



NCTCOG PRESENTATION

# Miles Matter Program: App-based Traveler Behavior Incentive Program

NCTCOG Public Meetings  
September 2024  
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# Evolution of the Program

## 2006 - NCTCOG

RTC Tolled Managed Lane  
Policy Established

- Initial deployment of manual HOV verification
- Explore automated verification

## 2017 – NCTCOG/TxDOT

Contract with Carma  
Technologies for occupancy  
detection and verification

## 2023 – TxDOT/NCTCOG

Contract with Carma  
Technologies to Implement  
Miles Matter

- Use of GoCarma for travel related credits
- Pilot test travel behavior incentives

## 2013 – LBJE ML Opens

LBJE opens with app-based  
HOV declaration and manual  
enforcement through Drive On  
TEXpress app

## 2020 – NCTCOG/GoCarma

GoCarma occupancy  
detection and verification app  
went Live

## 2024 – NCTCOG/TxDOT

September Soft-Launch of  
Miles Matter pilot test using  
GoCarma app

# High Occupancy Vehicle (HOV) Discounts – GoCarma App

## TEXPress Managed Lanes (NCTCOG)



### 120-Mile TEXpress Lane Network

Drivers must use GoCarma to verify their HOV status to qualify for peak period discounts.



### Integrated with 2 Toll Systems

Simple query to GoCarma system to request the HOV status of any registered vehicle.



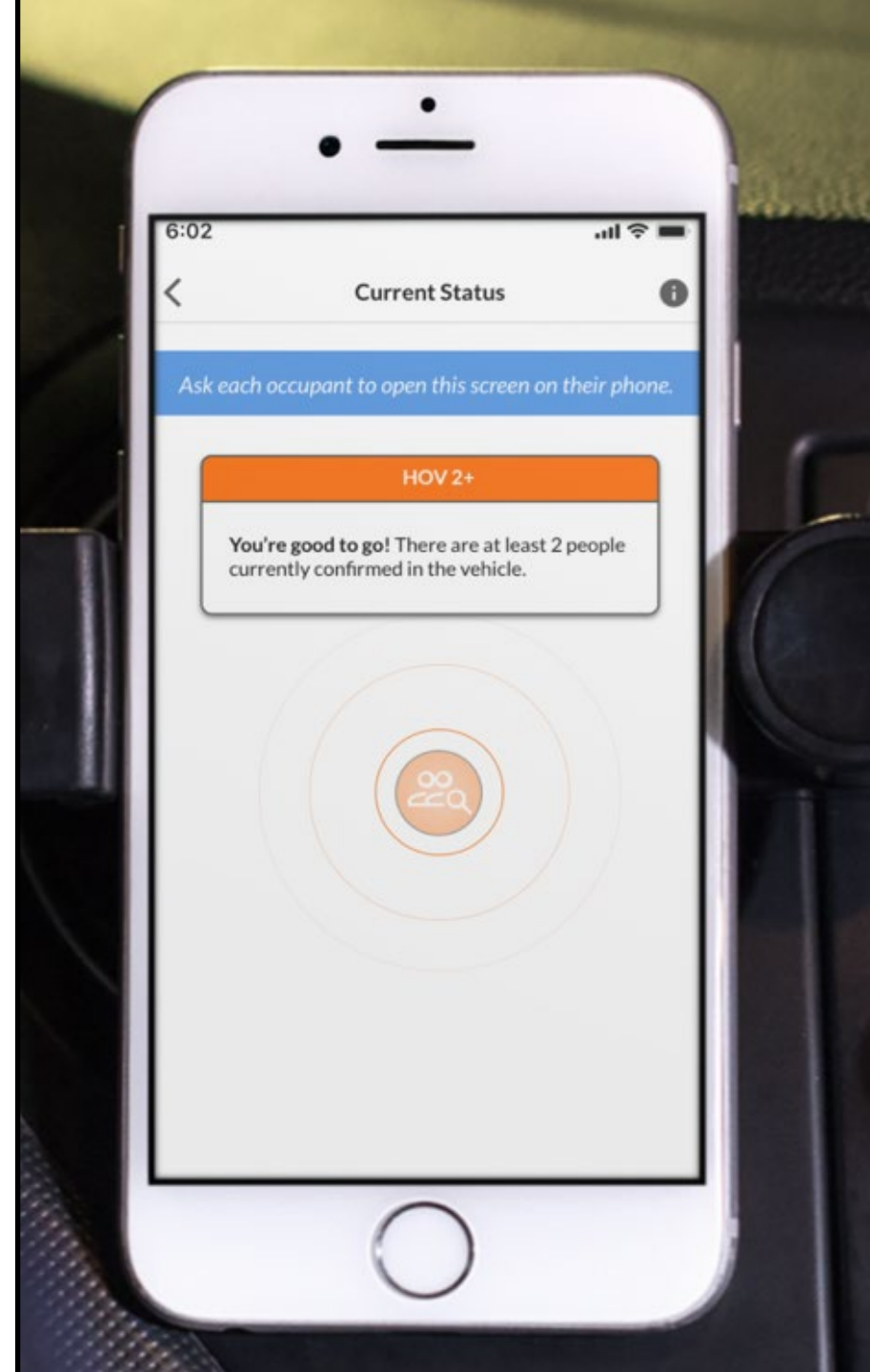
### 5.4 Million Toll Transactions Processed

