



Using Technology to Enhance Rideshare Services and Marketing



19th National Conference on Rural
Public and Intercity Bus Transportation

BOLD IDEAS - BIG CHALLENGES: RURAL AND URBAN SYNERGIES

BURLINGTON, VERMONT • OCTOBER 24 - 27, 2010

ADMINISTERED BY



GO MAINE Commuter Connections



FUNDING PARTNERS



MaineDOT



MISSION

**Provide information on, and facilitate access to, healthy, economical and eco-friendly modes of transportation:
Carpools, vanpools, transit, bicycling and walking to work.**



DESIRED OUTCOMES

- **Clean environment**
- **Physical & social health**
- **Greater mobility**
- **Transportation choice**
- **Energy conservation**
- **Economic benefits**



HISTORY

- **GPCOG developed RideShare program with MDOT in 1994**
- **Maine Turnpike Authority became partner in 1995 to fund marketing**
- **GPCOG wins competitive bid to develop statewide GO MAINE program in 2002**



KEY COMPONENT

Advanced Ridematching System



Thinking in 360 Degrees. Making it Happen.

*Ability to quickly match commuters to
carpools, vanpools, transit, bicycling,
walking, P&R options*

TECHNOLOGY INVESTMENTS

2002:

- **Windows-based ridematching = \$52,750**
- **Website = \$13,000**

2004:

