

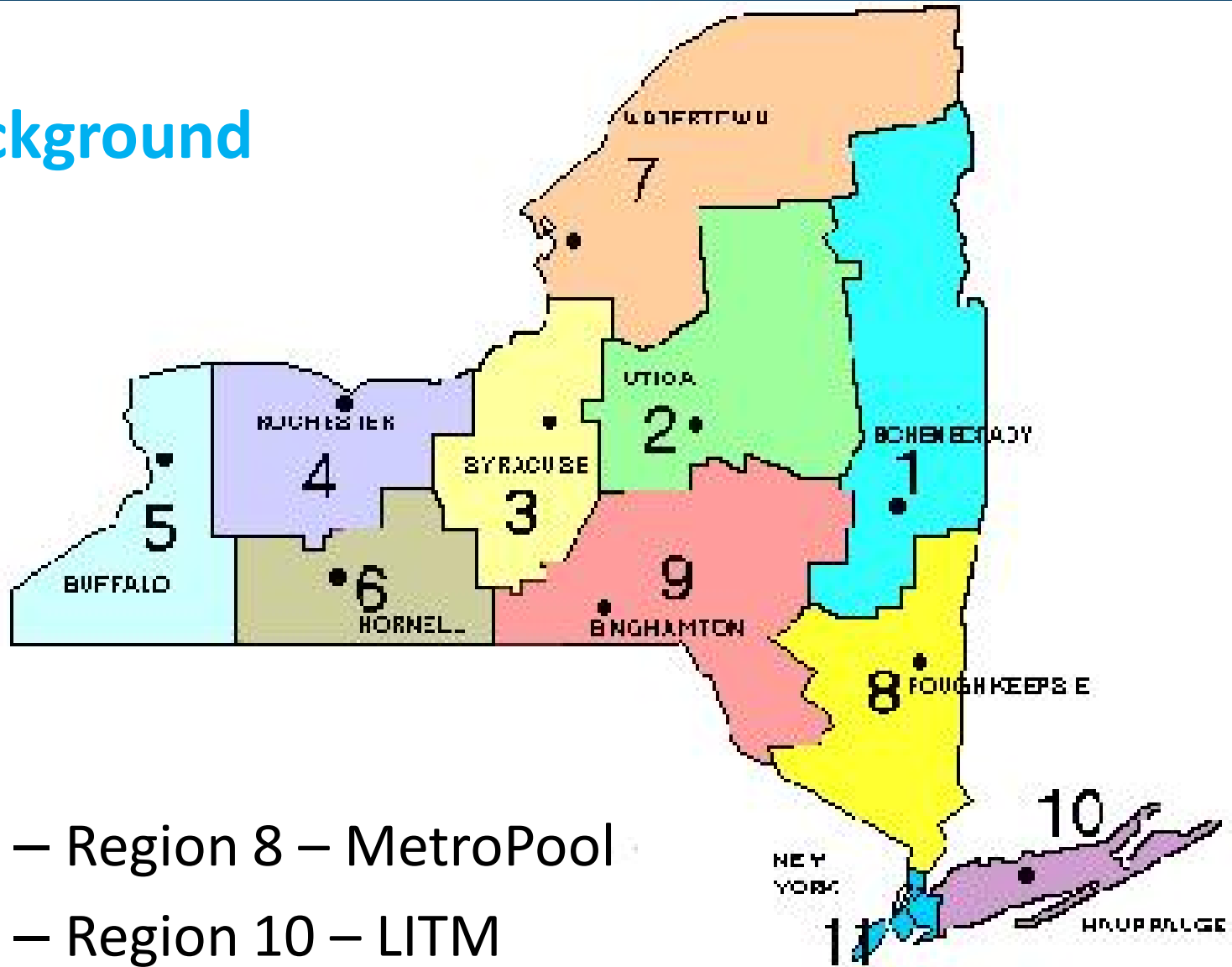
511NYRideshare

**Sponsored by
New York State Department of Transportation**

**Presentation by
John Lyons, Consulting Team Project Manager**



Background

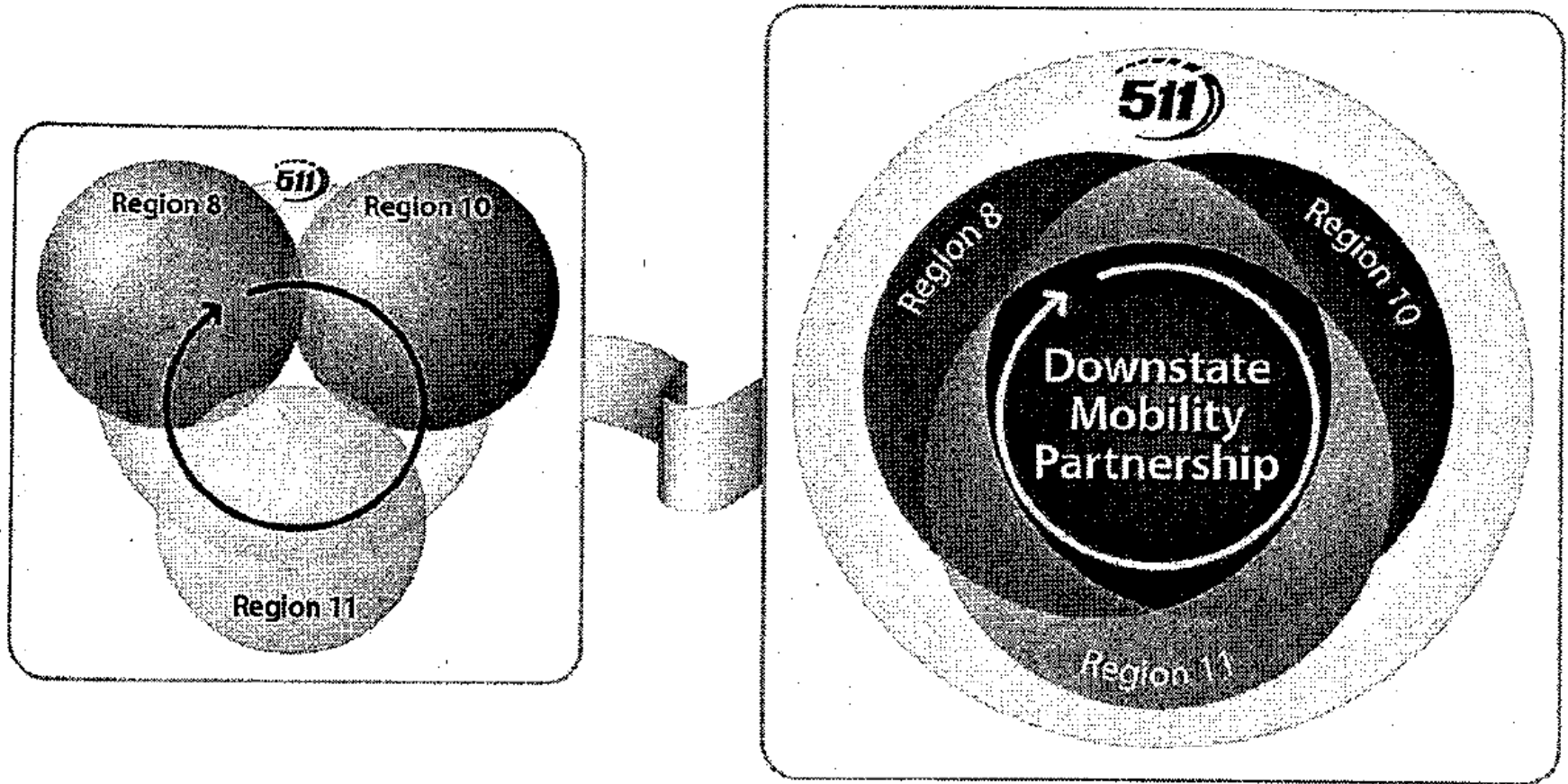


- Region 8 – MetroPool
- Region 10 – LITM
- Region 11 - CommuterLink

- Planning Study – Identified Need For a Unified Brand
- NYSDOT focus:
Consolidation, integration and enhanced coordination

The Partnership Approach

Downstate Mobility Partnership Established with Enhanced Consulting Team



Bringing it All Together

- Integration with:
 - 511NY Travel Services
 - Existing Local Projects & Initiatives
 - Clean Air NY

NEW YORK STATE'S OFFICIAL TRAFFIC AND TRAVEL INFO SOURCE

511NY
GET **CONNECTED TO GO**

A FREE SERVICE OF THE NEW YORK STATE DEPARTMENT OF TRANSPORTATION



One resource, one identity...

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511NY
GET **CONNECTED** TO GO

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Unification under the 511NY brand yields benefits for travelers:

- ✓ One marketing message
- ✓ One rideshare matching system
- ✓ One Web resource
- ✓ One centralized customer care center
- ✓ **ONE STOP SHOPPING!**

Contact Us:

www.511nyrideshare.org

Call 511, say “Rideshare”

