

# TDM SYSTEM

---

## Progress Updates and FY2026 Roadmap

Michael Henry  
President, Media Beef

Stacey King  
TDM Program Manager

Commuter Connections Ridematching Committee Meeting  
September 16, 2025

# Agenda

---

- Improved Account Creation and Program Enrollment
- Ridematching Updates
- Updates to CommuterCash
- 2026 goDMV Competition

# Improved Account Creation and Program Enrollment

# Account Creation: Step 1

- Email becomes a REQUIRED field
- Username becomes OPTIONAL
- One checkbox to opt-in to marketing emails (needs rewrite)
- One checkbox for **Privacy Policy**
- Account created **immediately** after this step

## CREATE ACCOUNT - NEW ACCOUNT FORM

1

Account Credentials

2

Program Details

3

Personal Details

4

Employer Details

\* EMAIL

USERNAME (Optional)

8-24 alphanumeric characters

\* PASSWORD

8-24 alphanumeric and/or special characters

\* CONFIRM PASSWORD

Same as Password

DISCLAIMER

☒

General communications you receive from Commuter Connections will pertain to carpools, vanpools, your Guaranteed Ride Home (GRH) account, and/or other programs you have registered for. From time to time, Commuter Connections sends emails about free special commuter events such as Bike to Work Day and other commute-related information. If you do not wish to receive these additional communications, please uncheck this box.

☐

I agree to the Commuter Connections [Terms of Use](#) and [Privacy Policy](#).

If you have had a Commuter Connections account in the past, DO NOT CREATE a new account. Contact Commuter Connections at 800-745-7433 to reactivate your account. \* REQUIRED

Next

# Account Creation: Step 2

- Minimum number of fields needed
- We can build in automation to remind the user to complete their account if they leave at this point

The screenshot displays the 'CREATE ACCOUNT - NEW ACCOUNT FORM' for Commuter Connections. The form is divided into four steps: 1. Account Credentials (completed), 2. Personal Details (current step), 3. Employer Details, and 4. Program Signup. The 'Personal Details' section includes fields for 'FIRST NAME', 'LAST NAME', and 'HOME ADDRESS (Street Address, City, State, and Zip Code)'. Below the address field, a note states: 'Commuters must have a home address for Ridesharing and/or GRH. DO NOT use a PO Box. Commuters can add an additional PO Box or mailing address to their profile later. Please use your HOME zip code, not your WORK zip code.' There are also dropdown menus for 'CURRENT COMMUTE MODE' and 'How did you learn about us?'. 'Back' and 'Next' buttons are at the bottom of the form. To the right of the form, a sidebar text reads: 'Complete your free Commuter Connections registration to enroll in one of our many programs, including:' followed by a bulleted list: 'CommuterCash', 'Guaranteed Ride Home', 'Ridematching', and 'Pool Rewards'. The top navigation bar includes links for HOME, ABOUT US, COMMUTERS, EMPLOYERS, NEWS & EVENTS, QUICK LINKS, and RESOURCES. The bottom footer contains links for FAQ, PRIVACY POLICY, TERMS OF USE, CONTACT US, and HIDE TOOLTIPS, along with contact information: Commuter Connections, Phone: 1-800-745-RIDE, TDD: 202-962-3213, Email: ridematching@mwccog.org.

# Account Creation: Step 3

- Search updated to lookup by both Employer Name or Address

The screenshot displays the 'CREATE ACCOUNT - NEW ACCOUNT FORM' for Commuter Connections. The top navigation bar includes the logo and links for HOME, ABOUT US, COMMUTERS, EMPLOYERS, NEWS & EVENTS, QUICK LINKS, and RESOURCES. The form progress shows four steps: 1. Account Credentials, 2. Personal Details, 3. Employer Details (current step), and 4. Program Signup. Step 3 features a search bar with the placeholder text '\* SEARCH EMPLOYER NAME or ADDRESS'. Below the search bar, a note states: 'Please be as detailed as possible. The info that you type will generate one or more auto-complete employers. Please choose the most accurate employer from the list before clicking the SEARCH button.' A 'Search' button is located below the search bar. To the right of the search section, text prompts the user to 'Complete your free Commuter Connections registration to enroll in one of our many programs, including:' followed by a bulleted list: CommuterCash, Guaranteed Ride Home, Ridematching, and 'Pool Rewards. The bottom of the page contains a dark blue footer with links for FAQ, PRIVACY POLICY, TERMS OF USE, CONTACT US, and HIDE TOOLTIPS. Contact information for Commuter Connections is also provided: Phone: 1-800-745-RIDE, TDD: 202-962-3213, and Email: ridematching@mwco.org.

# Account Creation: Step 3 – Search Results

- Search results when a successful match is found

COMMUTER CONNECTIONS.  
A SMARTER WAY TO WORK

HOMEABOUT USCOMMUTERSEMPLOYERSNEWS & EVENTSQUICK LINKSRESOURCES

CREATE ACCOUNT - NEW ACCOUNT FORM

✓Account Credentials

✓Personal Details

3Employer Details

4Program Signup

\* SEARCH EMPLOYER NAME or ADDRESS

777

Please be as detailed as possible. The info that you type will generate one or more auto-complete employers. Please choose the most accurate employer from the list before clicking the SEARCH button.

