

# COMMUTER INCENTIVES

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## Motivating Travel Behavior Change

Dan Sheehan

Program Director, Transportation Operations Programs

National Capital Region Transportation Planning Board

Technical Committee

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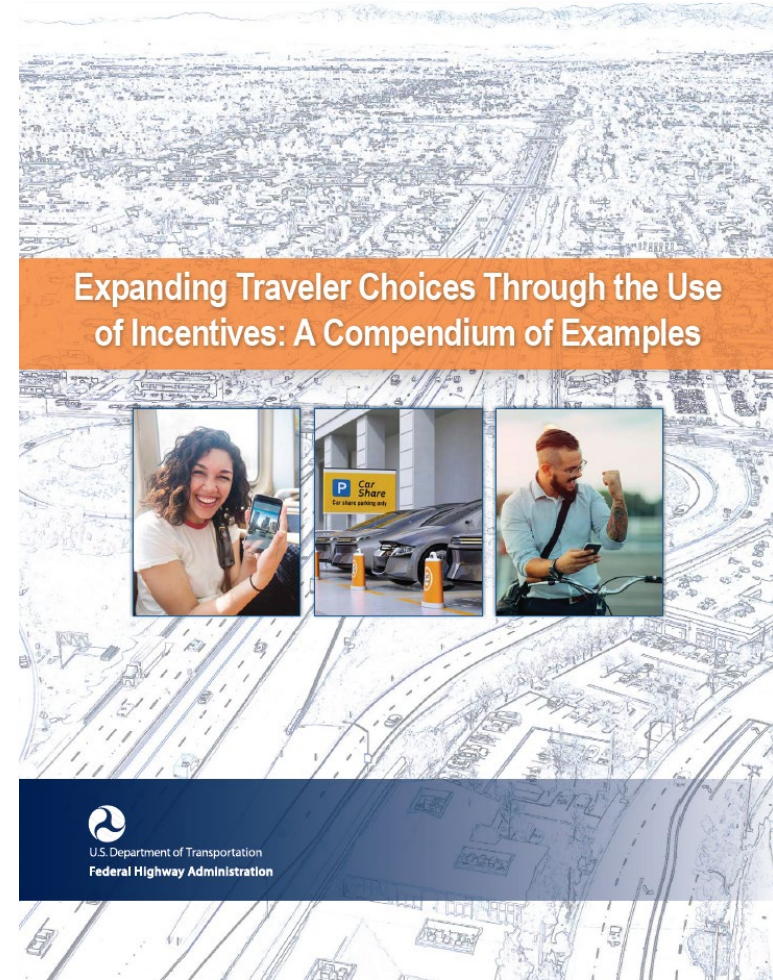
# Concept

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- Travel behavior change requires motivation
  - Cash incentives offer a nudge to try something new
  - Effects compounded if existing commute mode is viewed unfavorably
    - Severe roadway congestion
    - High cost of parking, gas, and/or vehicle maintenance
    - Stress from “fighting traffic”
- Commuter Incentive Programs nudge commuters to try non-single occupancy vehicle travel modes
  - Phase 1: Initial Shift
  - Phase 2: Sustain Shift

# Conventional Commuter Incentive Programs

- SmartBenefits
  - Direct Benefit
  - Pre-tax
  - Supplemental benefits – Ex. Fairfax County SmartBenefits Plus \$50
- Vanpool Subsidies
  - Vanpool Alliance
- Commuter Tax Credits – Ex. Maryland
- High Occupancy Toll (HOT) Lanes
- Preferential Carpool Parking



<https://ops.fhwa.dot.gov/publications/fhwahop18071/index.htm#toc>

# TPB's Commuter Incentive Programs

- Administered through Commuter Connections
  - Annual Work Program approved by TPB
    - Funded by DDOT, MDOT, VDOT
- Focus on initiating & sustaining mode shift
- Evaluated as part of triennial Transportation Demand Management (TDM) Analysis
  - Approximately **1,300** active participants
  - Estimated reduction of **450** daily vehicle trips
  - Estimated reduction of **11,000** daily vehicle miles traveled



