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Cc: [Stacey King](#); [Ross Edgar](#); [Jetaune Slaughter](#); [Daniel Sheehan](#)
Subject: Processing Procedures for New CommuterCash and goDMV Program Registrants
Date: Friday, February 28, 2025 10:21:57 AM
Attachments: [image001.png](#)
[image002.png](#)

Item 6
Ridematching Committee
March 18, 2025

Hello Commuter Connections Rideshare Coordinators!

This week, we've seen a large amount of new Commuter Connections commuter accounts created through the CommuterCash app, which is now available in the Apple App Store and Google Play. CommuterCash is the all-new app that replaces incenTrip as Commuter Connections' primary program for administering commuter incentives. Similar to incenTrip, new registrants creating accounts through CommuterCash will automatically be assigned a "APPCC1" Ad Source code in their profile. See below screen snip for a sample of how this appears in the TDM System.

Site Id:	10001
Site Name:	COMMUTER CONNECTIONS
Ad Source:	APPCC1 - Account Created Through CommuterCash app
Reg Type:	Internet

Additionally, a new "GODMV" Ad Source has been created for any commuters creating an account associated with the goDMV employer teams.

If a new registrant has either one of these Ad Source codes, COG/TPB staff recommend that you:

1. Change the APP FORM to your local jurisdiction. Please use your standard app code for the prefix and "CASH" for the suffix. (Example: Loudoun County would code these applicants as "UCASH.") *This is important* as it will be the means by which we track communications with these participants. It also gives your jurisdiction credit for the new registrant.
 - a. A commuter may opt into multiple Commuter Connections programs when registering a new account. If this occurs, COG/TPB staff recommend the following suffix nomenclature:
 - i. _CASHR for CommuterCash and Ridematching program registrations.
 - ii. _CASHG for CommuterCash and GRH program registrations.
 - iii. _CASH3 for registration in all three programs: CommuterCash, Ridematching, and GRH.
2. Switch the Commuter Status from "New Registrant" to "Active"

Please do not enroll these registrations in the Ridematching or GRH programs unless expressly requested by the registrant. Local coordinators are welcome to proactively reach out to these registrants, if you wish, to co-promote additional Commuter Connections programs. However, if you do choose to reach out, please confirm and reassure the commuter of their enrollment in CommuterCash and, if applicable, goDMV. (NOTE: goDMV registrants are auto-enrolled in the CommuterCash program). To participate in CommuterCash, registered Commuter Connections

members need only to install the new app and login to it with the same login credentials they use for the traditional Commuter Connections TDM System.

Please let us know if you have questions or would like further guidance.

Thank you!



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