Search

\* SELECT EMPLOYER

Select	Employer	Address
<input checked="" type="radio"/>	CORNER BAKERY CAFE	777 6TH ST NW WASHINGTON DC 20001
<input type="radio"/>	COOLEY GODWARD KRONI	777 6TH ST NW STE 1100 WASHINGTON DC 20001
<input type="radio"/>	SERCO	777 6TH ST NW WASHINGTON DC 20001
<input type="radio"/>	IBM	777 6TH ST NW STE 850 WASHINGTON DC 20001
<input type="radio"/>	IBM	777 6TH ST NW # 800 WASHINGTON DC 20001
<input type="radio"/>	AMERICAN ASSOCIATION FOR JUSTICE	777 6TH ST NW STE 200 WASHINGTON DC 20001
<input type="radio"/>	QUINN EMANUEL URQUHART & SULLIVAN	777 6TH STREET NW WASHINGTON DC 20001
<input type="radio"/>	NATIONAL PARKS CONSERVATIO ASSOCIATION	777 6TH STREET, NW WASHINGTON DC 20001
<input type="radio"/>	US GOVERNMENT	600 H STREET NW WASHINGTON DC 20001
<input type="radio"/>	DMI	700 6TH ST NW WASHINGTON DC 20001
<input checked="" type="radio"/>	MY EMPLOYER IS NOT LISTED	

Back

Next

Complete your free Commuter Connections registration to enroll in one of our many programs, including:

- CommuterCash
- Guaranteed Ride Home
- Ridematching
- Pool Rewards

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

Agenda Item #4: TDM System Updates  
September 16, 2025

7

# Account Creation: Step 3 – New Employer

- If the desired **Employer** is NOT on the list, they can still add a new employer to the system

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

HOMEABOUT USCOMMUTERSEMPLOYERSNEWS & EVENTSQUICK LINKSRESOURCES

### CREATE ACCOUNT - NEW ACCOUNT FORM

✓

Account  
Credentials

✓

Personal  
Details

3

Employer  
Details

4

Program  
Signup

\* SEARCH EMPLOYER NAME or ADDRESS

777

Please be as detailed as possible. The info that you type will generate one or more auto-complete employers. Please choose the most accurate employer from the list before clicking the SEARCH button.

Search

\* SELECT EMPLOYER

Select	Employer	Address
<input type="radio"/>	CORNER BAKERY CAFE	777 6TH ST NW WASHINGTON DC 20001
<input type="radio"/>	COOLEY GODWARD KRONI	777 6TH ST NW STE 1100 WASHINGTON DC 20001
<input type="radio"/>	SERCO	777 6TH ST NW WASHINGTON DC 20001
<input type="radio"/>	IBM	777 6TH ST NW STE 850 WASHINGTON DC 20001
<input type="radio"/>	IBM	777 6TH ST NW # 800 WASHINGTON DC 20001
<input type="radio"/>	AMERICAN ASSOCIATION FOR JUSTICE	777 6TH ST NW STE 200 WASHINGTON DC 20001
<input type="radio"/>	QUINN EMANUEL URQUHART & SULLIVAN	777 6TH STREET NW WASHINGTON DC 20001
<input type="radio"/>	NATIONAL PARKS CONSERVATIO ASSOCIATION	777 6TH STREET, NW WASHINGTON DC 20001
<input type="radio"/>	US GOVERNMENT	600 H STREET NW WASHINGTON DC 20001
<input type="radio"/>	DMI	700 6TH ST NW WASHINGTON DC 20001
<input checked="" type="radio"/>	MY EMPLOYER IS NOT LISTED	

\* EMPLOYER NAME

New Employer, Inc.

BUILDING NAME

Main Building

\* EMPLOYER ADDRESS (Street Address, City, State, and Zip Code)


777 Main Street, Washington DC, 20001

BackNext

Complete your free  
Commuter Connections  
registration to enroll in  
one of our many  
programs, including:

# Account Creation: Step 4

- **Join Programs** is now the final step of the **Create Account** process

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

HOME ABOUT US COMMUTERS EMPLOYERS NEWS & EVENTS QUICK LINKS RESOURCES

### CREATE ACCOUNT - NEW ACCOUNT FORM

✓

Account  
Credentials

✓

Personal  
Details


✓

Employer  
Details

4

Program  
Signup

☒

 JOIN RIDESHARING

Match Up! Save time and money by searching our 17,000-member rideshare database to instantly find someone to share your commute.

\* **COMMUTE DAYS**

Sun Mon Tue Wed Thu Fri Sat

\* **WORK HOURS**

8:00 AM To 5:00 PM

\* **FLEXIBLE SCHEDULE**

0 Minutes


\* **COMMUTER PHONE**

###-###-####

\* **COMMUTER PHONE TYPE**


Please select one

☐

 JOIN GUARANTEED RIDE HOME

Ride Free! Commuters who rideshare or take transit are just a phone call away from being home in the case of an emergency.

☐

 JOIN 'POOL REWARDS

The 'Pool Rewards program provides financial incentives to life-long solo drivers who try carpooling.

☐

**REQUEST PROGRAM INFORMATION**

Additional commuting information and maps are available for bicycling, walking, transit, and telework centers.

Back 

\* REQUIRED

 Submit

Complete your free  
Commuter Connections  
registration to enroll in  
one of our many  
programs, including:

# Account Creation: Step 4 – Join Ridesharing

- Additional questions are **ONLY** asked if they are mandatory for a relevant program
- This minimizes account/program enrollment drop off and confusion as to WHY we are asking specific questions

## CREATE ACCOUNT - NEW ACCOUNT FORM



☒  JOIN RIDESHARING

Match Up! Save time and money by searching our 17,000-member rideshare database to instantly find someone to share your commute.

### \* COMMUTE DAYS

Sun Mon Tue Wed Thu Fri Sat

### \* WORK HOURS

8:00 AM To 5:00 PM

### \* FLEXIBLE SCHEDULE

0 Minutes

### \* COMMUTER PHONE

## - ## - ####

### \* COMMUTER PHONE TYPE

Please select one

# Account Creation: Step 4 – Join GRH

- Answers are shared between selected programs on this screen
- If commuter enters work hours of **8am to 5pm** for **Ridesharing** than those same settings will also be reflected for **GRH**



Ride Free! Commuters who rideshare or take transit are just a phone call away from being home in the case of an emergency.