# 'Pool Rewards – Carpool Incentive

- Incentivizes new carpools anywhere in the region
- Commuters can sign up by registering their new carpools in Commuter Connections webpage
- Staff will review and approve
- Carpools can earn up to **\$320** over **90** days
  - **\$5** per day
- Hybrid-friendly: No weekly requirement
- VDOT I-495 NEXT Bonus: **\$100**

<https://www.commuterconnections.org/programs-and-incentives/pool-rewards/>





# ‘Pool Rewards – Vanpool Subsidy

- **\$200** monthly subsidy available to eligible vanpools
  - Applied towards vehicle lease
  - Commute with Enterprise
- Vanpools must be “newly formed”
- Rosters require at least **7** commuters
- **80%** occupancy requirement
- Eligibility maintained through routine trip logging


<https://www.commuterconnections.org/programs-and-incentives/pool-rewards/>



# 'Pool Rewards – Flexible Vanpool (VanHoppr)

- Flexible option for vanpools with fluid rosters
- Vanpool coordinators can find riders in real-time or through traditional ticketing
- Riders can be charged fare
- Coming Soon: VanHoppr
  - Equity Emphasis Areas (EEAs) / Non-High-Capacity Transit (HCT) focus

<https://www.commuterconnections.org/programs-and-incentives/flexible-vanpool/>



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

## Flexible Vanpooling

### ABOUT

Flexible vanpool is a cost-effective and efficient commute mode for employees with longer commutes. Vanpooling brings together coworkers who share similar routes to help defray the cost of commuting. Incentives may also be available to help further reduce costs. New technology and remapped operational policies have now made vanpooling more flexible than ever.

| Step One   | Step Two   | Step Three   |
|--|--|--|
| Create an account at <a href="https://www.commuterconnections.com">commuterconnections.com</a> . Be sure to mark yourself as interested in vanpooling! | Run a matchlist using your Commuter Connections profile. | Any vanpools that start and end near your home and work will be displayed at the top of your matchlist. Give the coordinator a call to try it out! |

If you didn't find any vanpools on your matchlist, don't fret. We're actively working with employers to add new vanpool routes. Keep your account active and you'll be notified if a new route is added.

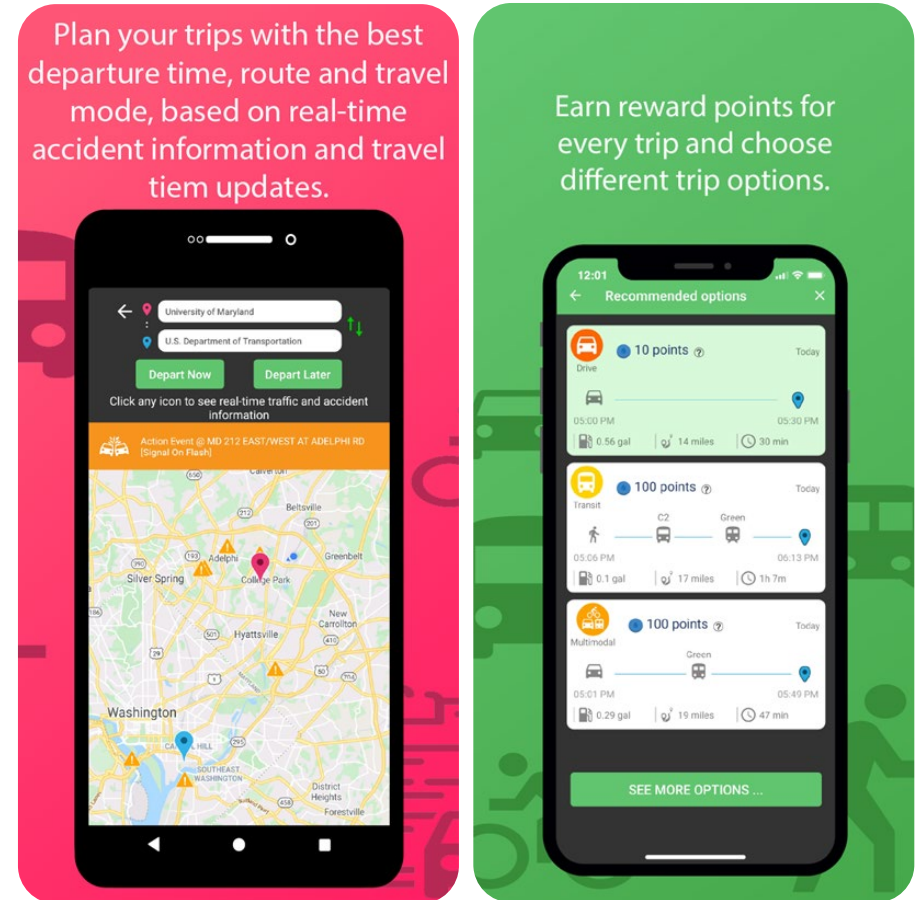
Some vanpools publish their routes in real-time. Download the CarpoolNow mobile app from the Apple App Store or the Google Play store to discover vanpools near you before you depart for work.