HOV status verified for toll transactions associated with 75,000+ people in DFW.



### Fully Automated and Easy

Eliminated roadside enforcement and 800+ monthly support calls.



# HOV Verification

## Through Coordinated Proximity Confirmation



### Proximity Detection

App automatically detects when another GoCarma user is in close proximity.



### Uses Bluetooth Low Energy (BLE) and GPS

Confirmation of continuous proximity through a target corridor confirms HOV status.



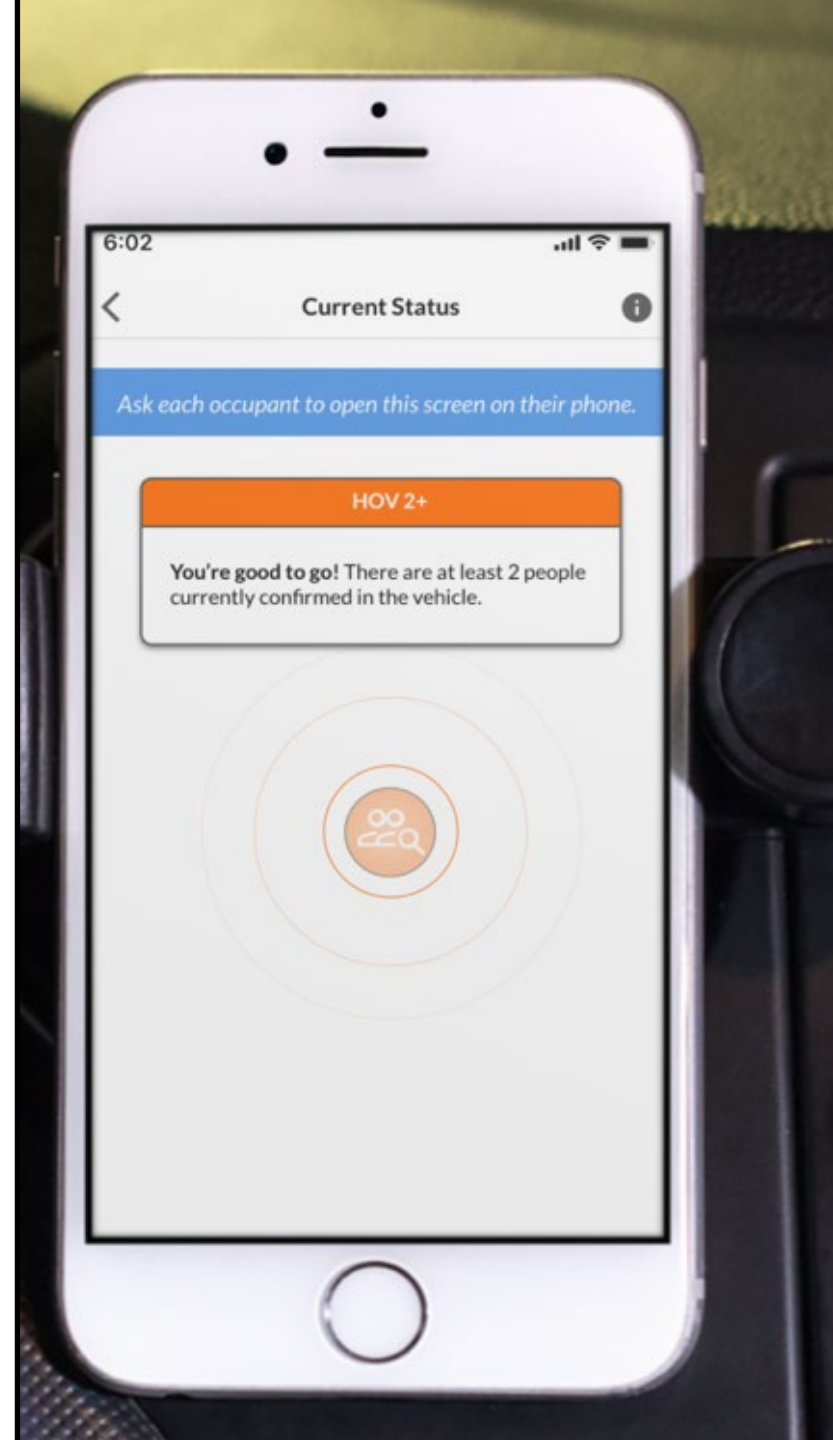
### Real-time HOV Eligibility Confirmation