## \* COMMUTE DAYS

Sun Mon Tue Wed Thu Fri Sat

## \* WORK HOURS

8:00 AM To 5:00 PM

## \* FLEXIBLE SCHEDULE

0 Minutes

## \* COMMUTER PHONE

### - ### - ####

## \* COMMUTER PHONE TYPE

Please select one

## \* SUPERVISOR PHONE



### - ### - #### (+Extension if Applicable)

## \* SUPERVISOR NAME

# Ridematching Updates

# Ridematch Algorithm Speed Optimizations



- Start and End Times
- Flexibility
- Route (including percentage overlap)
- Radius (including miles around origin and destination)
- Active for ridematching (yes/no flag)
- Same Employer Only
- Custom Start or End Address (CommuterCash Shared Address Book)

		<div><div>A</div>1350 MARYLAND AVE NE, WASHINGTON DC 20002</div> <div><div>B</div>3800 RESERVOIR RD NW, WASHINGTON DC 20007</div>	<a href="#">ADD / EDIT START</a> <a href="#">ADD / EDIT END</a>	<input checked="" type="radio"/> FULL SEARCH <input type="radio"/> EMPLOYER ONLY	<div>Flexible Schedule (45 minutes)</div>	<div>SEARCH AGAIN</div>
---	---	---	--	---	---	-------------------------

Ridematch Search Criteria

# Ridematch Filters on Returned Data

- Commuters with a Car Only
- Carpools or Vanpools
- Days of the Week Commuting
- Same Employer Only




☒ Carpool  
☒ Vanpool

Mon	Tue	Wed	Thu	Fri
Sat	Sun			

Filters

# Ridematch Results

- Results will include useful ridematch details at a glance, such as:
- Icons for Rider/Driver Only, Rider or Driver and Route/Radius Matching
- Distance
- First Name, Last Initial
- Work Address (street only)
- Work Schedule (days of the week and regular or flexible)
- Last Updated




Distance: 0.1 mi

① **CHRIS M.**  
MISC AVE., WASHINGTON D.C., 20002

Schedule  
8:00 AM to 5:00 PM

Mon	Tue	Wed	Thu	Fri	Sat	Sun
-----	-----	-----	-----	-----	-----	-----

Updated Mar 5, 2025




Distance: 0.4 mi

② **LAURIE J.**  
VARIOUS ST., WASHINGTON D.C., 20007

Flexible Schedule (45 minutes)  
8:00 AM to 5:00 PM

Mon	Tue	Wed	Thu	Fri	Sat	Sun
-----	-----	-----	-----	-----	-----	-----

Updated Mar 5, 2025



Distance: 2.9 mi

③ **BILL R.**  
WHERE BLVD., WASHINGTON D.C., 20001



Flexible Schedule (15 minutes)  
10:00 AM to 7:00 PM


Mon	Tue	Wed	Thu	Fri	Sat	Sun
-----	-----	-----	-----	-----	-----	-----

Updated Mar 5, 2025

# Ridematch Results

- Ridematches will be expandable and will include:
- Additional details and preferences
- A dedicated internal messaging form



Distance: 0.1 mi 

**① CHRIS M.**  
MISC AVE., WASHINGTON D.C., 20002

**Schedule**  
8:00 AM to 5:00 PM  

Mon	Tue	Wed	Thu	Fri	Sat	Sun
-----	-----	-----	-----	-----	-----	-----

**Preferences**

- Drive only (Carpool)
- No smoking
- Other (TBD)

Updated Mar 5, 2025

Type a message

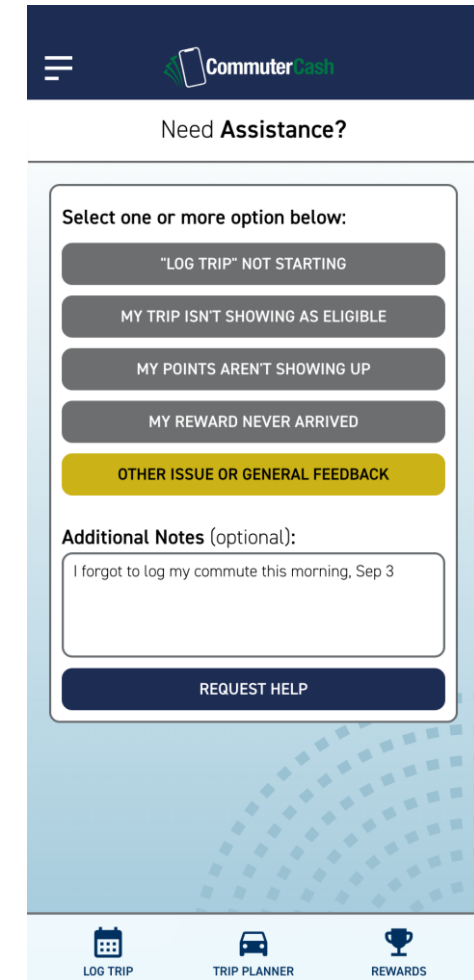
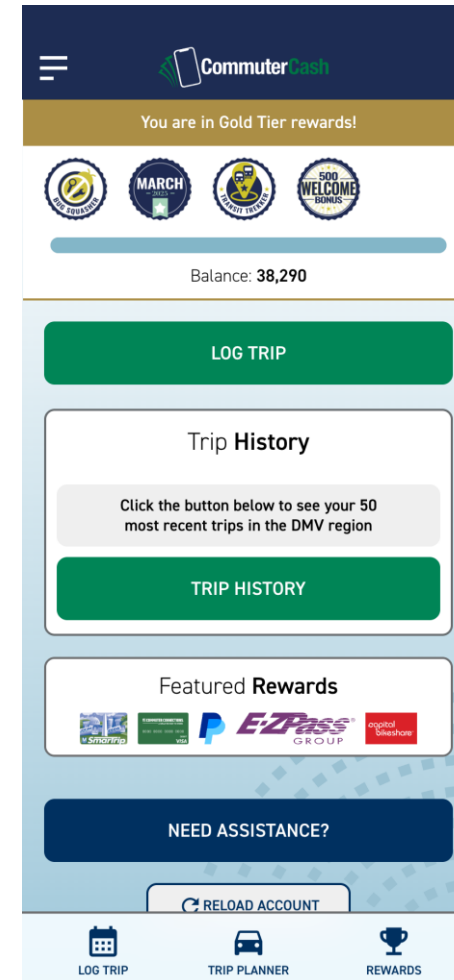
Disclaimer text

