

Tompkins County Rideshare Coalition

Final Report

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and
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ABSTRACT

The objective of this project was to pilot the implementation of automated on-line ridesharing in Tompkins County, NY. Zimride was used as the web based ride matching platform. Four 'portals' were developed to serve different communities: three for local institutions of higher education and a fourth for communitywide access. The project was implemented for a period of three years. Results indicate substantial interest in online ridesharing services. Project metrics show impacts in energy savings and emission reductions from displaced potential private vehicle use. By pairing individuals looking for rides with drivers offering empty seats you increase the efficiency of the transportation system with minimal investment. One-time rides proved to be in very high demand, particularly in the college communities. Further work is needed to promote online ridesharing on a multi-county regional basis in order to capture a greater proportion of the large number of intercounty commuters.

KEY WORDS

Ridesharing

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SUMMARY

The Tompkins County Rideshare Coalition project involved the initial deployment of an online rideshare program in Tompkins County including a coordinated marketing effort. The Tompkins County Rideshare Coalition (TCRC) is a coalition representing a wide range of organizations with an interest in transportation in Tompkins County. This coalition represents a unique collaborative effort between institutions of higher education (Cornell University, Ithaca College and Tompkins Cortland Community College), transportation (Ithaca-Tompkins County Transportation Council, Tompkins Consolidated Area Transit), social service (Tompkins County Department of Social Services) and civic (Way2Go) agencies.

The TCRC recognized that one of the principal missing options in the transportation menu in Tompkins County was carpooling/ridesharing. Carpooling, or ridesharing, is not a new concept; it has seen rises as we experience oil crises and other times of regional or national stress, and dips as we—as a culture—get comfortable again. However, the combination of fluctuating gas prices, diminishing fossil fuel resources, increasing awareness of issues of sustainability and available new communication technologies suggested that this was a good time for ridesharing to gain widespread and long-term popularity.

What was lacking was an easily accessible, reliable, measurable, community-wide service offering a network of ridesharing opportunities to accommodate daily commutes, individual errands, one-time trips, and special events. Through this pilot project the TCRC sought to create a free and straightforward rideshare connection service that the entire community could access in order to provide the catalyst needed to establish ridesharing as a standard component of regional transportation—alongside transit, walking, cycling, park-and-ride lots, vanpooling, and car sharing. This accomplish this the service had to offer a variety of tools equally useful to both year-round, daily commuters and to Tompkins County's large population of college students (who bring relatively few cars—but have periodic long-distance travel needs). Also required was a clean, easy interface, a sense of safety and security, and feedback mechanisms that allow users to share their experiences with each other.

The TCRC selected Zimride as the preferred web-based automated ride-matching service. Zimride was selected based on their experience working with colleges/universities and their interests in expanding to community wide service. Specifically, Zimride offered one-time ride and event ride matching options in addition to commuter based recurring ride matching. This was an important consideration in an area where there is a high demand for one-time rides.

The Zimride application in Tompkins County included four 'portals': Cornell University, Ithaca College, Tompkins Cortland Community College (TC3), and a Community wide portal. Individuals associated with each of the college portals – i.e. students, faculty, staff, and alumni – could use their respective college portal or tap the community portal. The Community portal was available to all interested users.

Zimride coordinated with technical staff from the three colleges to ensure the smooth implementation of their software in connection with college systems. Once the online software component was in place the most important aspect of this project involved publicity and marketing. In order for a rideshare program to be effective it needs many users posting ‘rides needed’ and ‘rides offered’ to increase the probability of finding matches. Rideshare Coalition representatives from each college were in charge of promotional efforts for their respective rideshare portals. The Way2Go program with assistance from ITCTC staff and the Tompkins County Department of Social Services took on the task of promoting the Tompkins County Community portal. Zimride offered support in the form of establishing an interactive online shared marketing plan, and providing marketing materials that had proved effective in other rideshare programs.

The online rideshare program was launched on January 2011. Through August of 2013 the program involved a total of approximately 12,000 users, with over 15,300 rides posted. The bulk of postings were for one-time rides (~13,500) with the remaining posts for commuter rides (~1,800).

Environmental/Economic impacts were derived from displaced automobile use, miles of driving saved, which were estimated at 1,865,884. Every miles of reduced driving can be converted into dollars saved and emissions reduced. In this project the results are as follows:

Dollars saved	\$1,026,235
Gallons of gas saved	73,172
Carbon Dioxide (pounds)	1,419,535
Volatile Organic Compounds (grams)	791,135
Nitrogen Oxides (grams)	1,003,845
Carbon Monoxide (pounds)	20,525
Particulate Matter (grams)	406,763
Sulfur Dioxide (grams)	132,478

Some other observations derived from implementation of this project include:

- Cornell is, by far, the most used portal.
- The TC3, Community, and Ithaca College portals all show steady increases in the number of users and ride postings per month.
- The Cornell portal is one of the top ranked portals in total users and total active trips out of approximately 75 colleges and universities using the Zimride platform nationwide.
- Average distance traveled by commute posts range from 8 to 18 miles
- There is high demand for one-time trips across all portals but particularly in the regional colleges, Cornell and Ithaca College. This reflects the regional draw of these institutions.

- Commute posts have a higher number of users in the Community and TC3 portals reflecting the higher demand for utilitarian/commuter trips.

Conclusions based on data and use patterns show that online ridesharing is an important component of a complete suite of transportation options in Tompkins County. Use of the service has been significant and steady. Most ride posts have been for one-time rides. This is reflective of the strong usage by the college communities, but also, points to an area of opportunity to increase the number of commuter trips ridesharing by developing a regional system. Modern communication technologies provide an opportunity to offer free rideshare services to the general public at very low costs to implementing agencies. The greatest challenge resides in marketing ridesharing and getting travelers to accept and use this ‘new’ transportation option. The lifestyle change away from self-owned automobile dependency to shared services and active transportation will require continuous effort over a period of time. Having well coordinated, efficient, safe and reasonably priced transportation options will be critical to the success of such an effort.

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Section 1

INTRODUCTION

The *Tompkins County Rideshare Coalition* project involved the initial deployment of an online rideshare program in Tompkins County including a coordinated marketing effort. The Tompkins County Rideshare Coalition (TCRC) is a coalition representing a wide range of organizations with an interest in transportation in Tompkins County. This coalition represents a unique collaborative effort between, institutions of higher education, transportation, social service and civic agencies.

Tompkins County, like many other communities nationwide, is grappling with the profoundly negative effects of automobile use as the primary form of transportation for the majority of residents and employees of the local business community. Ubiquitous vehicular use, specifically in single-occupant vehicles (SOVs), is detrimental to the effectiveness of transportation corridors, to the environment, and to efforts to reduce non-renewable energy use. A reduction in SOVs is listed as a top priority to reaching the County's goal of "sustainable accessibility" as articulated in its Comprehensive Master Plan and in the 2030 Long-Range Transportation Plan of the Ithaca-Tompkins County Transportation Council (ITCTC). Furthermore, while many car owners drive alone, others in the community, particularly in rural areas, lack transportation needed to meet essential needs. The unused capacity in drive alone trips represents an opportunity for increased efficiency in our transportation system and address some of the unmet transportation needs.

Tompkins County offers a number of transportation options for residents, visitors and commuting workers. These include fixed route bus transit, car sharing, a walkable downtown and expanding bicycle friendly facilities. The Tompkins Consolidate Area Transit (TCAT) system is an award winning service providing fixed route bus services county-wide. Like any other bus based transit it operates best where there is medium to high population density and where origin and destination points are clustered. The system is less optimal providing service to dispersed rural areas.

The central urbanized area is serviced with car sharing. Ithaca Carshare has a well established service with over 1,100 participating members and a fleet of 25 vehicles (as of Sept. 2013). Car sharing offers convenient access to cars for short trips and errands. It is a great complement to transit and other forms of active transportation. The Ithaca City area also offers a substantial network of sidewalks and other pedestrian facilities. The size and form of the city make it an attractive walking environment. Not surprisingly, Ithaca has one of the highest proportions of walking trips to work in the nation. Bicycling facilities are less well developed. This is recognized by planners and decision maker and over time there have been a number of improvements and expansion of bicycling facilities. This is ongoing work which can eventually result in a truly bike friendly environment and a higher modal share for bike trips.

The TCRC recognized that one of the principal missing options in the transportation menu in Tompkins County was carpooling/ridesharing. Carpooling, or ridesharing, is not a new concept; it has seen upswings as we've experienced oil crises and at other times of regional or national stress, and dips as we—as a culture—get comfortable again. In Tompkins County ridesharing accounted for 20% for all work related trips in 1980, but was down to 12% in 2010. However, the recent combination of fluctuating gas prices, diminishing fossil fuel resources, increasing awareness of issues of sustainability and available new communication technologies suggested that we were at a time when ridesharing could gain widespread and long-term popularity.

What was lacking was an easily accessible, reliable, measurable, community-wide service offering a network of ridesharing opportunities to accommodate daily commutes, individual errands, one-time trips, and special events. Such a system can serve all residents, both permanent and temporary, at a relatively low cost. Through this pilot project the TCRC sought to create a free and straightforward rideshare connection service that the entire community could access in order to provide the catalyst needed to establish ridesharing as a standard component of regional transportation—alongside transit, walking, cycling, park-and-ride lots, vanpooling, and car sharing. To accomplish this, the service had to offer a variety of tools equally useful to both year-round daily commuters, and to Tompkins County's large population of college students (who bring relatively few cars—but have periodic long-distance travel needs). Also required was a clean, easy interface, a sense of safety and security, and feedback mechanisms that allow users to share their experiences with each other.

Current technology allows for fully-automated online systems that are accessible from any internet-connected computers, and require minimal oversight once launched. Online software can record level of use and a number of associated metrics, which streamlines evaluations of the efficacy of the system. Real time data on the number of trips, miles, emissions, and fuel saved through use of the rideshare system can be accessed at any point.

A ridesharing system has the potential to reduce the number of vehicles traveling on a daily basis, and thus mitigate the negative effects associated with automobile use. It can function as a missing link, tying together multimodalism: transit, cycling, walking, park-and-ride lots, vanpooling, and car sharing. Every shared trip that participates creates positive effects on energy consumption, traffic congestion, the economy and on the environment through reduced emissions. On a community level, every commuter using ridesharing reduces traffic congestion and relieves the stress on heavily used corridors. Ridesharing provides an additional option to the menu of available mobility strategies for meeting a diversity of needs, improving accessibility, and reducing the cost of transportation.

A ridesharing program is essential to provide basic mobility for large segments of the population, including rural residents, youth, seniors, people with disabilities, and people with low incomes. School-pooling

(taking pupils to and from school activities) is a critical need, since many school districts have curtailed school bus transportation for after school activities. Many low-income rural residents need transportation options because they do not have convenient or affordable access to public transit, taxis, or other transportation services. Although the Tompkins County Department of Social Services offers incentives for its clients to rideshare, through its Working Families, Child Protection, and Non-emergency Medicaid programs, the County needs a community-based ridesharing program for people to maximize their opportunities for arranging rides.

The TCRC utilized funding from the New York State Energy Research and Development Authority (NYSERDA) and the New York State Department of Transportation (NYSDOT) to implement a local ride matching system for commuters, for periodic errands, and for one-time, ad hoc travelers. This project was structured as a three-year pilot project that could easily be duplicated in other New York State communities, particularly those with one or more institutions of higher education. Because the current financial crisis is impacting coalition members' ability to invest in this new technology, the requested funding was used to support an initial contract to offer this service to the entire Tompkins County community.

TCRC members:

Project Manager

- Fernando De Aragon, Ithaca-Tompkins County Transportation Council (ITCTC)

Members

- Marian Brown, Ithaca College
- Bob Edgecomb, Tompkins Cortland Community College (TC3)
- Ray Weaver, Cornell Cooperative Extension, Way2Go Program
- Dwight Mengel, Tompkins County Department of Social Services
- Patty Poist, Tompkins Consolidated Area Transit (TCAT)
- Amy Ross, Cornell University
- Helen Steh, Cornell University
- Chrisophia Somerfeldt, Cornell Cooperative Extension, Way2Go Program (original member no longer with Rideshare Coalition)
- David Lieb, Cornell University (original member no longer with Rideshare Coalition)

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Section 2

METHODOLOGY

IMPLEMENTATION

Zimride is a web-based automated ride-matching service. Zimride was selected for this project based on their experience working with colleges/universities and their interests in expanding to community wide service. Specifically, Zimride offered one-time ride and event ride matching options in addition to commuter based recurring ride matching. This was an important consideration in an area where there is a high demand for one-time rides.

The program in Tompkins County includes four 'portals': Cornell University, Tompkins Cortland Community College (TC3), Ithaca College and a Community wide portal. Individuals associated with each of the college portals – i.e. students, faculty, staff, and alumni – can use their respective college portal or tap the community portal. The Community portal is available to all interested users.

Zimride coordinated with technical staff from the three colleges to ensure the smooth implementation of their software in connection with college systems. A “Zimride Technology Overview” document was prepared by Zimride to assist in this effort (See Appendix 1).

Once the online software component was in place the most important aspect of this project involved publicity and marketing. In order for a rideshare program to be effective it needs many users posting rides needed and rides offered to increase the probability of finding matches. Rideshare Coalition representatives from each college were in charge of promotional efforts for their respective rideshare portals. The Way2Go program with assistance from ITCTC staff and the Tompkins County Department of Social Services took on the task of promoting the Tompkins County Community portal. Zimride offered support in the form of establishing an interactive online shared marketing plan, and providing marketing materials that had proved effective in other rideshare programs (posters, quarter cards, email text messages, ideas for publicity campaigns). Rideshare Coalition members also took advantage of established networks (primarily list serves, websites, printed media) in the Tompkins/Ithaca community, to educate about and promote ridesharing.

MARKETING PLAN

The marketing plan for Zimride Tompkins implementation had two main phases: launch and continuous outreach. As stated above, Rideshare Coalition representatives from each college were in charge of promotional efforts for their respective rideshare portals. The Way2Go program with assistance from ITCTC staff and the Tompkins County Department of Social Services took on the task of promoting the Tompkins County Community portal.

The marketing plan was an implementation based effort. Recognizing that each portal would be handled differently to take advantage of available opportunities and to facilitate outreach in each organization, the TCRC and Zimride set up a shared online document as a marketing plan implementation tool. TCRC members could go online to post activities they were implementing or planning and they could see each others posts. This allowed for better coordination and spread of ideas. It was always expected and understood that marketing and outreach would be ongoing efforts.

Launch

Zimride staff worked closely with TCRC members to develop a publicity strategy targeted at the launch of Zimride service on January 2011. Each portal approached the launch differently taking advantage of each organization's established communication formats and protocols. Principal tools for initial outreach included:

- use of news media,
- use of email blasts at each college
- email distribution in community lists
- establishing a rideshare presence in TCRC member websites

Zimride's experience in other markets made it very clear that the most effective strategy to promote online rideshare services was via emails. Emails allow for quick and broad distribution of information. They also allow for the inclusion of hyper links so the reader can be directed instantly to a desire destination, i.e. one of the rideshare portals. Nevertheless, TCRC did not ignore the news media. A press release was developed and sent out to the Tompkins County media list.

An advantage of working with a single organization portal such as the ones at Cornell University, Ithaca College and TC3 is their ability to reach out to all members of their community (students, faculty, staff and alumni) in a single email. Authorization for such an action is neither automatic nor assured. TCRC members from each institution processed requests for wide distribution emails and were successful in getting approval.

