

# COMMUTERCASH OVERVIEW

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TPB Regional Public Transportation Subcommittee  
April 22, 2025

# Commuter Connections Introduction & Context

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# Program Background

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Mission: Encourage commuters in the National Capital Region to try and adopt the use of alternatives to the single-occupant automobile.

Structure: A network of nearly 30 transportation organizations - including COG, local governments, state DOTs (i.e., program funders), and federal agencies – working to achieve the mission.

Strategy: Transportation Demand Management (TDM) implementation through various programs and services.

- Consistent with Congestion Management Process (CMP) federal requirements and TPB's Visualize 2045 long-range transportation planning goals.

# Achieving Our Mission: Commuter Resources



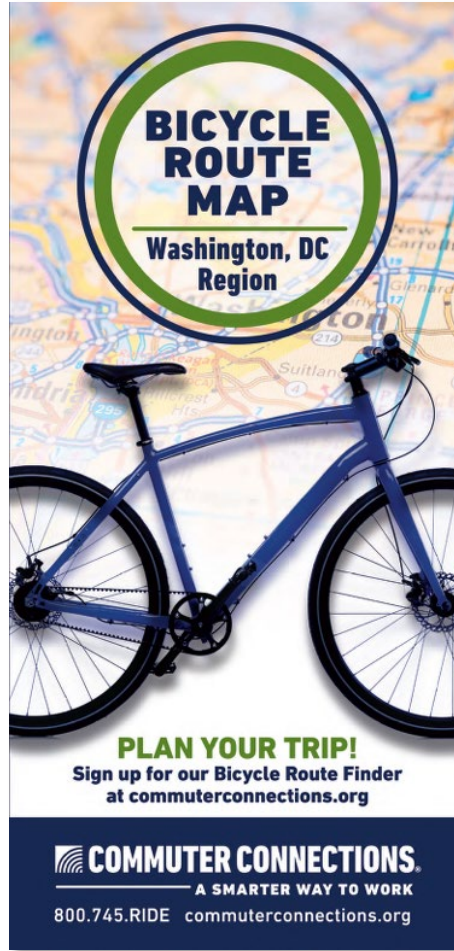
**PARK & RIDE LOT MAP**  
Commuter Resource Guide

Washington and Baltimore Metropolitan Regions

- Park & Ride Locations
- Transit Services
- Bicycle Racks/Lockers
- Free vs. Paid Parking
- HOV/Express Lanes Access
- Highways/Major Roads

Metropolitan Washington Council of Governments | VDOT | MDT  
d. | metro | VRE | MARC

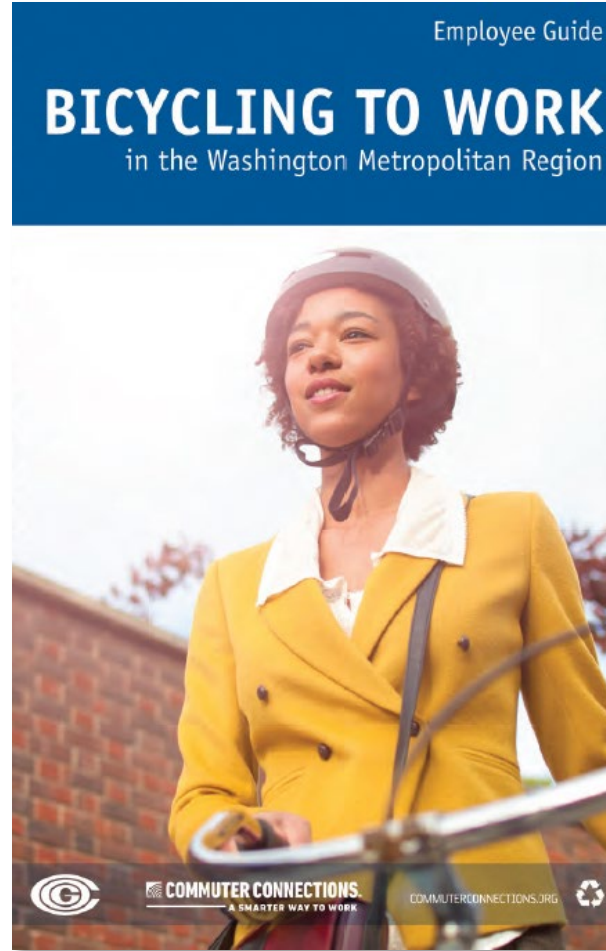
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
800.745.RIDE commuterconnections.org



**BICYCLE ROUTE MAP**  
Washington, DC Region

**PLAN YOUR TRIP!**  
Sign up for our Bicycle Route Finder at [commuterconnections.org](https://commuterconnections.org)

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Employee Guide

## BICYCLING TO WORK

in the Washington Metropolitan Region

**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
[COMMUTERCONNECTIONS.ORG](https://commuterconnections.org)

### Calculate Your Cost of Commuting

Fill out this form to figure out your monthly commute cost!