CONTACT

# Updates to CommuterCash

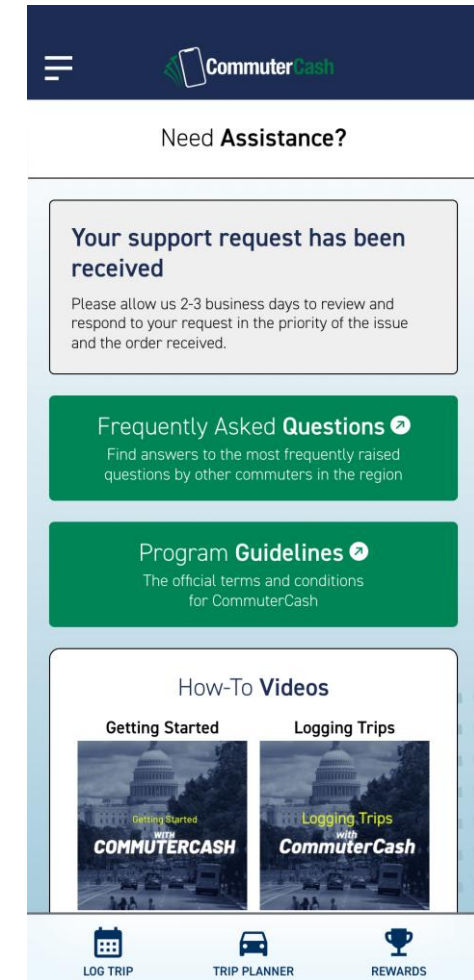
# In-App Support

- Commuters can now directly open a ticket with our support tracking system through the mobile app
- The ticket is created with the user's commuter\_id and issue type to maximize our response time



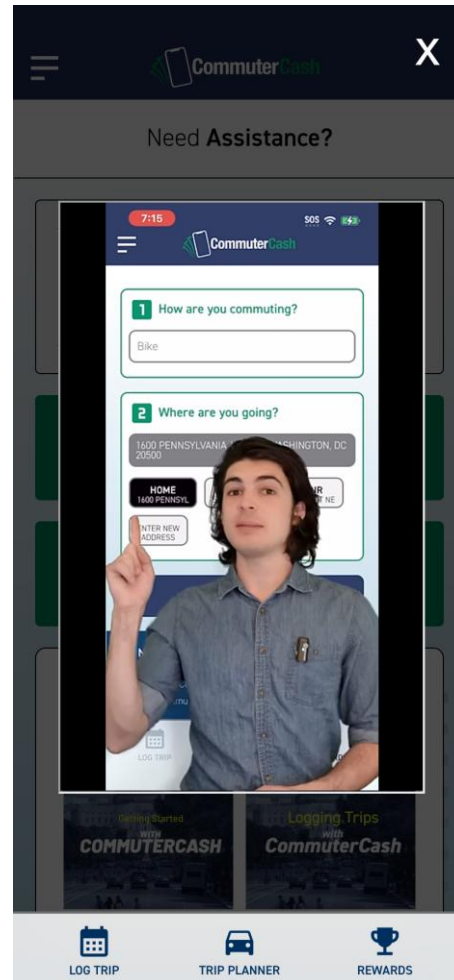
# In-App Support: Confirmation & Self-service

- We provide links to self-service options to the commuter after the request for assistance has been submitted



# In-App Support: Videos, FAQ, & Program Guidelines

- Most problems can be solved by consulting a video in our expanding How-To Section, or
- The FAQ hosted on the MWCOG website, or
- By consulting the official Program Guidelines



## Tutorial Videos



[Getting Started with CommuterCash](#) – all the basics you need to know to set up your account and log trips!

[Logging Trips](#) – how to use CommuterCash to log trips that earn points towards your rewards.

## FAQ

Check out our most Frequently Asked Questions below and review our full [CommuterCash Program Guidelines](#).

What types of trips are eligible for rewards?



How are point values assigned to my commute trips?



What rewards can I earn with CommuterCash?



Why do I need to allow location



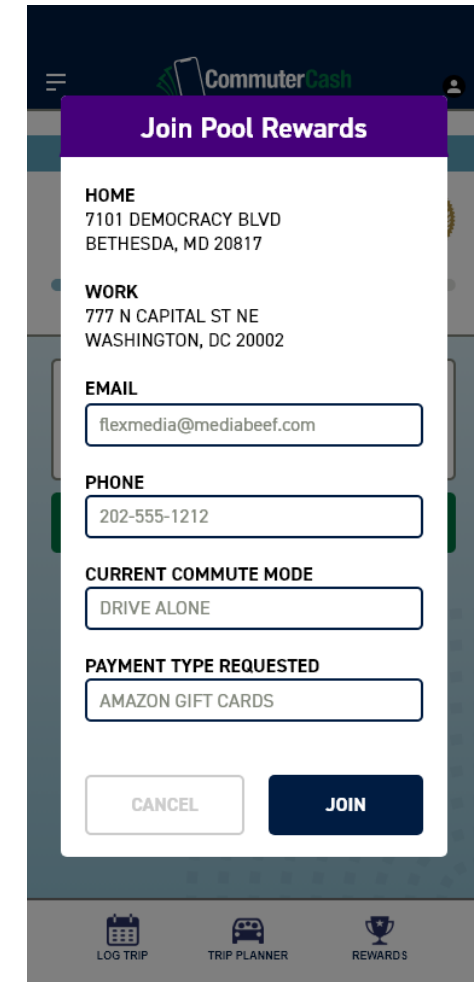
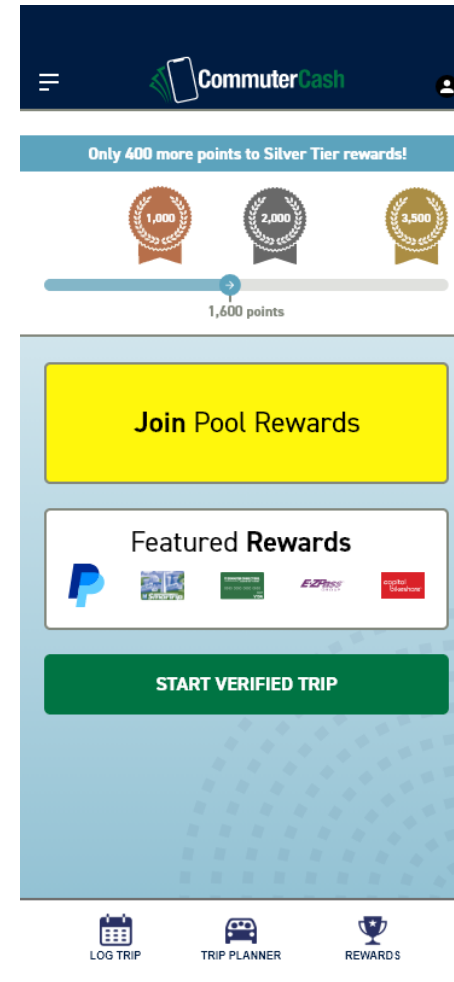
## Program Purpose

