

COMMUTER INCENTIVES

Motivating Travel Behavior Change

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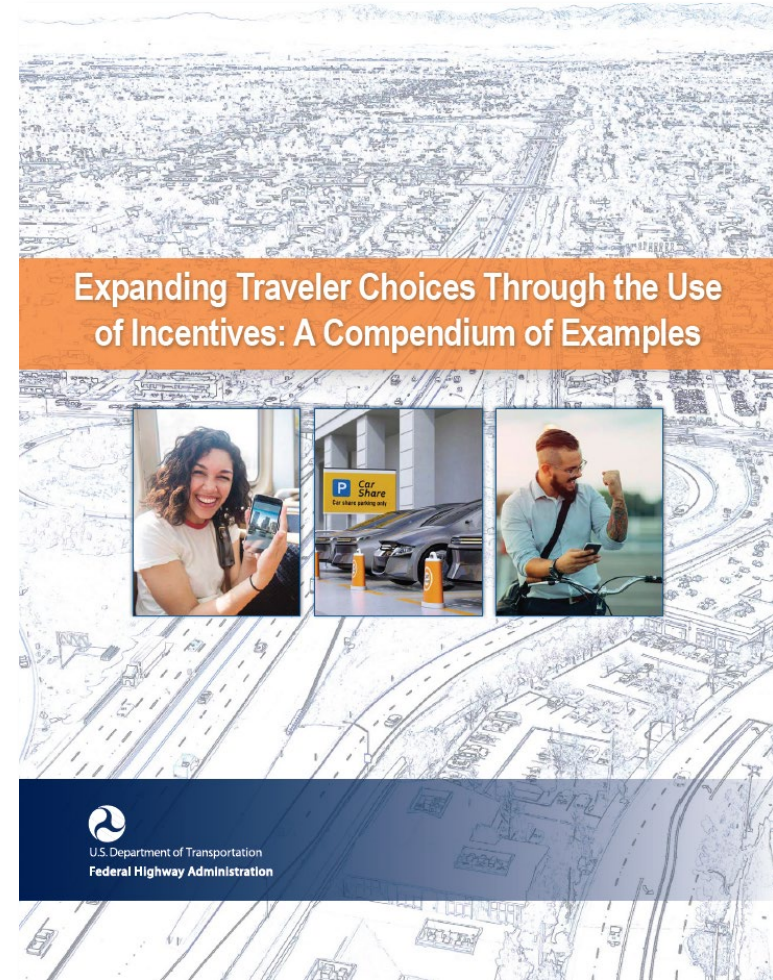
February 19, 2025

Concept

- 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

Commuter Incentive Programs in the DMV

- SmartBenefits
 - Direct Benefit & Pre-tax
 - Supplemental benefits – Ex. Fairfax County SmartBenefits Plu\$50
- Vanpool Subsidies
 - Vanpool Alliance
- Commuter Tax Credits – Ex. Maryland
- High Occupancy Toll (HOT) Lanes
- TPB's Program: Commuter Connections

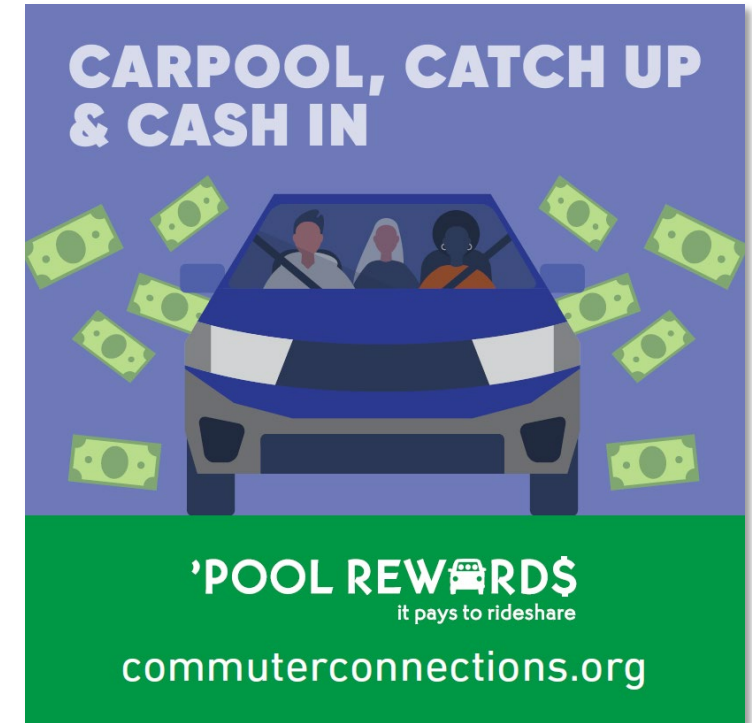


<https://ops.fhwa.dot.gov/publications/fhwahop18071/index.htm#toc>

'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
 - 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/>



