



Transportation Demand Management and the 511NY Rideshare Program

Mobility Advisory Forum
June 16, 2015

Daniel Coots

Planning & Program Management Group, NYSDOT Region 8

John Lyons

Regional Consultant Manager, 511NY Rideshare



511NY Rideshare



Traffic, Travel and Transit Info
www.511ny.org

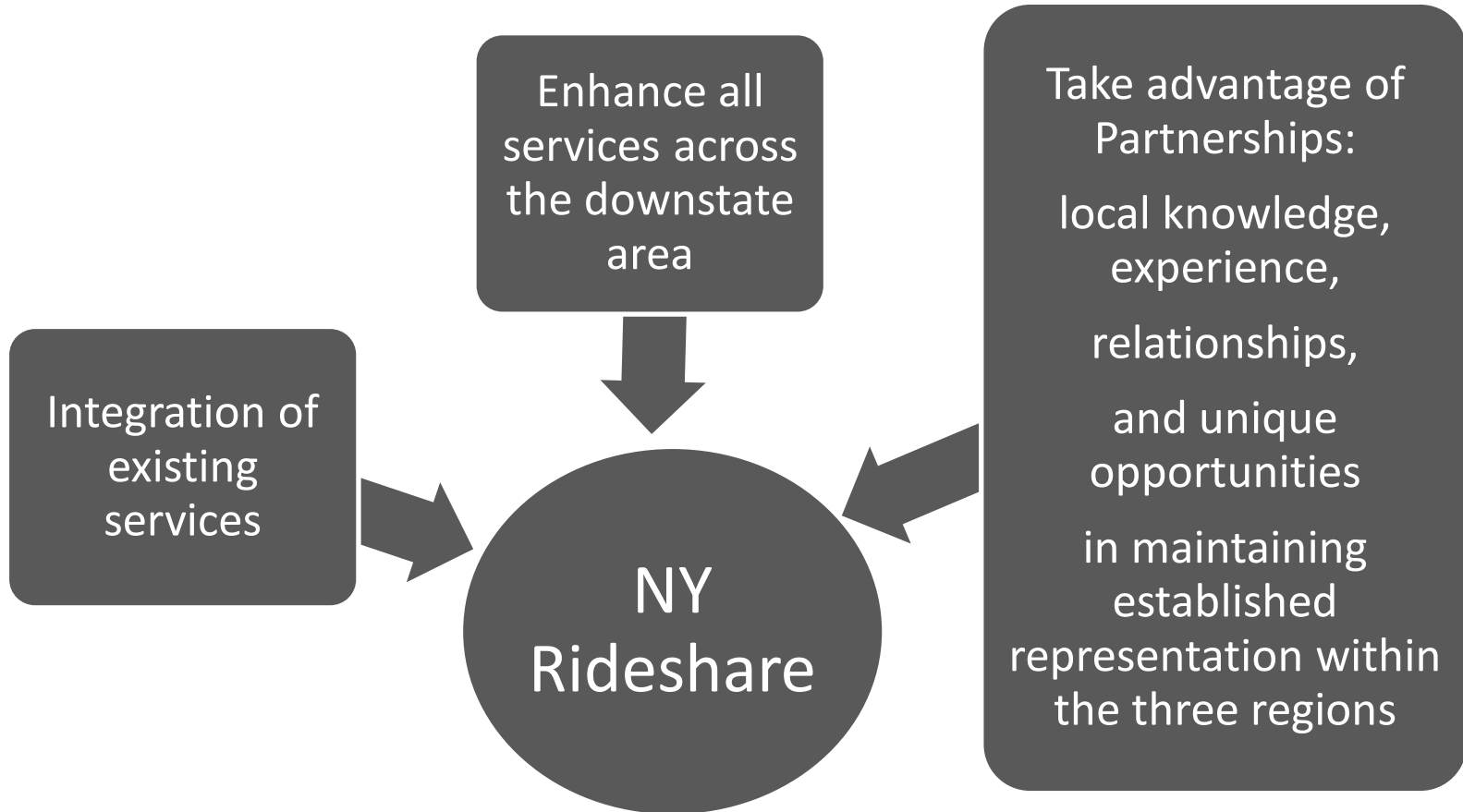


Breathe it in.

In the Beginning

- New York State Department of Transportation's (NYSDOT) downstate regions each had their own TDM contractor and relatively independent TDM program
 - NYSDOT Region 8 (lower and mid-Hudson Valley) – MetroPool
 - NYSDOT Region 10 (Long Island) – LITM
 - NYSDOT Region 11 (NYC) – CommuterLink

The Integrated Approach



Bringing It All Together

- Integration with:
 - Enhanced 511NY
 - Existing Local Projects & Initiatives
 - Clean Air NY
 - The Statewide TDM Service Delivery



Program Integration

- **1** Marketing Message
- **1** Web Resource
- **1** Rideshare Matching system
- **1** Set of Core Commute Programs and Services
- **1** Centralized Customer Call Center

5 Objectives plus...

- **1** Resource, **1** Identity = **511NY Rideshare**

511NY Rideshare: Today



Google™ Custom Search



A FREE SERVICE OF THE NEW YORK STATE DEPARTMENT OF TRANSPORTATION

My 511NY Keep me logged in [Sign Up!](#) [Forgot my password?](#)

Traffic/Transit | Transit Trip Planner | **Rideshare** | Travel Links | My 511NY | Developers | All Regions

HOME | ABOUT | CONTACT | FAQ

ALERTS There are no alerts.

TRAFFIC/TRANSIT MAP

Real-Time Travel Information



WEATHER

71°F

Albany, NY Cloudy

QUICK LINKS

- Incidents List
- Transit Trip Planner
- Traffic Speeds
- Cameras List

SOCIAL MEDIA

Tweets

my511NY @my511NY 2h

Tiny traffic cop shocks New Yorkers by lifting taxi off the ground [mashable.com/2015/06/15/cop...](#) via

WHAT'S NEW

Scajaquada Expressway Speed Reduction

If you are driving on or near the Scajaquada Expressway, Route 198 corridor in the City of Buffalo, please be advised that effective immediately, a new speed limit of 30 miles per hour has been established for the area.

FEATURED PARTNERS

I ♥ NY.

Explore New York this summer! Please visit <http://www.iloveny.com/>

The I-95 Corridor Coalition

I-95 CORRIDOR COALITION

Discover Better Ways to Go



- 511NY Rideshare offers commuter, traveler and employer programs and services.
- Encourages alternative transportation choices such as: carpooling, vanpooling, public transportation, biking and walking to improve mobility, reduce traffic congestion and improve air quality.
- Expanding statewide.

