

## **RideshareOnline.com: Tools to Help Save Money, Time and our Environment**

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RideshareOnline.com provides tools that help businesses and communities make their trip reduction efforts more effective, efficient and accountable and help people save money, time and the environment. It offers features that make sharing the ride, teleworking, walking and bicycling easier and more rewarding than ever.

The system offers:

- customizable ridematching for carpools, vanpools and bicycles that include mid-trip matches
- commute subsidy program management tools
- trip reduction program management tools
- enhanced trip calendar that tracks participation in all travel modes
- improved tools to customize, manage and market incentive programs
- an expanded and growing pool of participants
- performance data for individuals and programs
- customizable branding and embeddable features to boost local brands

The new system is available to commuters, employers, agencies and community organizations throughout Washington and Idaho. Oregon is slated to launch the system this summer.

### **What can RideshareOnline.com do for our communities?**

- help people get to work efficiently and affordably despite rush-hour traffic, making room for freight, other workers and growth
- reduce the need for employee parking and free-up parking for customers
- expand travel options in areas that are rural, underserved by fixed route transit, and/or rely upon community-based transportation services
- expand travel options for people with special transportation needs, including people with low incomes, senior citizens, people with limited mobility and school children and their families (through the school pool service)
- help fill otherwise empty seats in cars, vans, buses and trains and makes more efficient use of our existing infrastructure
- help organizations throughout the state efficiently meet traffic, mobility, growth management, construction traffic mitigation and commute trip reduction goals
- support sustainable transportation and climate change initiatives

## Washington and Idaho results

More than 200 employee transportation coordinators and trip reduction program managers are promoting RideshareOnline.com and its features. Some are encouraging people to track trips and earn subsidies and incentives while others are encouraging people to use the system to join a carpool or vanpool. Since March 2010 when the new system launched:

- More than 30,000 people have registered on RideshareOnline.com, more than doubling membership.
- Members have logged more than 400,000 bus, train, carpool, vanpool, bicycle and pedestrian trips, totaling nearly 8 million miles of non-single occupant vehicle travel
- Compared to driving alone, members saved more than 300,000 gallons of gasoline and more than \$4 million
- About 35 percent of members used the ride match tool and 65 percent used the trip calendar and other features.

## Shared database and technology platform, customized branding

RideshareOnline.com offers a single, shared database for organizations supporting transportation options and mobility throughout Idaho, Washington and Oregon. That means organizations throughout the region cooperatively build membership and encourage activity in the system and people looking to share the ride have a large pool of prospective matches.

The RideshareOnline.com system is built upon the iCarpool technology platform. This platform is currently used throughout the states of Idaho, Oregon and Washington and in Denver and San Diego. This shared platform means that system updates and new features are available to all networks and members. In addition, an agency investment in a new feature or upgrade benefits a broad group of users and organizations. This reduces duplicative state and local investments in technology and encourages cooperative investments to make the technology widely available. It also means that costs to keep the platform updated are shared broadly, which increases the sustainability of the system as technology and culture evolves.

While the platform is shared, the system is designed to bolster existing local brands. Networks have a variety of options to build their brand, for example:

- network alerts and e-mails that feature their custom information, logos and links
- branding options to visually embed the site in an organization's online look and feel
- widgets to offer services through an organization's Web site

We believe that organizations are more likely to sustain support and investments in technology that builds their own brand rather than a third party or collaborative brand.

## The power of networks

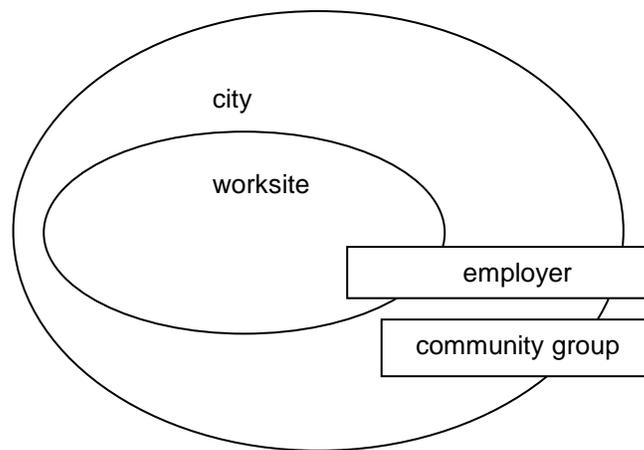
The system is built upon the concept of networks. People who join the system will be associated with networks. Most members will be in multiple networks. Examples include state, county, city, transportation management association, employer, worksite, campus or building, transit agency, vanpool, community group or membership in a community like a school. Membership in some networks is automated, for example, based upon home and/or work address, e-mail address or uploaded e-mail addresses.