The purpose of the Commuter Connections Rewards Program within the CommuterCash Mobile Application ("Commuter Cash") is to encourage commuters to take Single Occupant Vehicle (SOV) alternatives when commuting to and from work. By doing so, the overall transportation network will experience less strain as the demand for vehicles on roads is reduced. Instead of driving alone, CommuterCash users are encouraged to rideshare, take transit, bike, etc.

A secondary benefit from CommuterCash is the ability to help commuters who cannot feasibly participate in SOV-alternatives identify and avoid congested roadways. Additionally, CommuterCash monitors driving habits and offers customized tips to help

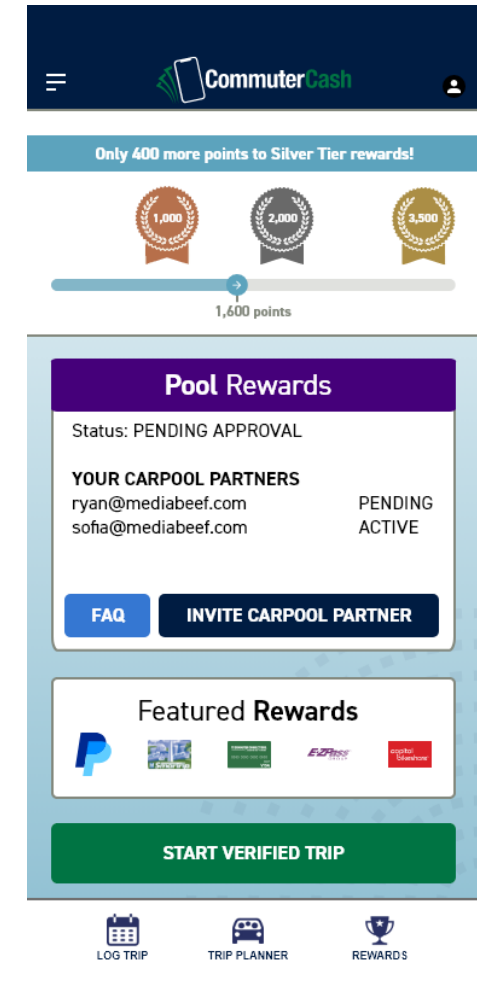
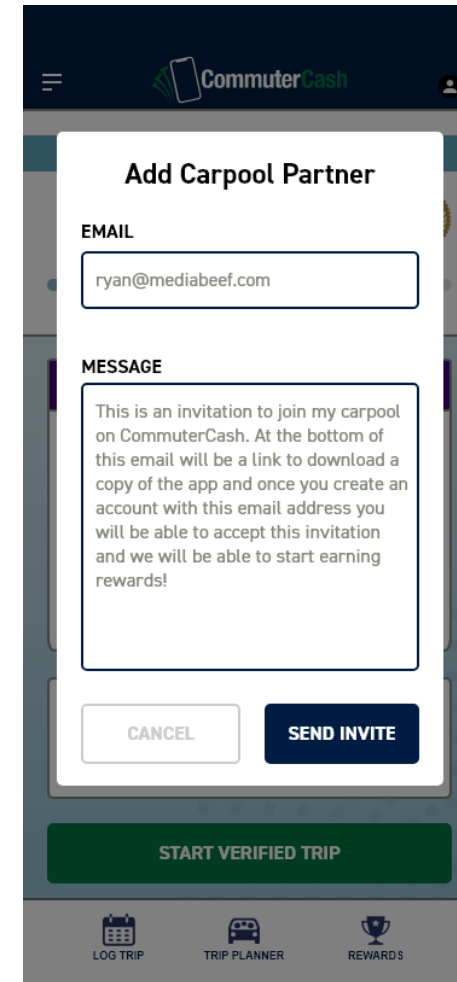
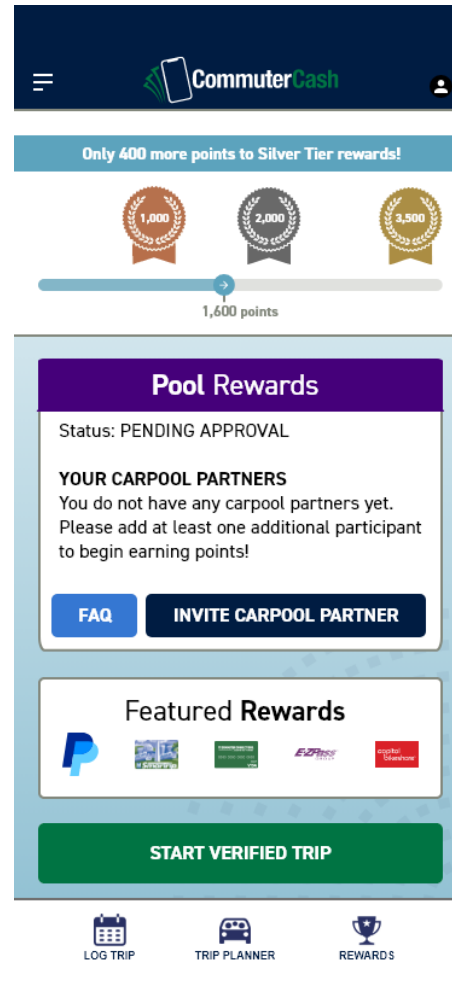
# Carpool Bonus Incentive