Ridesharing in Chemung and Steuben Counties



- Launched in July 2014
- Steady growth in registered users
- Working with Mobility Managers to promote program to employers and employees
- Radio and online advertising to reach a broader audience



One Website

Mobile friendly website launched in 2014.



One Customer Service Center



Call 511 and say “Rideshare”



Top 5 call subjects:

- MTA Status Calls
- Transit Assistance
- General 511NY/511NY Rideshare Inquiries
- Access-A-Ride
- Traffic Conditions

Customer Service Center

Customer Service not only supports travelers, but plays an integral role in coordinating and communicating with stakeholders that are vital to program success.



Progress by the Numbers*

NYC Rideshare

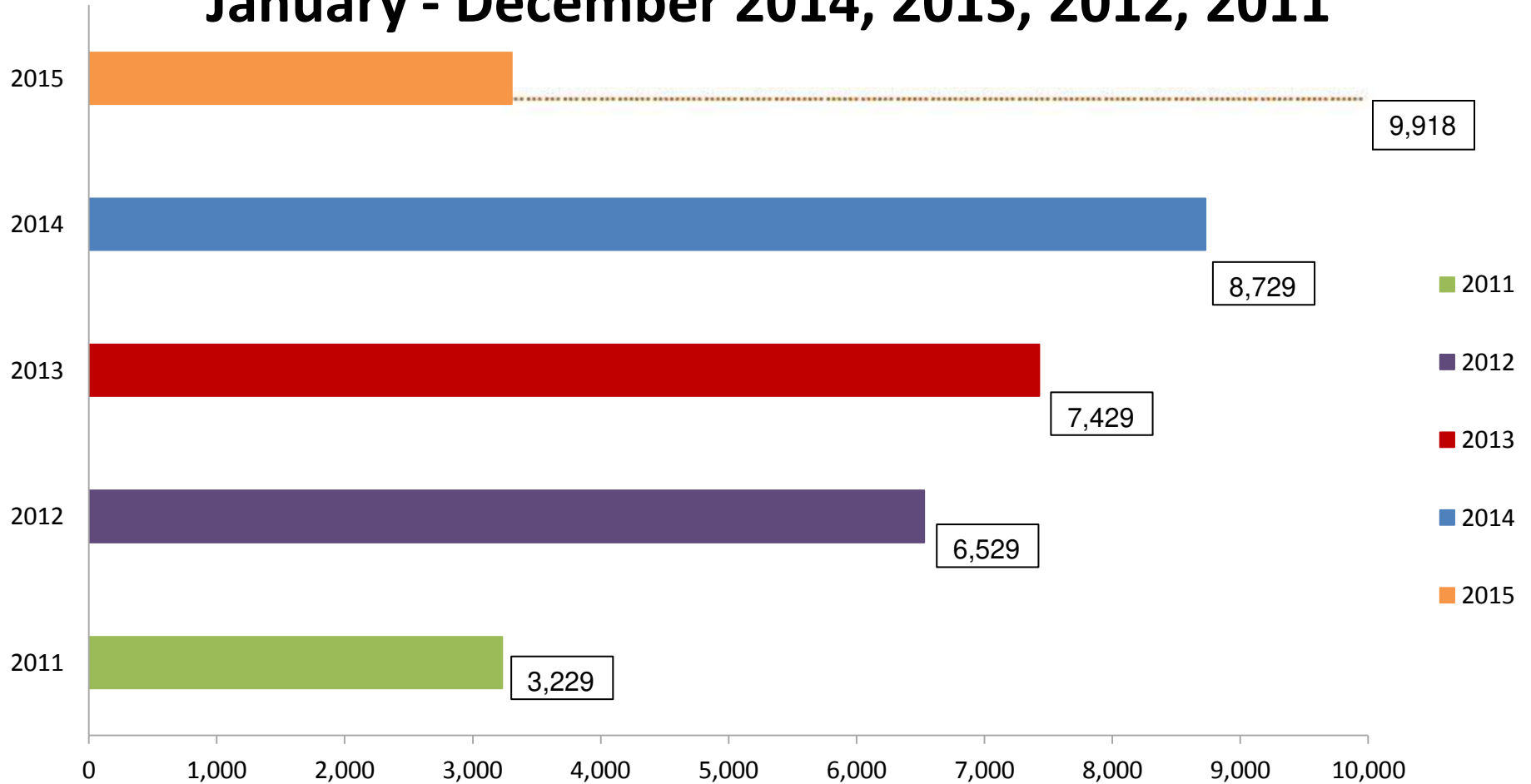


- Monthly average rideshare applications up by 48%
- 136% increase in self registrations
- 34.5 million Vehicle Miles Traveled reduced
- GHG reduced by 2,100 metric tons
- Employer outreach increased 13%
- Assisted more than 47,000 commuters

*2014 Annual Report

Growth and Results

Year-Over-Year Application Comparison January - December 2014, 2013, 2012, 2011



*2015 numbers include only January-April

Keys to Success: Partnerships

CARPOOL EASIER

Register in 511NY Rideshare's free Ride-match System

LaGuardia AIRPORT

MY PROFILE RIDEMATCHING TRIP CALENDAR EVENT MATCHING ADMIN LOG OUT

Transit Carpool Vanpool

Airport Rideshare Home

Port welcomes you to the new 511NY Rideshare ridesharing system. 511NY partnership with Port Authority of New York & New Jersey is providing this LaGuardia Airport workers receive free travel options and up-to-date parking information. All LaGuardia Airport employees are eligible to receive free travel options on this website.

As already reduced employee and customer parking and as it progresses, the Port will lose additional employee parking spots. Register now to plan ahead and explore travel alternatives so that you don't need to park your car every day.

Contact 511NY Rideshare Customer Service by calling 511 and say "Rideshare". Customer Service is available to help Monday through Friday, between 6:00 AM and 7:00 PM. Out-of-state travelers call 888-GO511NY (888-465-1169), select a New York State, then say "Rideshare".

Rideshare Login

New User?

Registered User? your registered e-mail and password

E-mail:

Password:

[Forgot Password](#)

CAR FREE DAY

LONG ISLAND

MONDAY, SEPTEMBER 22, 2014

JOIN US FOR LONG ISLAND'S 2ND ANNUAL CAR FREE DAY!

Car Free Day is an international event celebrated every September during which people are encouraged to use alternative modes of transportation such as taking mass transit, carpooling, biking, walking and telecommuting. Using cars less helps reduce traffic, conserve energy, reduce harmful emissions, reduce parking problems and save money!

Join the many companies and organizations on Long Island who are encouraging their employees and members to pledge to be car-free or car-lite.