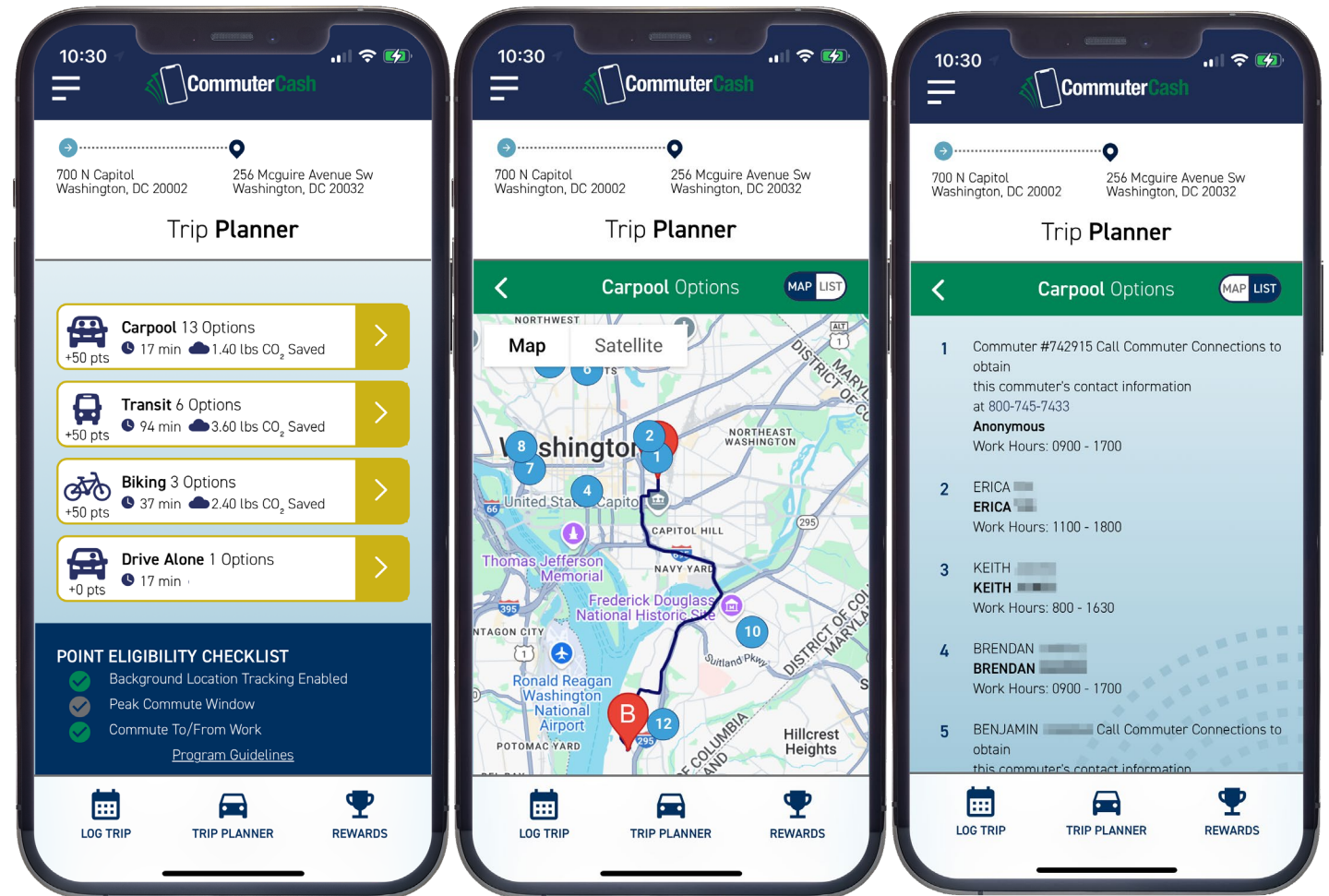
CommuterCash – Overview

- 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



CommuterCash – Trip Planner

- Explore travel options in the Trip Planner
- Discover point awards, travel time, emissions reduced
- Sustainable trips earn more points
- Carpool option is prioritized
- “Points Eligibility Checklist” shows whether the trip will award the designated amount of points
 - All three green checkboxes must show



Start a trip

Travel monitoring

Trip completed

Rewards redemption

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



Flextime Rewards

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

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



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