Commuter Connections is here to help! Call us at 1-800-745-RIDE if you need any assistance.

|  |                |   |
|--|----------------|---|
| 777 North Capitol St. NE<br>Washington, DC 20002 | 1-800-745-7433 | <a href="https://www.commuterconnections.org/flexible-vanpool">www.commuterconnections.org/flexible-vanpool</a> |
|--|----------------|---|

# CommuterCash: Origin Story (incentTrip)

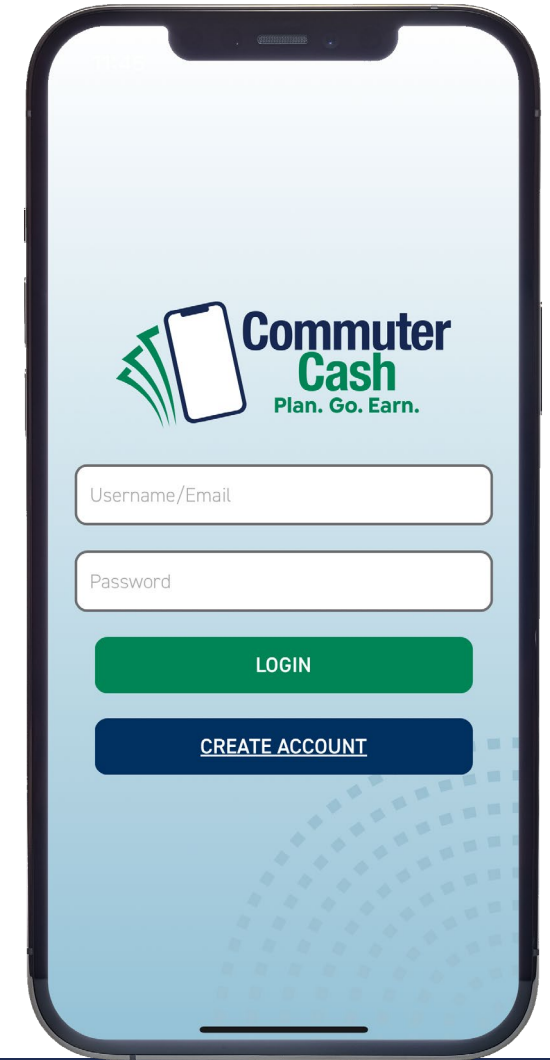
- Designed to incentivize commuters through “gamification” by offering cash rewards for non-SOV commutes
- Cash reward varies depending on mode of commute trip
- Created by the Maryland Transportation Institute at the University of Maryland, partnered with Commuter Connections
- FHWA ATCMTD grant permitted further R&D to expand and enhance incentTrip tech
- New app, CommuterCash, uses incentTrip tech
  - Owned/operated by Commuter Connections





# Redesign Goals for CommuterCash

- Simplify user experience
- Reduce the number of steps to log a trip
- Leverage existing Commuter Connections account information
- Entice users to log more trips
- Incentivize behavior change



