

CommuterCash and goDMV

Launch Recap, Key Features, Participation Summary, and Planned Enhancements

Dan Sheehan
Transportation Operations Program Director

Stacey King
TDM Program Manager

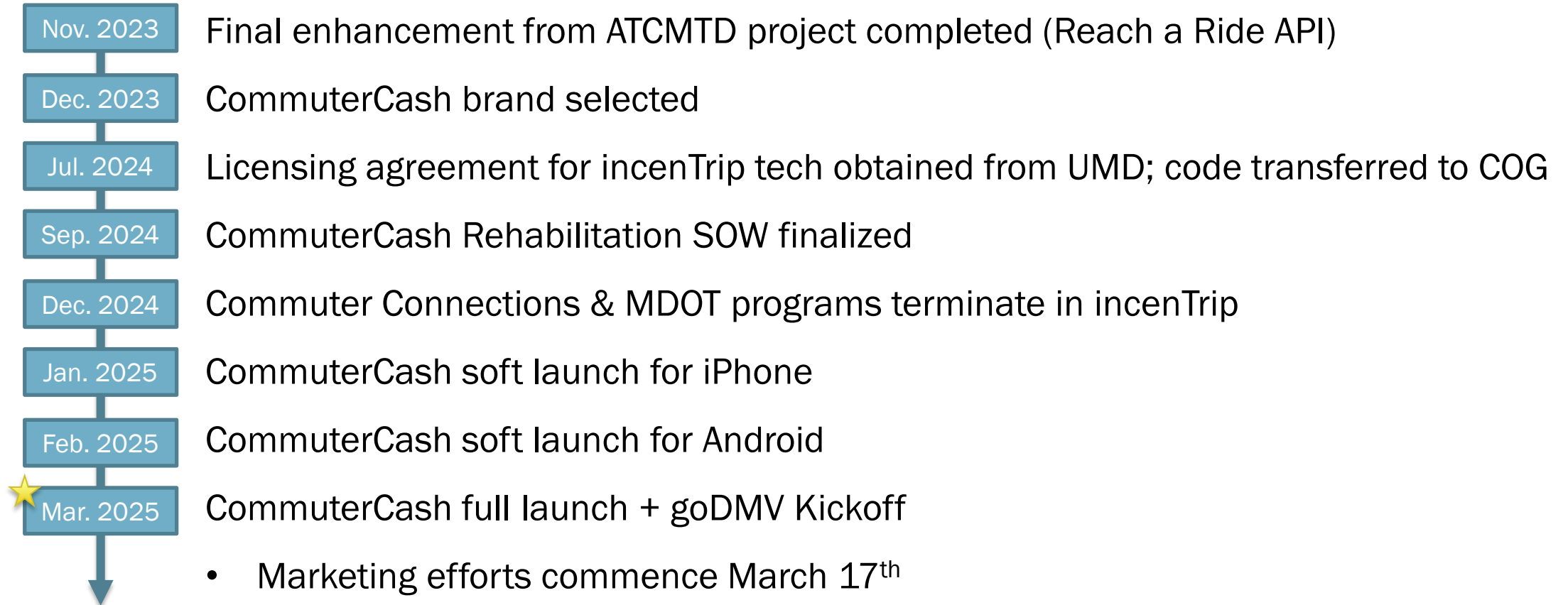
James Davenport
TDM Outreach and Communications Specialist

