



## Modal & Functional Integration: The Building Blocks to Rideshare Success

Elizabeth de Jesus, North Florida TPO  
April 12, 2013



NORTHFLORIDATPO.COM

## Technology Trends

- Trend is towards a single site that provides all needed information, tools and resources
- Mobile Vs Desktop – In 2013, mobile devices will pass PCs to be the most common Web access tools.
- Personal Cloud- Cloud will be center of digital lives, for apps, content and preferences. Sync across devices.

\* Source: Top 10 Strategic Technology Trends for 2013, Gartner Report Jan 2013



NORTHFLORIDATPO.COM

## Cool to Pool Service Provider

- Features of the Cool to Pool application (RideShark)
  - White labeled system (seamless integration with North Florida TPO look and feel)
  - Dedicated URL (**not** xxx.rideshark.com)
  - Self-edit capabilities
  - Integrated multi-modal functionality
  - Continuous upgrades
  - Ability to add on modules as needed
  - Custom sub sites for companies



NORTHFLORIDATPO.COM

## Cool to Pool - Seamless Integration with TPO site



NORTHFLORIDATPO.COM

## Cool to Pool - Direct links to Rideshare

- Streamlined integrated site for information, tools & sustainable transportation resources

**North Florida TPO**  
Transportation Planning Organization  
PLAN • FUND • MONITOR

The Cool to Pool page provides you with tools and information to guide you in your transportation decision

ABOUT | MEETINGS | TRANSPORTATION PLANNING | NEWS | TRAFFIC COUNTS | ITS COALITION | COOL TO POOL | CLEAN CITIES | SAFETY

COOL TO POOL

CAR / VANPOOL  
EMERGENCY RIDE HOME  
TAG  
BIKE TO WORK  
TRANSIT  
TELECOMMUTE  
EMPLOYERS

U.S. Nationwide Gasoline Prices

Regular	4.05
Plus	4.30
Premium	4.46
Diesel	4.22

Sign up to find a match

Check your carbon footprint and find a place to park your carpool

CALCULATE COMMUTE COST & EMISSIONS

FIND PARK & RIDE LOTS

**RideShark.com**  
... Mobility Management System

NORTHFLORIDATPO.COM

## Cool to Pool - www.TPOCooltoPool.com

- Current tools and features:
  - Matching (carpools, bike, walking, transit buddies)
  - Trip calendar
  - Incentives
  - Carpool groups
  - ERH

**North Florida TPO**  
Transportation Planning Organization  
PLAN • FUND • MONITOR

NorthFloridaTPO.com

Find Matches | Log My Commute | Incentives | Carpools | ERH

Welcome to the Cool to Pool Commuter Matching and Tracking System

The North Florida TPO Cool to Pool commuter matching and tracking system will help you find carpool partners everywhere in North Florida. Based on 100+ criteria, the system customizes your privacy and helps you find matches based on proximity, destination, travel mode, schedule and preferences.

Carpooling, biking or walking to work saves you money, improves air quality and reduces air dependence on petroleum. We make your alternative commute even more rewarding by offering incentives. When you log your commute with Cool to Pool, you can enter to win prizes from businesses in our area.

The team almost certainly and please visit the Cool to Pool home page

How to use this site

- Program Overview
- Signing up
- Find a Carpool Match
- Register for ERH

Terms & Conditions | Privacy Statement

Cool to Pool Home | Incentives & Contents | Commuter Cost Calculator | Contact Us

North Florida TPO Home | Carpool Checklist | How To Use This Site

FAQ | Program Overview | Signing up

**RideShark.com**  
... Mobility Management System

NORTHFLORIDATPO.COM

# Cool to Pool - Surveys

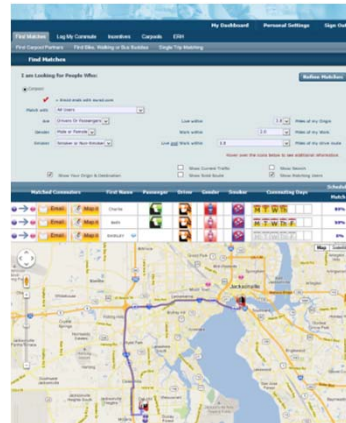
- Integrated surveys
  - Understand existing travel behavior
  - Understand user profiles
  - Improve marketing
  - Baseline results



NORTHFLORIDATPO.COM

# Cool to Pool - Core Matching

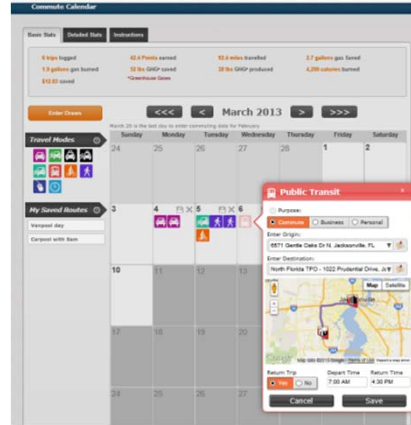
- Matching (carpools, bike, walking, transit buddies)
- Filter area, table and map
  - Easy access to matching information
  - Easy to refine match search to improve results
  - Route can be edited to show the user current route
  - Option to include in the map points of interest, (Park & Ride locations), etc.