- **Web-based ridematching = \$96,850**

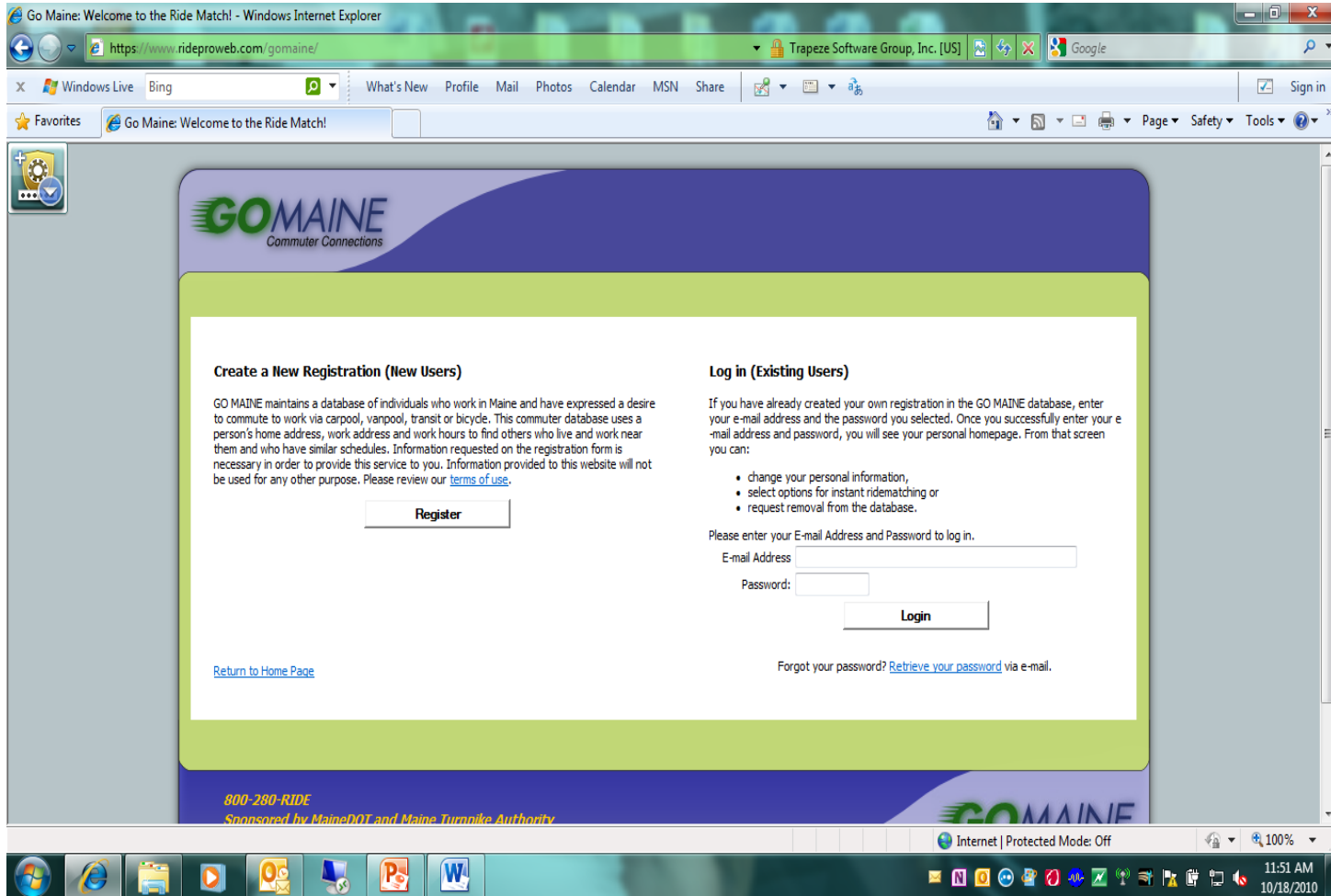


Website Portal – Local Server

www.gomaine.org



Sign-Up or Log-In Page – Remote Server



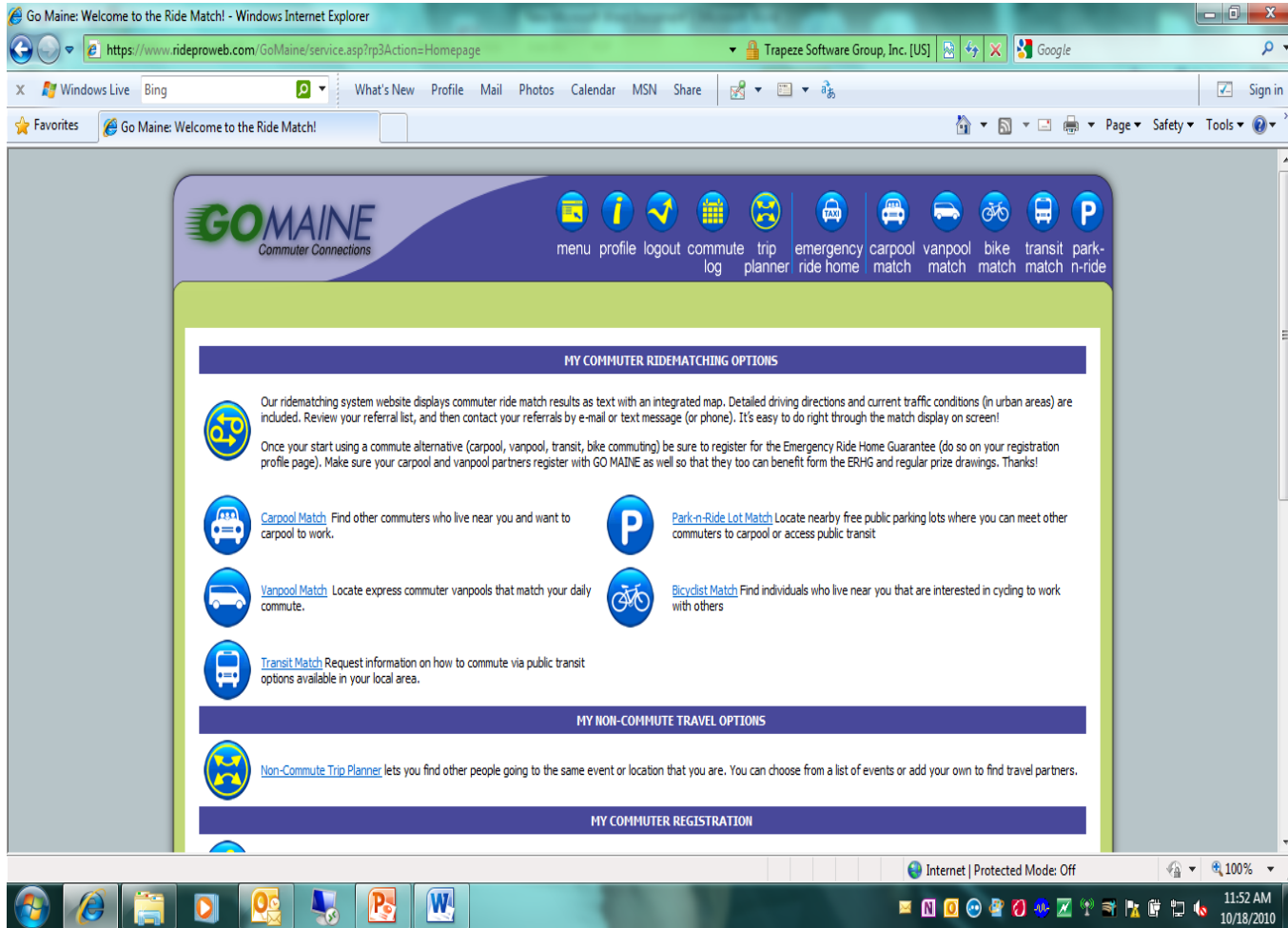
Commuter Registration/Profile

The screenshot shows a Windows Internet Explorer browser window displaying the 'GO MAINE Commuter Connections' website. The address bar shows the URL: <https://www.rideproweb.com/GoMaine/Service.ASP?rp3Action=Register&DisplayPage=AllForm&ForceFullForm=YesPlease>. The browser's address bar also shows 'Identified by VeriSign' and a search icon for Google. The browser's search bar contains 'Bing'. The browser's menu bar includes 'What's New', 'Profile', 'Mail', 'Photos', 'Calendar', 'MSN', 'Share', and 'Sign in'. The browser's toolbar includes 'Favorites', 'Go Maine: Welcome to the Ride Match!', 'Page', 'Safety', and 'Tools'. The website's header features the 'GO MAINE Commuter Connections' logo and a navigation menu with icons for: menu, profile, logout, commute log, trip planner, emergency ride home, carpool match, vanpool match, bike match, transit match, and park-n-ride. The main content area is titled 'Commuter Registration' and includes a legend: '* Indicates Required Field.' Below this is a form with a 'GPCOG' label and a blue box containing the text 'Greater Portland Council of Governments'. The text below the box reads: 'GPCOG welcomes you to the GO MAINE rideshare service. GPCOG encourages our employees to commute in the most responsible way possible. We're on-board with GO MAINE, which provides you with numerous services and benefits. Please join up by completing this registration, and you'll soon be on your way to a better way to work! Ask Carey Kish for details!'. Below this is a 'Name' label and a text input field with the instruction: 'Please enter your name in proper case. (e.g. "John Smith" not "JOHN SMITH")'. Below the text input field are two dropdown menus: 'Salutation:' with 'Dear Mr. Kish:' selected, and 'First Name:' with 'Carey' entered. The browser's status bar at the bottom shows 'Done', 'Internet | Protected Mode: Off', and the system clock '11:53 AM 10/18/2010'.



GO MAINE Commuter Connections

Commute Options Menu



Commute Options/Preferences

Go Maine: Welcome to the Ride Match! - Windows Internet Explorer

https://www.rideproweb.com/GoMaine/service.asp?rp3Action=Homepage