Commuter Connections Subcommittee
March 18, 2025

Presentation Outline

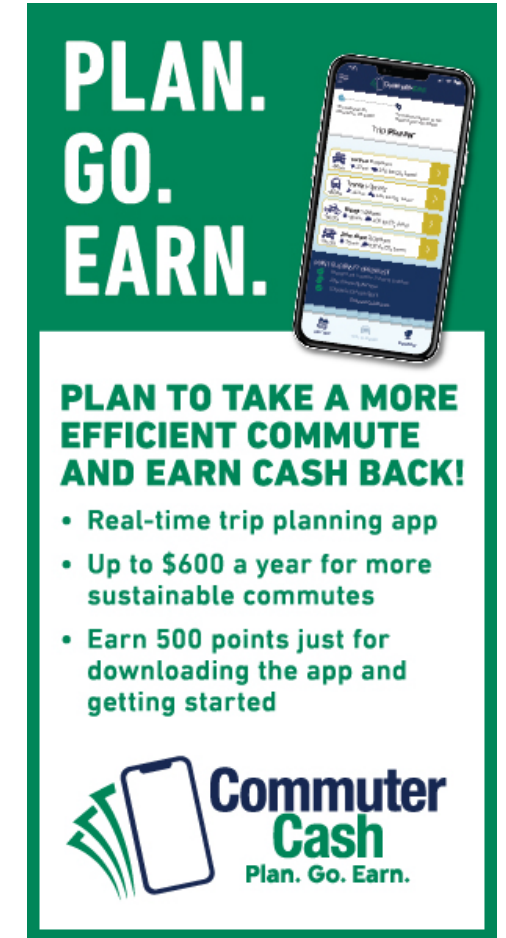
- CommuterCash Launch Recap – *Dan Sheehan*
- CommuterCash Key Features Overview – *Stacey King*
- goDMV Participation Summary – *James Davenport*
- CommuterCash Planned Enhancements – *Dan Sheehan*

How Did We Get Here?



Marketing Materials

- Launched March 17th
- Social media & digital banner ads

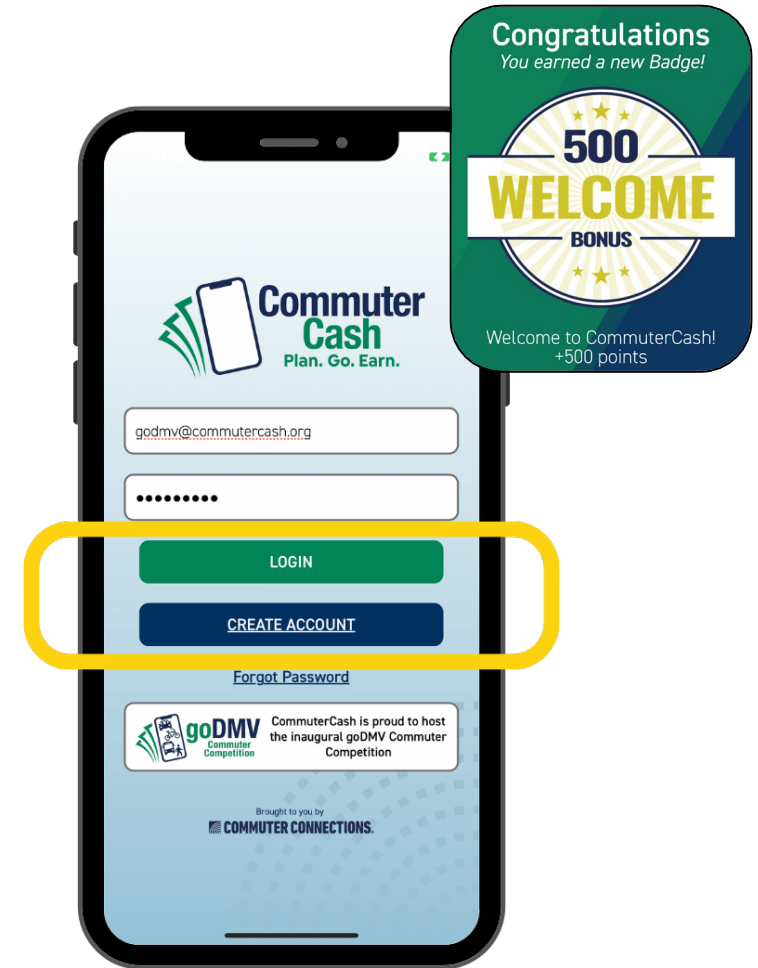


New Features Since January 21st

- Trip History feature
- Password Reset feature
- Added confirmation screens before ending trips and submitting reward requests
- Updated emissions calculations for trip planning
- Released Android version
- Launched goDMV Commuter Competition Commuter and Employer leaderboards in app
- Improved trip recognition and Trip History updates
- Added visa gift card reward option
- Added 500 point “Welcome!” bonus
- * A full listing of updates is maintained at CommuterCash.org