(Press TAB to move to the next field and SHIFT-TAB to move back o

A. What is your daily round trip commute distance from home to work (in miles)?	10
B. How many days per month do you normally work?	15
C. Cost per mile of owning and operating a vehicle: *	.81
D. How much do you pay for monthly parking and/or tolls?	150
<b>Your estimated Monthly cost of commuting is</b>	<b>\$271.50</b>
<b>Your estimated Yearly cost of commuting is</b>	<b>\$3258.00</b>

# Achieving Our Mission: Marketing, Outreach, Events

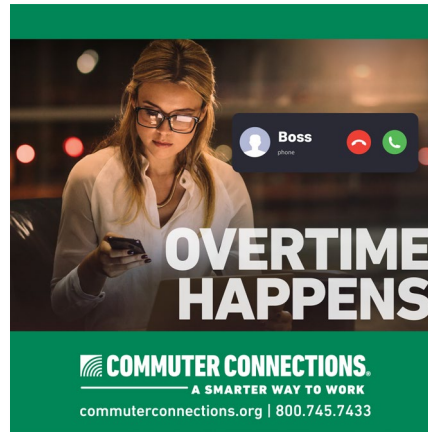




# Achieving Our Mission: Commuter Programs



Free  
Ridematching  
Program



Free  
Guaranteed  
Ride Home



Financial  
Incentives for  
Commuters

## Next Chapter: CommuterCash

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[https://www.youtube.com/shorts/MiZ1\\_yQqh1U](https://www.youtube.com/shorts/MiZ1_yQqh1U)

# CommuterCash – Overview

- Smartphone based incentive program
- Originally developed by University of Maryland with FHWA grant and collaboration with Commuter Connections
- Commuters track commute trips to accumulate points
- Number of points awarded varies by travel mode and past travel behavior
- Points can be redeemed for a variety of incentives, including cash, SmarTrip fare, and E-ZPass credits
- Maximum incentive of **\$600** per calendar year





## Start a trip

10:30

CommuterCash

Log Trip

1 How are you commuting?

Carpool

2 Where are you going?

256 MCGUIRE AVENUE SW, WASHINGTON, DC 20032

WORK  
256 MCGUIRE

HOME  
627 WARRENTON

700 N CAPI  
700 N CAPITOL

GYM  
589 ANTON BL

CASA  
3156 BERMUDA

ENTER NEW ADDRESS

START TRIP

LOG TRIP TRIP PLANNER REWARDS

## Travel monitoring

10:30

CommuterCash

Current Trip Details

DESTINATION:  
256 MCGUIRE AVENUE SW  
WASHINGTON, DC

COMMUTE TIME: 0.08 minutes

AVERAGE SPEED:

DISTANCE TRAVELLED:

YOU'RE ON YOUR WAY!

We're now tracking your trip to help you earn rewards! If your plans change or you need to wrap up early, tap the END TRIP button below to immediately end all trip tracking. Once your trip details are received, we'll verify the information and update your points balance within 24-48 hours.

POINT ELIGIBILITY CHECKLIST

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

[Program Guidelines](#)

END TRIP

## Trip completed

10:30

Destination Reached  
You have reached your destination!

You are in Gold Tier rewards!

Balance: 12,570

START VERIFIED TRIP

Featured Rewards

Log Trip Trip Planner Rewards

## Rewards redemption

10:30

CommuterCash

Redeem Rewards

Current Balance Check 12,570 Points

Balance After Redemption -5,000 Points

7,570 Points

Your check will be mailed to you within 90 days.