Trapeze Software Group, Inc. [US]

Google

Windows Live Bing







What's New Profile Mail Photos Calendar MSN Share

Sign in

Favorites Go Maine: Welcome to the Ride Match!

Page Safety Tools

MY COMMUTER REGISTRATION

-  [Edit my Profile](#) You may update your registration. This includes altering your home and work addresses, work schedule, and other profile preferences.
-  [Commute Log](#) Use the commute log to record how you commuted to work day-by-day. We'll estimate your savings in cost, distance traveled and air pollution.
-  [Reset my Password](#) Reset your password for access to the GO MAINE ridesharing system website.
-  [Remove my information](#) from the matching database. Deletion of your registration from our database will prevent you from showing on other commuter's match reports, eliminate your ability to access the site, stop all e-mail notices about promotions and events, and remove you from the Emergency Ride Home Guarantee if registered.
-  [Print an Emergency Ride Home Voucher](#) This will use one of your allotted emergency ride home trips for the year.
-  [Log Out](#) When you are finished please log out or close your browser

800-280-RIDE
Sponsored by MaineDOT and Maine Turnpike Authority
Administered by Greater Portland Council of Governments

GO MAINE
Commuter Connections

Internet | Protected Mode: Off

100%

11:53 AM
10/18/2010

Sample Carpool Ride Match

The screenshot displays the 'Go Maine: Welcome to the Ride Match!' website in a Windows Internet Explorer browser. The page features a navigation bar with icons for menu, profile, log out, commute log, trip planner, emergency ride home, carpool match, vanpool match, bike match, transit match, and park-n-ride. The main content area is titled 'Carpool Match' and includes a 'My Commute' section for 'Carey Kish'. The 'Search Criteria' section is set with: Home Search Distance: 5.00 mi, Work Search Distance: 1.00 mi, Matches along my route: unchecked, Max. detour from my route: 1.00 mi, Time Flexibility - Start Of Day: 30 min, and Time Flexibility - End Of Day: 30 min. A 'Recalculate' button and a help icon are present. Below, it states '3 result(s) were found' with a 'Print' link. A map of Maine shows a highlighted route from Portland to Lewiston, with three green location markers. The browser's taskbar at the bottom shows the system clock at 11:54 AM on 10/18/2010.