Email outreach in the Community portal presented a different challenge since there is no uniform format to reach all residents. It is to TCRC's advantage that Ithaca/Tompkins County is a relatively small community. A significant number of residents learned about Tompkins Zimride through their college places of study or employment. Way2Go, the Ithaca-Tompkins County Transportation Council and the Tompkins County Department of Social Services (DSS) were able to perform electronic outreach through their established networks, as well as reach out through other community initiatives such as neighborhood association links and other community networks. Way2Go and DSS were also instrumental in educating the

social services community and information services, such as 211, regarding the availability of online ridesharing.

Marketing work for this project began in the second half of 2010 and continued through the launch period. Specific work completed during that time is summarized below.

Cornell University –

- Maintenance of web based promotional materials
- Information offered by the university to student and staff

NOTE: Cornell University had been using the Zimride platform since before the Tompkins Zimride program got underway. Therefore there was less need for a focused launch effort at Cornell.

Way2Go –

- Prepared and distributed a press release
- Coordinated email blasts to several large community email lists, i.e. Tompkins County employees, various neighborhood lists, lists from civic organizations.
- Developed and included ridesharing information in Way2Go education materials.
- Performed training for local professionals dealing with transportation issues.
- Performed training for employers – primarily those located in the City of Ithaca.

Ithaca College -

- Development/posting/reposting of announcement content for Intercom (internal electronic message board) on alternative transportation options, including Zimride Tompkins
- Development/posting/reposting of announcement content for Intercom (internal electronic message board) for student Spring Break travel planning
- Development/posting/reposting of Ed Tech Day Parking alert notice, with info on Zimride Tompkins; creation of Zimride "ride" event for Ed Tech Day website
- Development/posting/reposting of National Conference on Undergraduate Research Parking alert notice, with info on Zimride Tompkins; creation of Zimride "ride" event for NCUR website
- Development/design/printing of alternative transportation "Installment" - including announcement of Zimride Tompkins - for placement inside bathroom stall doors across campus

TC3 –

- Places banner ad for TC3 home page - <http://www.tc3.edu/>
- Developed skyscraper ads for college catalog
- Coordinated Resident Life messages to students
- Planning activities for Earth Day promotion

- Developed materials for an email blast by the Dean Student Life
- Maintained web site promotional materials.

After the launch of Tompkins Zimride outreach was expanded to take full advantage of Facebook and Twitter social networks.

Continuous Outreach

After the launch the challenge for TCRC was to maintain a continuous level of outreach. This was done through a series of promotional strategies and coordinated multi-agency work.

Once again, the Community portal, because of its diverse target audience, presented a greater challenge. Samples of Community portal campaigns include:

- Employer outreach to major employers in the area
- Back to school rideshare reminders
- Share the ride month – incentive giveaway. Add a ride in September and enter a contest for prizes.
- Thanksgiving Me a Ride incentive
- Earth day outreach
- Summer fun incentives
- iPad giveaway promotion in coordination with Zimride
- Active participation at tabling for numerous festivals and community activities: Ithaca Festival, Apple Harvest Festival, Juneteenth, etc. Way2Go has coordinated transportation providers to have a transportation services table at many events. With participation from the local transit agency (TCAT), Ithaca Carshare, ITCTC, Way2Go, DSS, Ithaca College, Cornell University, Human Services Coalition, etc. staff is allocated to help provide a presence for outreach and education on all transportation topics, including ridesharing.

The college portals were able to utilize established outreach mechanisms, such as mailings to incoming freshmen, to promote and educate about ridesharing. The academic year schedule also presented opportunities for promotions that were utilized by all the college portals to help educate about the available rideshare service and link it to high demand times for one-time rides. These included:

- New student outreach/orientation/education for the beginning of school year
- Thanksgiving
- Holiday (Christmas)/Winter break
- Spring Break
- End of semester

In addition, the colleges offer other opportunities to reach the community with a rideshare message. College papers, newsletter and online advertising were used. More imaginative efforts such as advertising in napkin holders in cafeterias or bathroom stall doors were also used.

TCRC has also made an effort to make sure that the rideshare service is present in various agency, college and community websites that address transportation options and provide information to the public.

In summary, all portals continuously marketed to potential users. Over the life of the project e-mail blasts proved to be most effective at attracting new users. This technique was particularly effective for the university portals where a single email could reach all students, faculty and staff. Gift promotions were also popular. Community emails lists were used to promote the Tompkins County community portal. Although less targeted than the college based email marketing, they were also effective. All email messages included a direct link to Tompkins Zimride so readers could go directly to the application.

Although a formal survey of users was not performed, Zimride users have provided and continue to provide comments and feedback – see samples in the mid-year reports in Appendix B. This input was reviewed and considered by Zimride staff.

Rideshare program information and use was also promoted through various transportation information service agencies. In 2012-13, Tompkins County developed a One Call–One Click service for community mobility services (including Zimride) as a partnership of the 2-1-1 Tompkins-Cortland and the Way2Go programs. 2-1-1 Tompkins-Cortland is the 24/7 information and referral program of the Human Services Coalition of Tompkins County, Inc. serving Tompkins & Cortland Counties. Way2Go is the community mobility education program of Cornell Cooperative Extension of Tompkins County, operated under contract with Tompkins County. The One Call number is 211. The One Click website is www.way2go.org. In 2012, Way2Go produced eight how-to videos on mobility services including “Ridesharing: Why and How to Share more Rides”. The videos are distributed through You Tube (www.youtube.com/watch?v=PiY3p7gXFHA) and the Way2Go website . Over the life of the project, Zimride and ridesharing were integrated into Way2Go’s mobility education workshops, and community outreach.

The Tompkins County Department of Social Services (DSS) operates Mobility Pro – a program to assist people facing mobility challenges by creating individual trip plans. A Mobility Program Specialist provides this service to DSS clients and to all members of the public, often by referral from the One Call–One Click service, DSS case managers or other agencies. Zimride and ridesharing are often discussed. In most cases, people are looking for rides and not to serve as drivers. Security concerns are often raised, for security of personal information from registering with Zimride and for personal security as a passenger or driver.

Working parents, bringing children to and from daycare, usually rule out rideshare as a desirable option. Although access to broadband Internet is limited in rural areas, many people access mobile Internet by phone. Some people are able to access the Internet in libraries. The majority of people using Mobility Pro have heard of Zimride, but are unfamiliar with people using the service. The lack of a mobility safety net, in case a ride goes wrong, was cited by people who do not have family or friends available as back-up resources. This concern could be addressed by a community guaranteed ride program. The Ithaca Downtown Alliance is spearheading an effort to develop a Transportation Demand Management program for Downtown Ithaca which is expected to include a guaranteed ride home component.

Section 3
FINDINGS FROM IMPLEMENTATION

UTILIZATION, COMMUNITY AND USER BENEFITS

The TCRC and Zimride worked together to identify data that would help analyze the utilization and impact of the Tompkins Zimride project. Zimride staff produced a series of mid-year reports and a 3 year report with tables and graphs depicting the different evaluation factors. These reports are included in Appendix B. The evaluation factors as agreed by representatives from the TCC and Zimride are as follows

- a. total users
- b. commute posts
- c. on-time trips
- d. average distance traveled of commute posts
- e. average distance traveled of one-time posts
- f. average number of matches per post
- g. new ride postings per month for each portal

The criteria used to track the benefits resulting from rideshare use are as follows:

- a. saved vehicle costs
- b. total miles of travel
- c. saved gasoline (gallons)
- d. reduced CO₂ emissions (pounds)

For purposes of this final report the author generated data directly from the Zimride software's statistical reporting feature. This allowed for a uniform selection of the data, e.g. same time periods, same factors, which facilitated presentation and analysis. For this reason the figures in the final report should not be expected to match exactly with figures in the Zimride reports in Appendix B.

Cumulative Totals

Table 1, in the next page, shows the cumulative totals for various use statistics of the different Zimride rideshare portals in Tompkins County: users, rides posted, commute postings, average distance for commuter rides, one-time postings, average distance for one-time rides, and average number of matches per post. The data for this table and others in this section covers the time period of November 1, 2010 to August 31, 2013. The Tompkins Zimride system was officially launched on January 2011.

The 'cumulative users' factor identifies how many users signed up to use the system. Similarly, rides posted, show how many total rides were posted (later in this section there is a discussion on the temporal distribution of users and postings). When a ride is posted on Zimride, a unique match list is created for that

ride containing all possible matching rides based on a number of parameters. Table 1 shows the average number of matches per ride posted.

Ride postings are further divided into commuter rides, which are established as recurring rides over a period of time, and one-time rides which, as the name indicates, are non-recurring rides. Table 1 shows the total numbers for each of these plus the average distance based on the requests made in the postings.

Discussion

Rideshare Use. As mentioned above the rideshare program in this study was structured with four portals; three based in institutions of higher education, and one community wide and open to all users. All portals show different use patterns which are reflective of a variety of factors such as size of the potential user population, regional draw and particular needs of users; i.e. students show a high demand for one-time rides.

One of the first observations when looking at the data is the obvious prominence of the Cornell University portal as the one with the most use. This is not surprising given the size of the Cornell student and staff population, approximately 30,000 persons, equivalent to almost a third of the population of Tompkins County. Cornell University also has a history of use of web based ridesharing that pre-dates implementation of the Tompkins Zimride project. After Cornell, Ithaca College has the next largest number of users followed by the Community portal and the TC3 portal. The Community portal, however, had the highest rate of use - number of posts per user – at 2.2 – where the other portals have a number of posts per user at 1.22. The Community portal also stood out for having the highest average number of matches per post, which may be reflective of having more common trip origin and destinations within the user population.

It is also interesting to note the type of ride – commuter or one-time - being requested (refer to Figures 1-8 below showing the distance distribution in miles of one-time and commuter rides posted during the study period). The Cornell and Ithaca College portals show a large difference between commuter and one-time postings. In both cases over 90% of postings were for one-time trips. Cornell and Ithaca College are larger institutions and draw students from across the northeastern United States and beyond. The one-time rides are, in part, serving the regional transportation needs of these groups. This is supported by the average distance for one-time ride postings for Cornell and Ithaca College, which coincidentally are the same 203 miles, being substantially higher than the Community (179 miles) and TC3 (85 miles) portals' (see Table 1 below).

The Community and TC3 portals, which serve local employment and educational needs, have a higher proportion of commuter rides postings, 31.7% and 62.6% respectively. As expected, the distance in miles

for commute postings, ranging in average from 8 to 18 miles, is much lower than one-time trips as these are recurring daily trips.

The strong presence of the education sector in the economy of Ithaca and Tompkins County is reflected in the temporal distribution of rides posted and the addition of new users (Figures 9-12 show Monthly New Ride Postings; Figures 13-16 show Monthly New Users for each portal). The college portals, particularly Cornell and Ithaca College, show fall spikes in activity as new students arrive and established students return. Every year there is a class of new students that need to be educated about local transportation options, including ridesharing. Without the pronounced ebb and flow of students, the Community portal pattern of new users shows higher numbers when rideshare was launched as a new service in 2011 and then a leveling out at 10-20 new users per month. The new postings in the Community portal show less of a pattern, but have increased activity in the fall of 2012. It's too early to tell if this will be repeated in 2013.

ENVIRONMENTAL/ECONOMIC IMPACT

Table 2 includes the cumulative totals for a number of environmental and economic variables. The data covers the period between November 1, 2010 and August 31, 2013. The estimates are derived based in the assumption that 20% of the postings are completed and the mileage as posted by users. 'Miles Saved', how many miles of driving are averted by ridesharing, is the base measure to derive values in the table. Once 'miles saved' is estimated, a series of conversion factors are applied to calculate the other factors.

The mileage and greenhouse gas conversions use are as follows:

- Dollar savings = .55 cents per mile
- Miles = 25.5 miles/gallon of gasoline
- Carbon Dioxide (CO₂) = 19.4 pounds per gallon of gasoline
- Volatile Organic Compounds (VOC) = .424 grams per mile driven
- Nitrogen Oxides (NO_x) = .538 grams per mile driven
- Carbon Monoxide (CO) = .011 pounds per mile driven
- Particulate Matter (PM) = .218 grams per mile driven
- Sulfur Dioxide (SO₂) = .071 grams per mile driven

TABLE 1: CUMULATIVE RIDESHARE USE STATISTICS*					
PORTAL =	Community	Cornell	Ithaca College	TC3	TOTAL
Total Cumulative Users	693	9,679	1,356	226	11,954
Rides Posted	1,514	11,897	1,716	254	15,381
Commute Postings	480 (31.7%)	1,068 (9%)	123 (7%)	159 (62.6%)	1,830 (12%)
Commute Avg. Distance (miles)	8	13	18	14	13
One-Time Ride Postings	1,034 (68.3%)	10,829 (91%)	1,593 (93%)	95 (37.4%)	13,551 (88%)
One-Time Ride Avg. Distance (miles)	179	203	203	85	168
Average Number of Matches per Post	6	3	3	4	

*Source: Zimride

TABLE 2: CUMULATIVE ENVIRONMENTAL/ECONOMIC IMPACT*					
PORTAL =	Community	Cornell	Ithaca College	TC3	TOTAL
Ride Mileage Posted	1,074,316	6,156,492	902,657	347,838	8,481,303
User Cash Saved	\$129,991	\$744,935	109,221	\$42,088	\$1,026,235
Miles Saved	236,349	1,354,427	198,584	76,524	1,865,884
Gallons of Gas Saved	9,269	53,115	7,788	3,001	73,172
Pounds of CO2 Emissions Saved	179,810	1,030,427	151,080	58,218	1,419,535
Grams of Volatile Organic Compound (VOC) Emissions Saved	100,212	574,277	84,200	32,446	791,135
Grams of Nitrogen Oxides (NOx) Emissions Saved	127,156	728,682	106,838	41,170	1,003,845
Pounds of Carbon Monoxide (CO) Emissions Saved	2,600	14,899	2,184	842	20,525
Grams of Particulate Matter (PM) Emissions Saved	51,524	295,265	43,291	16,682	406,763
Grams of Sulfur Dioxide (SO2) Emissions Saved	16,781	96,164	14,099	5,433	132,478

*Source: Zimride

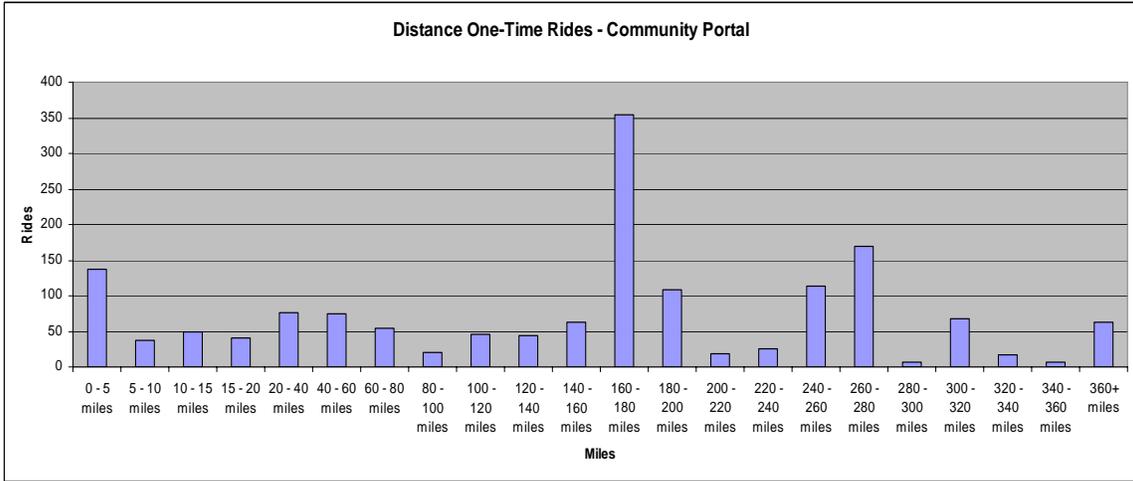


Figure 1: Distance distribution in miles for one-time rides in the Community Portal