TAKE THE PLEDGE AT CARFREEDAYLI.COM!

CAR FREE VASSAR

Sustainability at Vassar is partnering with 511NY Rideshare. To be eligible to win prizes, you must be registered in the 511NY Rideshare system and log your trips using a commute option during the week of October 7 - 11, 2014. Register now and say "Rideshare" when you call.

511NY Rideshare is sponsored by the New York State Department of Transportation to provide free commuter and transit services.

511NY Rideshare

Home Carpool Transit Biking Vanpool Park and Ride Guaranteed Ride Program Employer Services Contact Us

Join 511NY Rideshare for Earth Day 2015

Earth Day is April 22, 2015 and there's no better time to make a commitment to our environment than now. 511NY Rideshare's free and customized services help commuters consider all of their options when commuting: public transportation, biking and walking to work. Join 511NY Rideshare, you'll be doing your part to reduce traffic congestion, decrease greenhouse gas emissions, promote healthier travel choices and make our region more sustainable.

RIDEMATCHING To find rideshares, register for free here.

If everyone carpooled just **one day** a week, the traffic on the nation's major highways and roads would be reduced by **as much as 20%**

TRANSIT Sign up for Ridesharing and receive a customized door-to-door transit itinerary.

BICYCLING For more information about the benefits and options for biking, click here.

Bicycles produce **Zero** emissions.

Sign In / Register Here

Our ridesharing service focuses on car drivers and riders. Using our growing database of thousands of travelers, we can help match you with people who have similar starting and destination locations and who have similar schedules.

Already Registered? Log in here. Register Here. It's Free!

Join the conversation.

Tweets

511NY Rideshare @511NY_Rideshare UPDATE: The 31st Street will be closed at 10:00 AM (NOT PM) on 9/15. Thanks for update @NYC_DC twitter.com/NYC_DC/updates

511NY Rideshare @511NY_Rideshare Reminder: MT @NYC_DOT The 101st Street Tunnel will be closed 5:15-20:00pm until Tue, 9/22 @ 5am. #RideBeforeYouGo

511NY Rideshare @511NY_Rideshare Due to train derailment, on 9/1 there will be no central service.

RIVERHEAD BUILDING SUPPLY

Build Smarter. Build Better.

Riverhead Building Supply Rideshare Home

Welcome to the NEW Riverhead Building Supply rideshare matching service. We help people find carpools, vanpools, bicycle buddies and transit options. Here, you can quickly create a profile and find travelers who have similar travel routes and patterns and with whom you can share a ride. The system also lets you easily send potential rideshare partners an e-mail or give them a call.

Need help? Call 511 and say "Rideshare." We are available to help Monday through Friday, between 6:00 am - 7:00 pm.

511NY Rideshare program is offered strictly as a convenience and service to commuters seeking ridesharing services. It is provided based on the agreement that users of 511NY Rideshare accept full personal responsibility for any risks he or she may accept or offer through the service. Due to potential personal risks when accepting or offering rides, all potential 511NY Rideshare users should exercise caution and discretion, and generally take whatever steps he or she deems necessary to ensure one's personal safety. Riverhead Building Supply accepts no responsibility for the 511NY Rideshare program, including the actions of any individuals using the 511NY Rideshare program.

Rideshare Login

New User? [Register Here >>](#)

Registered User? Please login using your registered e-mail and password.

E-mail:

Password:

[Login >>](#)

[Forgot Password? Click Here!](#)

Testimonials: Partnerships

“511NY Rideshare has provided valuable services working with Amalgamated Life employees to help form and maintain vanpools, carpools, as well as promote public transit options.”

- *Senior VP, Human Resources, Amalgamated Life Insurance*



“511NY Rideshare has been working with SUNY Orange for many years, providing programs, education and information about transportation alternatives to our students, faculty and staff – helping us demonstrate our commitment to college-wide sustainability efforts.”

- *Sustainability Coordinator, SUNY Orange*



“North Shore-LIJ Health System has found an invaluable partner in 511NY Rideshare, helping us move the dial on sustainable transportation. They help us promote carpooling, public transit and other initiatives, including our Earth Week festivities, our Carbon Footprint Challenge and Car Free Day LI.”

- *Director, Sustainability and Social Responsibility, North Shore-LIJ HS*

Keys to Success: Employer Portals

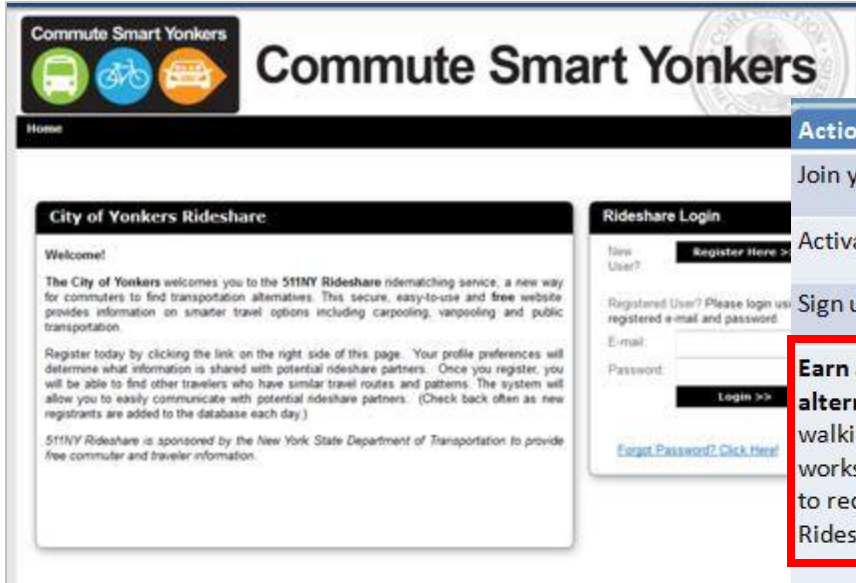


Core Features:

- Customized with employer's logo and brand
- Full 511NY Rideshare technical support and guidance
- Dedicated URL linked or embedded into employer intranet site
- Provides travel alternatives and information
- Offers secure ridematching to company only or open to others
- Free to employers and saves employees money on commute costs

Over 30 portals
deployed in the
downstate region

Keys to Success: Employer Portals



Action	Points
Join your department's Green Team	Earn 5,000 points
Activate your free 511NY Rideshare Account	Earn 1,000 points
Sign up for the city's Transportation Benefit Program	Earn 1,000 points
Earn a \$25 Gift Card* when you <u>switch</u> to a commute alternative and complete 4 round trips by carpooling, walking, biking, or taking the train or bus to your worksite within one calendar month. <u>Complete this form</u> to redeem your gift card (made possible by 511NY Rideshare).	Earn 5,000 points
<i>* limited to one gift card per person during the Challenge</i>	
Register additional carpool, train, bus, walk or bike trips on the Commute Smart Yonkers website Trip Calendar.	Earn 1,000 points for each round trip.