For HOV lane confirmation, toll discounts, parking access and in-app incentives.



### Violation of Use

Monitors activity for potential violations.

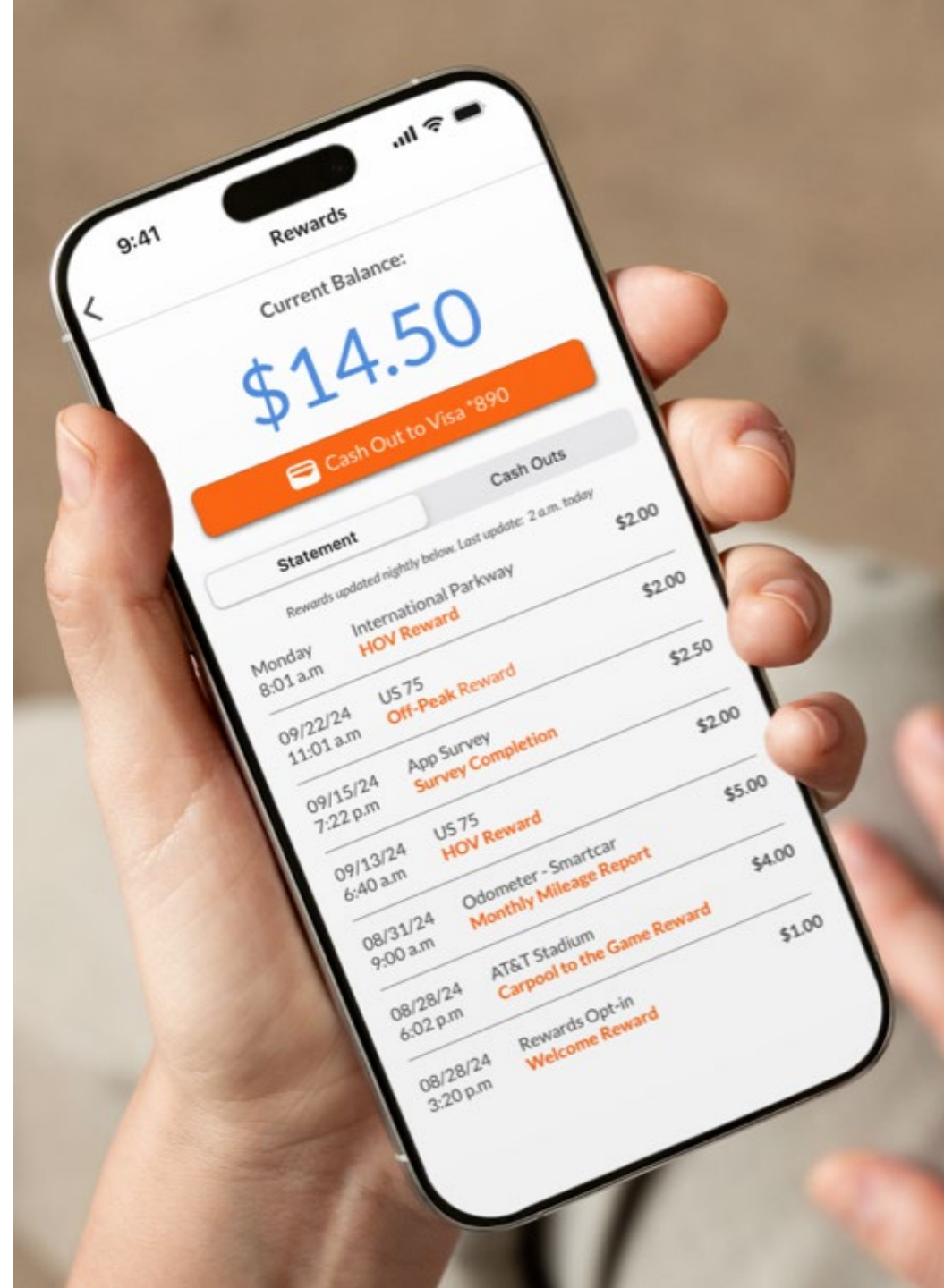


# Miles Matter Program: Travel Behavior Incentives

Aligned to Policy Objectives Smartphone-Based Accounting

- Voluntary Program
- Personalized, Targeted Incentives for
  - HOV Travel
  - Peak Hour Avoidance
  - Congestion Avoidance
- No Roadside Infrastructure Required
- Works Everywhere\*
- Utilize Points for Gift Cards
- In-App Transaction Transparency
- Full Accounting and Impact Reporting

\* Limited to target corridors and travel behaviors in Miles Matter pilot project



# How it Works



# User Experience

## Smartphone-Based Hands-Free Drive Verification



### 1. Download

GoCarma app for iOS and Android



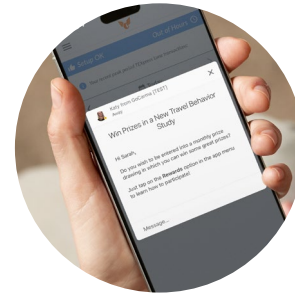
### 2. Sign Up

Enter name, email, phone number



### 3. Add Vehicles

Enter or scan the license plate



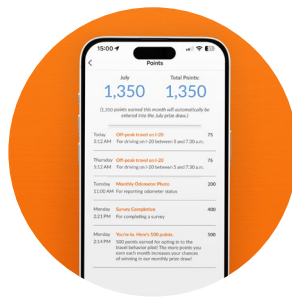
### 4. Join Reward

Select users will be invited to join the rewards program.



### 5. Just Drive

App verifies travel **automatically** when you drive in a target corridor.