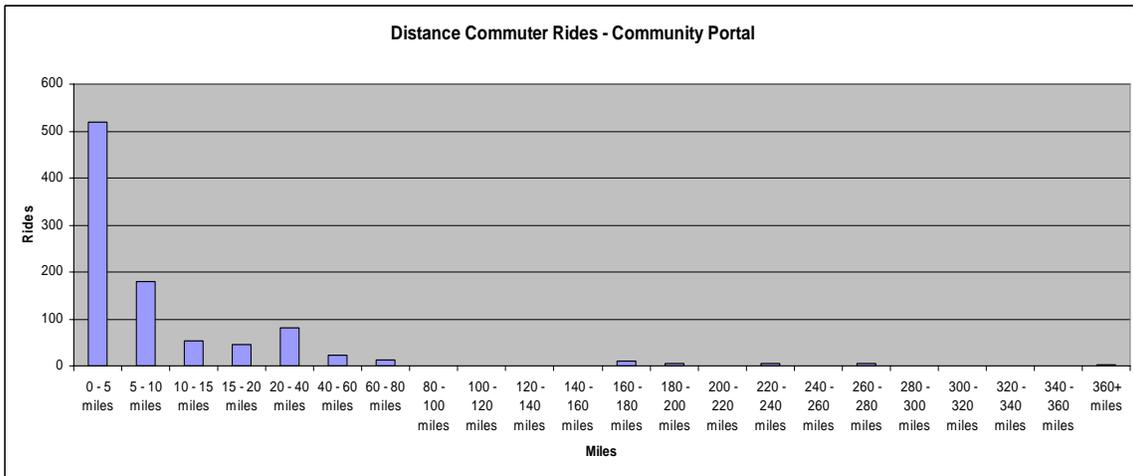


Figure 2: Distance distribution in miles for commuter rides in the Community Portal

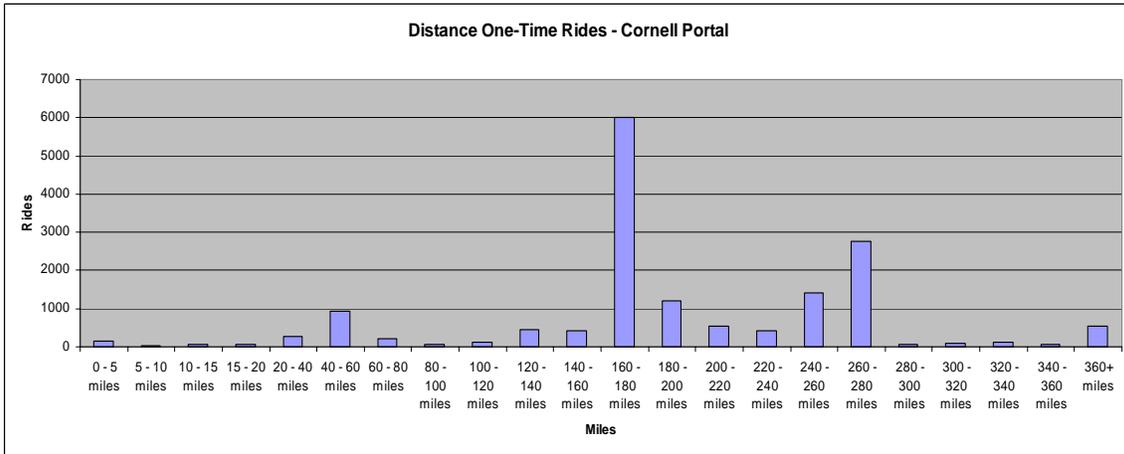


Figure 3: Distance distribution in miles for one-time rides in the Cornell Portal

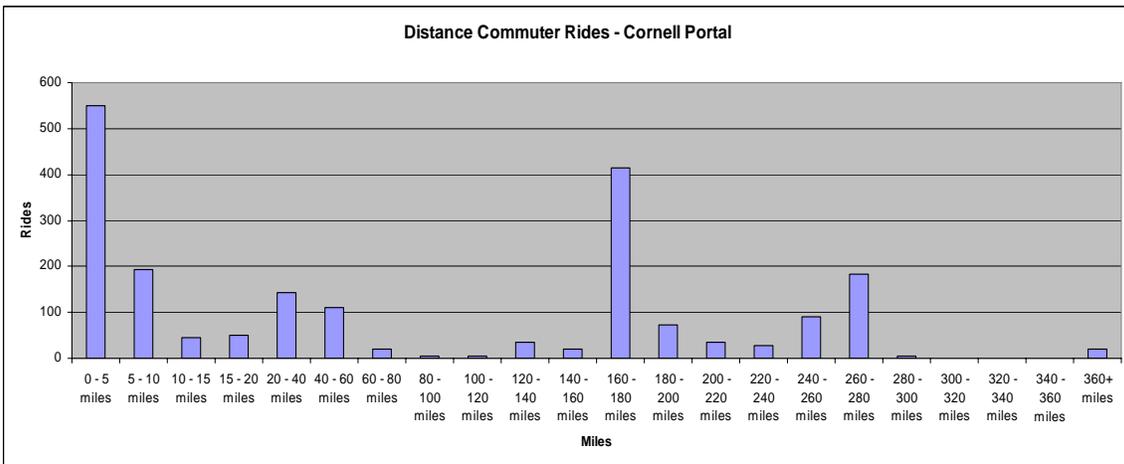


Figure 4: Distance distribution in miles for commuter rides in the Cornell Portal

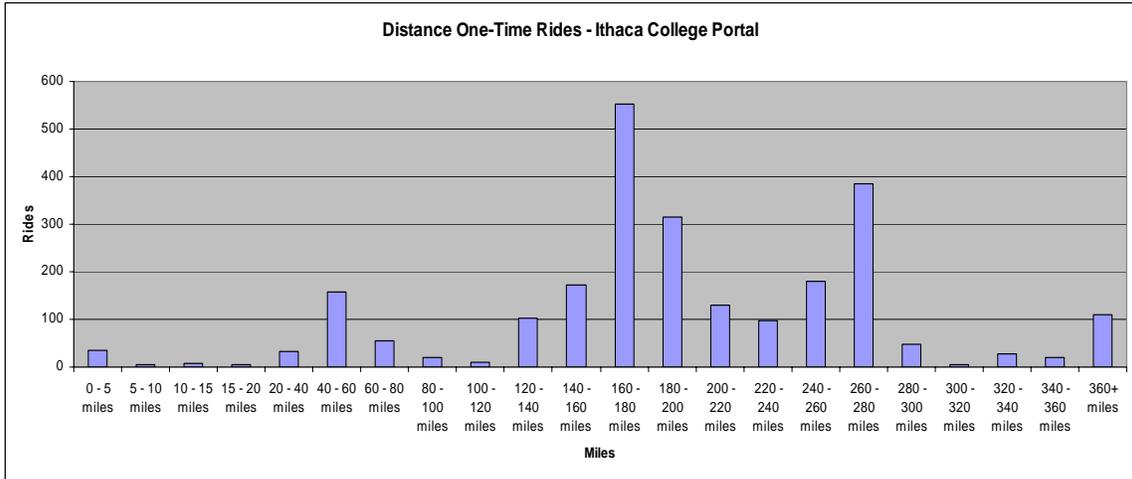


Figure 5: Distance distribution in miles for one-time rides in the Ithaca College Portal

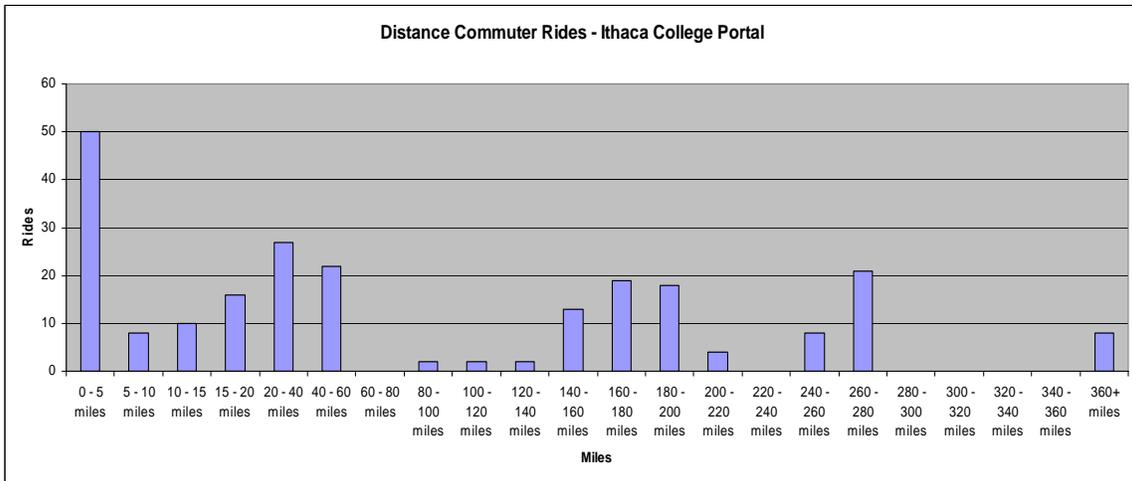


Figure 6: Distance distribution in miles for commuter rides in the Ithaca College Portal