Sample Carpool Ride Match

Go Maine: Welcome to the Ride Match! - Windows Internet Explorer
https://www.rideproweb.com/GoMaine35/CarpoolMatch.aspx

Commuter Connections

3 result(s) were found

- Marv Ann York**
Contact: [Email icon]
Phone: (207)666-5997
From: Doughty Road, Bowdoin, ME 04287
To: Maine Dept. of Health & Human Services - Portland, 161 Marginal Way, Portland, ME 04103
Hours: Start: 8:00 AM (+/- 30 mins), End: 5:00 PM (+/- 30 mins)
Last Activity: 1/8/2008
Language: English
Auto Available: Yes
- Jeff Stanek**
- Dolores Soule**

Reset Map View

Map data ©2010 Google - Terms of Use

800-280-RIDE

Internet | Protected Mode: Off | 100%

11:56 AM
10/18/2010

MARKETING & OUTREACH



KATHRYN BUXTON



CHRIS RUSSELL





COMMUTE ANOTHER WAY DAY WEDNESDAY, JUNE 9, 2004

don't pollute
when you commute!

carpool, vanpool, ride transit, bike or walk to work.

fun events! prizes! find out more!

check with your employer or 800.280.RIDE www.gomaine.org/cawday

COMMUTE ANOTHER WAY DAY
WEDNESDAY, JUNE 11, 2003

Your car could use a 'sick day'

Give YOUR CAR
THE DAY OFF.



CARPPOOL, VANPOOL, BIKE, WALK,
RIDE THE BUS, FERRY, OR TRAIN TO WORK.



Commute
Another
Way
Day '03

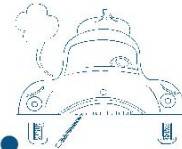
For more information on
how to participate, please
contact your employer or
call 1.800.280.RIDE or visit
www.gomaine.org/cawday

GO MAINE
Commuter Connections



Commute Another Way Day is coordinated by GO MAINE, the statewide commuter services program, and is possible only with the support of employers and transportation advocates throughout Maine. GO MAINE is sponsored by the Maine Department of Transportation and the Maine Turnpike Authority and operated by the Greater Portland Council of Governments.

mycar
CALLED IN
'SICK' TODAY



Commute
Another
Way
Day '03

SO I CARPOOLED, VANPOOLED,
RODE TRANSIT, BIKE, OR
WALKED TO WORK.

WEDNESDAY, JUNE 11, 2003

GO MAINE

Maine Department of Transportation
Maine Turnpike Authority
Greater Portland Council of Governments