- Soft launching to select commuters this month
- Public launch this year
- Will replace the existing 'Pool Rewards' program



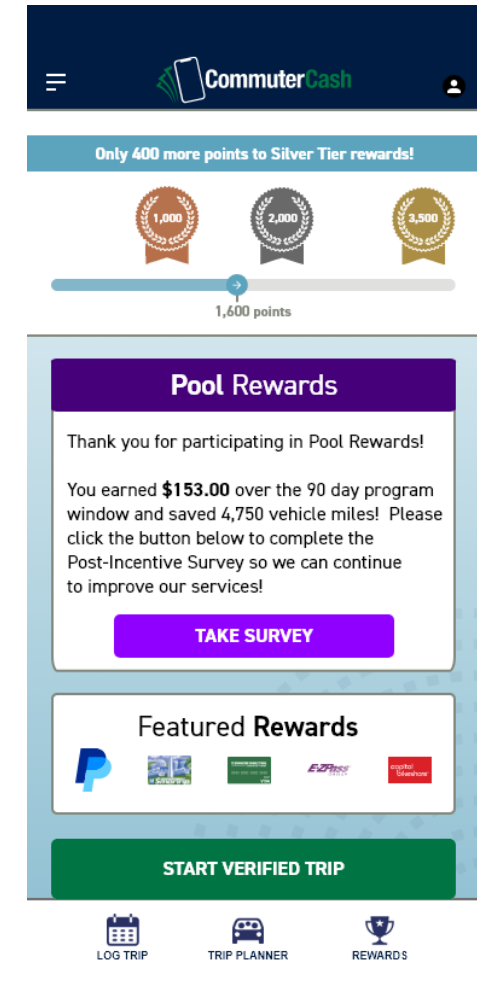
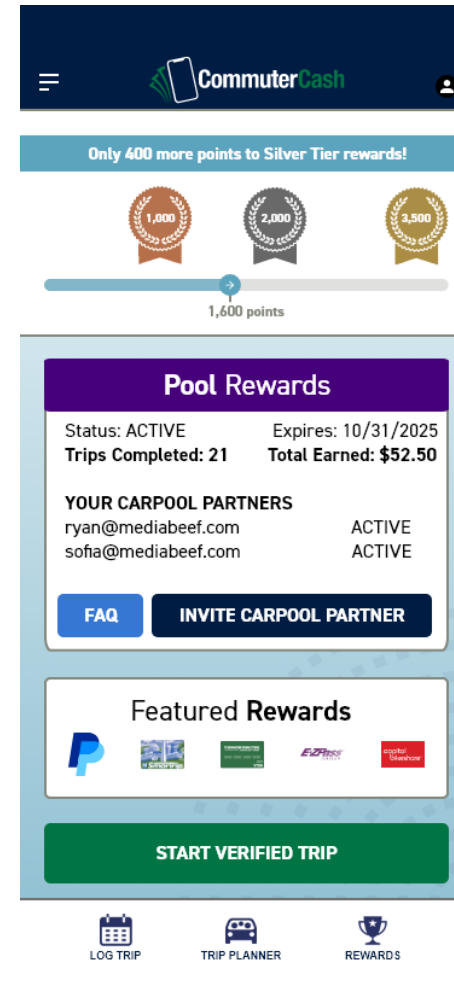
# Carpool Bonus Incentive