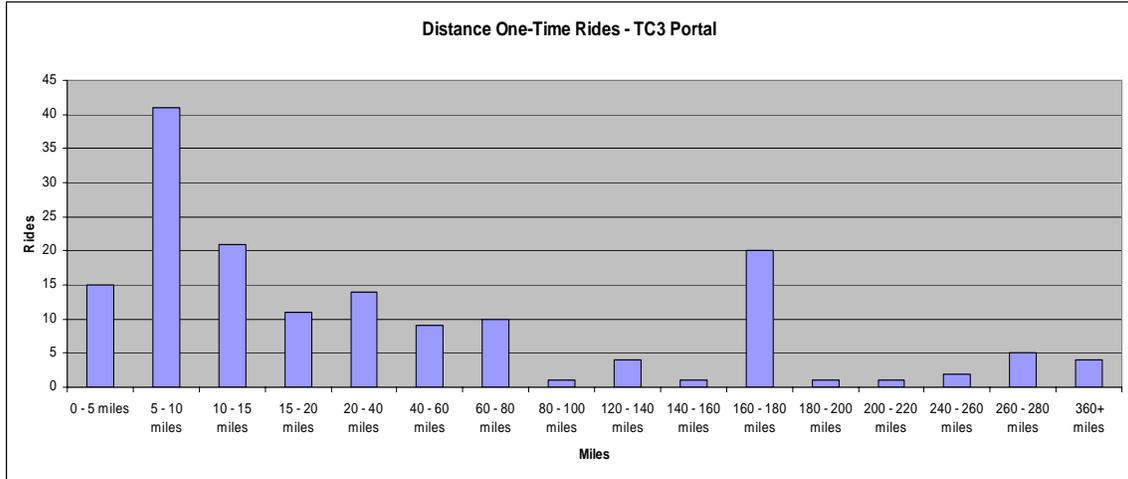


Figure 7: Distance distribution in miles for one-time rides in the TC3 Portal

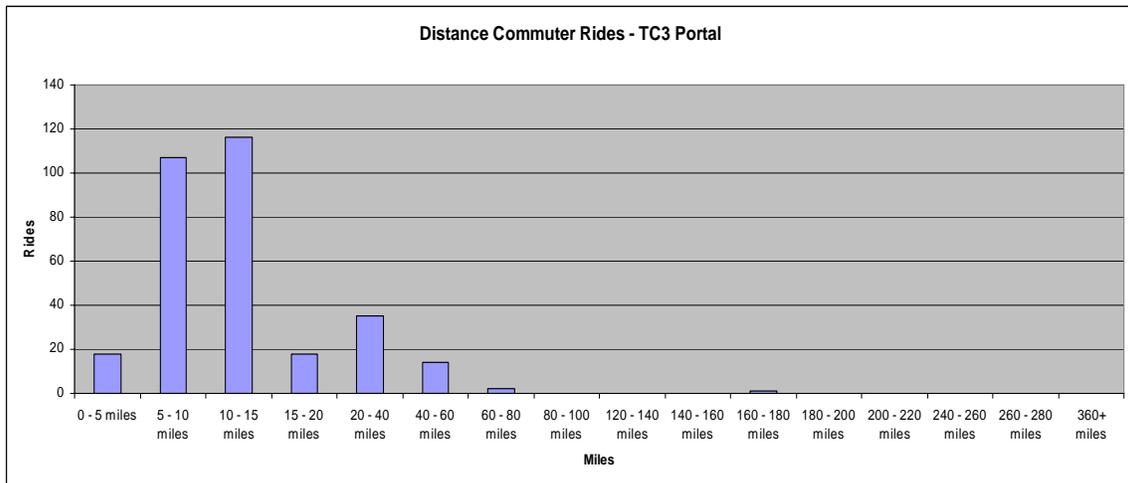


Figure 8: Distance distribution in miles for commuter rides in the TC3 Portal

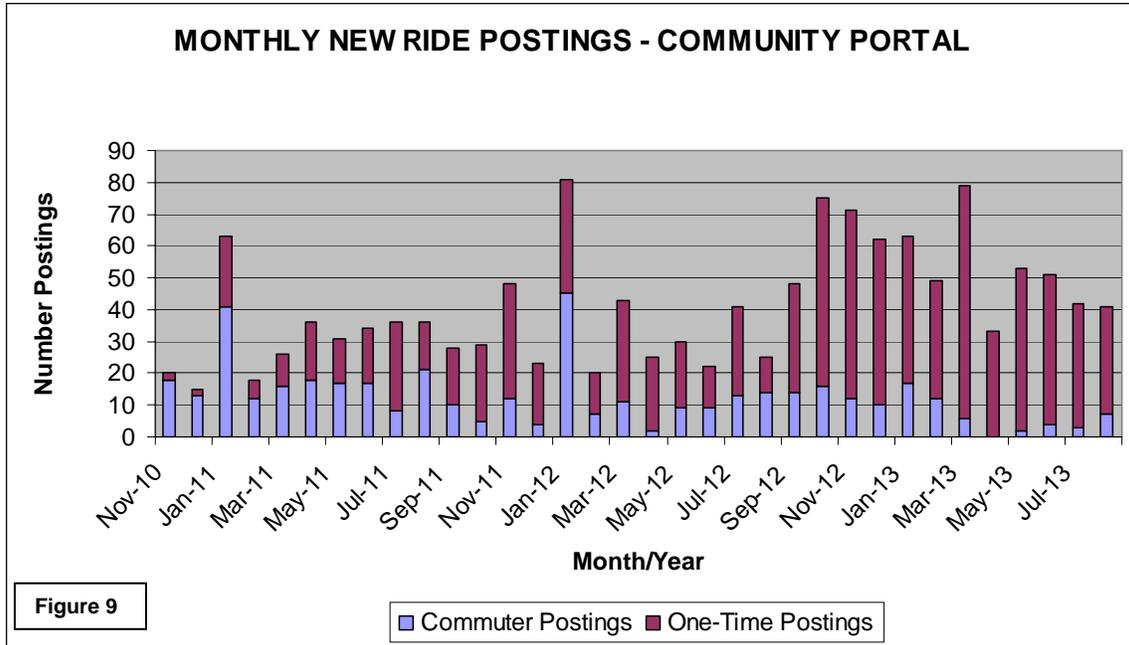


Figure 9: Monthly New Ride Postings – Community Portal

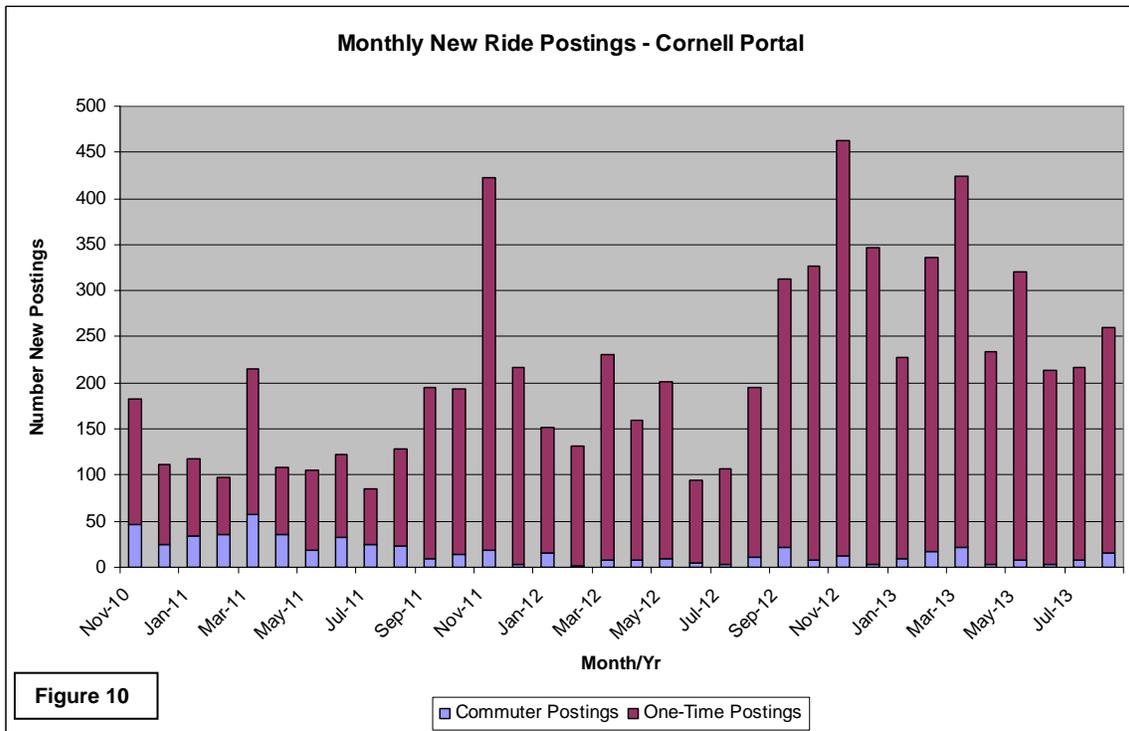


Figure 10: Monthly New Ride Postings – Cornell Portal

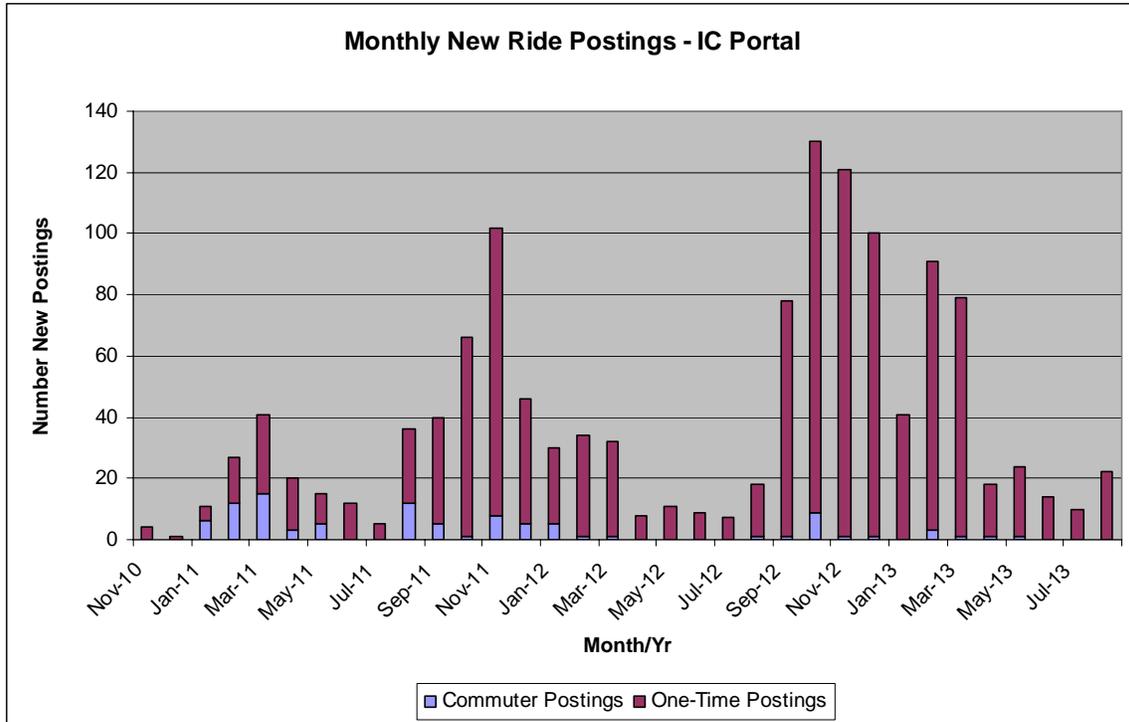


Figure 11: Monthly New Ride Postings – Ithaca College Portal

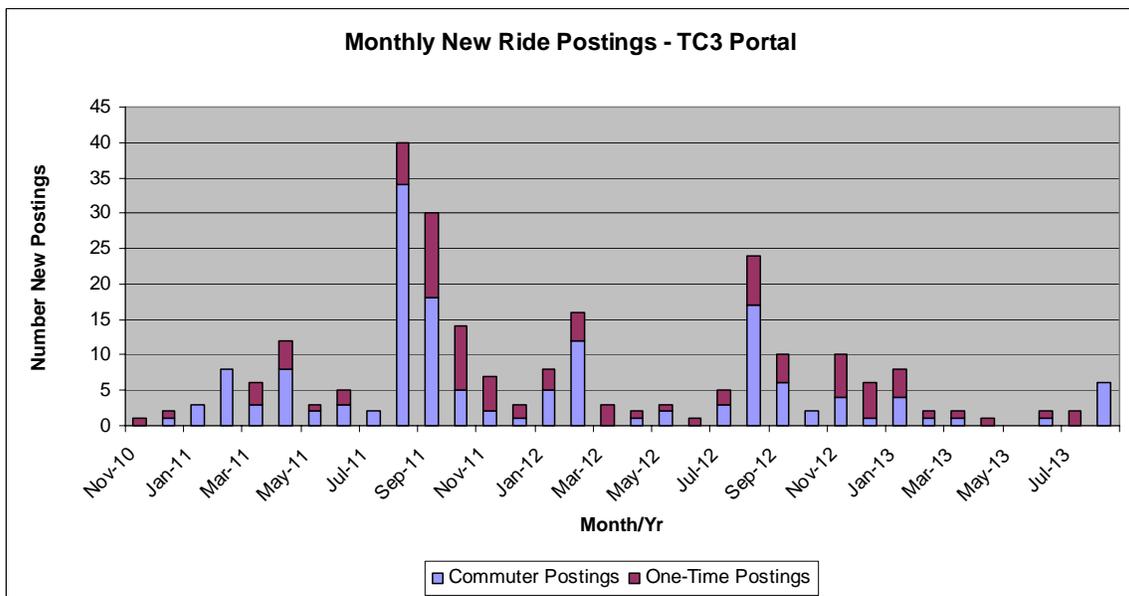


Figure 12: Monthly New Ride Postings – TC3 Portal

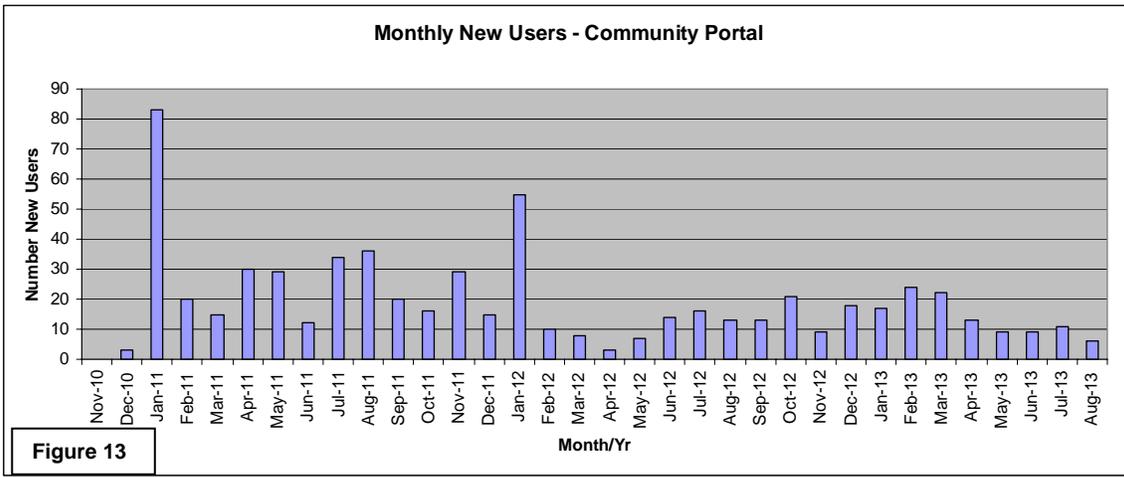


Figure 13: Monthly New Users – Community Portal

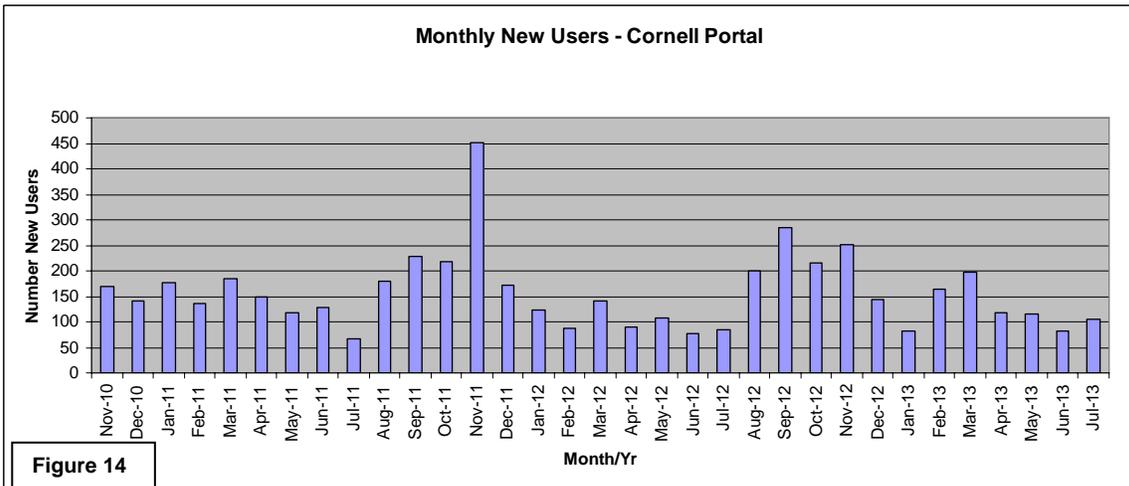


Figure 14: Monthly New Users – Cornell Portal

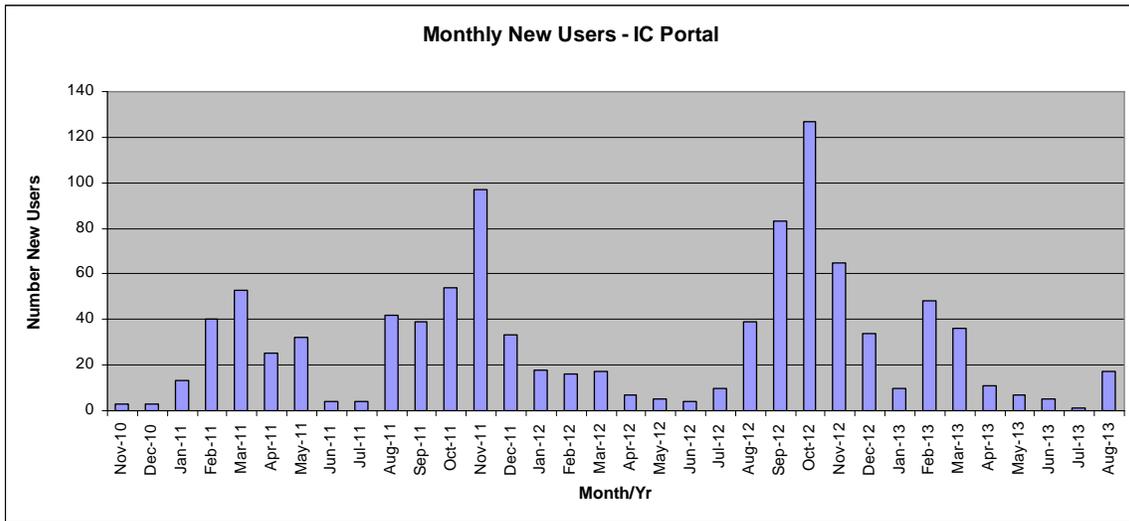


Figure 15: Monthly New Users – Ithaca College Portal

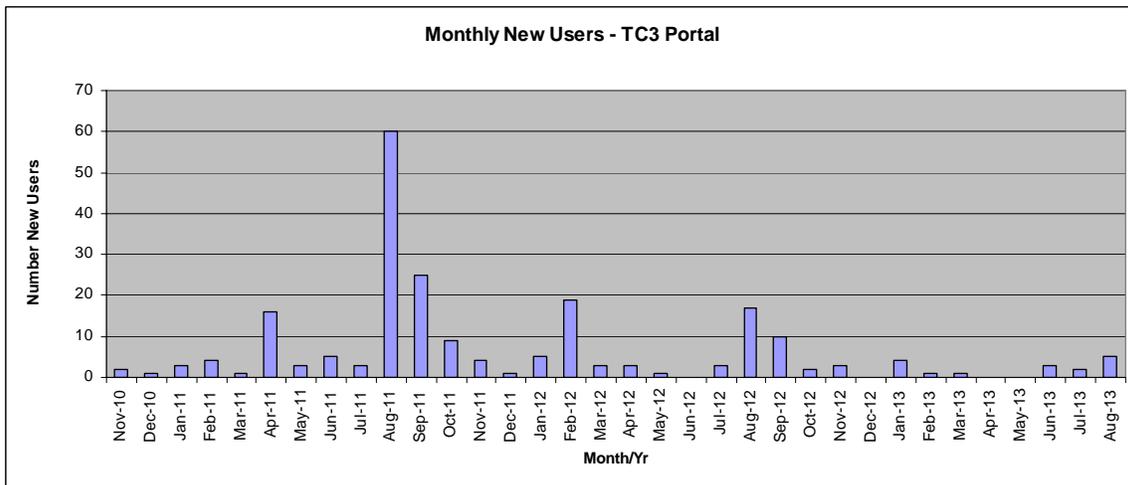


Figure 16: Monthly New Users – TC3 Portal

ADDITIONAL OBSERVATIONS

Some other observations derived from implementation of this project include:

- Cornell is, by far, the most used portal. Cornell University had a head start with use of online ridesharing since Zimride rideshare service was in place before the countywide work of the Tompkins County Rideshare Coalition was implemented.
- The TC3, Community, and Ithaca College portals all show steady increases in the number of users and ride postings per month.
- The Cornell portal is one of the top ranked portals in total users and total active trips out of approximately 75 colleges and universities using the Zimride platform nationwide.
- Average distance traveled by commute posts range from 8 to 18 miles
- There is high demand for one-time trips across all portals but particularly in the regional colleges, Cornell and Ithaca College. This reflects the regional draw of these institutions.
- Commute posts have a higher number of users in the Community and TC3 portals reflecting the higher demand for utilitarian/commuter trips.
- Unsolicited user feedback has been generally positive.