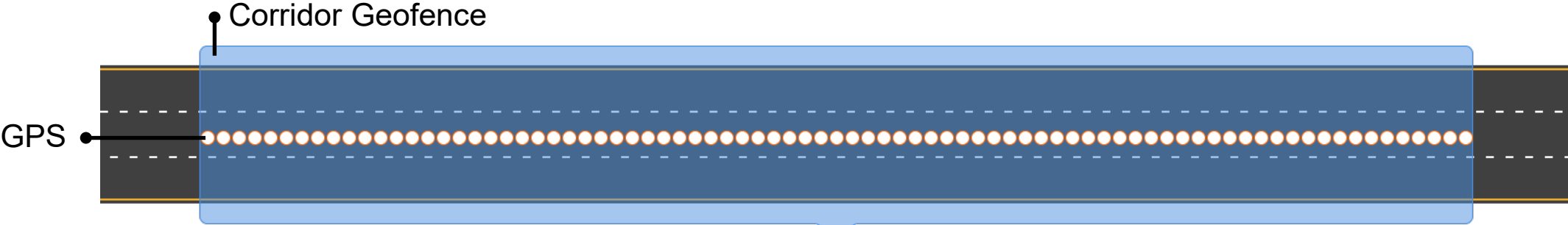


### 6. Earn Points

Points for desired behavior change will automatically be added to your app.

# Smart Transactions

Automated Transaction Processing within Corridors



- Time
- Location
- Vehicle
- Vehicle Class
- Speed
- Direction
- Occupancy
- Traffic Condition
- Air Quality Condition



# Personalized Engagement

Directly Engage with Drivers



## In-App Support

Direct communications and live chat with GoCarma community support.