Coming Soon:

City of Yonkers deploying an Employer Portal and Commute Challenge (as part of a “Battle of the Building” campaign).

Testimonial: Employer Portal



“We recently launched Bard Rideshare, a portal powered by 511NY, and now have almost 200 students, faculty and staff registered for ridematching through the portal. This was truly a team effort between Bard Office of Sustainability and 511NY Rideshare staff – from portal development and deployment to the creation and production of marketing materials.

- Sustainability Manager, Bard Office of Sustainability



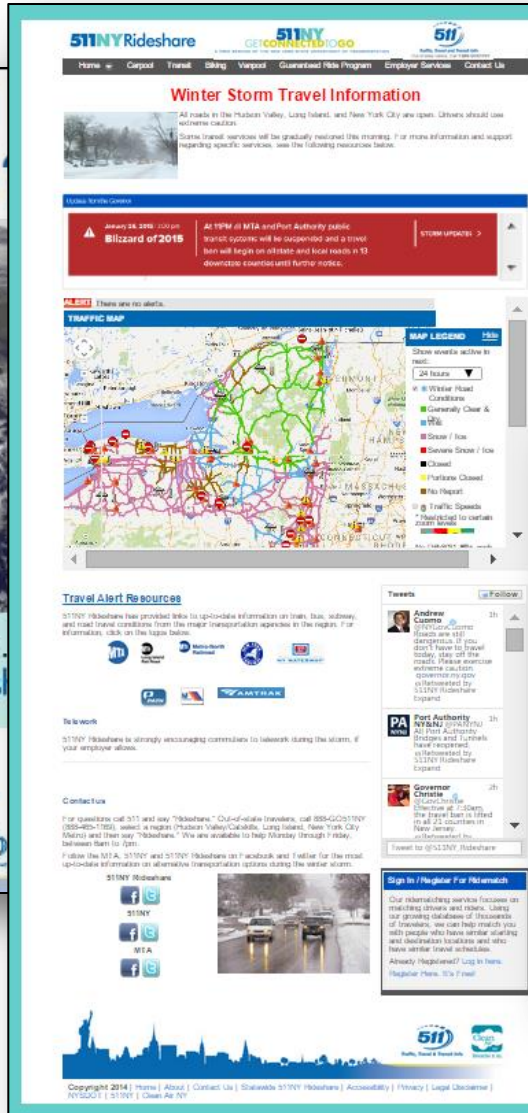
Planning



ARE YOU PREPARED?

Hurricane season is here. Be prepared with **511NY Rideshare**

Visit **511NYRideshare.org**
Call 511 and say "Rideshare"



511NY Rideshare GETCONNECTEDTOGO

Home | Carpool | Transit | Biking | Vanpool | Guaranteed Ride Program | Employer Services | Contact Us

Winter Storm Travel Information

All roads in the Hudson Valley, Long Island, and New York City are open. Drivers should use extreme caution.
Some travel services will be gradually resumed this morning. For more information and support regarding specific services, see the following resources below.

Local Service Closures

Blizzard of 2015
All MTA and Port Authority public transit options will be suspended and a travel ban will begin on all state and local roads in NJ downstate counties until further notice.

TRAFFIC MAP

MAP LEGEND

- 200+ Hours
- 100-200 Hours
- Severe Snow / Ice
- Chained
- No Report
- Traffic Speeds

Travel Alert Resources

511NY Rideshare has provided links to up-to-date information on train, bus, subway, and road travel conditions from the major transportation agencies in the region. For information, click on the logos below:

Network

511NY Rideshare is strongly encouraging commuters to network during the storm, if your employer allows.

Contact Us

For questions call 511 and say "Rideshare." Out-of-state travelers, call 888-GO511NY (888-465-1169), select a region (Hudson Valley/Catkills, Long Island, New York City Metro) and then say "Rideshare." You are available to help! Please! (through Friday, between 8am to 7pm).

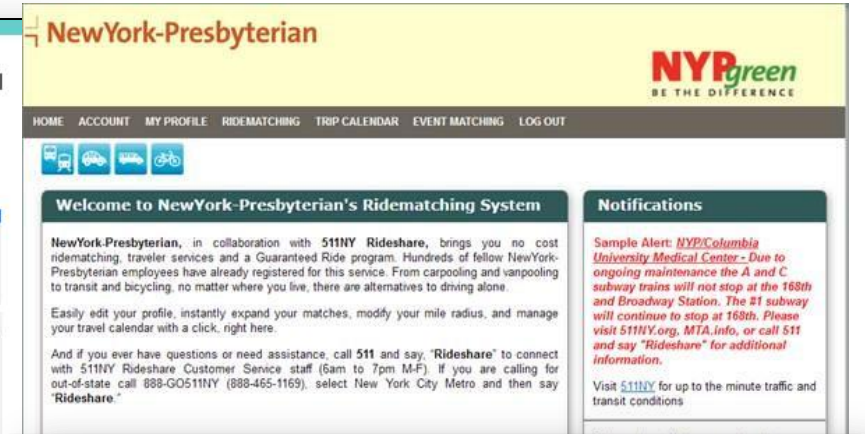
Follow the MTA, 511NY and 511NY Rideshare on Facebook and Twitter for the most up-to-date information on alternative transportation options during the winter storms.

Sign In / Register For Rideshare

Our ridesharing service focuses on matching drivers and riders. Using our growing database of thousands of travelers, we can help match you with people who have similar starting and destination locations and who have similar travel schedules.

Already Registered? Log In Here. Regular Users: Sign In Here.

Copyright 2014 | Home | About | Contact Us | Shareable 511NY Rideshare | Accessibility | Privacy | Legal Disclaimer | NYSDOT | 511NY | Clean Air NY



NewYork-Presbyterian

HOME ACCOUNT MY PROFILE RIDEMATCHING TRIP CALENDAR EVENT MATCHING LOG OUT

Welcome to NewYork-Presbyterian's Ridematching System

NewYork-Presbyterian, in collaboration with 511NY Rideshare, brings you no cost ridesharing, traveler services and a Guaranteed Ride program. Hundreds of fellow NewYork-Presbyterian employees have already registered for this service. From carpooling and vanpooling to transit and bicycling, no matter where you live, there are alternatives to driving alone.