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Section 4

AREAS FOR IMPROVEMENT AND GROWTH

The principal areas for improvement have to do with marketing/outreach and the provision of specialized services within the software.

MARKETING/OUTREACH

The Rideshare Coalition needs to continue and maintain its aggressive marketing and outreach campaign for Tompkins Zimride. All partners have done a great job incorporating Zimride into their marketing efforts. TCRC recognizes the need for a coordinated publicity campaign that will include all different transportation providers in the county.

Commuter trips into Tompkins County continue to be an important market with great potential. More effort is needed to capture a greater proportion of the commuter trips. This requires promotion and marketing in neighboring counties and reflects the need to implement multi-county, regional ridesharing.

The recently completed seven-county Regional Transportation Study identified ridesharing as one of the areas of recommended focus. Through that process it was learned that there is regional interest in ridesharing. Discussions continue to identify the best approach to providing regional rideshare service. The use of NY State's 511 NY Rideshare shows promise as it is a no-cost alternative and 511 staff have shown an interest in working with regional representatives to make sure the online service meets the regional needs.

SPECIALIZED SERVICES

As Zimride gets more use, ideas surface for improvements and addressing specific needs. In one example, the Rideshare Coalition and Zimride staffs have discussed how to provide a format for small groups to coordinate rides to events. This would include groups such as sports teams, after school activity ridesharing, senior citizen outings, medical rides (perhaps tied to a volunteer driver program); sharing local errand rides with Ithaca Carshare drivers, etc. Similar efforts for individual larger events, such as the *Grassroots Festival of Music and Dance*, have already been implemented.

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Section 5 CONCLUSIONS

It is clear from the data and use patterns that online ridesharing is an important component of a complete suite of transportation options in the Cornell University, Ithaca College and TC3 portals. The results are not as obvious with the Community portal. However, when you consider that student and staff populations at Cornell University, Ithaca College and TC3 together account for the equivalent of 40% of the population of Tompkins County, then the figure for the Community portal gain more significance.

Implementation of this project has shown that automated ridesharing service fills an important need in the Tompkins County community. Use of the service has been significant and steady. Most ride posts have been for one-time rides. This is reflective of the strong usage by the college communities, but also, as discussed above, it points to an area of opportunity to increase the number of commuter trips ridesharing by developing a regional system.

Ridesharing improves the efficiency of the transportation system by utilizing the vast unused capacity in private vehicles. As a result, every ride match results in multiple benefits for drivers (e.g., lower costs), riders (e.g., increased mobility, low cost), and society as a whole (e.g., reduced gasoline use, reduced emissions, lower congestion). Modern communication technologies provide an opportunity to offer free rideshare services to the general public at very low costs to providers. The greatest challenge resides in marketing ridesharing and getting travelers to accept and use this 'new' transportation option. The lifestyle change away from self-owned automobile dependency to shared services and active transportation will require continuous effort over a period of time. Having well coordinated, efficient, safe and reasonably priced transportation options will be critical to the success of such an effort.

Over the life of the project, readily available marketing strategies and community education programs were used to promote ridesharing. At the same time, it's recognized that marketing to consumers is rapidly changing with the information technology revolution. There is more capability for personalizing information and services for customers, using social media and customer relations management. Marketing ridesharing needs to change from a mass marketing approach to a personalized consumer experience, and that transition will require new strategies, funding and know-how.

At completion of this three-year pilot effort the Tompkins County Rideshare Coalition continues to work to find a sustainable configuration for ridesharing in the region. The Zimride model used in this project is relatively costly, with agencies/companies expected to pay from \$5,000 to \$10,000 for each portal. This arrangement is feasible only with very large participants. Another project financing model is needed that will allow for implementation with minimal costs in order to ensure its long term deployment.

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APPENDIX A: Zimride Technology Overview

ZIMRIDE TECHNOLOGY OVERVIEW

Zimride systems are provided using a Software as a Service (SaaS) model. The SaaS software deployment model allows Zimride to manage all web hosting, upgrades, and software maintenance, while providing the end user with seamless integration. Our model allows clients to quickly launch a Zimride system with little to no technical work required. The following document describes in detail Zimride's architecture and all of the security measures taken to protect the privacy of our users.

Our Approach

Zimride is designed with security, reliability, scalability, and speed as top priorities. Our security protocol and backup policies described below ensure that user privacy is protected and that the greatest precautions are taken to prevent any data loss.

System Architecture

Three servers are used in a base deployment: one web server, and two database servers. MySQL replication is used on the two database servers, to provide redundancy and improve performance. Zimride leverages Amazon Web Services cloud computing platform to maximize reliability and on-demand scaling. Additionally, the system makes extensive use of Memcache to significantly boost speed for commonly repeated operations.

All software, API licenses, and servers will be provided and operated by Zimride. Clients are not required to own or maintain any equipment or software.

Technology

Zimride's service is built using open source technologies and runs on a LAMP Stack.

- Operating System: Debian Linux
- Web Server: Apache 2.2
- Firewall: iptables and fail2ban
- Language: PHP 5.2 with Memcache
- Database: MySQL 5.0
- Web Services: Google Maps API, Facebook Platform (if enabled)

Hosting

The Zimride service is hosted using Amazon Web Services. Amazon routinely conducts SAS70 Type II Audits ([more info](#)) of their datacenter.

Our internal monitoring system is able to determine if additional web servers, database servers, or storage capacity is needed according to our utilization guidelines. In the event additional resources are needed an automatic provisioning request will

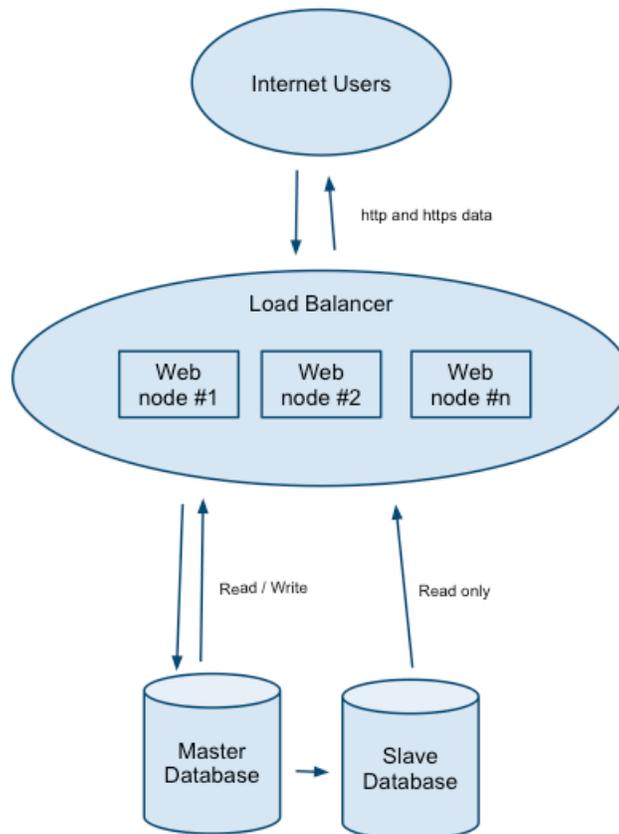
be sent to Amazon, allowing the system to rapidly scale on demand.

Security

Zimride takes the following security precautions on all systems.

- All password and authentication activity takes place over a secure https connection
- User passwords are stored as a hash, and never in plain-text
- All servers maintain a tightly secured firewall
- All attempts to login to the system are logged
- If three consecutive login attempts fail, the IP address will be blacklisted
- The server administrator keeps all servers up-to-date, and patched with the latest security fixes

System Diagram



Set-Up

URL

The recommended set-up for the client organization is the following:

1. Create the Zimride subdomain <http://zimride.yourwebsite.edu>.
2. Update the DNS, creating a CNAME record that points the subdomain to "zimride.com"
3. Notify Zimride

Once the Zimride subdomain is set-up, the organization's technical responsibilities are complete. From this point on, Zimride is able to update and maintain the system without any further technical involvement by the client. If you are unable to create a subdomain you can send users directly to zimride.com/yourorgname.

Authentication

Organizations can choose between Single Sign-on and email-based authentication.

Single Sign-on authentication allows a user to authenticate into the Zimride application through an organization's central sign-on page, using their standard username and password. Zimride supports Shibboleth to facilitate Single Sign-on connections, and we are a member of the InCommon Federation. We will need to coordinate Shibboleth integration and setup an appropriate attribute release policy with the Identity Management department within your organization.

Email-based authentication allows anyone with an email address at an approved domain (i.e. @yourorg.edu) to register for the Zimride service. Supply Zimride with the list of domains that you wish to have access to the service. Note that when you give access to a base domain (i.e. yourorg.edu), then all sub-domains (ie @students.yourorg.edu, @admin.yourorg.edu) will automatically have access. When using email-based authentication it is important to make sure that all of the users who you want to have access to the application have active and working email addresses at your domain. Additionally we will need to work with your campus email administrator to have Zimride's mail server "white listed" to prevent Zimride confirmation emails from being caught by your organization's mail filter.

Maintenance Support Plan

Planned Maintenance

Zimride will provide at least one-week notice of any planned maintenance or upgrade activity that may interrupt service. Scheduled down time shall not exceed 8 hours individually and shall occur during nighttime hours.

Preventative Maintenance

Automatic, regular database maintenance is conducted, checking table integrity, performing table optimization, and running a slow query analysis. On a bi-weekly basis the system administrator performs a manual system inspection and makes any necessary software upgrades.

The entire Zimride database is backed up nightly to Amazon Simple Storage Service (Amazon S3). Amazon S3 provides Zimride with 99.99% data availability. All backups are replicated across multiple datacenter locations, protecting against the possibility of a fire or natural disaster destroying any single datacenter. Furthermore, the database is located on an Amazon Elastic Block Store (Amazon EBS) volume, which allows for incremental snapshots backups. In the event of server failure the EBS can be mounted to a new server instance, providing for a rapid recovery.

Service Interruption Response

In the event of a notice to Zimride of a service interruption requiring maintenance or repair, Zimride will respond within 8 hours.

Standard Support

Zimride support will be available from 9:00am to 5:00pm Monday through Friday, every day of the year excluding federal holidays. All phone and email inquiries will receive a response within 24 hours.

Escalation Policy

Zimride escalation policies ensure that critical issues will receive the immediate attention of the appropriate staff person. The following matrix defines priority as well as the escalation guidelines that Zimride will follow when addressing technical support problems reported a client.

Priority will have three possible values:

- Critical — Service platform is down or not functioning.
- Major — Major service interruption or partial loss of functionality.
- Minor — Client would like to see this issue resolved but the issue is not time critical, involving aesthetic changes or documentation changes.

Notification	Critical	Major	Minor
Account Manager Notified	Immediate	Immediate	Four hours
CTO Notified	Immediate	Four hours	As necessary
CEO Notified	Four hours	As necessary	As necessary

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APPENDIX B: Zimride Reports

- **Mid-Year Review 2011**
- **Mid-Year Review 2012**
- **Mid-Year Review 2013**
- **Tompkins Coalition 3-Year Report**

zimride

share the ride



2011 MID-YEAR REVIEW

Building a new form of transportation
for Tompkins County

Paul Thompson
paul@zimride.com
415-475-9477



Overview

At Zimride, we believe success can be measured. We pride ourselves on our ability to measure the results of our more than 100 private rideshare networks nationwide. And although we are the market leaders in rideshare data, we're constantly striving to improve.

In the following 8 pages, we'll take a look at the cumulative total of all four Tompkins County-area Zimride platforms, as well as each individual platform. We hope you find this information useful and look forward to continuing to build a new form of transportation for Tompkins County.

Best regards,

A handwritten signature in blue ink that reads "John Zimmer". The signature is fluid and cursive, with the first letters of "John" and "Zimmer" being capitalized and prominent.

John Zimmer
Co-Founder & COO
Zimride



CUMULATIVE TOMPKINS COUNTY COMMUNITY ZIM-PROGRESS

Total users: **6,332**

Since January 2011:

Total commute posts: **1,054**

- Average distance: **13 miles**

Total one-time trip posts: **5,361**

- Average distance: **192 miles**

Average matches per post: **7**

This year, Tompkins County emerged as one of the fastest growing networks on the entire Zimride system! Your commitment to user outreach, coupled with Zimride’s ongoing site enhancements helped **your network grow on average 22%**. The additional ride growth provides users with more ride options. **Each user that posts a ride has (on average) 7 ride options to choose from!**

SAVING OUR WALLETS (AND THE WORLD)

Zimride conducts surveys of users to understand how many carpools are formed. Our average ride success rate across all schools is 27%, and to be more conservative, we assume 20% of rides posted are successfully matched within your green calculator.

Assuming 20% success for all posted rides, and the 2011 IRS vehicle costs and EPA assumptions, we estimate that your community has **reduced:**

	Vehicle Costs	Miles	Gas (gal)	CO ₂ (lbs)
Jan-June	\$133,885	262,518	10,133	199,718
All Time	\$461,235	904,381	35,465	688,038

For more details on these numbers, please reference the green calculator in the Zimride admin portal and feel free to review with me on our next call.

ZIM-STORIES

We thought we'd start things off with a few words from your Zimride users. These are just a sample of the 6,000+ users now signed up on your Zimride sites!

"My passenger never liked driving and now I can help her out while reducing my costs!" - Barbara Just, County employee



Zimride is an amazing tool for carless college students like me who need to get home for Thanksgiving and other short breaks. Of course, the Greyhound is a total nightmare – and expensive to boot. On the other hand, Zimride is safe (you get to see the person's Facebook profile beforehand and check them out), cheap (you pay for just gas and tolls typically), eco-friendly, plus you often get to meet awesome people with whom you never would have interacted otherwise. Who knew riding in cars with strangers could be so fun?

