

## Commuting In The Age of Mobile Connectivity



# Agenda

1. South Florida Commuter Services
2. RideFlag Carpool App
  1. How it works
  2. Video demo
3. Commuter Challenge Program
  1. Application Experience
  2. Interactive demo
4. Other Applications

# New Way to Carpool

## FIU Partner Quote:

“We are excited about our partnership with RideFlag, which reflects our FIU student-centric focus,” said Thomas Hartley, the executive director of Parking & Transportation. “We continue our efforts on doing our fair share to reduce cars on the road, reduce our carbon footprint and provide an on-demand ride share program as the apex of our priorities.”

# Intuitive User Experience

1

2

3

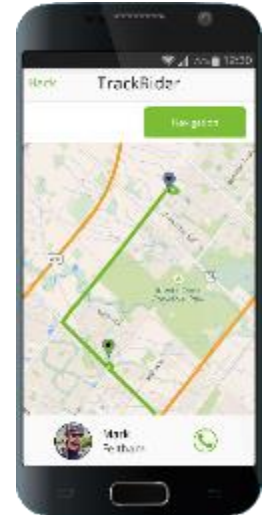
4

Commuters submit their destinations

RideFlag finds ideal carpool matches with overlapping routes

Users decide who to ride with

System seamlessly routes driver to rider



# RideFlag Experience

Click this [Link](#)  
to see the  
Video on the  
RideFlag User  
Experience



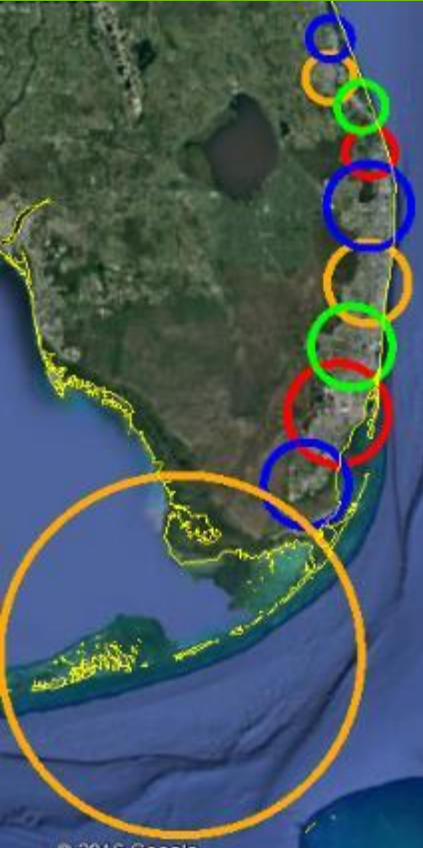
# Traditional Commuter Challenge

Partner considerations

Real world constraints

Traditional solution deployed at SFCS

# Commuter Challenge



A screenshot of the South Florida Commuter Challenge 2017 website. The header includes navigation links: HOME, ABOUT, DOWNLOAD APP, GET INVOLVED, SPOTLIGHT, CONTACT. The main heading is "South Florida COMMUTER CHALLENGE 2017". Below it, the text reads: "Take The Challenge! Throughout May, the Florida Department of Transportation and its transportation partners are challenging commuters like you to try an alternative mode of transportation to get to and from work. Sharing the ride reduces traffic congestion, improves air quality, and promotes better health for all of South Florida. To participate, simply download the free RideFlag mobile app from the App Store or Google Play and log your alternative mode trips from May 1st to May 31st." Below this is the slogan "Your Miles Make the Difference". The background image shows a street scene with a bus and people walking. At the bottom, there are three statistics: "123 challenge miles", "1234 trips logged", and "123456 pounds CO2 saved".