- Simple invitation process
- Can monitor status of invites



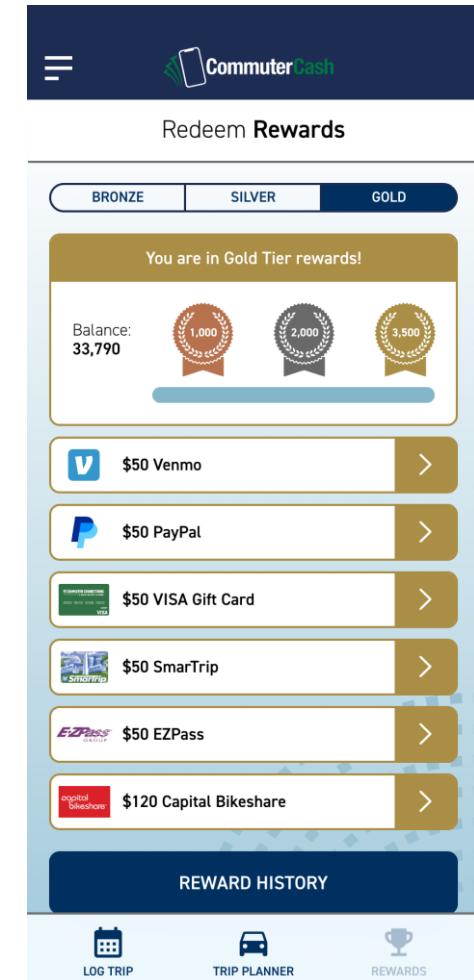
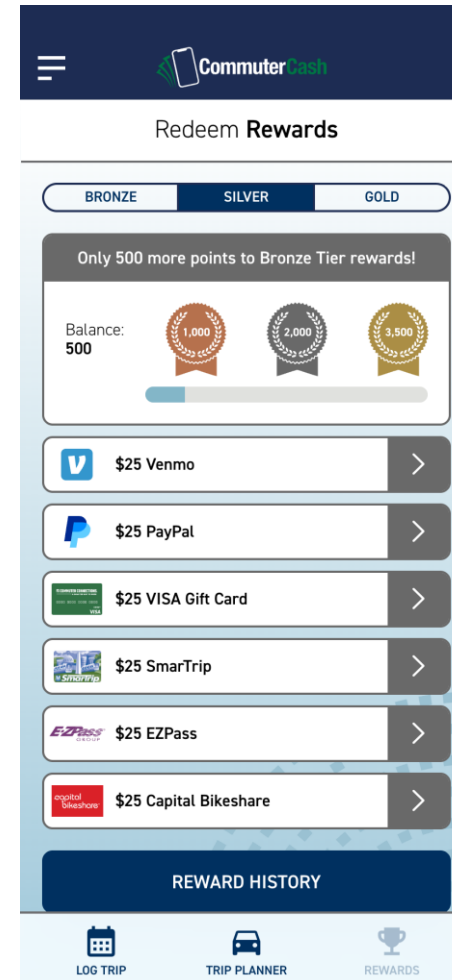
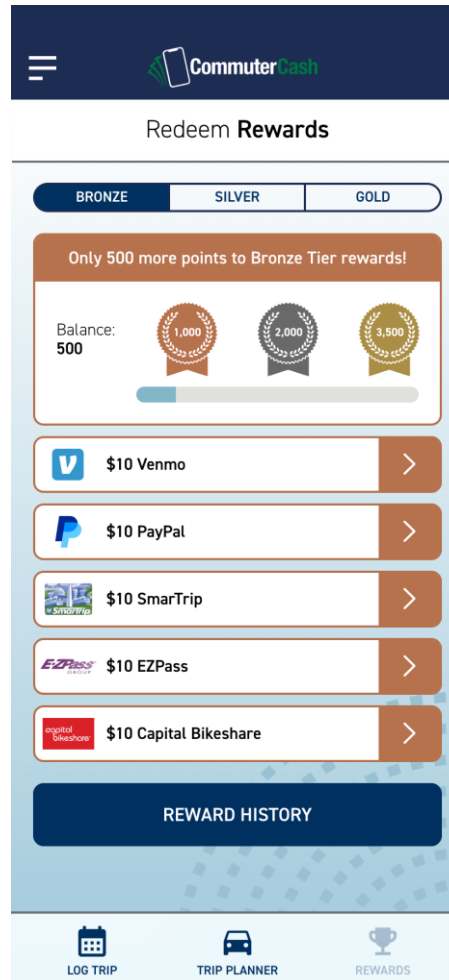
# Carpool Bonus Incentive

- Can monitor program metrics in real-time
- Instant feedback and gamification will cause greater engagement and program participation
- Survey integration with both the mobile app and TDM website



# Rewards Menu Enhancement

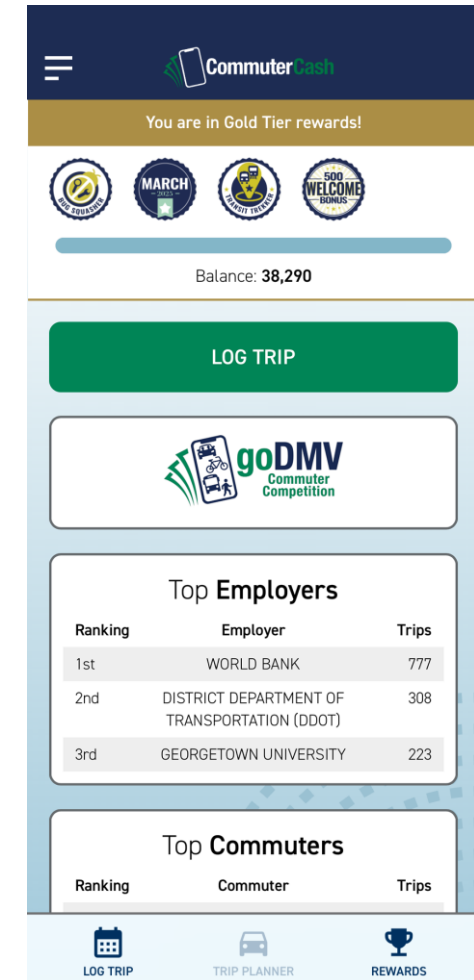
- Updates to the Reward screen allows commuters to view rewards from other higher (and lower) tiers, letting them see exactly what rewards are available at higher levels
- This also allows users to select smaller redemptions if desired



# 2026 goDMV Competition

# Commuter Opt-In Process

- For participating employers, any commuters that are linked to them (as an employee) will have their trips counted toward their employer's leaderboard
- A commuter will not show up on the COMMUTER leaderboard (regardless of whether they are employed at a participating employer) unless the commuter chooses to opt-in/pledge to participate in the goDMV Competition
- [optional] Possible to also add onboarding survey questions to new commuter participants



# Telework / Non-GPS Tracked Trips

- This would be an update to the LOG TRIP screen to allow for commuters to record telework trips within the CommuterCash app
- These trips would NOT earn CommuterCash points but they would appear on their leaderboards for both Commuter and Employer rankings

CommuterCash

Log Trip

1 How are you commuting?

Carpool

2 Where are you going?

SELECT DESTINATION BUTTON BELOW

WORK  
1600 PENNSYLV

HOME  
50 MASSACHUSE

PARK & RIDE  
FIRST ST NE &

ENTER NEW  
ADDRESS

START TRIP

POINT ELIGIBILITY CHECKLIST

- ✓ Background Location Tracking Enabled
- ✓ Peak Commute Window
- ✓ Commute To/From Work

[Program Guidelines](#)

LOG TRIP TRIP PLANNER REWARDS

# Network Member Discussion: Reports

# Network Member Discussion: Reports

- As part of the FY26 TDM System improvements, the self-serve Reports function will also be overhauled.
  - What reports do you currently use that work exactly as needed?
  - What reports do you use (or would use) but need improvement?
  - What reports don't currently exist that would benefit your work?
  - What reporting do you provide to funders and other stakeholders that are generated (or could be generated) by the TDM system?