1.800.280.RIDE www.gomaine.org



GO MAINE Commuter Connections

PLANNING PARTNERS

Southern Maine Regional Planning Commission



BACTS

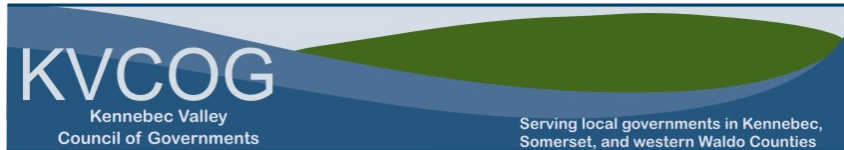


Bangor Area
Comprehensive Transportation System



EMDC

PACTS



GO MAINE Commuter Connections

TRANSIT PARTNERS



CityBus



LISBON CONNECTION



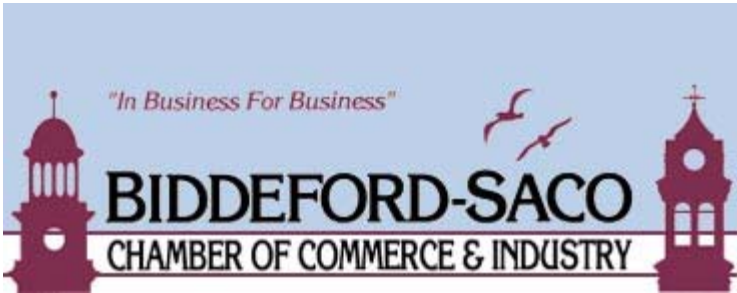
ShuttleBus



CHAMBER PARTNERS



 Welcome to... **The Androscoggin County Chamber of Commerce**



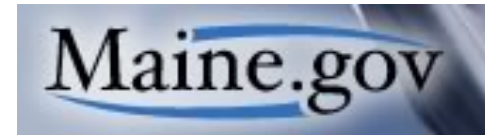
GO MAINE Commuter Connections

OTHER PARTNERS



BUSINESS PARTNERS

L.L.Bean



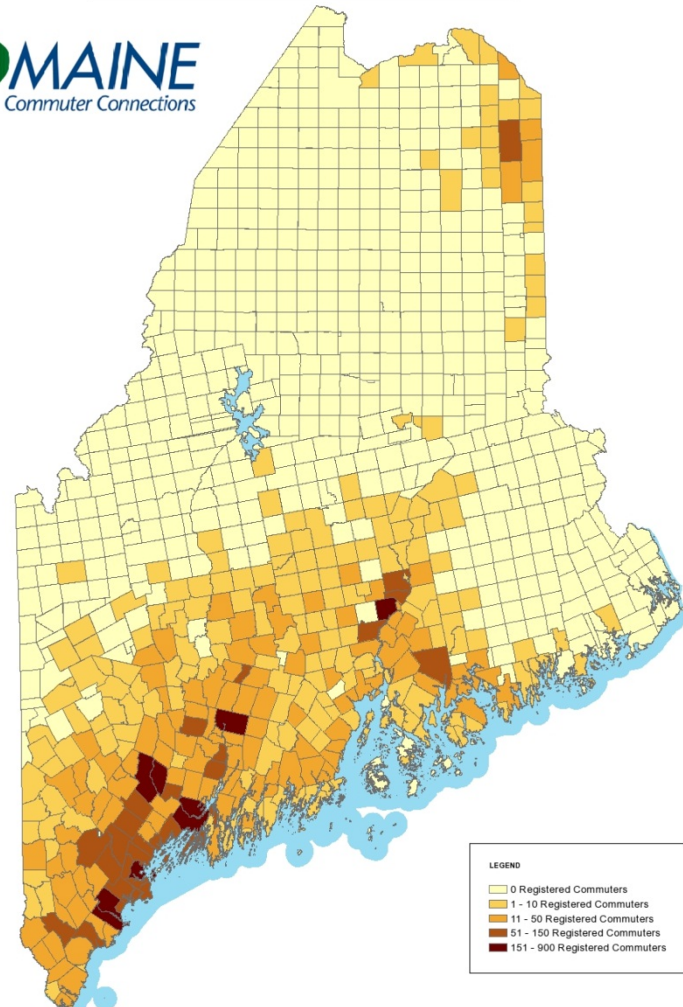
GO MAINE Commuter Connections

COMMUTER OUTREACH 2002 - 2010

GO MAINE Registered Commuters 2010

Total GO MAINE Registered Commuters June 2010 - 8,259

GO MAINE
Commuter Connections



GPCOG

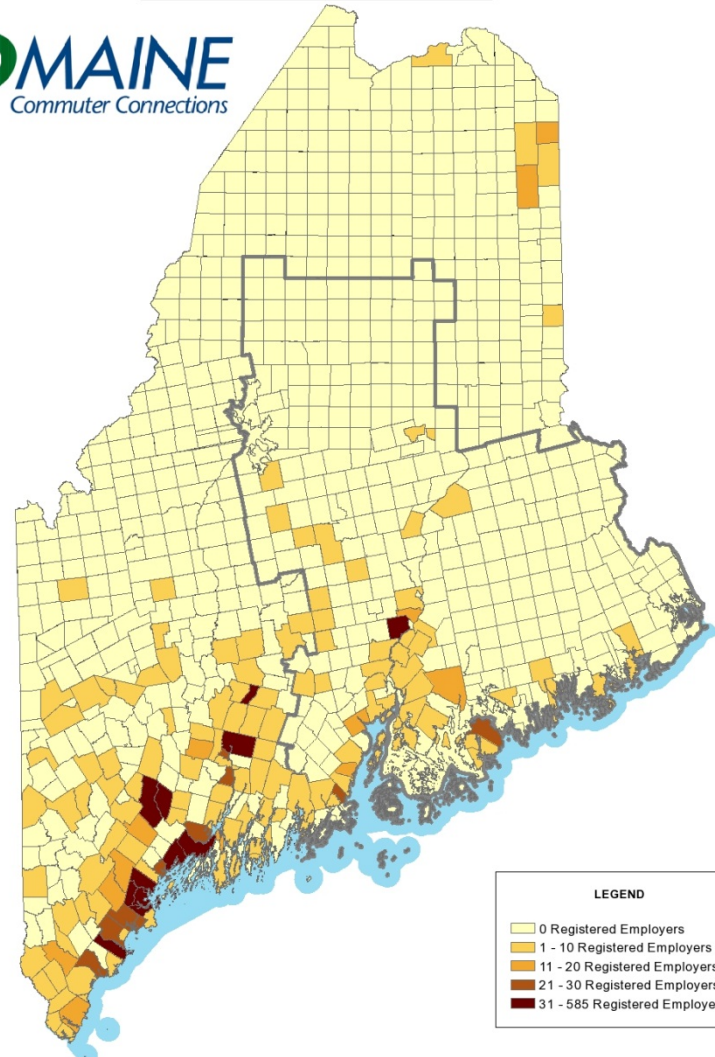
Produced by: The Greater Portland Council of Governments - July 2010