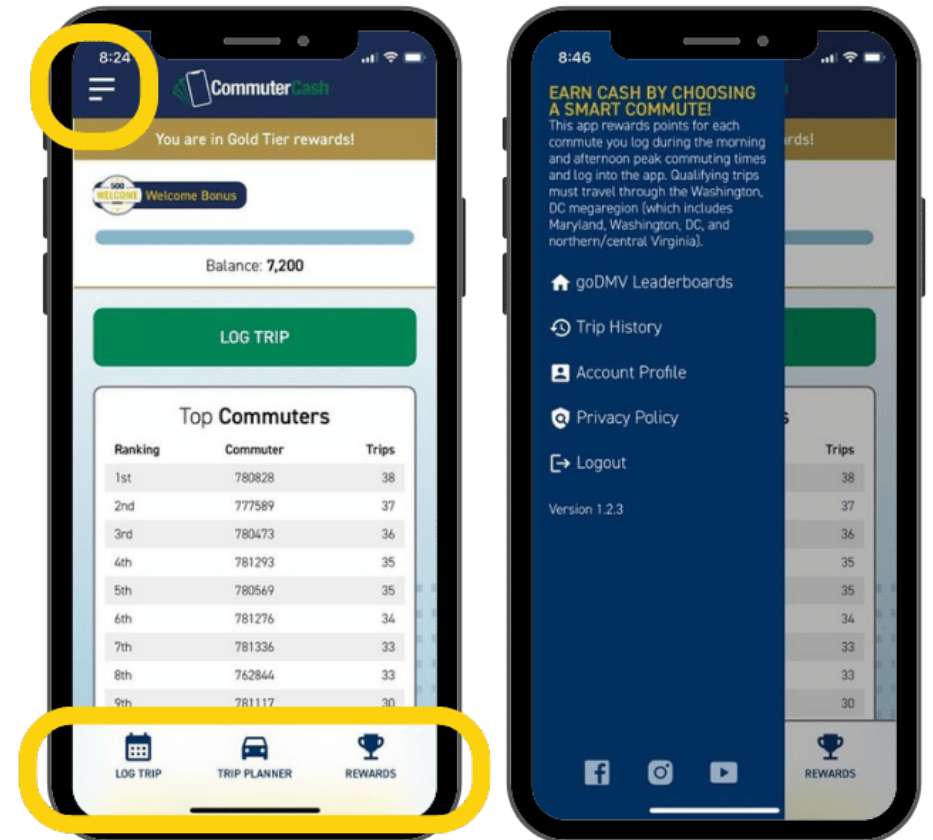
Key Features: Account Creation

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



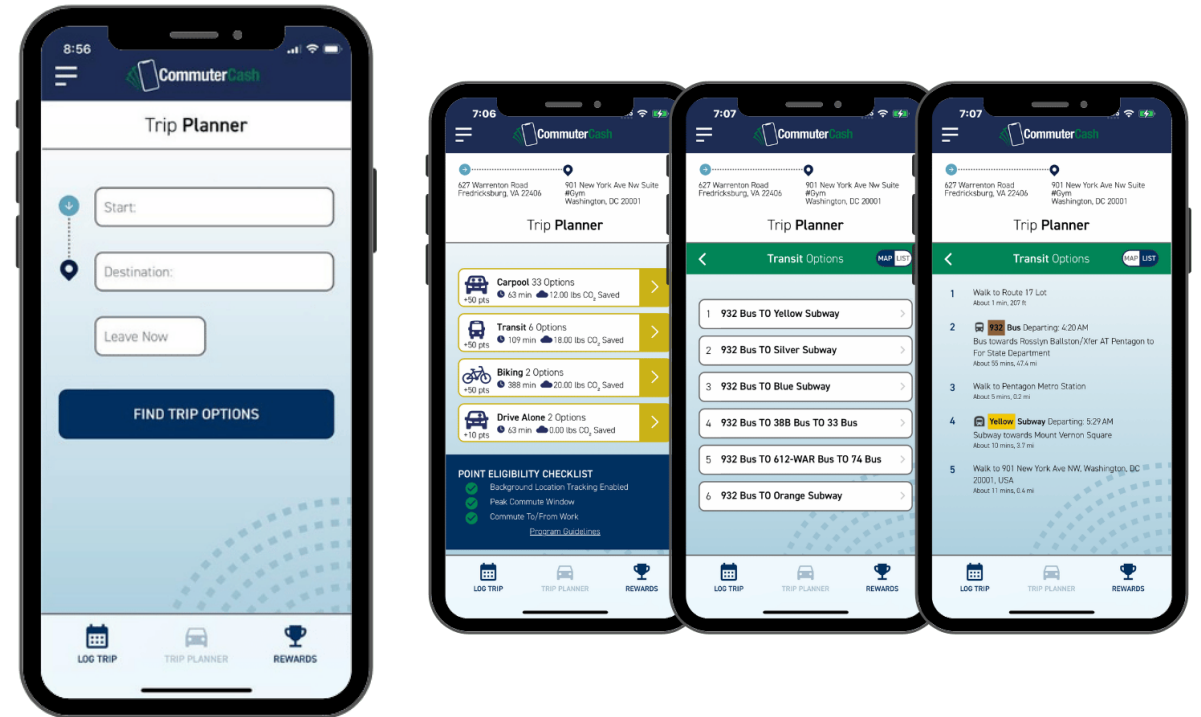
Key Features: Account Creation