SELECT FILTER: CCRS

SELECT REPORT

REPORT NAME: CCRS Registration Summary

REPORT: CCRS Application Summary by Jurisdiction and How Heard

REPORT: CCRS Registration Summary by Registration Method

REPORT: CCRS Request Summary

SET REP: CCRS Pool Summary

To add button comma: CCRS Commuter Detail - Missing Email

CCRS Notes Report

FILTER N: CCRS Commuter Activity Matching Request (Total match requests) by jurisdiction

FILTER C: CCRS Commuter Activity Matching Request (number of commuters who requested a match) by jurisdiction

FILTER V: CCRS Commuter Activity Matching Request (number of request not matched) by jurisdiction

CCRS Commuter Activity Matching Request (number of request matched) by jurisdiction

CCRS Transit Request by appform

CCRS Commuter Activity Matching Request (Total match requests) by appform

CCRS Commuter Activity Matching Request (number of commuters who requested a match) by appform

CCRS Commuter Activity Matching Request (number of request not matched) by appform

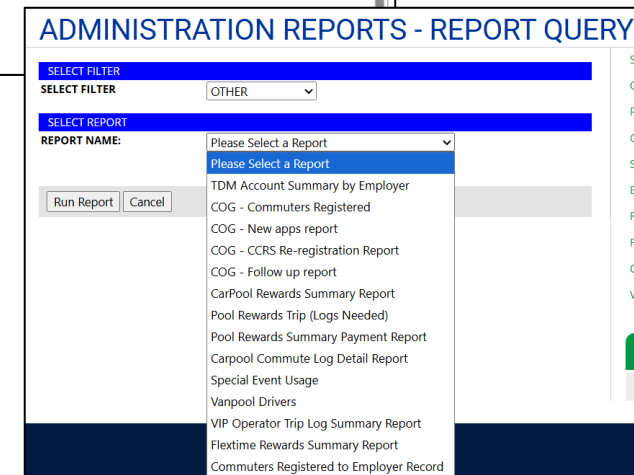
CCRS Commuter Activity Matching Request (number of request matched) by appform

SELECT: CCRS Transit Request by jurisdiction

Jursidi: CCRS Commuters and Modes

SELECT: CCRS Commuters to Follow Up

SELECT: CCRS Commuter Detail (New)



ADMINISTRATION REPORTS - REPORT QUERY

SELECT FILTER: OTHER

SELECT REPORT

REPORT NAME: Please Select a Report

Run Report Cancel

Please Select a Report

TDM Account Summary by Employer

COG - Commuters Registered

COG - New apps report

COG - CCRS Re-registration Report

COG - Follow up report

CarPool Rewards Summary Report

Pool Rewards Trip (Logs Needed)

Pool Rewards Summary Payment Report

Carpool Commute Log Detail Report

Special Event Usage

Vanpool Drivers

VIP Operator Trip Log Summary Report

Flextime Rewards Summary Report

Commuters Registered to Employer Record

# Network Member Discussion: Reports Survey

Report: CCRS	Number of Responses
CCRS Commuter Activity Matching Request (Total match requests) by jurisdiction	5
CCRS Commuter Activity Matching Request (number of commuters who requested a match) by jurisdiction	4
CCRS Commuter Activity Matching Request (number of requests matched) by jurisdiction	3
CCRS Application Summary by Jurisdiction and How Heard	3
CCRS Notes Report	3
CCRS Registration Summary	2
CCRS Commuters to Follow Up	2
CCRS Commuter Activity Matching Request (number of requests not matched) by appform	1
CCRS Commuter Activity Matching Request (Total match requests) by appform	1
CCRS Commuter Activity Matching Request (number of requests not matched) by jurisdiction	1
CCRS Registration Summary by Registration Method	1
CCRS Commuter Activity Matching Request (number of requests matched) by appform	1
CCRS Commuters and Modes	1
CCRS Commuter Activity Matching Request (number of commuters who requested a match) by appform	1
CCRS Commuter Detail (New)	1
CCRS Transit Request by jurisdiction	1
<b>Grand Total</b>	<b>31</b>

# Network Member Discussion: Reports Survey

---

Report: OTHER	Number of Replies
COG - CCRS Re-registration Report	6
COG - New apps report	5
COG - Commuters Registered	3
COG - Follow up report	3
Vanpool Drivers	3
TDM Account Summary by Employer	1
<b>Grand Total</b>	<b>21</b>

# Network Member Discussion: Reports Survey

---

## Reports to keep as-is

- CCRS Application Summary by Jurisdiction and How Heard
- CCRS Commuter Activity Matching Request (number of requests matched) by jurisdiction
- CCRS Commuter Detail - missing email
- COG - CCRS Re-registration Report
- COG - Commuters Registered
- COG - Follow up report
- COG - New apps report

## Reports to improve

- Include GRH in the "new apps report"
- CCRS Commuter Activity Matching Request (number of requests matched) by jurisdiction – provide more detail/definition of results
- CCRS Commuter Activity Matching Request (number of requests not matched) by jurisdiction
- CCRS Commuter Activity Matching Request (Total match requests) by jurisdiction
- Commuters registered to Employer
- Improve accuracy of New Apps report

# Network Member Discussion: Reports Survey

---

## Reports to add

- GRH
- All active commuters by jurisdiction (*self-serve End User report?*)
- Zip code-based reports for CP/VP matching (i.e. running an origin/destination matchlist for all vs. individuals)
- CCRS Commuter Detail- missing program of association by jurisdiction
- More detailed vanpool reports
- Build your own report query

## Additional feedback

- Ensure equal access to reports for all admins
- Make it easier to follow up with ridematch registrants; allow admins to contact them directly through the database to request additional information or find out if someone who received a matchlist did join a CP/VP
- Improvements needed to UI/UX on the site – back arrow; more complete results in Commuter Admin; easier way to retain/relocate registrants from the queue to run ridematch searches
- Enable querying registrant data based on any category of information collected as well as date, time and order of registration or re-registration
- Improve match results accuracy and appearance on match letters