This network approach makes ridesharing more comfortable by allowing people to reduce their fear of sharing the ride with someone they don't know. Members can search for rideshares with anyone in the entire system or limit their search within one or more of their networks.

Networks also engage people by offering subsidies or rewards, sending messages and posting alerts, allowing them to compare their personal performance to network performance and promoting ridesharing to events.

Networks mutually gain from each other's recruitment and marketing efforts. They can build their network membership and brand while leveraging a shared database of members and rideshare requests. Any network effort to build membership benefits all the networks in their area. Investments to upgrade the system benefit all networks.

### Network relationships



This diagram illustrates some of the relationships among four of a member's networks. The worksite is located within a city, but the employer has worksites elsewhere in the city and outside the city. The community group is unaffiliated with the workplace and employer and has members outside the city.

## The power of performance data

The system uses personal and network performance data to help people more clearly understand the affects of their transportation decisions and motivate them to make decisions that align with their interests. People who log their trips, even for a week or two, see compelling personal performance data comparing their gasoline consumption, costs, trips, miles and greenhouse gas emissions to driving alone. They can track their savings over time and compare them to the performance of their networks.

Members have the option to log and track trips in a calendar to earn rewards, receive subsidies and track personal statistics. Users can track their progress towards an incentive request available incentives or prize drawings rewards offered by their networks based on trips logged in the calendar or some other criteria.



## **What can RideshareOnline.com do for you and your customers?**

The new RideshareOnline.com offers people information about a full range of transportation options, from carpools, vanpools and buses to telework and bicycling. Members can log their trips to earn a transit pass from their employer, set up a carpool for this weekend's trip to the outlet mall and track the money and greenhouse gas emissions they saved by taking a vanpool to work. The system even provides a commute cost calculator and support for emergency ride home programs.

### **Find a carpool or vanpool for commutes**

Finding a like-minded commuter going your way is simple, easy and secure. The ridematching tool securely matches trips with co-workers or commuters on similar schedules. The ridematching algorithm supports mid-trip matches. The new system also offers management tools for agencies that operate vanpool programs.

### **Create a one-time carpool**

The system offers instant carpool ridematching for occasional and one-time trips, like business meetings, church, shopping or the big game. Members can set up their own special events—from weddings to business meetings—and invite their family, friends and colleagues to share the ride with other participants.

### **Track results on a calendar**

Tracking trips on the commute calendar helps people track their personal performance and earn subsidies and rewards. Members can track their trips and watch their savings grow, from cash to fuel to greenhouse gas emissions. Organizations can get data about the savings their members are generating.

### **Rewards**

You can set-up, customize and promote rewards, promotions, prizes and incentives to encourage members of your group to reduce vehicle trips, ease congestion and shrink their carbon footprint. The system will even help you get the rewards to your customers.

### **Boost your brand and communicate with your customers**

RideshareOnline.com carries your company or program name, logo, links, messages and branding. The system also supports alerts and e-mail messages to people who have joined your network.

### **Join a community, expand your network**

Members can join multiple networks, maximizing their ridematch and incentive opportunities. They can also gain a sense of community and can work with others to make meaningful, measureable change.

## Early adopters and pilot programs

### Early adopters

- Vanpool administration and recruitment (statewide)
- Totem Lake Green Trips
- King County, south county cities, Eastside employers
- WSDOT, IDOT
- Sustainable Whidbey Coalition/Island County
- Kitsap County
- Event ridematching for Mariners and Sounders

### Pilot programs and coming soon

- SchoolPools in Idaho and Washington
- Oregon Drive Less Save More
- City of Vancouver/SW Washington (Clark, Cowlitz, Klickitat and Skamania counties)
- Puyallup
- Tumwater
- Choose Your Way Bellevue (City of Bellevue and TransManage)
- Additional transportation management associations and local jurisdictions
- Additional state agencies

## New features and upgrades

### Recent

- GIS boundaries capability
- Divisions
- Facebook integration (1. log into RSO using FB credentials, 2. show FB profile photo in RSO, 3. link to FB profile information from RSO, 4. post ridematch requests to FB wall)
- Twitter integration
- Branding options (standard, express and full)
- Buildings and campuses

### In development

- Vanpool upgrades, including mobile phone administration app
- Incentive upgrades, including question feature
- Mobile phone ridematching app (iPhone, Windows Mobile and Android)
- Assisted rides module
- Event widget, vanpool recruitment widget
- Enhanced user interface, including improved personalization and results (benefits display, network messages, domain messages, usability)
- Report upgrades and report customization tools
- Teams
- Bicycle locker management