123  
challenge miles

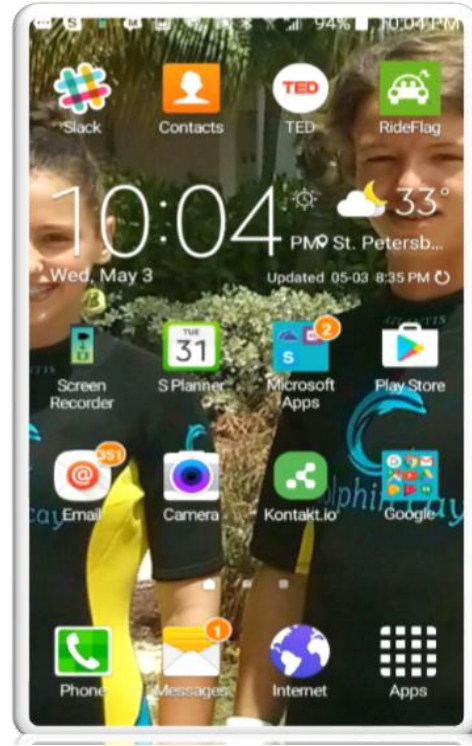
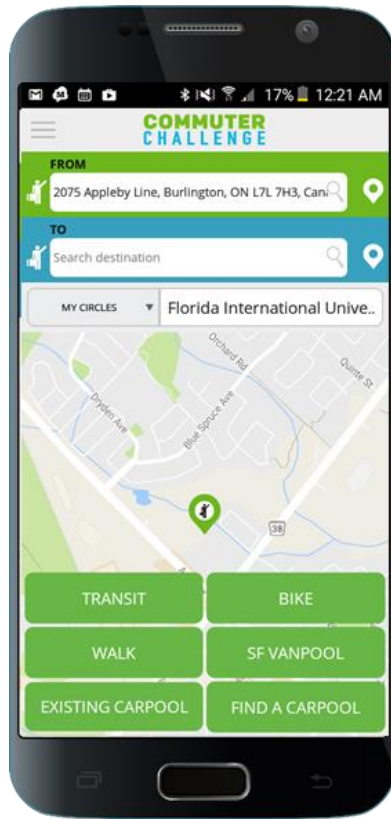
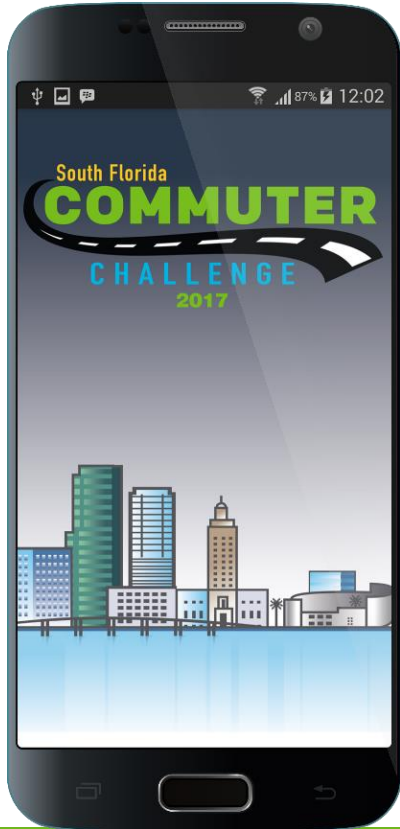
1234  
trips logged

123456  
pounds CO<sub>2</sub> saved





# The Experience



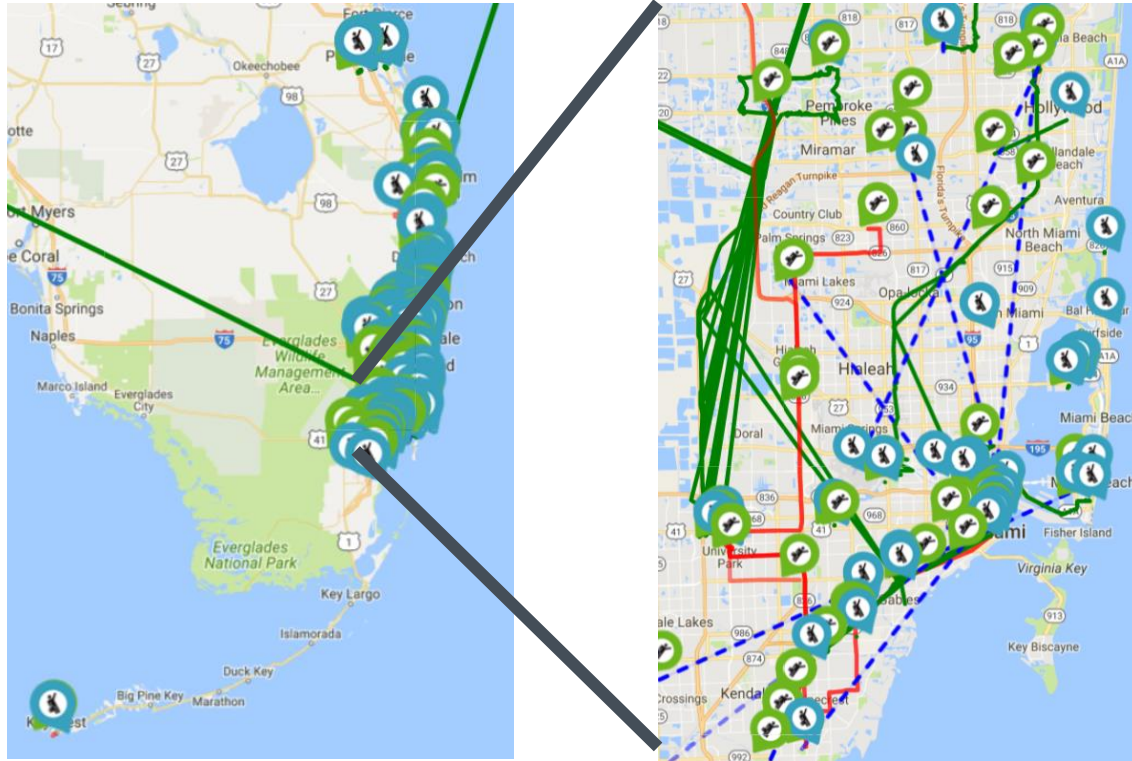
Click Image  
for [video](#)