EMPLOYER OUTREACH 2002 -2010

GO MAINE Registered Employers 2010

Total GO MAINE Registered Employers - 1,780

GO MAINE
Commuter Connections



GP
PCOG

Produced by: The Greater Portland Council of Governments - July 2010

REGIONAL RIDESHARING PARTNERSHIP



Started collaboration process in 2007. Finalized with VTrans in 2009, with NHDOT in 2010

\$\$\$ SAVINGS THRU COOPERATION & COLLABORATION

- Transfer software and data from GPCOG to Trapeze servers
- Share hosting and maintenance fees
= +- \$43,000/year/2 = \$21,500 per agency





TRENDS *

Advances in technology are changing how ridesharing services are delivered.

- Demand for instant ridematching
- On-demand ridesharing using hand-held devices (smart phones)
- Increasing popularity of social media tools



** Ten Seismic Shifts Reshaping TDM, Southeastern Institute of Research*



FACEBOOK

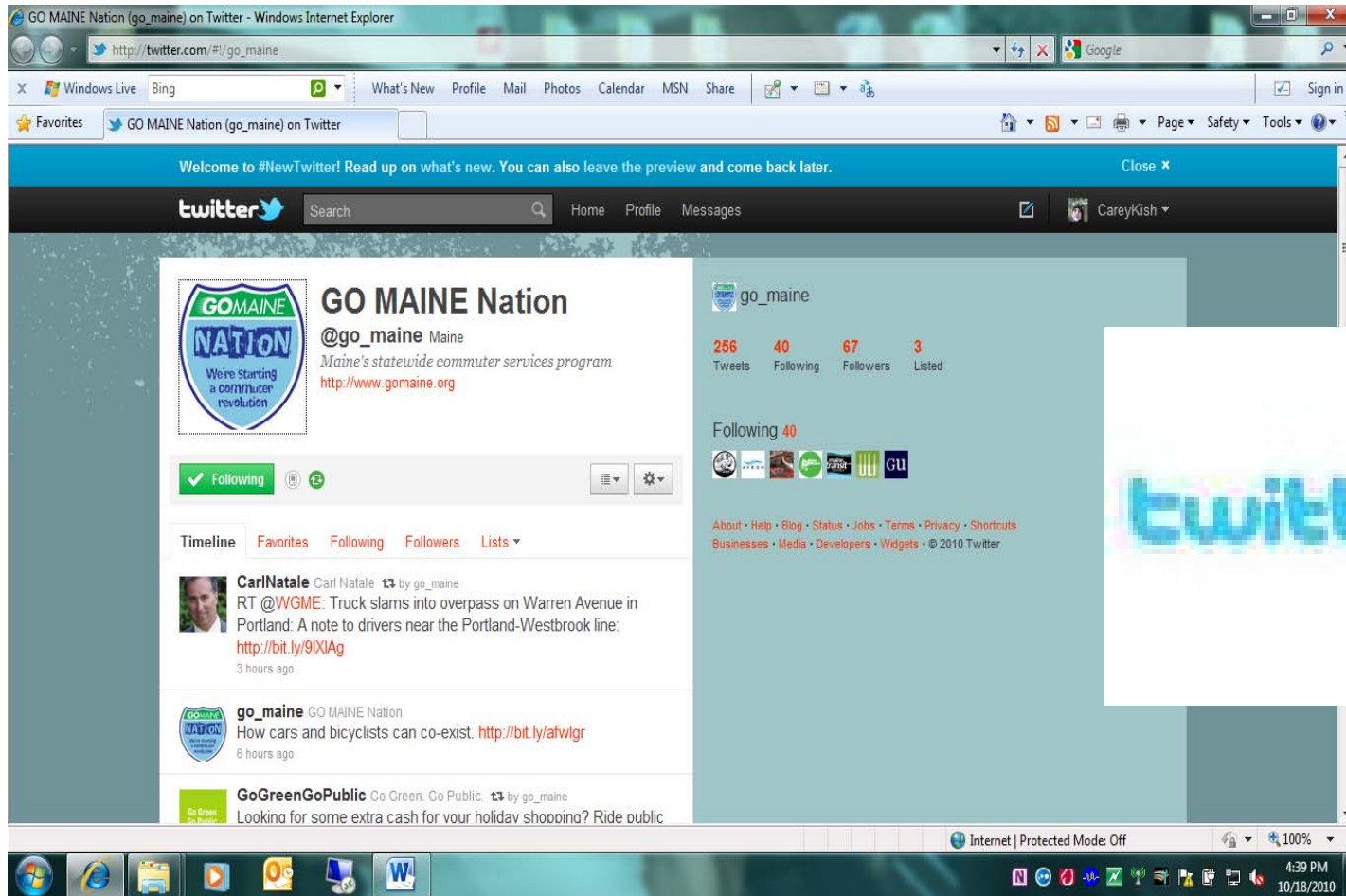


548 Fans * 25,000 Visits



GO MAINE Commuter Connections

TWITTER



Twitter linked to Facebook



GO MAINE Commuter Connections

YOU TUBE

YouTube - GoMaineNation's Channel - Windows Internet Explorer

http://www.youtube.com/user/GoMaineNation#p/u

GoMaineNation's Channel **Subscribe** All **Uploads** Favorites

2010 Commute Another Way Week: Go green at work
May 17th - May 21st
CommuteAnotherWayWeek.org

0:00 / 2:48 360p

Info Favorite Share Playlists Flag

2010 Commute Another Way Week: Go green at work
From: GoMaineNation | May 04, 2010 | 106 views
Learn why these leading Maine businesses are "Commuting Another Way" May 17-21, 2010. Help employees save money, reduce stress and "go green" by carpooling, vanpooling, biking, walking, riding the bus or train.
FMI, www.CommuteAnotherWayWeek.org

2010 Commute Another Way Week: Go green at work
106 views - 5 months ago

Commute Another Way 2010: Our Stories
435 views - 5 months ago