[Annie Tsao, student](#)



I used Zimride for the first time while planning a drive from Cornell University to Boston during Labor Day weekend. I made the drive alone once over the summer, but this time I thought, "Why not find someone to tag along?" So I posted my ride on Zimride and found two riders. I dropped off one guy along the way and took the other all the way to Cambridge. With the help of Zimride, I was able to drive to Boston and back without spending my own money, making friends and having good conversation along the way.

[Rashaan Keeton, student](#)



I use Zimride to get from my middle-of-nowhere college to the airport and the bigger-and-better city 5 hours away. I use it during every school break and manage to save a lot of money while doing so. The going asking price is half that of the only other alternative, an overpriced smelly bus. I make friends out of co-riders during the rides, all the while shaving an hour driving time off the bus route. (Time is money, people. I like money, so shave those hours.) Oh, and I save the environment simultaneously.

[Greg Meyer, student](#)



Zimride was a great way for me to get from campus to Boston. Not only was it cheaper and faster than going by bus, train or air, it also cut down on CO2 emissions! Best of all, I now know someone to carpool with in the future since we both go to the city fairly regularly.

[Rachel Behler, staff](#)



CORNELL ZIM-PROGRESS

Total users: **5,545**

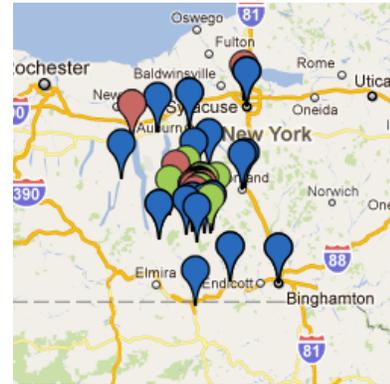
Since January 2011:

Total commute posts: **750**

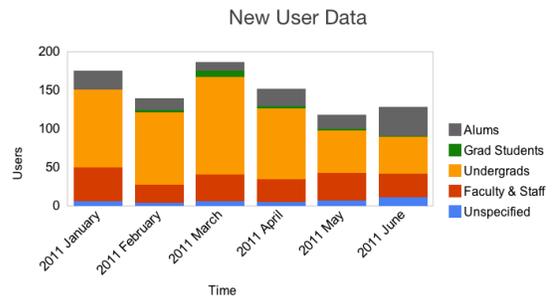
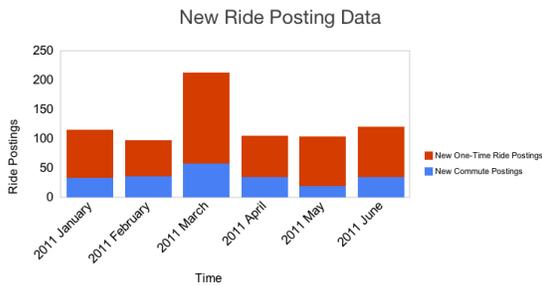
- Average distance: **11 miles**

Total one-time trip posts: **4,795**

- Average distance: **205 miles**



Average matches per post: **9**



Current University Rankings (out of 75 Partner Colleges and Universities)

1st – Total Users

2nd – Total Active Trips

5th – New Trips

9th – New users

Assuming 20% success for all posted rides, and the 2011 IRS vehicle costs and EPA assumptions, we estimate that your community has **reduced**:

	Vehicle Costs	Miles	Gas (gal)	CO ₂ (lbs)
Jan-June	\$69,597	136,464	5,351	103,819
All Time	\$389,723	764,162	29,967	581,362



ITHACA COLLEGE ZIM-PROGRESS

Total users: **514**

Since January 2011:

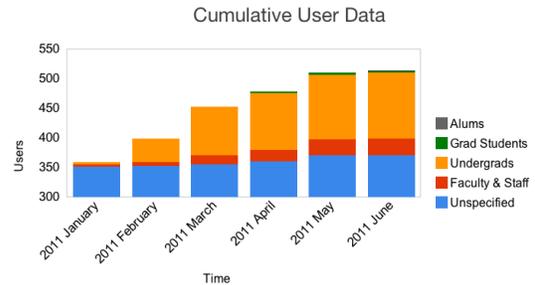
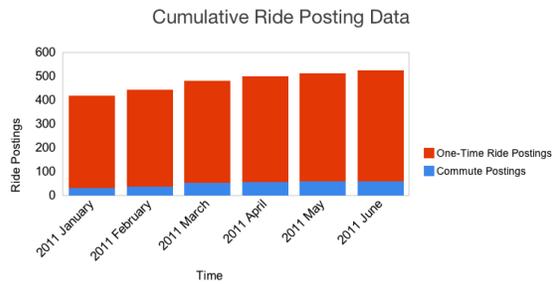
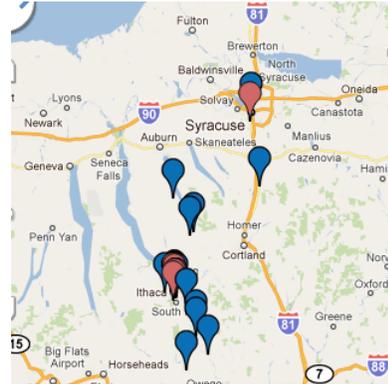
Total commute posts: **60**

- Average distance: **19 miles**

Total one-time trip posts: **464**

- Average distance: **205 miles**

Average matches per post: **5**



Assuming 20% success for all posted rides, and the 2011 IRS vehicle costs and EPA assumptions, we estimate that your community has **reduced:**

	Vehicle Costs	Miles	Gas (gal)	CO ₂ (lbs)
Jan-June	\$28,668	56,211	2,024	42,764



TOMPKINS COUNTY ZIM-PROGRESS

Total users: **233**

Since January 2011:

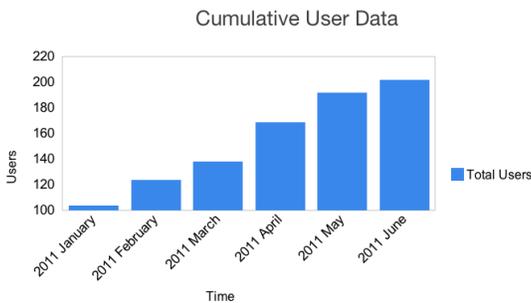
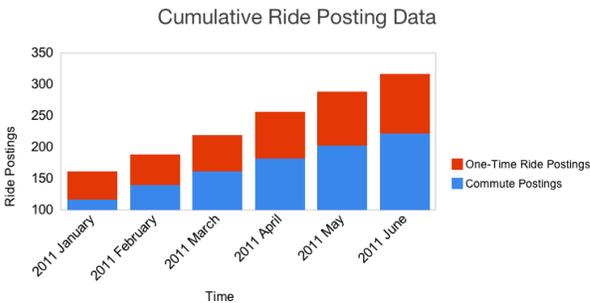
Total commute posts: **222**

- Average distance: **8 miles**

Total one-time trip posts: **95**

- Average distance: **107 miles**

Average matches per post: **11**



Assuming 20% success for all posted rides, and the 2011 IRS vehicle costs and EPA assumptions, we estimate that your community has **reduced:**

	Vehicle Costs	Miles	Gas (gal)	CO ₂ (lbs)
Jan-June	\$30,373	59,554	2,335	45,308



TC3 ZIM-PROGRESS

Total users: **40**

Since January 2011:

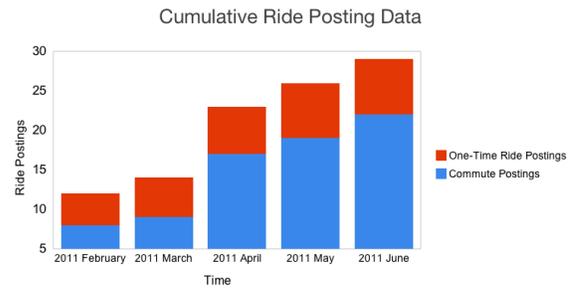
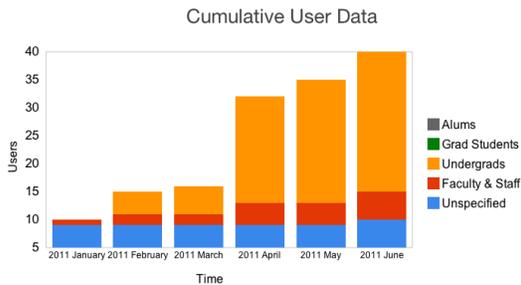
Total commute posts: **22**

- Average distance: **14 miles**

Total one-time trip posts: **7**

- Average distance: **250 miles**

Average matches per post: **4**



Assuming 20% success for all posted rides, and the 2011 IRS vehicle costs and EPA assumptions, we estimate that your community has **reduced**:

	Vehicle Costs	Miles	Gas (gal)	CO ₂ (lbs)
Jan-June	\$5,247	10,289	403	7,827

OFF TO A GREAT START!

2011 has been an exciting year so far. With improvements to the user experience and more users spreading the word around the county, we can celebrate what we've done, and prepare for additional growth. Zimride's web development team recreated the "Add Ride" process to increase usability, as well as added an internal messaging system and inbox to improve user communication.

2011 UPDATES SO FAR

You spoke, and we listened! Our development team has been hard at work, improving the experience for the Tompkins County community. We are thrilled to provide the following new features to our 100 Zimride partners:

- 1. New "Add Ride" Flow:** Our research and design team improved the add ride process leading to 10% more rides added. Improvements include:
 - Faster, cleaner user interface
 - Suggested gas money contributions based on system averages
 - All street addresses are hidden with only cross streets visible (previously was option)

I Am



willing to drive



passenger only

Starting From

Going To

Only the closest cross-streets are shown in your listing (e.g. Wheeler & Ashby)

[Next Step >](#)

Are you taking a regular commute or a single trip?

Commute 

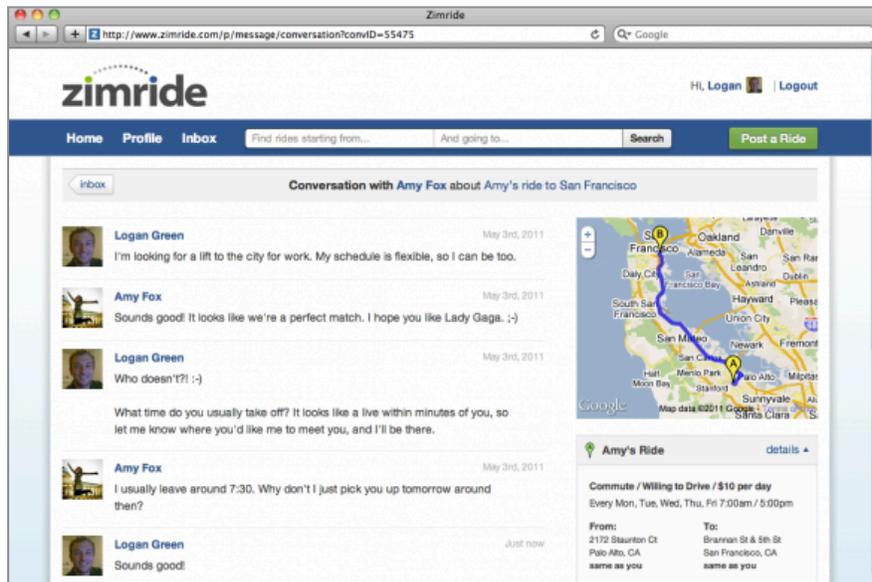
Single Trip 

Choose your times and flexibility:

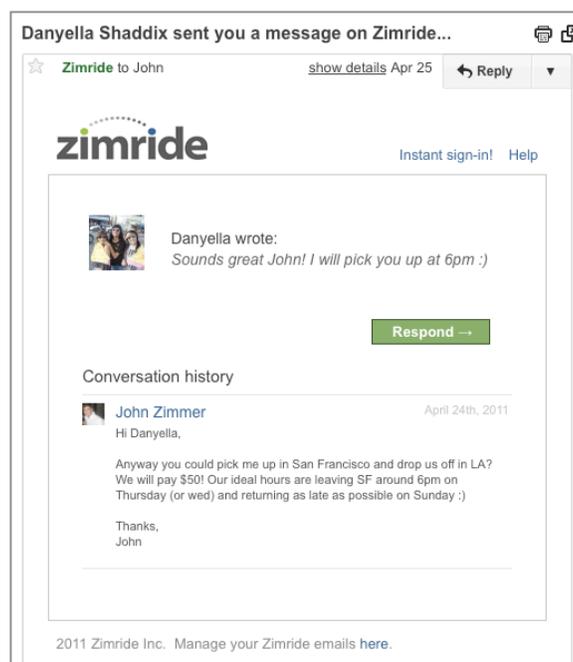
	Depart	Return	Frm	Flexible
	7:00am	5:00pm	(edit)	(10-15min) (30min+)
<input checked="" type="checkbox"/> Monday	7:00am	5:00pm	edit	
<input checked="" type="checkbox"/> Tuesday	7:00am	5:00pm	edit	
<input checked="" type="checkbox"/> Wednesday	7:00am	5:00pm	edit	
<input checked="" type="checkbox"/> Thursday	7:00am	5:00pm	edit	
<input checked="" type="checkbox"/> Friday	7:00am	5:00pm	edit	
<input type="checkbox"/> Saturday	7:00am	5:00pm		
<input type="checkbox"/> Sunday	7:00am	5:00pm		

[← back](#)
[Next Step >](#)

- Internal Messaging Inbox:** Now users can message each other, within your Zimride site. Our new user inbox provides easy access to rideshare conversations and improves communication.



- HTML (graphic) emails:** We love pictures, and so do our users! Our in-house designer put together great email templates, and our users are responding at a much higher rate than our old text emails. More emails clicked means more rides added and more sharing the ride! We are rolling these emails out in phases over the next few months. Here is one example:





COMING SOON

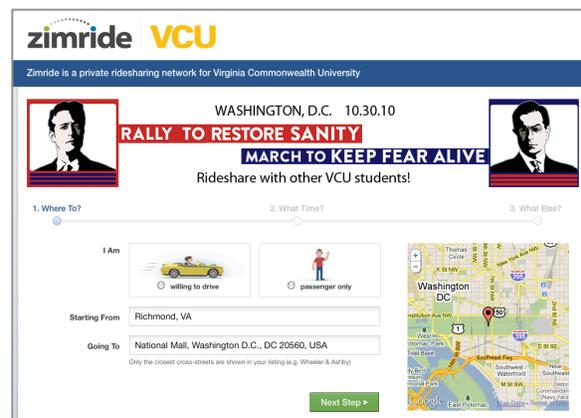
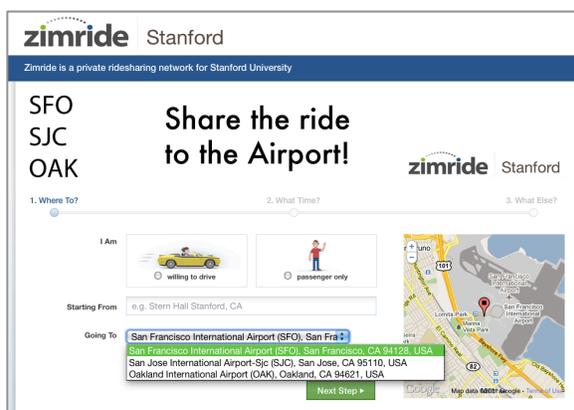
The Zimride team is hard at work building new features for you and your community. Please keep the suggestions coming, and be on the lookout for:

1. Multi-modal improvements with vanpool & shuttle functionality
2. Online payment for drivers and passengers
3. Zimride mobile platform launch (final date tbd)



ONE MORE THING...