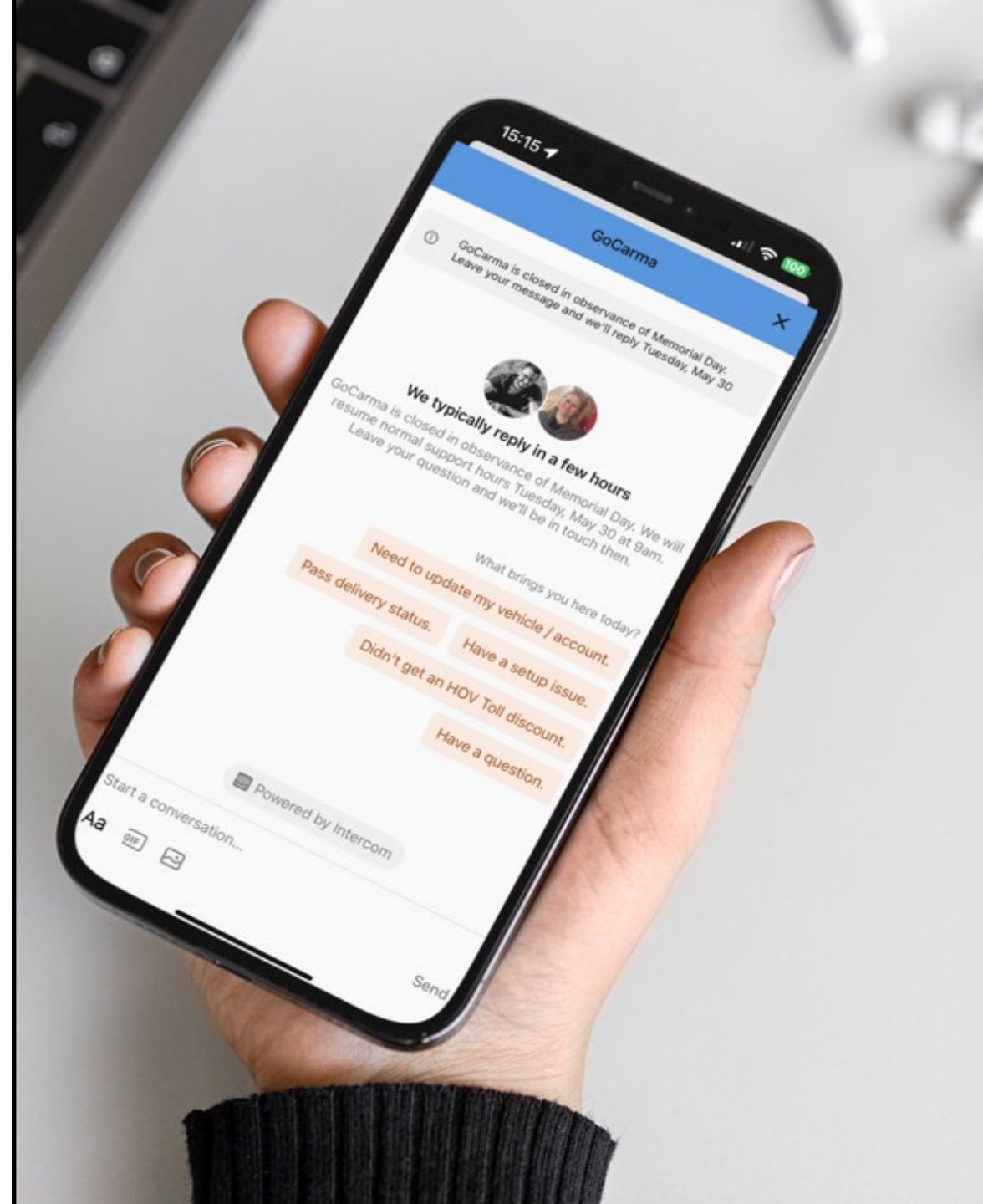
## Personalized Campaigns

Send in-app marketing campaigns or surveys to any group of users.



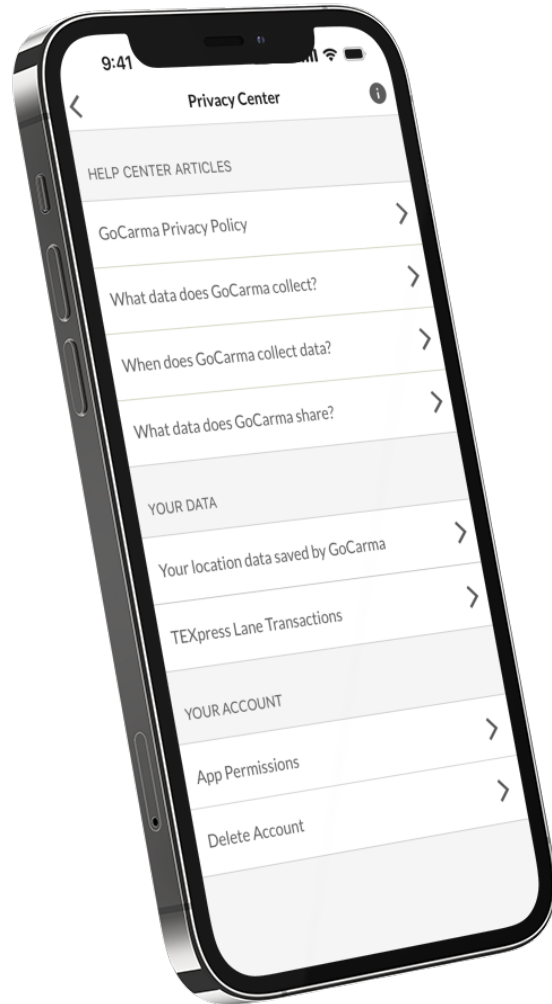
## Behavioral Incentives

Offer in-app incentives for verified travel that HOV discount, avoids peak period congestion, traffic congestion, etc.



# Privacy First

Designed for Comprehensive Privacy Preservation



## In-App Privacy Center

Data Collection Within Geofenced Zones Only

Data Collection During Defined Time Periods Only

Transparent Access to Stored GPS Data

No Unnecessary Data Collection

User Control of All App Permissions

Access, Modification and Erasure of Personal Data

No Sharing of Personal Data

Data Hosted on AWS Servers in the U.S. Only

SOC 2 Data Security Certification

# Program Schedule

## **Soft-Launch – September 3, 2024**

~ 500 participants from existing Carma users and by invite only

IH 35W

Receive Points:

Participating

Completing Surveys

Odometer Reading

Travel on I-35W between 5:00-7:00 AM and 9:00-11:00 AM

## **Phase Scenario / Corridor Launch – Fall 2024 to Fall 2025**

Implement Various Scenarios

Implement on Various Corridors

Open to Additional Participants

## **Project Wrap-up – December 2025**

# Questions/Contacts

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