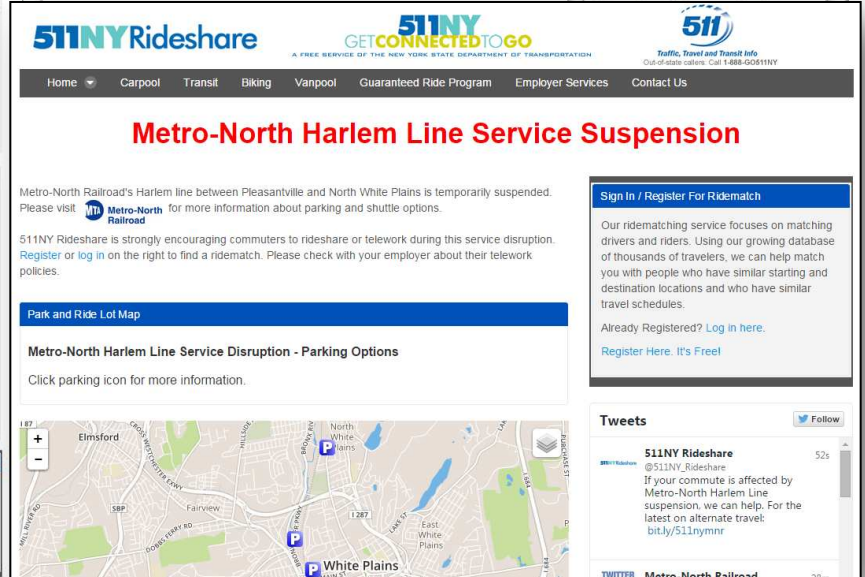
Easily edit your profile, instantly expand your matches, modify your mile radius, and manage your travel calendar with a click, right here.

And if you ever have questions or need assistance, call 511 and say "Rideshare" to connect with 511NY Rideshare Customer Service staff (8am to 7pm M-F). If you are calling from out-of-state call 888-GO511NY (888-465-1169), select New York City Metro and then say "Rideshare."

Notifications

Sample Alert: NYP Columbia University Medical Center - Due to ongoing maintenance the A and C subway trains will not stop at the 168th and Broadway Station. The B1 subway will continue to stop at 168th. Please visit 511NY.org, MTA.info, or call 511 and say "Rideshare" for additional information.

Visit 511NY for up to the minute traffic and transit conditions



511NY Rideshare GETCONNECTEDTOGO

HOME | Carpool | Transit | Biking | Vanpool | Guaranteed Ride Program | Employer Services | Contact Us

Metro-North Harlem Line Service Suspension

Metro-North Railroad's Harlem line between Pleasantville and North White Plains is temporarily suspended. Please visit **MTA Metro-North Railroad** for more information about parking and shuttle options.

511NY Rideshare is strongly encouraging commuters to rideshare or telework during this service disruption. Register or log in on the right to find a rideshare. Please check with your employer about their telework policies.

Park and Ride Lot Map

Metro-North Harlem Line Service Disruption - Parking Options

Click parking icon for more information.

Sign In / Register For Rideshare

Our ridesharing service focuses on matching drivers and riders. Using our growing database of thousands of travelers, we can help match you with people who have similar starting and destination locations and who have similar travel schedules.

Already Registered? Log In Here. Regular Users: Sign In Here.

Tweets

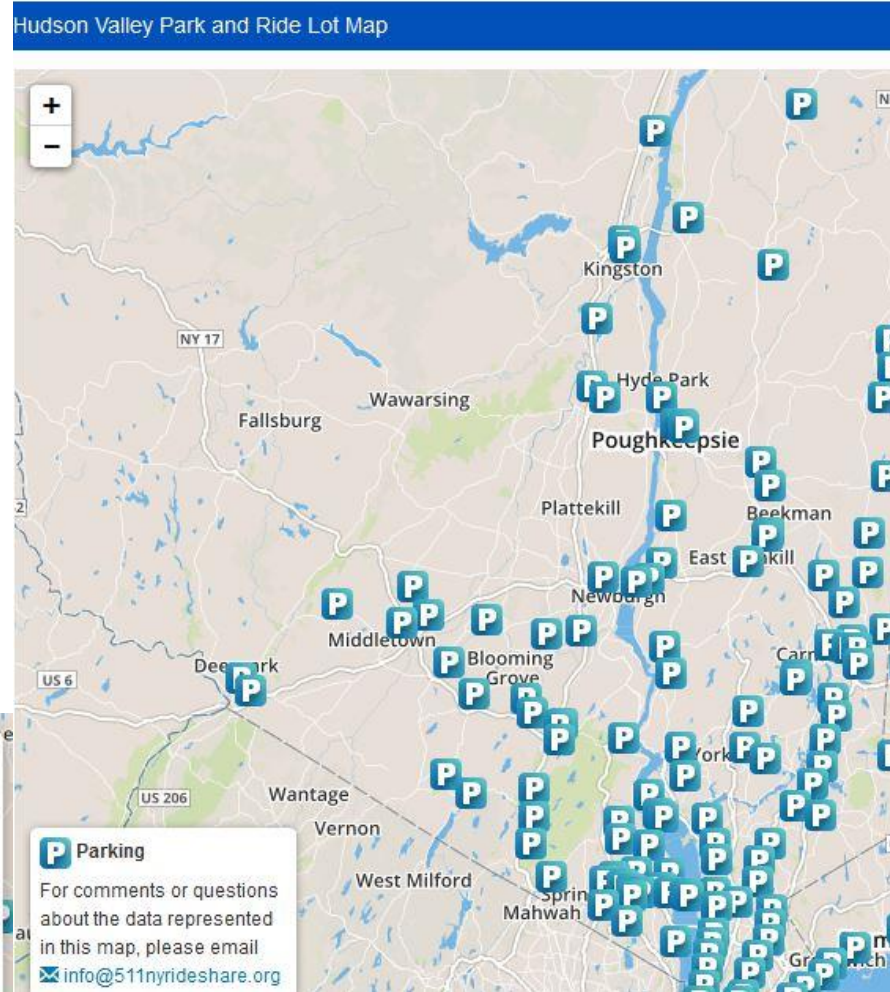
511NY Rideshare @511NY_Rideshare
If your commute is affected by Metro-North Harlem Line suspension, we can help. For the latest on alternate travel: bit.ly/511nynmr

MTA Metro-North Railroad

Reaching a Broader Audience

P&R lot map with services & direction assistance:

- Dynamic & Customizable.
- Over 180 state & municipal P&R lots shown with growing inventory catalog through partnership sharing.
- In addition, the 511NY Rideshare Hudson Valley team manages & leases 7 P&R lots, with 237 spaces – removing 71,000+ SOV trips and 21 million VMT per year.