Starting this summer, Tompkins County will have free access to the Zimride Events module! We have seen incredible utilization of this module for conferences, sporting events and airports, so we want to offer the functionality at no charge to you.





2012 Zimride Mid-Year Review

Prepared for:

Tompkins County

Cornell University

Ithaca College

Tompkins County Community College

Paul Thompson

paul@zimride.com

Rideshare Specialist

Year At-a-Glance!

Users	Jan to Jun 2012	Total (All-Time)
Cornell	627	7,568
Ithaca	67	868
TC3	31	179
Tompkins	90	465
Total	815	9,080

Ride Posts	Jan to Jun 2012	Total (All-Time)
Cornell	966	7,978
Ithaca	123	964
TC3	33	178
Tompkins	187	711
Total	1,309	9,831

Zimride Stories

Hearing stories from your Zimriders is the most rewarding part of what we do – enjoy!



I rented a car with my girlfriend in Ithaca to go visit my family in Hartford, CT for Thanksgiving. Since there were two seats left in the car, I looked for passengers on Zimride and found one. Turns out she was also a grad student in a similar field at Cornell, so we ended up having common interests to talk about. I requested a compact car at the rental agency but they gave me a midsize, so I'm really glad I had my Zimride passenger to help cover the cost of extra gas. She paid me \$50 for the round trip, but it was good for her too because a bus would have cost twice as much, and I was able to conveniently drop her off at her destination. As my first experience with Zimride, things worked out really well!

Sam Scoppettone
Student



We travelled from Ithaca, New York to Columbus, Ohio. The trip went well; everyone who opted to ride with me online turned out to be normal, friendly people in person. It was a really enjoyable experience overall and saved three people from driving cars or booking plane flights.

Jon Miller
Student



I got a ride home for Thanksgiving to Boston and then took the T from there. It was great not having to take the bus and deal with transfers in NYC. There was a group of us in the carpool, and it was great meeting a bunch of new people!

Catherine Spirito
Student



At the last minute, literally the day before reunion, an alum posted that he was offering a ride to & from Ithaca - and good thing I hadn't already bought my bus ticket, because I e-mailed him immediately. He drove me to & from Ithaca and it fit my budget nicely. Not to mention, he turned out to be great company. It was great - thank you Zimride!

Isabel Rivera
Faculty



Zimride has saved my butt a few times... I suppose there isn't much more to say other than the website helped me get home when I was in a jam; I go to school roughly seven hours away from home and most modes of transportation are quite expensive (flying comes to mind). Sharing a car is a more eco-friendly, inexpensive, and enjoyable way to return home.

Christian Leavitt
Student



The ride worked out really well. I had a full car going from Cornell, and then 2 people riding back to Cornell (the other people didn't need rides as they brought cars back to school). I liked all of the people that rode in my car and am glad I was able to help fellow classmates.

Jon Miller
Student



I posted my ride to Zimride to earn some gas money back on my trip home for break. I got more responses than seats in my car, and came out \$50 over my gas budget. The guys I drove go to my school and we still say hello to one another from time to time!

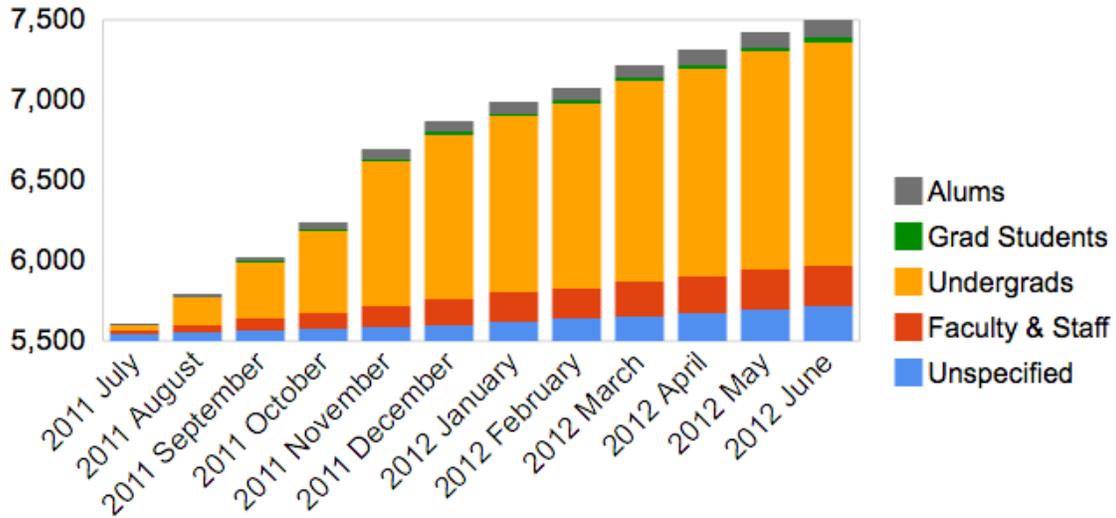
Robert Moore
Student



Thanks, Zimride! I got a great ride, the driver was very nice. He was willing to pick up at home and to drop off at destination address!