Commute Another Way 2010: Employer Stories
296 views - 5 months ago

GO MAINE Emergency Ride Home Guarantee
351 views - 11 months ago

Go Maine Nation Park & Ride Contest
377 views - 1 year ago

GoMaine Nation: Our Stories
614 views - 1 year ago

YouTube
Broadcast Yourself™

Done Internet | Protected Mode: Off 100% 12:24 PM 10/21/2010

Over 3,000 views



GO MAINE Commuter Connections

BLOG

MaineBusiness.com | Green Commuting: Employers support commuting another way - Windows Internet Explorer

http://mainebusiness.maintoday.com/blogentry.html?id=19502

Windows Live Bing What's New Profile Mail Photos Calendar MSN Share Sign in

GO MAINE Nation (go_ma...) MaineBusiness.com | G... X

MAINE BUSINESS CONNECT > SHARE > PROFIT

Milestones AA.com/milestones Videos. Photos. Travel tips. Inspiration for your next adventure. Get Inspired AmericanAirlines

Maine Retail > Green > Headlines > Daily Digest > Blogs > Maine News Direct > Events > Stocks

Carey_Kish blog post a blog entry

Green Commuting

Do not e-mail me when a new blog entry is posted.

entry 1 of 13 | next >

Employers support commuting another way

May 28, 2010 11:58 AM | 0 comments, below | SHARE

Categories: Sustainable Business **Tags:** Commute Another Way Week, Commuting, Carpools, Vanpools, Transit, Bicycling, Walking, Telecommuting, LL Bean, NordX, The Jackson Laboratory, GO MAINE

Commute Another Way Week has come and gone for another year. But the message will carry forward through a wealth of Maine employers and their commuting employees who continue to support and encourage practical, economical, healthy and eco-friendly transportation options.

And that was what the week was all about: Can we better promote and utilize the menu of options out there, like carpools, vanpools, transit, bicycling, walking and telecommuting? The answer by all indications is a resounding "yes!"