Multi-Channel Communication

511NY Rideshare

Coordinated Outreach Strategy

Customized Landing Pages

Employer Emails

Updates to websites:
511NY.org
511NYRideshare.org

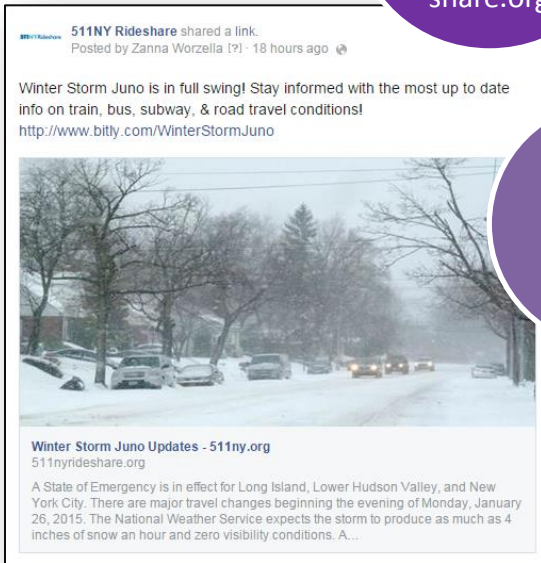
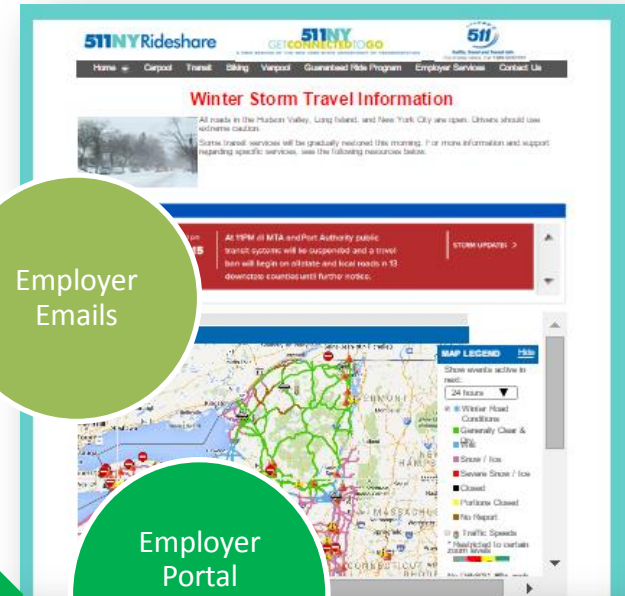
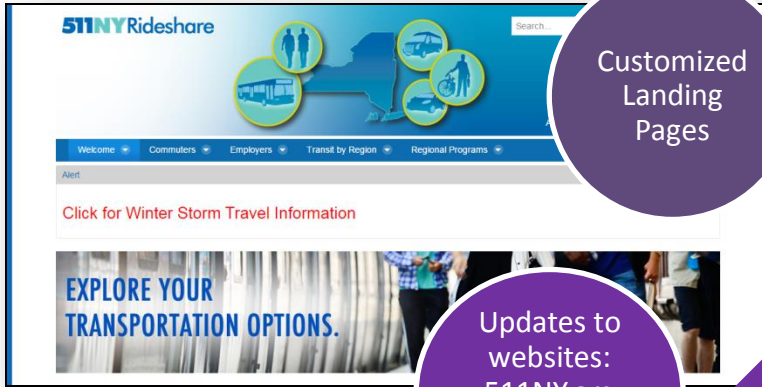
Diversified Outreach Strategies

Employer Portal Development and Updates

Social Media

Customer Service Center

Customer Outreach Email Blast



Social Media



511NYRIDESHARE
Government Organization
Timeline About Photos Likes More

511NYRIDESHARE
Posted by Zanna Worzella [?] · March 19 ·

A winter weather advisory is in effect from 6am to 6pm on Friday, March 19th. Expect 1 to 4 inches of snow with locally higher amounts. If dry, consider carpooling with someone! You might be more equipped for this type of weather, or ride with someone who is more comfortable driving in these conditions!

<http://bit.ly/511nydownstate>

Winter Weather Advisory

Weather Forecast Office New York, NY



- **Accumulations:** 3 to 6 inches of snow with locally higher amounts possible.
- **Timing:** Starting during the Friday morning commute and continuing through Friday night
- **Impacts:** Hazardous travel conditions due to reduced visibilities and snow covered roads.

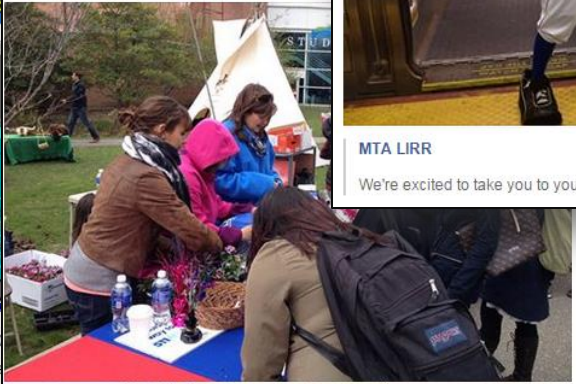
511NYRIDESHARE New York City Metro

Our Quick Match tool will help you find potential matches. Destination addresses entered above. Register for an account to see your matches!

511NYRIDESHARE.ORG

511NYRIDESHARE
You added 6 new photos.
Posted by Zanna Worzella [?] · April 30

We had such a great time at #EarthStock University! Hundreds of students and staff returned, they got a free flower! Thank you to everyone who attended! #EarthDay2015.



511NYRIDESHARE shared MTA LIRR's photo.
Posted by Zanna Worzella [?] · April 13 ·

It's #OpeningDay for the New York Mets!! Avoid traffic and get to the game early - Take the MTA LIRR. First pitch is at 1:10 pm!



MTA LIRR
We're excited to take you to your home or

511NYRIDESHARE retweeted **PATH Rail System @PATHtrain** · 18h
Service will operate on a weekend schedule beginning at 9PM and be suspended at 11PM until further notice. #BlizzardOf2015

511NYRIDESHARE @511NY_Rideshare · 20h
Stay informed with up to date info on train, bus, subway & road conditions!
#blizzardof2015 bitly.com/WinterStormJuno



View more photos and videos

511NYRIDESHARE retweeted **News12LI @News12LI** · May 6
TRANSIT ALERT: Service resumes after 2 hours. bit.ly/1EXMeTZ

511NYRIDESHARE retweeted **LIRR @LIRR** · May 6
12:40P Penn due Bab 1:57P dep Rockville Centre 105 mins late after being delayed due to an unauthorized person on the tracks e. of Baldwin.