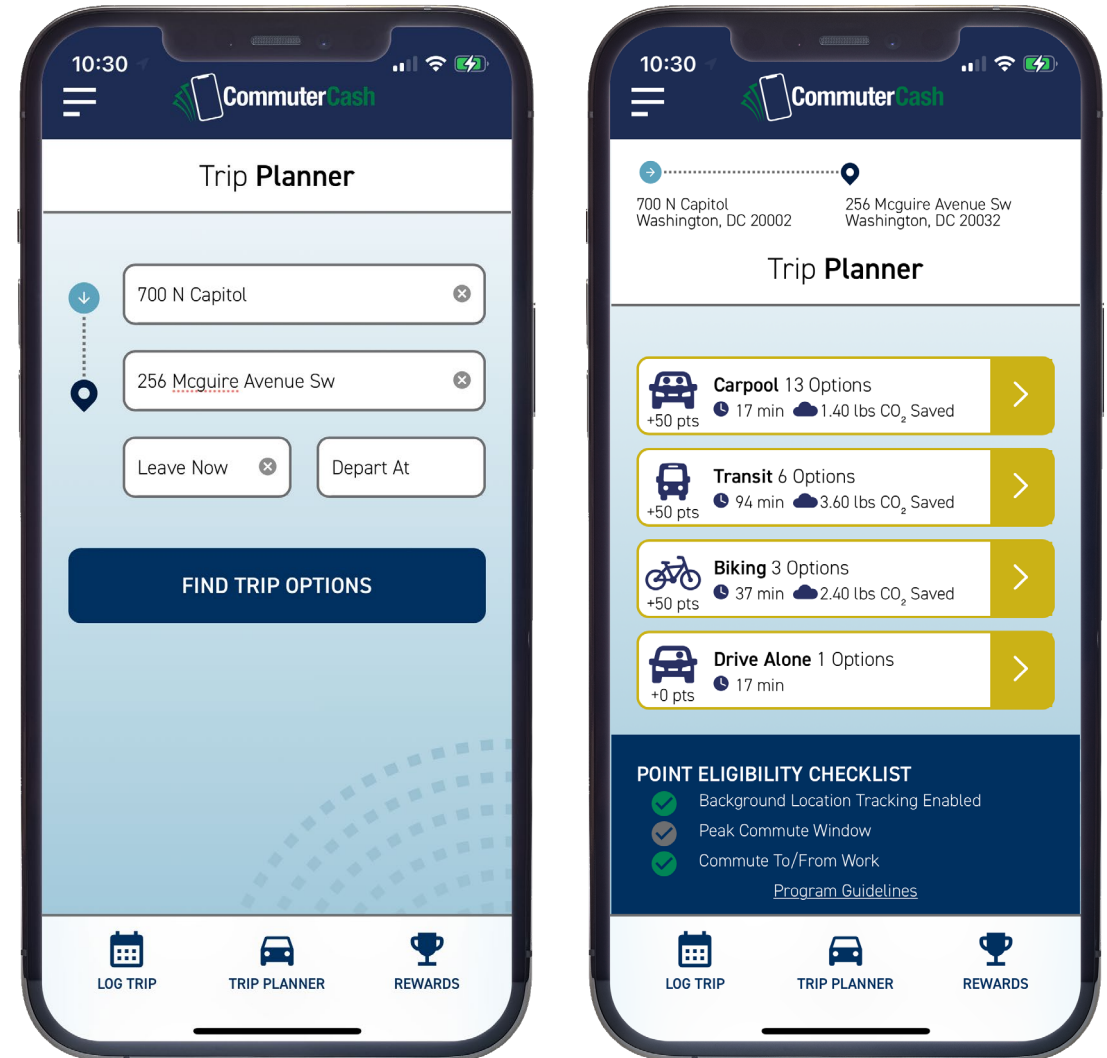
# CommuterCash Rewards Structure

- Commuters log trips to accumulate points
- Number of points awarded contingent upon travel mode and past travel behavior
- Only commute trips are eligible for points
- Points can be redeemed for a variety of incentives
- Allows for behavioral “nudge” techniques to gently incentivize users towards logging more trips by displaying points remaining until the next “tier”
- Maximum incentive of **\$600** per calendar year