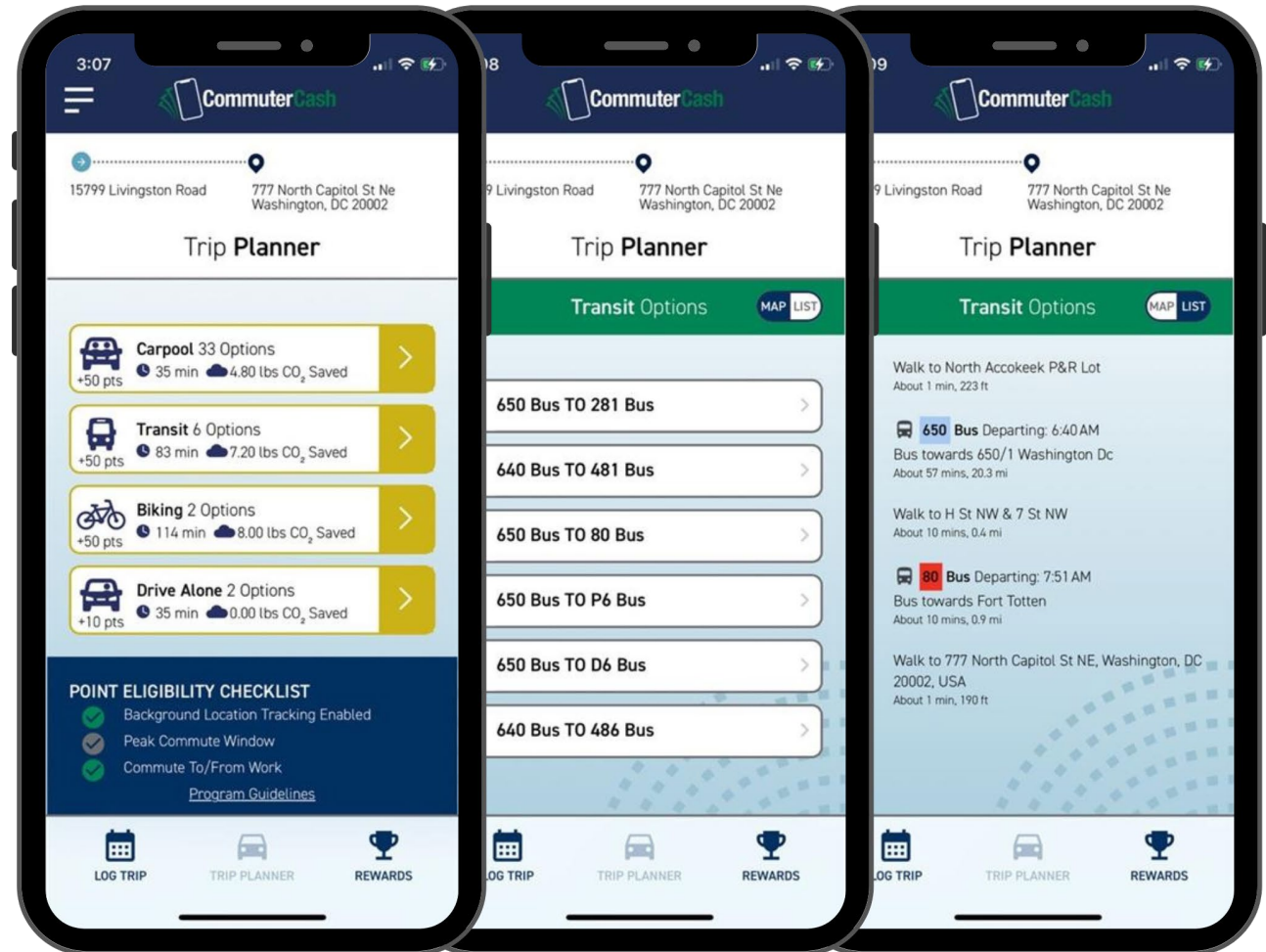
REDEEM

CANCEL

LOG TRIP TRIP PLANNER REWARDS

# CommuterCash – Trip Planner

- Explore travel options
- Compare travel time, emissions reduction, and points (sustainable trips earn more points)
- Map or List view provides more detailed trip planning support
- Transit trip planning based on Google API



# Powering the goDMV Commuter Competition

- Regional competition for commuters and employers
- March 3 – May 31
- 6 sustainable trips per day are counted towards leaderboard totals (commute or non-commute)
- Monthly and Grand prizes