511NYRIDESHARE retweeted **LIRR @LIRR** · May 6
1:36PM train from Babylon due Penn at 2:48PM is being held prior to departure due to an unauthorized person on the tracks struck by a train

511NYRIDESHARE @511NY_Rideshare · May 6
Delays on #TappanZeeBridge
Putnam Daily Voice @PutnamDV
Multi-Vehicle Crash On Tappan Zee Bridge Span Causes Delays Back To I-287
bit.ly/1lgCPb8

Active Transportation and Demand Management (ATDM) and 511NY Rideshare

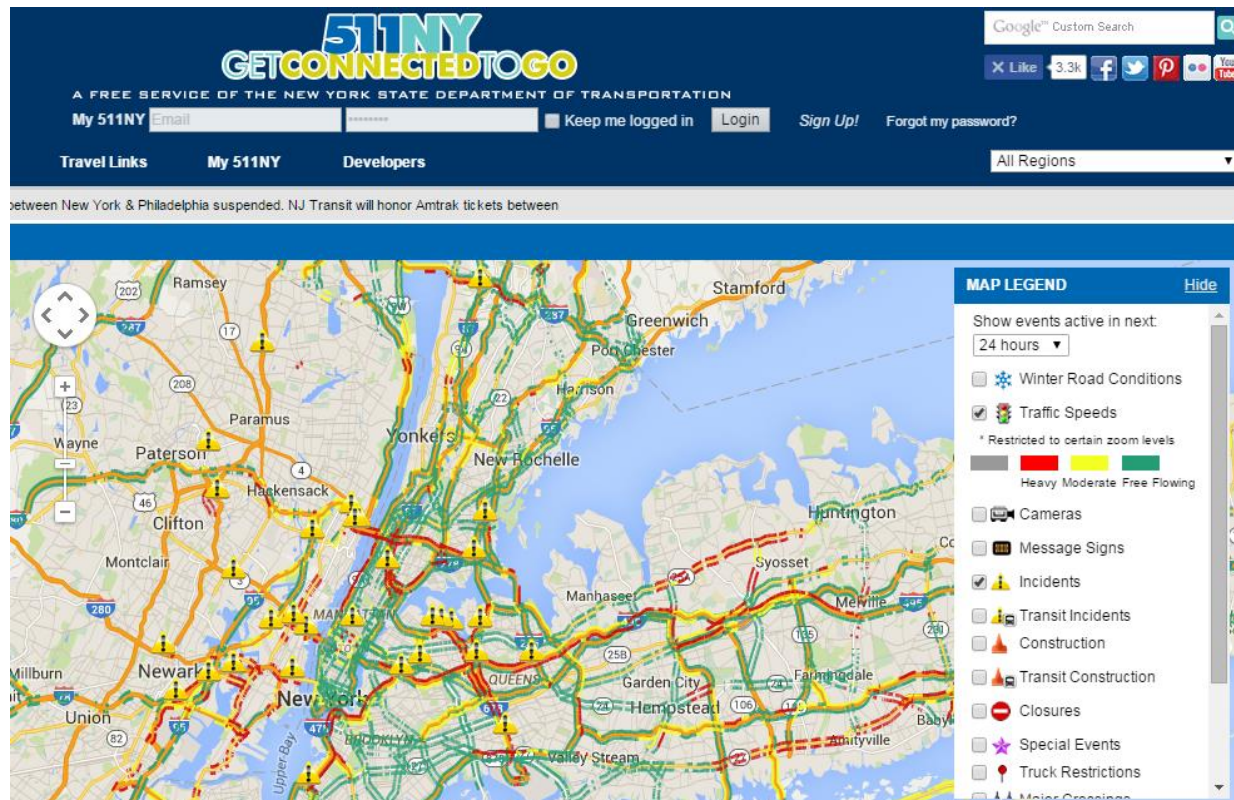
What is ATDM? How is it different from TDM?

TDM	ATDM
Pre-planned Trips	Real-time/Dynamic
Managing Demand / Reducing SOV Trips before they occur	Managing Demand PLUS Managing Traffic in Real-time
Influencing Mode Choice - pre-planned trips	Influencing Mode, Route, and Departure Times Choices in Real-time

511NY Rideshare: Now & Tomorrow



Operational Collaboration & Active Communication



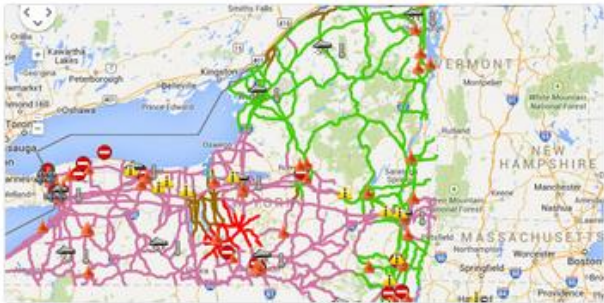
511NY Rideshare: Now & Tomorrow



Dynamic Management (of corridors and facilities)

511NY Rideshare retweeted
 PATH Rail System @PATHTrain · 18h
 Service will operate on a weekend schedule beginning at 9PM and be suspended at 11PM until further notice. #BlizzardOf2015

511NY Rideshare @511NY_Rideshare · 20h
 Stay informed with up to date info on train, bus, subway & road conditions!
 #blizzardof2015 bitly.com/WinterStormJun0



VY Rideshare retweeted
 SThruwayTRANSalert @ThruwayTraffic · 4h
 RUWAY NOW OPEN - ALL TRAFFIC IS NOW ALLOWED TO AVEL ON THE ENTIRE LENGTH OF THE NYS THRUWAY

VY Rideshare retweeted
 E Bus @theNICEbus · 4h
 ICEALERT We hope to restore LIMITED service to some routes later afternoon. Check here and our website for details

VY Rideshare retweeted
 A @MTA · 4h
 dges and Tunnels are open to all traffic with @NYGovCuomo lifting of travel ban.

