuter Connections account (or incenTrip account) OR tap Create Account button to set up your account and login
- Forgot login/inactive accounts? Contact Commuter Connections



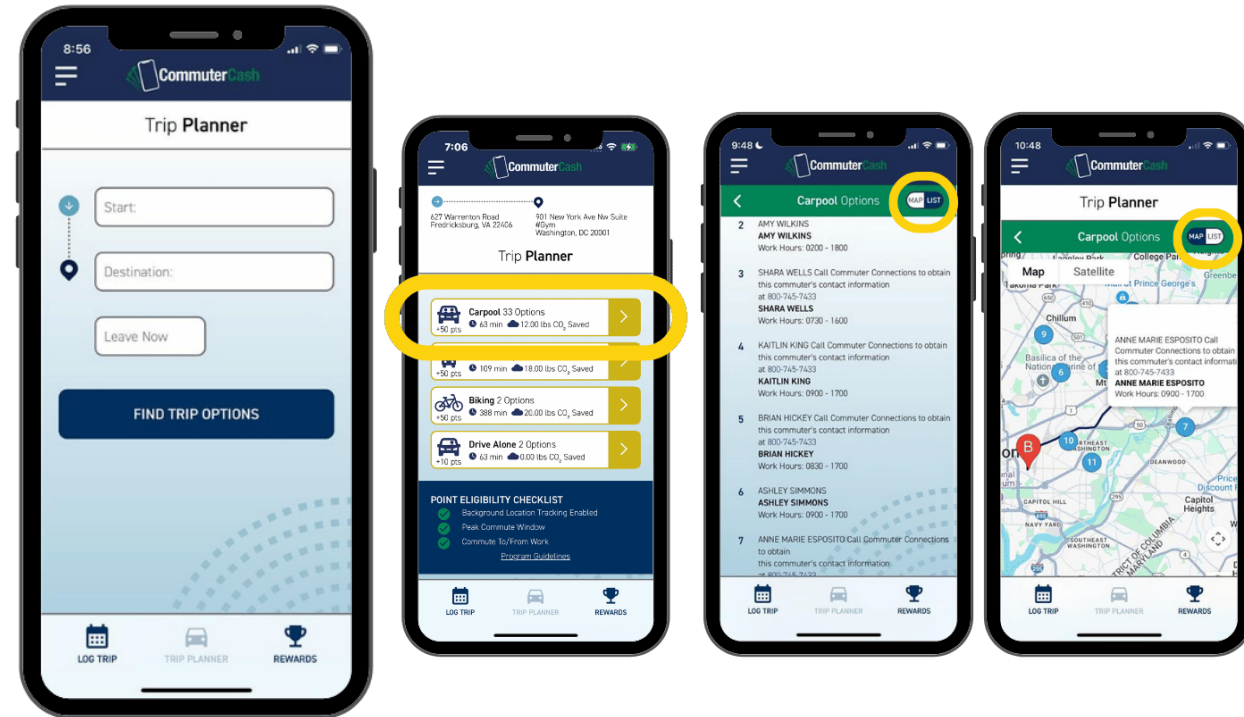
Key Features: Account Creation

- Screens:
 - Home Screen (currently displays goDMV leaderboard)
 - Log Trip
 - Trip Planner
 - Rewards
- Menu (top left) helps navigate to other functions