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



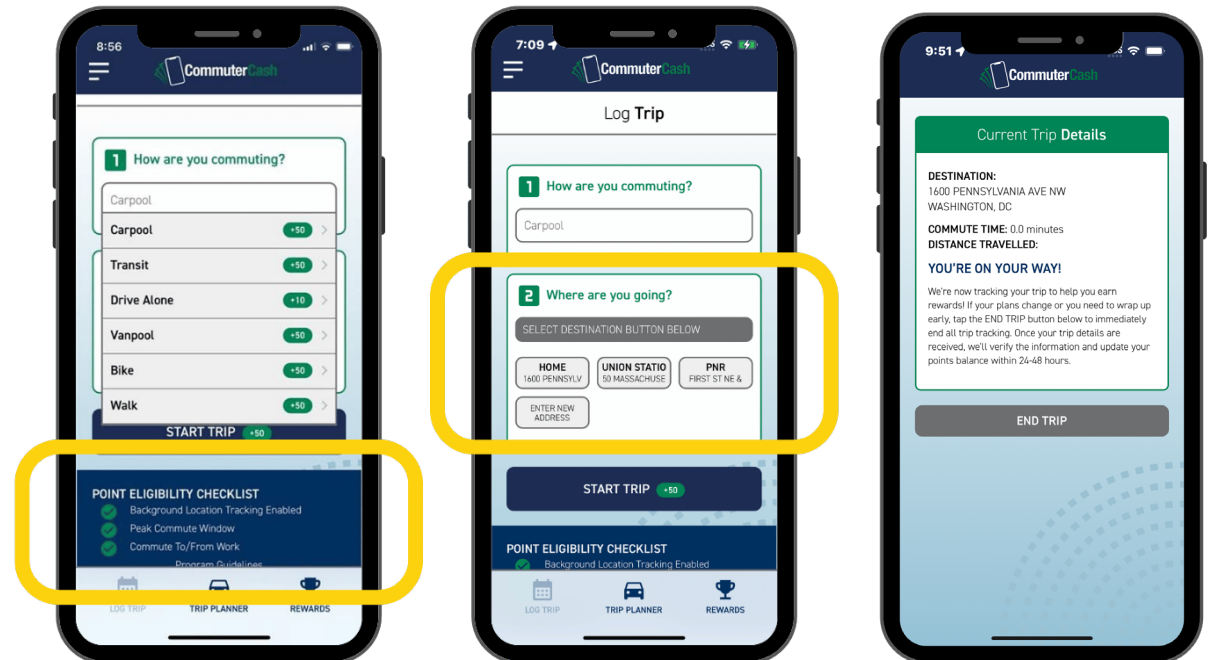
Key Features: Trip Explorer

- 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)