VY Rideshare retweeted
 IR @LIRR · 18h
 swns are out making sure platforms are clear of snow! Here's a crew rking at Massapequa Stal! #blizzardof2015 @MTA



511NY Rideshare retweeted
 Andrew Cuomo @NYGovCuomo · 21h
 Find official info & status alerts here, from @MTA updates to road closures: ny.gov/emergency/bliz... #blizzardof2015

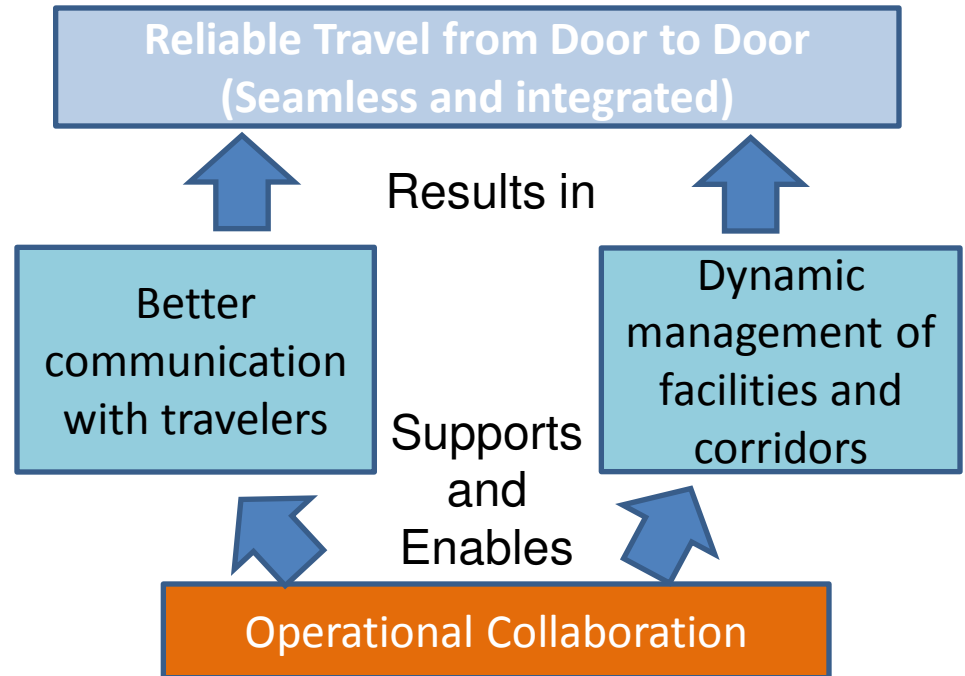


Vision for ATDM in New York State

Support **reliable travel** from **door to door** through **operational collaboration** that enables **better communication with travelers** and **dynamic management of facilities and corridors**.

Why is this different:
ATDM changes the emphasis

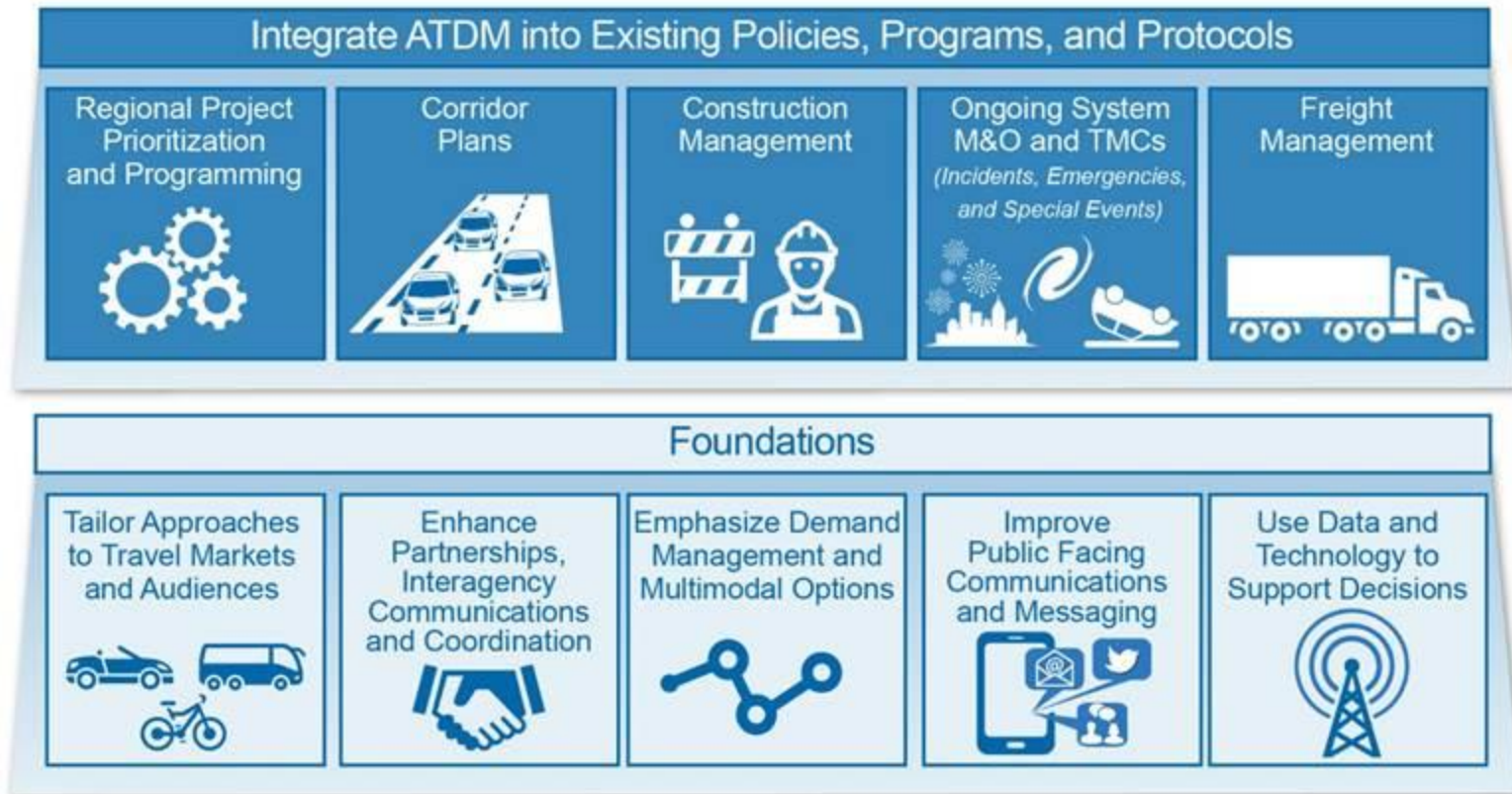
- from stand-alone services to integrated, collaborative systems-based solutions
- from the infrastructure to the trip
- from vehicle to travelers



511NY Rideshare: Now & Tomorrow



What does this mean for 511NY Rideshare?





Thank You!

Daniel Coots
Planning & Program Management Group,
NYSDOT Region 8

John Lyons
Regional Consultant Manager, 511NY Rideshare
914.437.8870 ext. 4407
jlyons@511NYRideshare.org