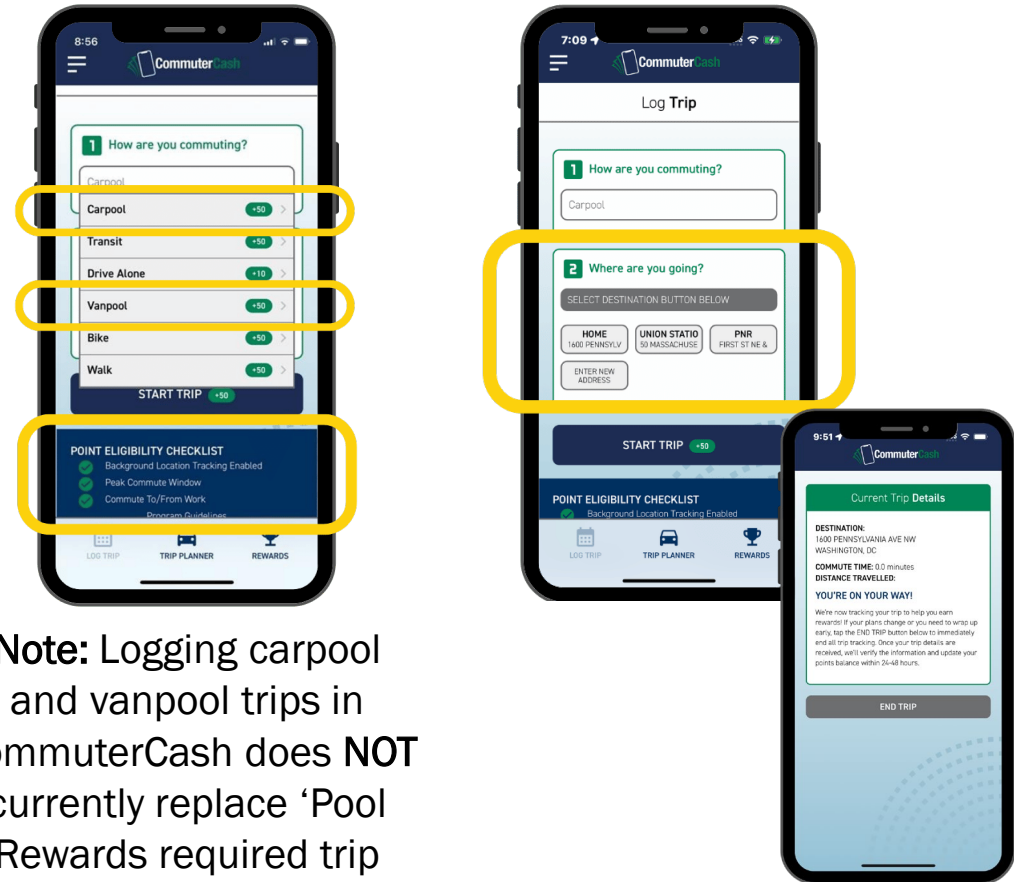
Key Features: Trip Explorer

- Adjust search criteria to display options
- Select a mode for more information
 - Carpool: displays Commuter Connections ridematch results
 - Transit, Biking, and Driving: display Google/Transit API-based results
- Select an option for map view (Map) or directions (List)



Key Features: Tracking Trips

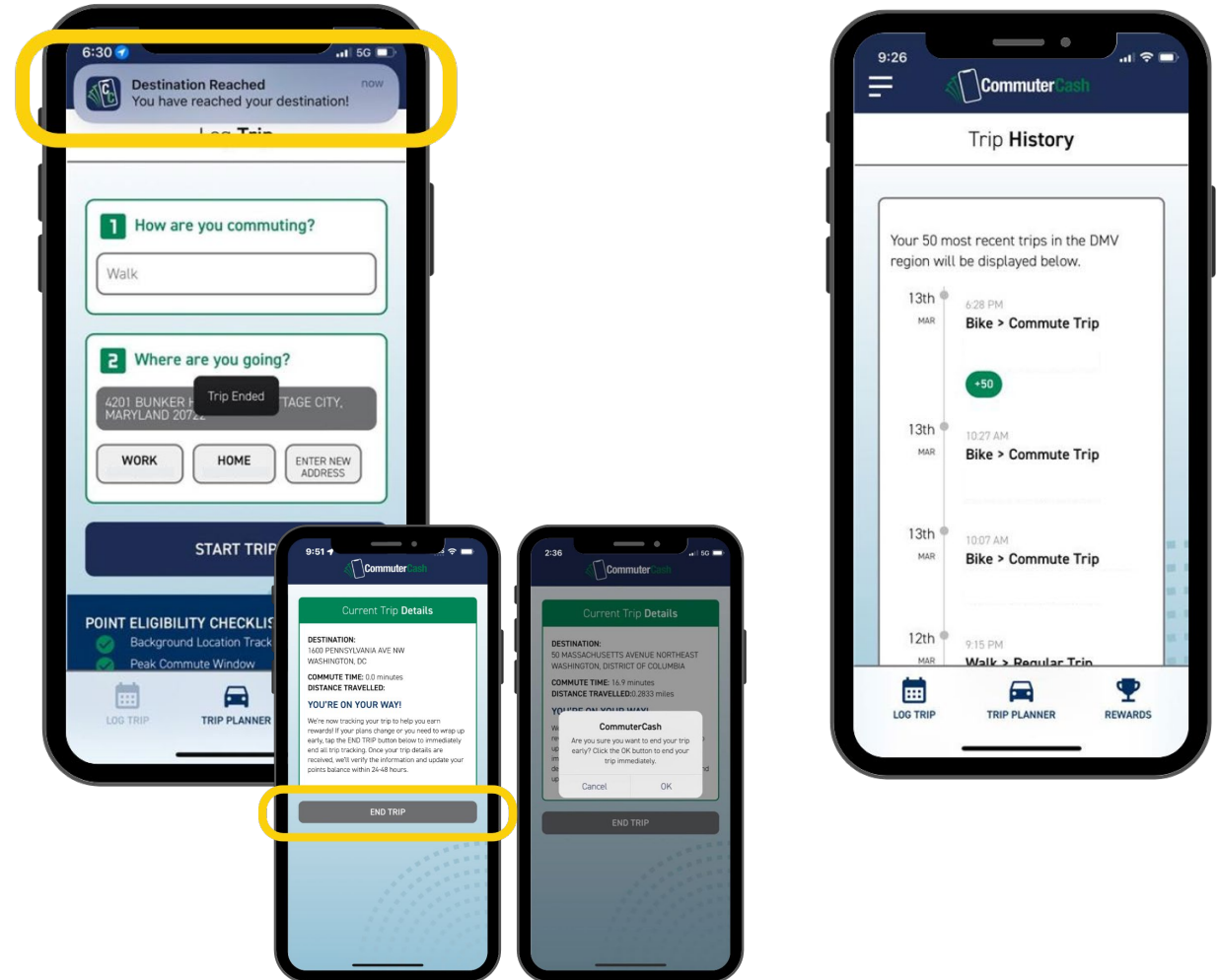
- Select your mode and destination
 - Pre-populated work/home buttons OR select Enter New Address for a new destination
- Point Eligibility Checklist – visual indicators that trip will be awarded points
- Press Start Trip button
- You're on your way!