# Real-time Data

_id	age_group	gender	city	country	createdAt	device	Trips	
59065463d83723fa025d2edd	jill 7	35-39	Female	Port St. Lucie	United States	2017-04-30 9:17:23 PM	droid	15
5909273fd83723fa025d3192	jlv 95	45-49	Male	Davie	United States	2017-05-03 12:41:36 AM	droid	5
5906829bd83723fa025d2ef1	mi 30	60-64	Male	Palmetto Bay	United States	2017-05-01 12:34:36 AM	ios	5
590343a4abec769669bf3cdd	ac 56	25-29	Male	Boca Raton	United States	2017-04-28 1:29:09 PM	droid	5
5907a753d83723fa025d302f	dw 95	50-54	Male	Pompano Beach	United States	2017-05-01 9:23:31 PM	droid	4
59072324d83723fa025d2f17	tw 30	25-29	Male	Hollywood	United States	2017-05-01 11:59:32 AM	droid	4
5907dec4d83723fa025d3074	pa 95	30-34	Male	Fort Lauderdale	United States	2017-05-02 1:20:04 AM	droid	3
5907c887d83723fa025d3046	an 70	45-49	Male	Wilton Manors	United States	2017-05-01 11:45:12 PM	ios	3
5907479ad83723fa025d2f88	Gs 30	30-34	Female	West Palm Beach	United States	2017-05-01 2:35:07 PM	droid	3
5908f482d83723fa025d315d	pjt 95	45-49	Male	Miami	United States	2017-05-02 9:05:07 PM	ios	2
5908ea83d83723fa025d3152	di 30	30-34	Female	Miami Beach	United States	2017-05-02 8:22:27 PM	droid	2
5908a84dd83723fa025d3109	ka 61	20-24	female	Coral Gables	United States	2017-05-02 3:39:57 PM	ios	2
5908540bd83723fa025d3093	le 81	65-69	Male	Boynton Beach	United States	2017-05-02 9:40:27 AM	ios	2
59081ddd83723fa025d308c	jol 75	20-24	male	Pompano Beach	United States	2017-05-02 5:49:17 AM	ios	2
5907cdc4d83723fa025d304c	jye 30	25-29	Male	Miami	United States	2017-05-02 12:07:33 AM	droid	2
59074910d83723fa025d2f92	ma 45	45-49	Female	Miami Beach	United States	2017-05-01 2:41:21 PM	ios	2
590739d2d83723fa025d2f67	mc 70	40-44	Female	Pompano Beach	United States	2017-05-01 1:36:18 PM	droid	2
59073584d83723fa025d2f61	jar 95	30-34	Female	West Palm Beach	United States	2017-05-01 1:17:57 PM	ios	2
5906b0c5d83723fa025d2ef9	gh 30	35-39	Male	Miami	United States	2017-05-01 3:51:34 AM	droid	2
5906714fd83723fa025d2ee0	sh 95	30-34	Female	Pompano Beach	United States	2017-04-30 11:20:47 PM	ios	2
59034b78abec769669bf3cf3	pa 20	55-59	Male	Wilton Manors	United States	2017-04-28 2:02:32 PM	ios	2
59091fe9d83723fa025d318e	sa 78	30-34	Male	Miami	United States	2017-05-03 12:10:18 AM	droid	1
590904e0d83723fa025d317e	til 95	30-34	Male	Miami	United States	2017-05-02 10:14:56 PM	droid	1
5908e4ccd83723fa025d314e	jbe 20	20-24	female	Plantation	United States	2017-05-02 7:58:05 PM	ios	1

# Real-time Tracking



1. Trackable data
2. Verification of activity
3. Insights from commuter patterns

# Other Applications

FLL - Airport Employees preferred parking onsite

MIA – Employee preferred parking on-site and at Tri-Rail

Miami Dade Transit – Last mile carpool to stations

University of Miami

95 Express 3+ Carpool Program

# Questions?

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