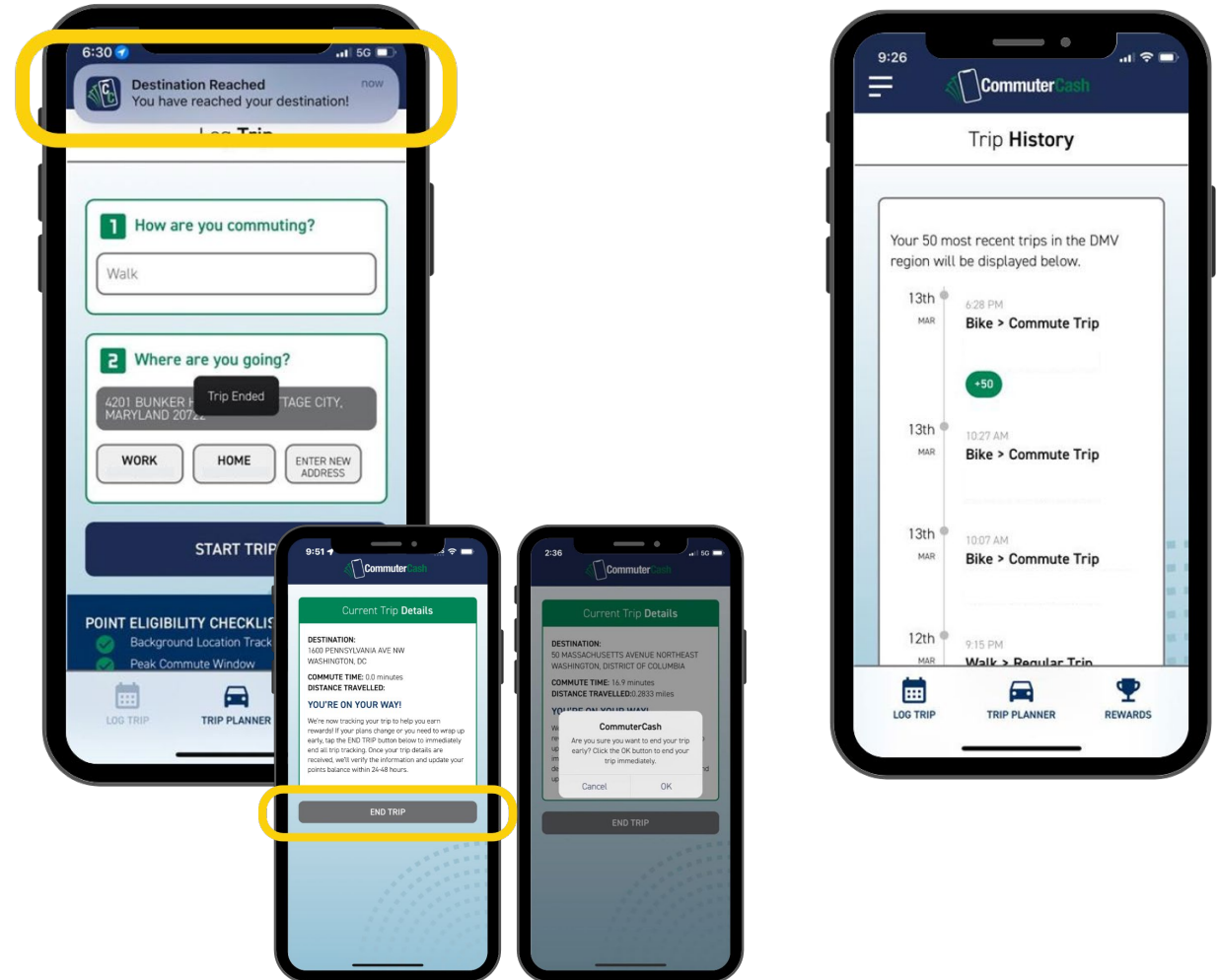
Key Features: Tracking Trips

- 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!