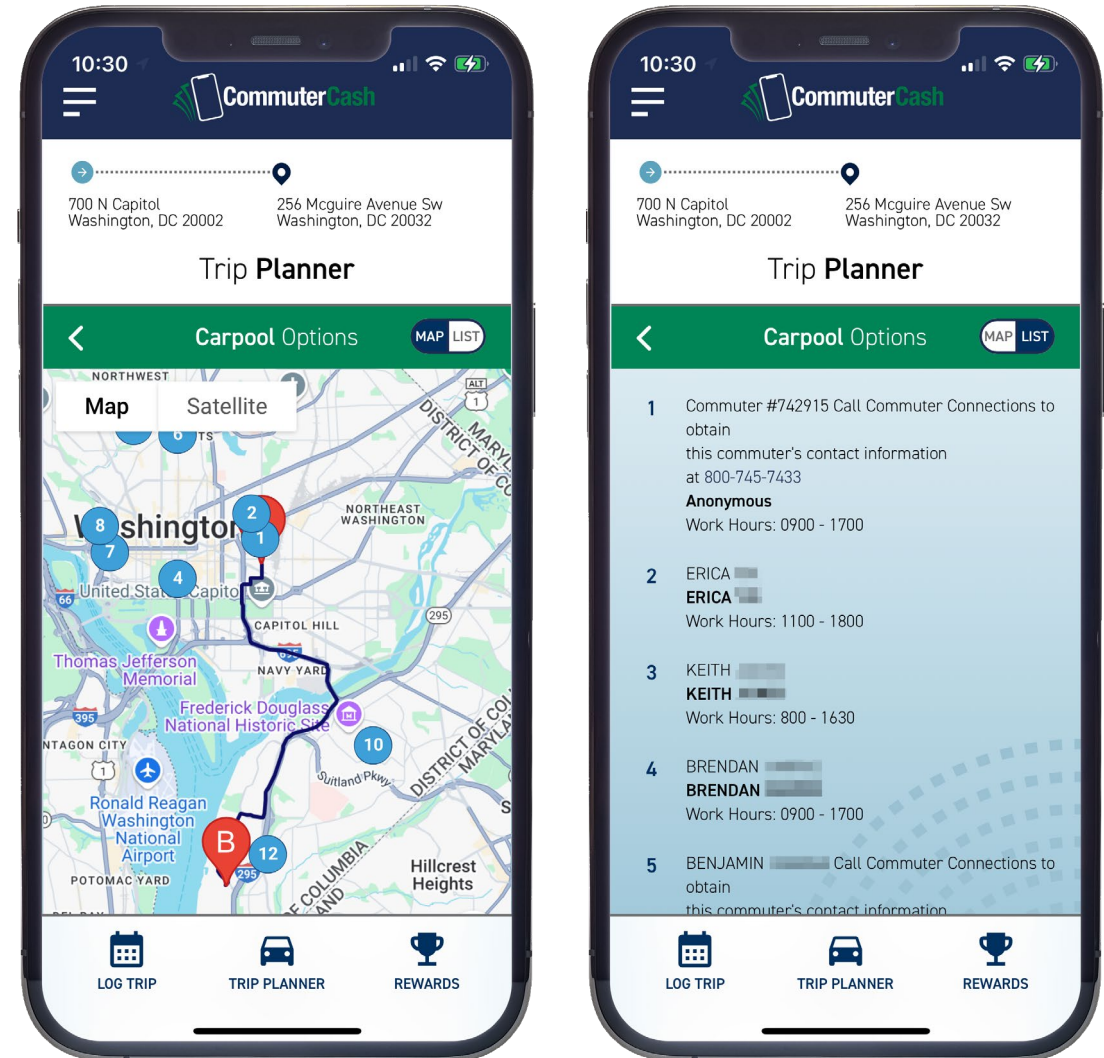
# CommuterCash Trip Planner

- Easy to read navigation
- Uses saved addresses from profile
- Allows for new (custom) start and end addresses
- Shows relevant commute modes
- Clear user interface elements to display point eligibility for each trip
  - Sustainable trips earn more points
  - Point Eligibly Checklist
  - Phased point totals based on *Initial* v. *Sustain* profile categorization