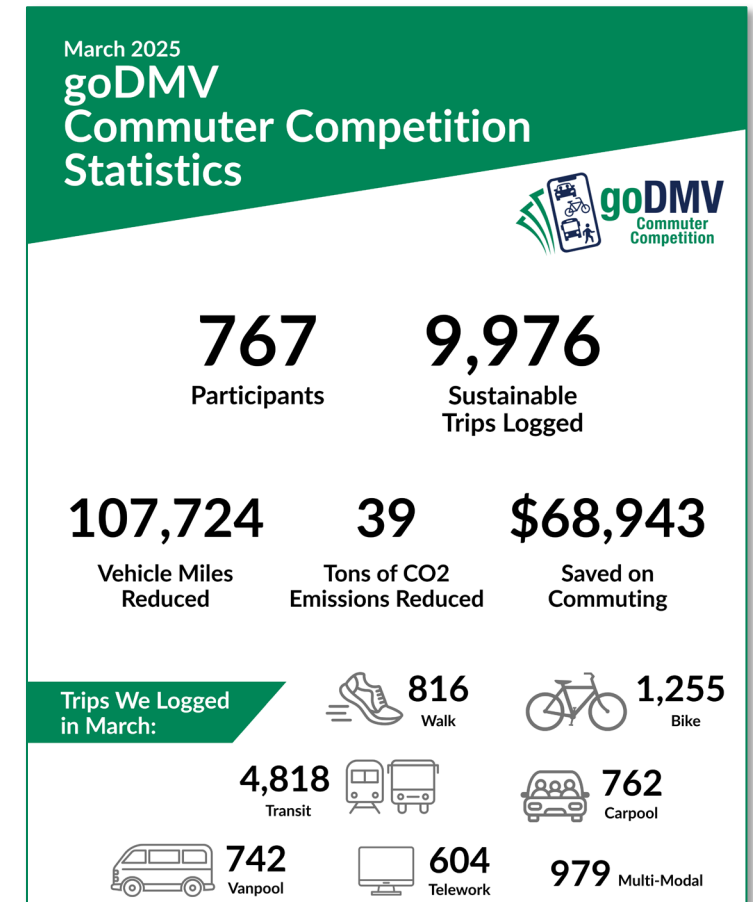
## Top Employers

Ranking	Employer	Trips
1	WORLD BANK	2232
2	DISTRICT DEPARTMENT OF TRANSPORTATION (DDOT)	930
3	GEORGETOWN UNIVERSITY	696

## Top Commuters

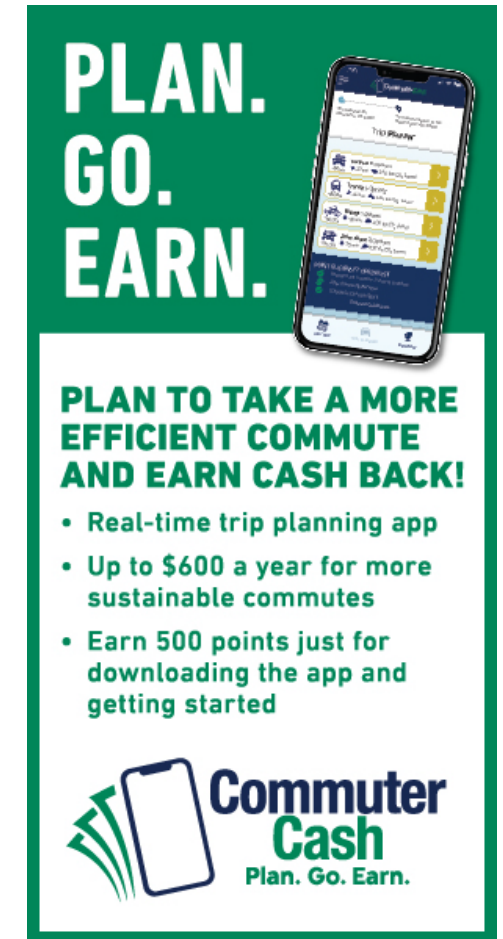
Ranking	Commuter	Trips
1	777589	125
2	780828	121
3	778121	116
4	781336	114
5	780743	102
6	781293	101
7	781117	99
8	780473	98
9	781042	98
10	780569	95
11	STACEY K	58

☐ I'd like to share my name



# Resources to Support Your Transportation Programs

- Visual assets including logos and social media content
- Incorporate in transit screen and bus shelter ads, car cards, newsletters, webpages, or other media



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