Key Features: Tracking Trips

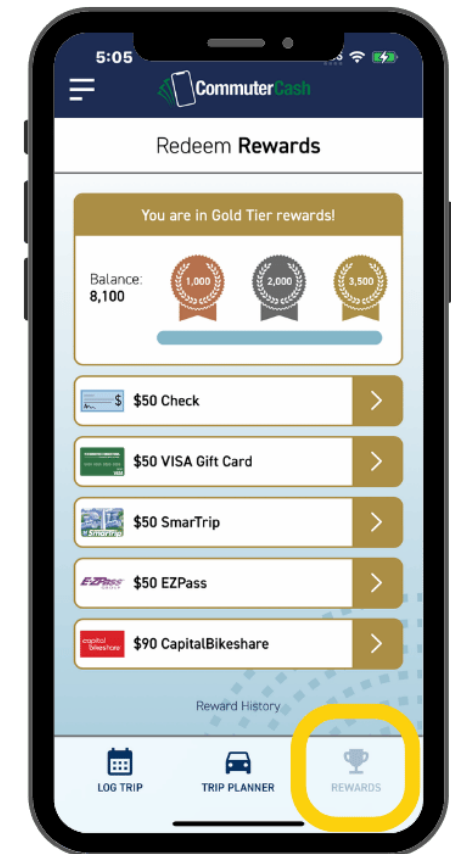
- Trips should end automatically when you enter the geofence of the destination – look for the banner notification on your phone!
- If trip doesn't automatically end, or you need to end the trip before reaching the intended destination, tap the End Trip button
- View your Trip History for confirmation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



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



goDMV & CommuterCash

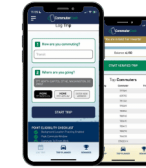
Your Guide to Earning Points in the goDMV Commuter Competition and the CommuterCash App



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 **CommuterCash**
Plan. Go. Earn.



Online Calendar



CommuterCash
goDMV



CommuterCash
App Rewards

	Online Calendar	CommuterCash goDMV	CommuterCash App Rewards
Maximum trips counted per day	2	6*	2 verified^
Points earned per eligible trip	1	1	10-50
Telework trip logging	Yes (only option)	No	No
Commute trip tracking	Yes	Yes	Yes
Non-commute trip tracking	Yes	Yes	Yes
Contributes to goDMV leaderboards	Yes	Yes	Yes
Qualifies for goDMV raffles	Yes	Yes	Yes
Increases CommuterCash app rewards points balance	No	Yes (if eligibility criteria are met)	Yes (if eligibility criteria are met)

Questions? Contact Us!
goDMV@mwcog.org | 1-800-745-RIDE (7433)

*Or 4-5 trips if you used the calendar to log 1-2 trips.

^Verified trips meet all points eligibility criteria in the app.

Thank You, goDMV Work Group Members!

Organization	Name
Alexandria City	Theresa McMullin
ATP	Mark Pacumio
COG/TPB	Dan Sheehan
COG/TPB	James Davenport
COG/TPB	Stacey King
DDOT	Katy Lang
Fairfax County	Theresa McMullin
goDCgo	Catherine Longino
goDCgo	Danelle Carey
goDCgo	Doriann Apice
goDCgo	Isobel Readdie
goDCgo	Jessica Lin
goDCgo	Samantha Huff
Loudoun County	Judy Galen
Prince George's County	Christian Bacon
Prince William County	Holly Morello
VDOT	Hanna Pekalski
WMATA	Diane Sanchez