NORTHFLORIDATPO.COM

## Cool to Pool - Multi-Modal Trip Calendar

- Multi-modal drag & drop trip calendar
  - Emission tracking
  - Health benefits
  - Cost benefits
- Save regular trips
- Incentive points allocated by mode, distance, etc.
- Commute, business and personal trips (multiple profile matching)
- Full travel diary



NORTHFLORIDATPO.COM

## Cool to Pool - Incentives

- Incentive points allocated by mode, distance, etc.
  - Users may redeem points for prizes or participate on drawings
  - System can allow one or more entries on a given period
  - Potential to include all modes of transportation and all types of trips (commute, business, personal)



NORTHFLORIDATPO.COM

# Cool to Pool - ERH

- Paperless ERH management
  - Users keep their ERH eligibility active by logging trips on the commuter calendar
  - Vouchers is automatically fill out with user information and voucher number
  - User can choose a
    - ✓ Taxi voucher
    - ✓ Car rental voucher

**ERH VOUCHER**  
Voucher #: 2013-5174

**TO BE COMPLETED BY SUPERVISOR**

Participant Information

Participant Name	Tom Lindeman
Participant Number	44899
Employer Name	IBM
Home Phone	562-644-2333
Work Phone	515-515-5115
Starting / Pick-Up Address	50 Republic St, Arlington
Destination / Drop-Off Address	505 E 2nd St, Boston
Reason for Emergency Ride Home	Family illness / emergency
To Work/Commute/Other	Commuter
Emergency Contact Name	Tom

SUPERVISOR'S SIGNATURE (REQUIRED) \_\_\_\_\_ DATE \_\_\_\_\_

**TO BE COMPLETED BY PARTICIPANT**

Participant's Signature (Required) \_\_\_\_\_ DATE \_\_\_\_\_

**VOUCHER MUST BE SIGNED BY PARTICIPANT AND SUPERVISOR TO BE VALID**

**TO BE COMPLETED BY TAXI COMPANY**

Driver Name \_\_\_\_\_  
 Taxi License # \_\_\_\_\_  
 Trip Destination: \_\_\_\_\_  
 Pick-Up Time \_\_\_\_\_  
 Trip Total Mileage \_\_\_\_\_ Miles  
 Total Fare (meter reading) \$ \_\_\_\_\_  
 Driver Signature \_\_\_\_\_

**DUPLICATION PROHIBITED**



NORTHFLORIDATPO.COM

# Cool to Pool - Potential Future Enhancement Single Trip Matching

- One-off trips
- Events
- Dynamic
- Fee option (potential for revenue generation with virtual wallet)

Search Results

**Ottawa → Montreal**  
12:34:12.34 43:21:43.21

Departing: 02/27/2013 2:15 PM  
Vehicle: 1998 - Honda Civic

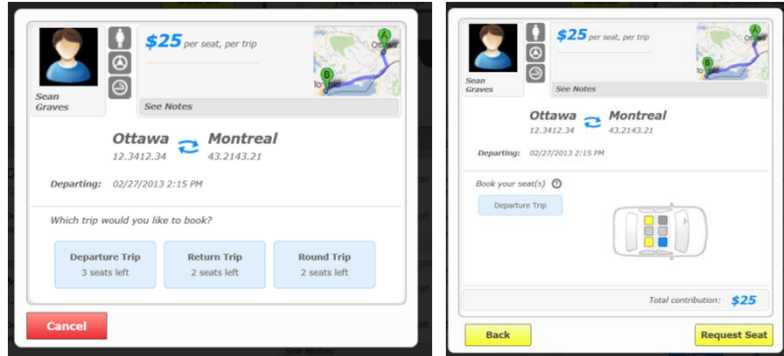
Join Trip \$25 per seat  
3 seats left

See Notes



NORTHFLORIDATPO.COM

## Cool to Pool - Potential Future Enhancement Single Trip Matching



NORTHFLORIDATPO.COM

## Cool to Pool - Potential Future Enhancements - Mobile App Integration

- Mobile App Priority
  - Trip calendar
  - Single Trip Matching
- Integrated into Web Dashboard-  
Mobile and web version are fully compatible and complement one another.



NORTHFLORIDATPO.COM

## Cool to Pool - Potential Future Enhancements - Mobile App Integration

- Single trip matching features
  - User offer available seats
  - Virtual wallet (Example: PayPal)
  - Users can search, post or join trips (one way or round trip)



NORTHFLORIDATPO.COM

## Cool to Pool - Potential Future Enhancements Commuter Challenge

- Commuter Challenge for quarterly events
  - Bike to Work
  - Carpool Week
  - Telework
  - Transit
- Employer focus with teams
- Intercity



Example: Chicago RTA site



NORTHFLORIDATPO.COM



## Cool to Pool - Potential Future Enhancements Other

- Ability to add on modules as needed
  - Vanpool Management
  - Carpool Management
  - School Pool
- Functionality driven by agency and end user needs
- Technology is the supporting mechanism, not the focus



NORTHFLORIDATPO.COM

# Thank you!



- **Contact:**  
 Elizabeth De Jesus, Commuter Services Manager  
 North Florida TPO  
 904-306-7505  
 edejesus@northfloridatpo.com  
 www.NorthFloridaTPO.com  
 www.CoolToPool.com



NORTHFLORIDATPO.COM