# CommuterCash Trip Planner

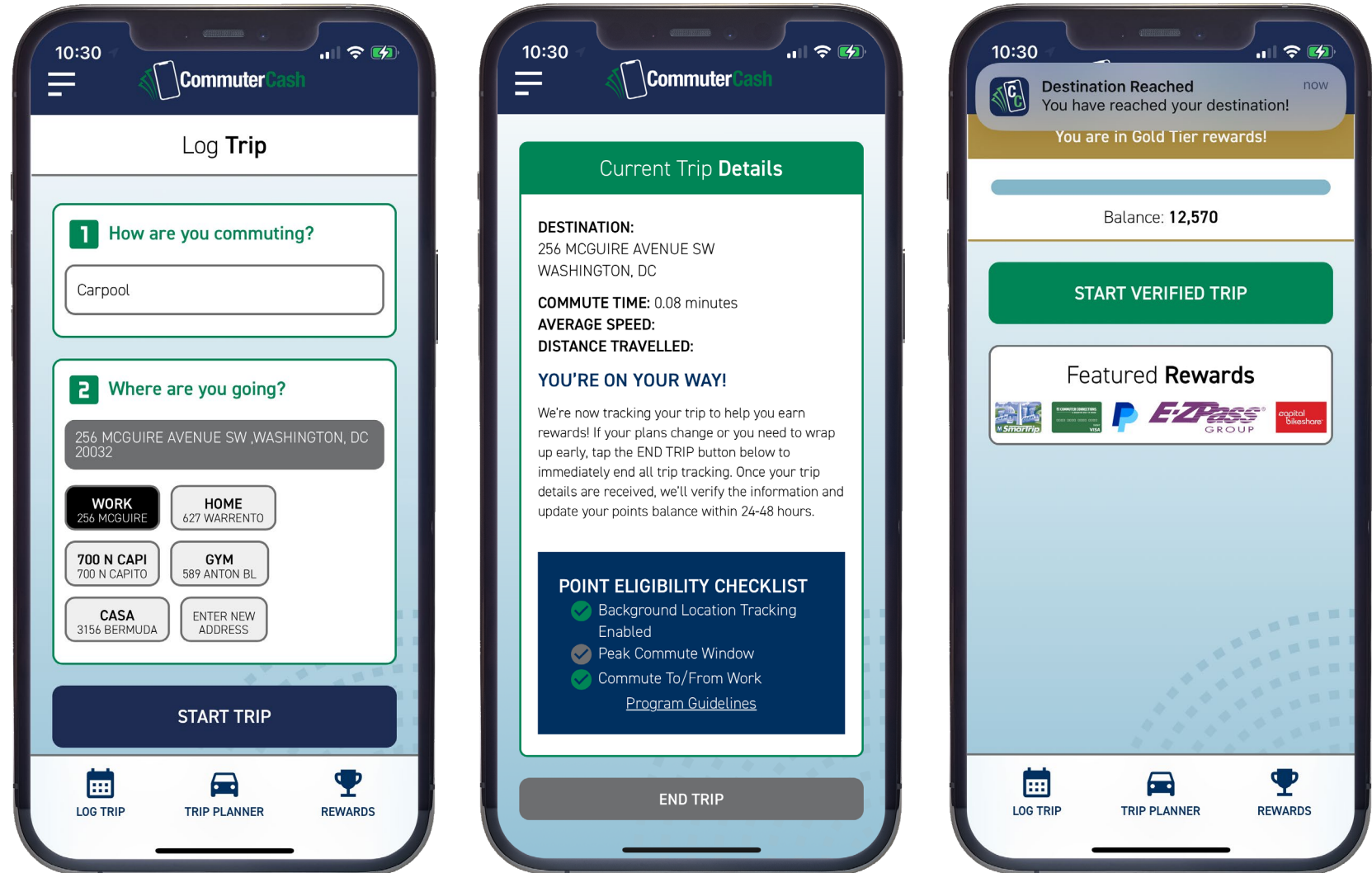
- Rideshare modes, when available, will be highlighted and pushed to the top of the result set
- Allows for marketing text to be included to further shift commuter behavior
- Trip planning is NOT required to log a trip; rather, it is a marketing feature to promote multimodal trip options in the region





# CommuterCash Trip Logger

- Supports custom destinations
- Support for background location tracking when on a trip
- Geofence triggers automatically when the commuter reaches their destination





# CommuterCash Planned Enhancements

## goDMV Commuter Competition

- Competition among DMV employer teams to log trips and earn points to climb the leaderboard
- Grand prizes earned by top performers
- Timeframe: March – May 2025

[goDMV.org](https://goDMV.org)



## Flextime Rewards

- Incentivizes avoidance of highly congested corridors
- Targeted Launch: Spring 2025

<https://www.commuterconnections.org/programs-and-incentives/flextime-rewards-program/>



## Dan Sheehan

Program Director, Transportation Operations Programs

(202) 962-3287

[dsheehan@mwkog.org](mailto:dsheehan@mwkog.org)

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

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Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300

Washington, DC 20002