Carey_Kish's Popular Tags

Amtrak Bicycle Bicycle commuting Bicycling Bike Racks for ME Bike commuting Bike parking Bikes Biking Bus Carpooling Carpools Commute Another Way Week

NEW COLD STONE Smooth Creations HOT COCOA IT'S TIME TO TRY HOT COCOA MADE WITH REAL CHOCOLATE. CLICK HERE TO SAVE \$1.00 NOW AVAILABLE AT YOUR LOCAL GROCERY STORE OR SUPERCENTER.

Internet | Protected Mode: Off 100% 4:41 PM 10/18/2010

MaineBusiness.com



GO MAINE Commuter Connections

e-NEWSLETTER



e-mailed over 80,000 copies



GO MAINE Commuter Connections

- Dashboard
- Intelligence *Beta*
- Visitors
- Traffic Sources
- Content
- Goals

- Custom Reporting

- My Customizations
 - Custom Reports
 - Advanced Segments
 - Intelligence *Beta*
 - Email

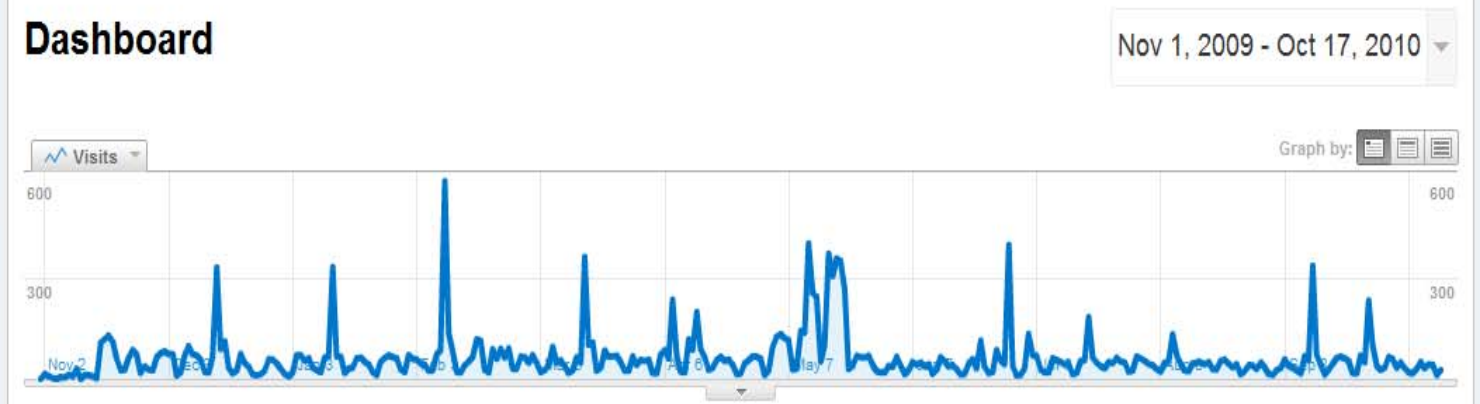
- Help Resources
 - About this Report
 - Conversion University
 - Common Questions

Export Email Advanced Segments: All Visits

Dashboard

Nov 1, 2009 - Oct 17, 2010

Graph by: [Bar] [Line] [Area]



Site Usage

21,810 Visits	51.73% Bounce Rate
52,982 Pageviews	00:02:30 Avg. Time on Site
2.43 Pages/Visit	66.31% % New Visits



ACTIVITY

GO MAINE Commuter Network 2002 - 2010:

- 8,073 commuters on file
- 9,913 commuter records added
- 3,874 commuter records deleted
- 164,969 commuter record changes
- 55,938 ride match reports generated
- 2,222 employer work site records
- 38 vanpools



	Self	Cash	Credit
Regular	385	9	10
Special	395	9	10
Super +	405	9	10

IMPACT

Of total GO MAINE commuters **2002 - 2010:**

- 67,372,331 vehicles miles eliminated
- \$21,924,118 in commuting costs saved
- 4,260 parking spaces eliminated
- 1,041.09 tons CO eliminated
- 136.6 tons VOx eliminated
- 167.8 tons NOx eliminated



A photograph of a wooden porch with a red door and a yellow pumpkin. The porch is made of wooden planks, and the door has a red frame. A large yellow pumpkin is sitting on the porch. The background is a wooden shingle wall.

Thank you!

CONTACT

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ckish@gpcog.org

800.280.RIDE
www.gomaine.org