goDMV Employer Participation

- ActioNet
- American Chemical Society
- American College of Cardiology
- American Public Transportation Association
- American University
- Appian
- Ashoka
- Avid Core
- Bancroft Elementary School
- Carlyle Council
- District Department of Transportation (DDOT)
- Foursquare ITP Inc
- General Secretariat of the Organization of American States
- Georgetown University
- Gonzaga College High School
- Greater Washington Partnership
- Hilton Garden Inn Alexandria Old Town/
Donohoe Hospitality Services
- Inova Alexandria Hospital
- Inova Center for Personalized Health
- Inova Fair Oaks Hospital
- Inova Fairfax Medical Campus

goDMV Employer Participation

- Inova Health System
- Inova Loudoun Hospital
- Inova Mount Vernon Hospital
- Inter-American Development Bank
- International Monetary Fund (IMF)
- Kimley-Horn of DC
- Loudoun County
- Mundo Verde
- NeighborWorks America
- OmniRide
- Prince George's County, Office of Transportation
- School Without Walls
- SOME (So Others Might Eat)
- The Aspen Institute
- The Catholic University of America
- The DC Dentist
- The World Bank Group
- Transurban
- Tysons Community Alliance
- World Resources Institute

goDMV Marketing

- Email templates for ETCs
- Hype events at employers
 - Flyers
 - Post-event raffles
- Newsletter stories
- Digital paid advertising
 - Social media
 - Banner ads



goDMV
Commuter Competition
2025

Will You Join the Competition?
Get Started at goDMV.org

Unlock rewards by logging your sustainable trips (walk, bike, scooter, transit, rideshare, and telework) from **March 3 - May 31**.

Why Join?	Win Great Prizes
Win CASH for commuting and HUGE prizes from our sponsors	
Reduce your carbon footprint	
Earn bragging rights by climbing the leaderboard	
It's completely FREE!	

Download **Commuter Cash** on the **Google Play** **App Store**

Courtesy goDCgo



goDMV
Commuter Competition

REWARDS FOR COMMUTERS!

SIGN UP NOW and earn cash and prizes!

March 3 – May 31, 2025



goDMV
Commuter Competition

READY, SET, GO DMV!

Track your commute trips to **WIN PRIZES!**

March 3 – May 31, 2025

goDMV Ongoing Administration

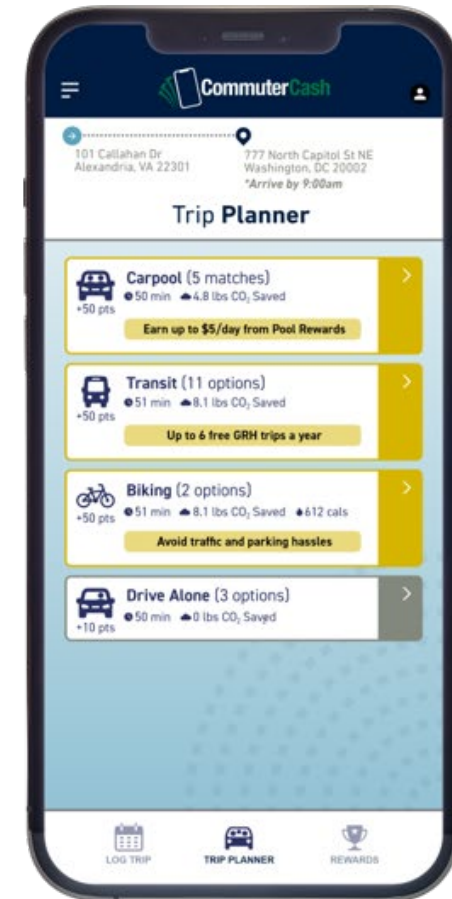
- Continue onboarding commuter participants
- Provide support to commuters and ETCs
- Routine communications to commuters
 - Announcing prize availability
 - Encourage continuous participation
- Monitor and distribute participation and sustainability metrics to ETCs and local EO coordinators
 - Build self-serve option (In-process)

goDMV Participant Activity

- 743 participants assigned to employer teams
- 463 active CommuterCash participants (since January 2025)
- 2,761 Total trip logs (3/3 – 3/15)

Planned CommuterCash Enhancements (Dan)

- 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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