Note: Logging carpool and vanpool trips in CommuterCash does NOT currently replace 'Pool Rewards required trip logging processes.

Key Features: Tracking Trips

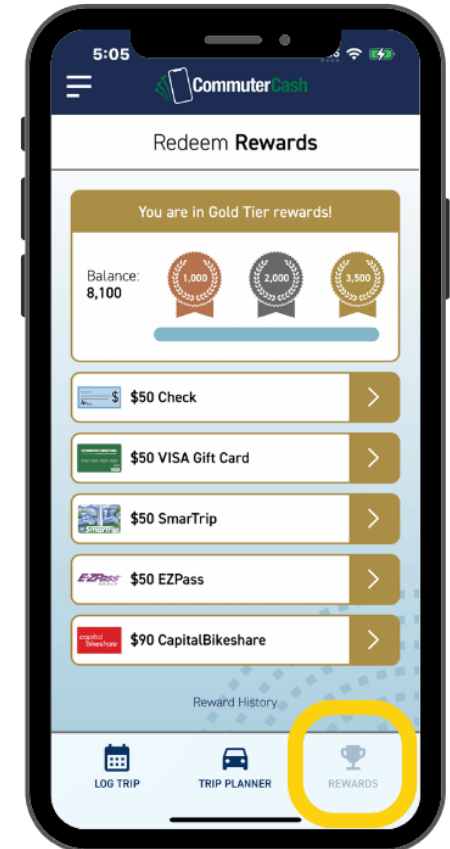
- Trips should end automatically when you enter the geofence of the destination – look for the banner notification on your phone!
- If trip doesn't automatically end, or you need to end the trip before reaching the intended destination, tap the End Trip button
- View your Trip History for confirmation of the completed trip and points awarded



Key Features: Redeeming Points

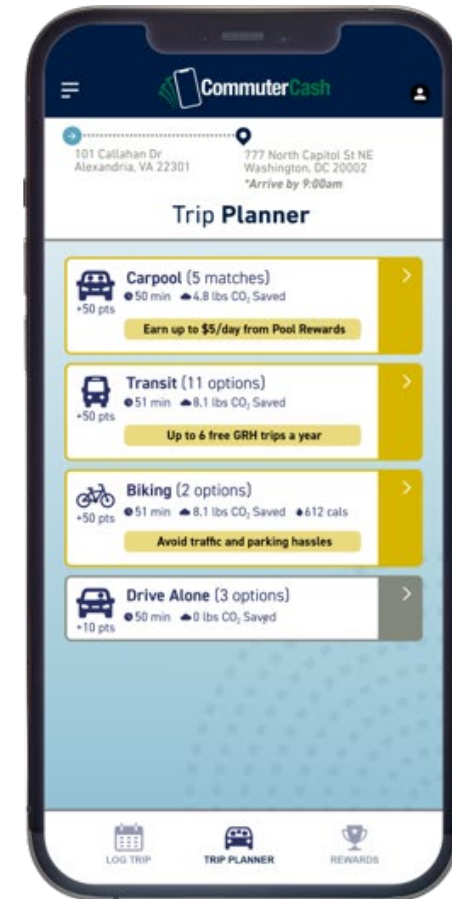
- Tap the Rewards icon to see your rewards
- Amounts increase as you progress through rewards tiers
- Select the reward you want to redeem and enter the appropriate account information
- Tap the Rewards History link to view all your rewards redemptions
- Current Rewards Tiers:

Reward	Bronze (1,000)	Silver (2,000)	Gold (3,500)
Check	\$10	\$25	\$50
VISA Gift Card	N/A	\$25	\$50
SmarTrip Credit	\$10	\$25	\$50
E-Z Pass Credit (VA)	\$10	\$25	\$50
Capital Bikeshare Credit	\$10	\$25	\$90 (Annual Membership)



Planned CommuterCash Enhancements

- Ability to create account within app
 - Will be a traditional Commuter Connections account
- Edit Profile
- PayPal integration
- Trip Recognition and Fraud Mitigation Workflows v2
- Additional incentive bonuses
 - Badges for monthly challenges
 - Flextime Rewards
 - Carpool bonuses ('Pool Rewards')
- Specialized Transportation referrals (Reach a Ride)



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