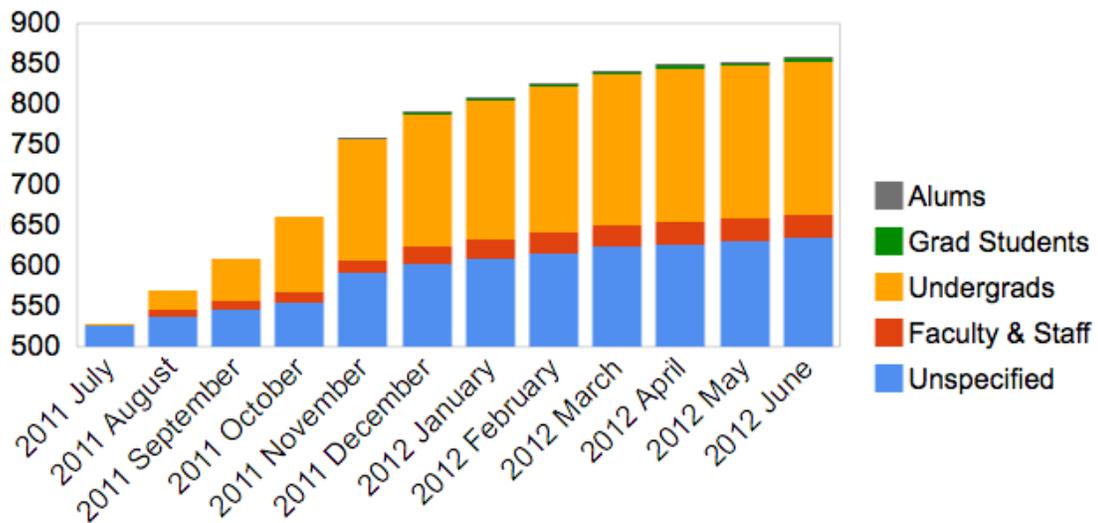
Ika Nurhayani
Student

User Growth: Cornell



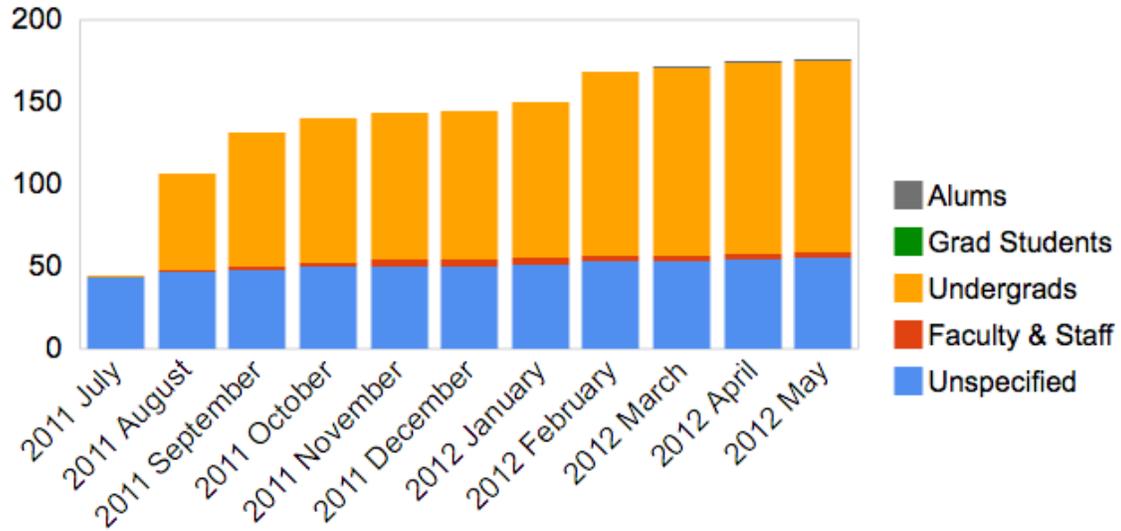
since January 2011

User Growth: Ithaca



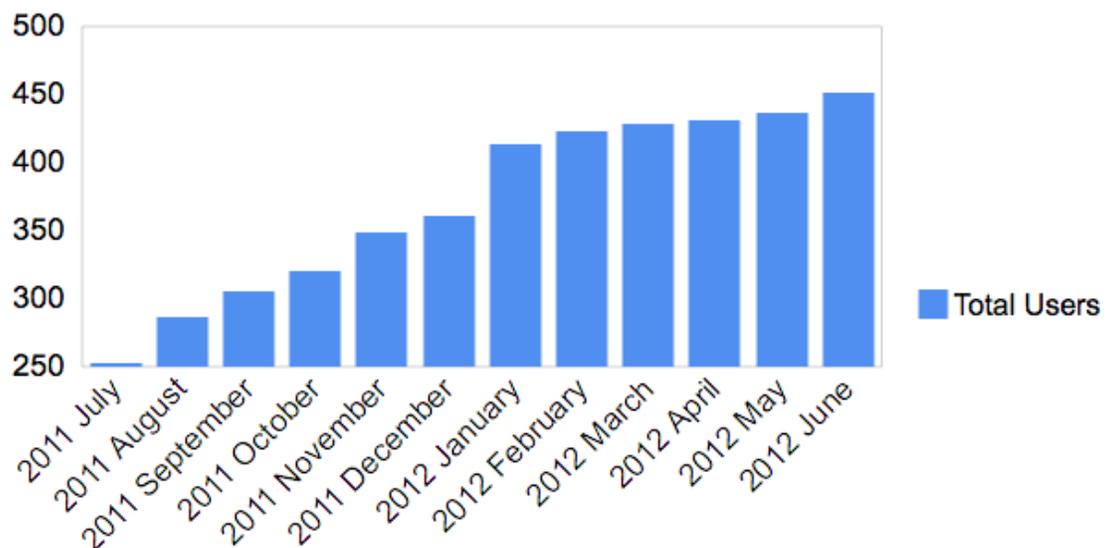
since January 2011

User Growth: TC3



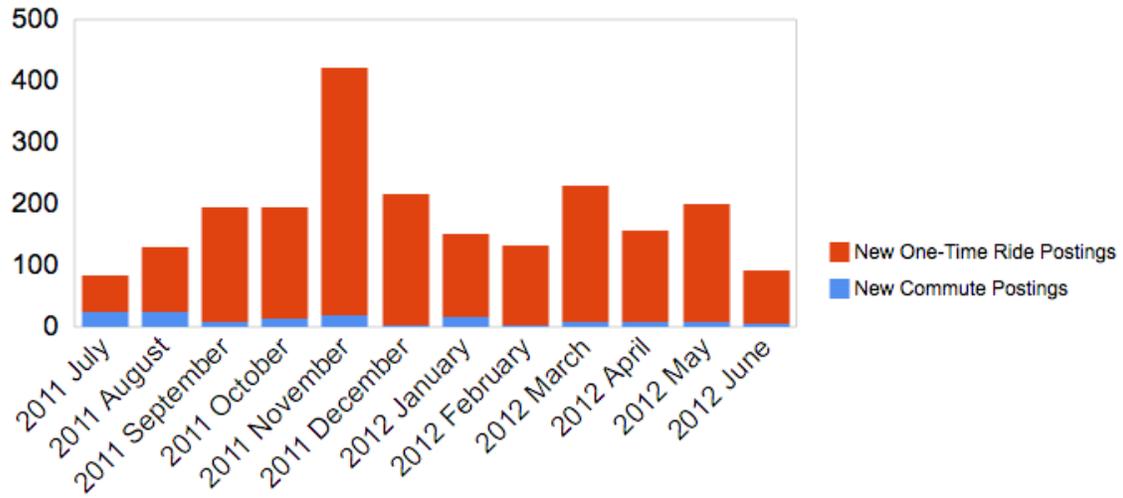
since January 2011

User Growth: Tompkins County



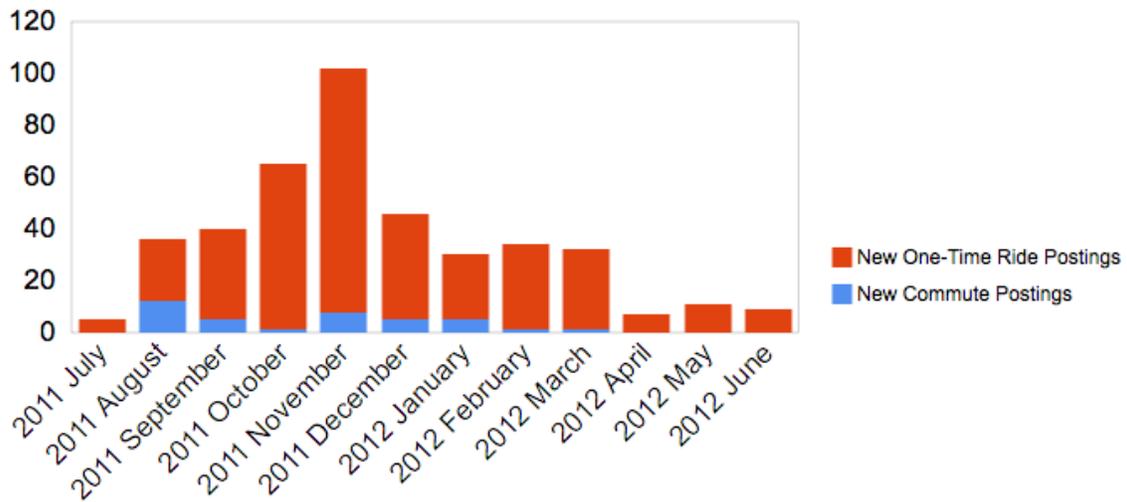
since January 2011

Ride Posts: Cornell



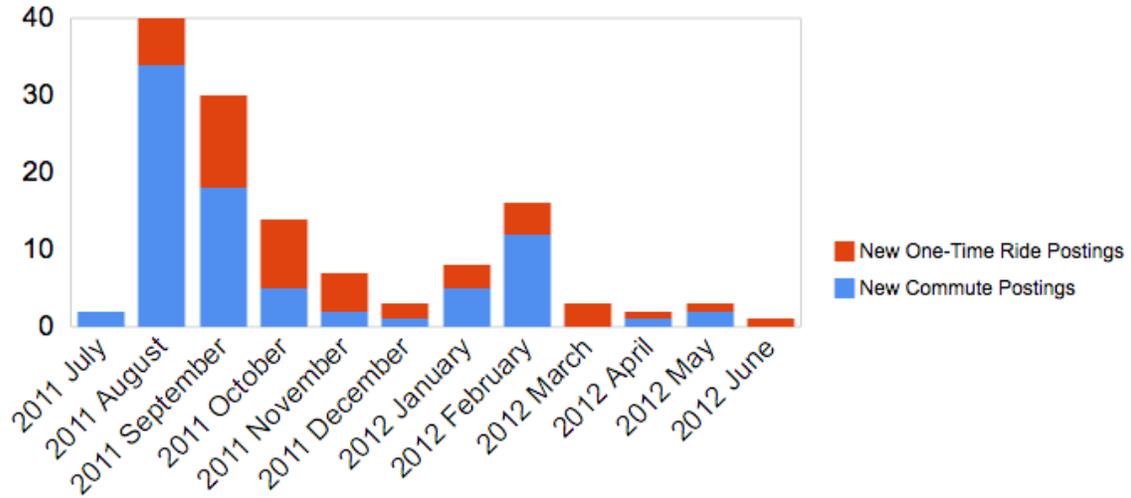
since January 2011

Ride Posts: Ithaca



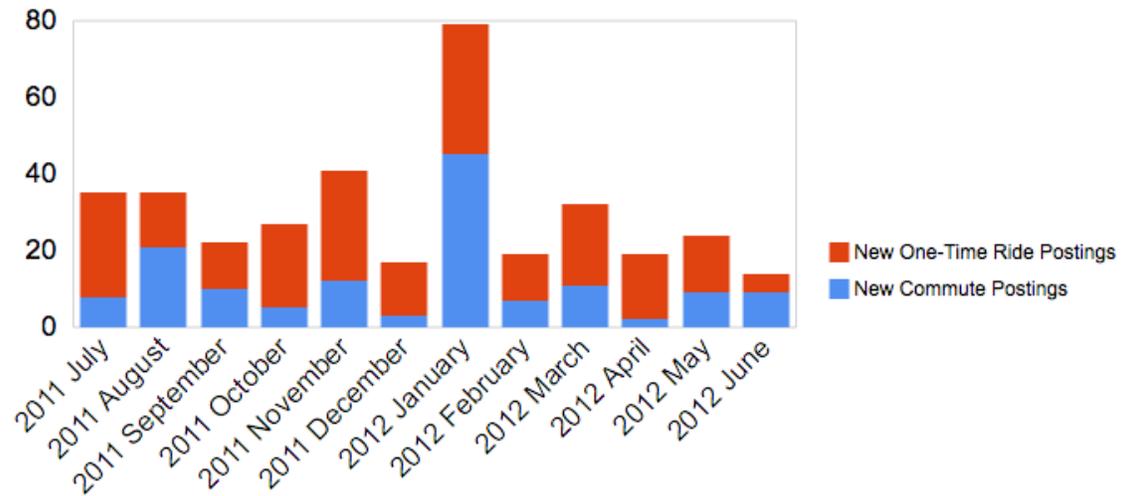
since January 2011

Ride Posts: TC3



since January 2011

Ride Posts: Tompkins County



since January 2011

Saving Our Wallets (And The World)

Zimride conducts surveys of users to determine how many carpools are formed. Across all our programs, 27% of ride posts become successful carpools. To be more conservative, below we have assumed a 20% success. Using this figure along with 2011 IRS vehicle costs and EPA mileage, fuel and CO₂ averages, we estimate that your community has saved the following:

	Tompkins County	Cornell	Ithaca	TC3	Total
Savings (\$)	\$88,594	\$178,308	\$79,511	\$53,022	\$399,435
	\$152,498	\$470,201	\$117,984	\$53,841	\$794,524
Miles Reduced	161,080	324,197	144,566	96,404	726,247
	277,269	854,912	214,517	97,983	1,444,681
Fuel Saved (gal)	6,316	12,713	5,669	3,780	28,478
	10,873	33,525	8,412	3,838	56,648
CO₂ Offset (lbs)	122,547	246,644	109,983	73,343	552,517
	210,942	650,403	163,201	74,476	1,099,022

Key: **Jan 2011 – Dec 2011** **All-time**

For more details on these numbers, please reference the green calculator in the Zimride admin portal and feel free to review with me on our next call.

We really appreciate your help in making this partnership a success, and we look forward to continuing to work with you in the future! Thanks for everything!





2013 Zimride Mid-Year Review

Prepared for:
Cornell University
Ithaca College
Tompkins County Community College
Tompkins County

Curtis Rogers
curtis@zimride.com
Rideshare Specialist

Mid-Year At-a-Glance!

Users	January to June 2013	Total (All-Time)
Cornell	759	9,615
Ithaca	117	1,347
TC3	9	226
Tompkins	93	465
Total	978	11,653

Ride Posts	January to June 2013	Total (All-Time)
Cornell	1,754	11,440
Ithaca	267	1,685
TC3	15	247
Tompkins	327	1,428
Total	2,363	14,800

Zimride Stories

We love hearing stories from users! Here are some great Zimride experiences from your networks:



Excellent trip. Rider helped driver find lost keys at reststop. Swedish Fish enjoyed by all. Great conversation kept driver awake. Rider helped driver navigate when they reached the city. Couldn't have been better!

Christianne W
Cornell staff



It was really a great experience. Keep up the good work.

Morgan B
Cornell student



My ride was great! I'm so glad a ride share website like this exists. I especially like having an account specific to Cornell University, because I feel a lot safer knowing more about the driver.

Alexa B
Cornell student



The site was super easy to use and I found a passenger midway between my two cities.

Erin I
Ithaca student



On time and super friendly! Accommodated a drop-off request different than the town she had indicated in the original post. Great person to spend a few hours with!

Allison U
Ithaca student



Friendly, accommodating and quick to write back to you. He has an iPhone car charger which is especially helpful!

Kit T
Ithaca student



I again got a ride to and from Syracuse for a medical appointment with Christian N, who commutes there daily. Christian is a great guy, and I really enjoy riding with him.

Valorie R
Tompkins user

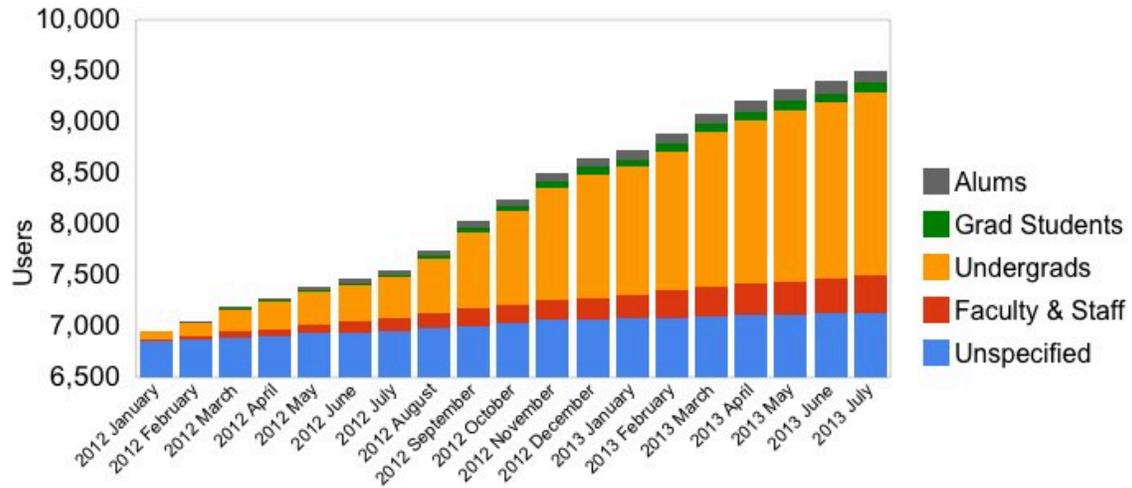


Great rideshare! We had a fun conversation the whole way. Highly recommend!

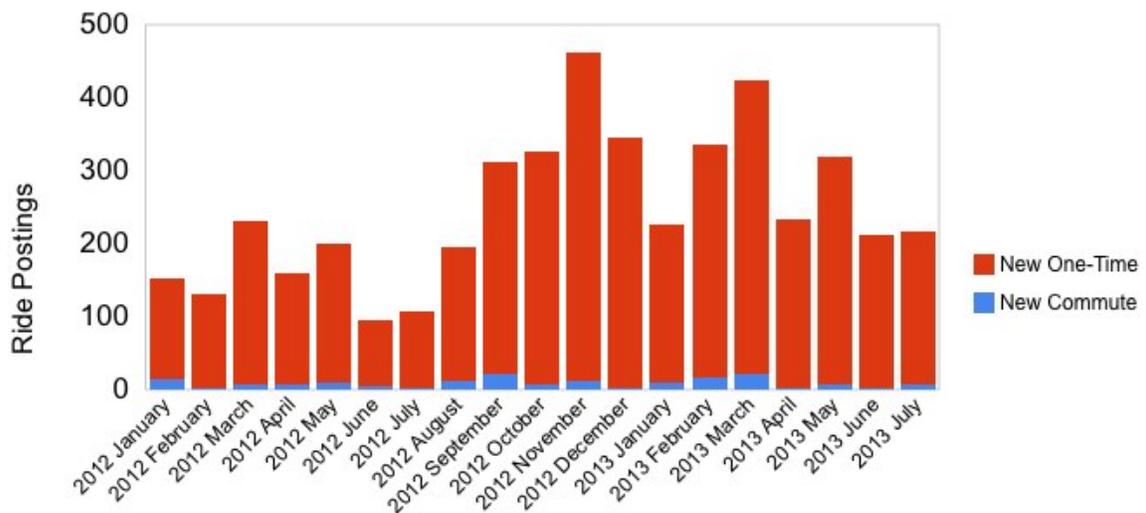
Phil G
Tompkins user

Cornell

User Growth

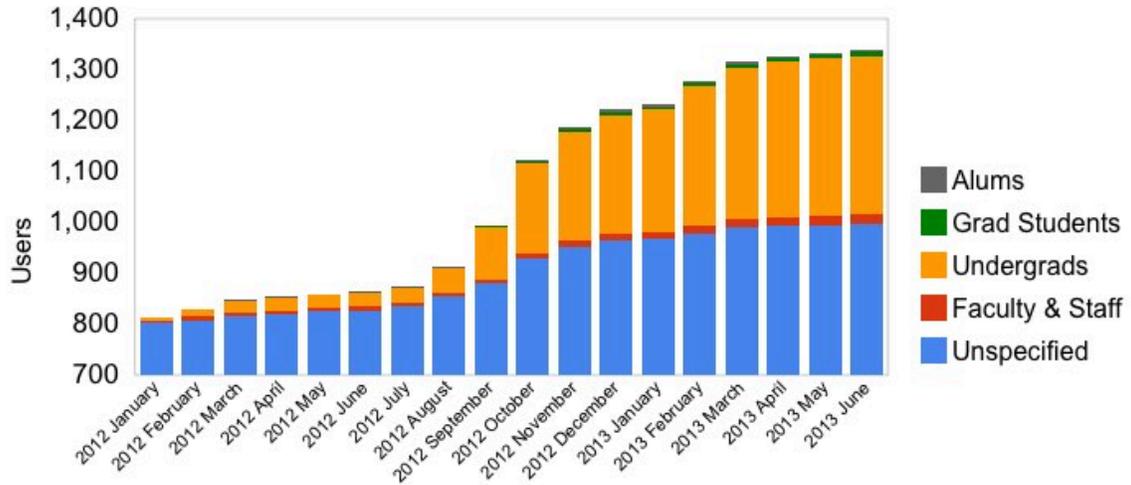


New Rides Added

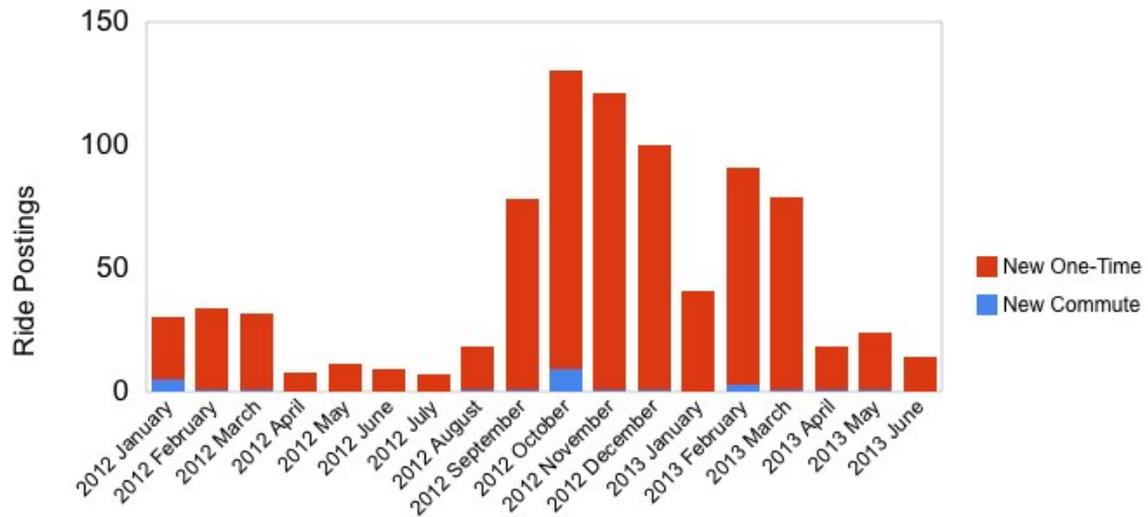


Ithaca

User Growth

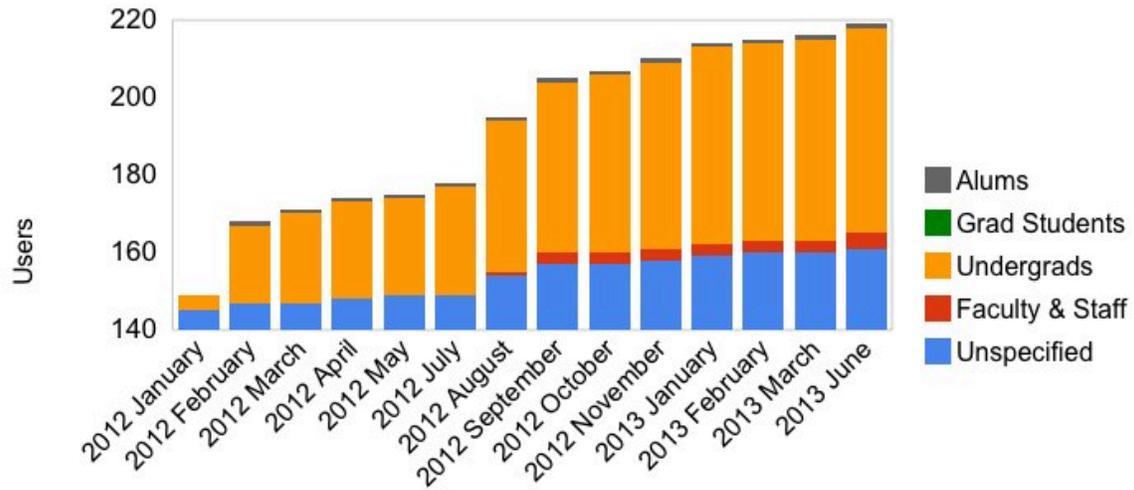


New Rides Added

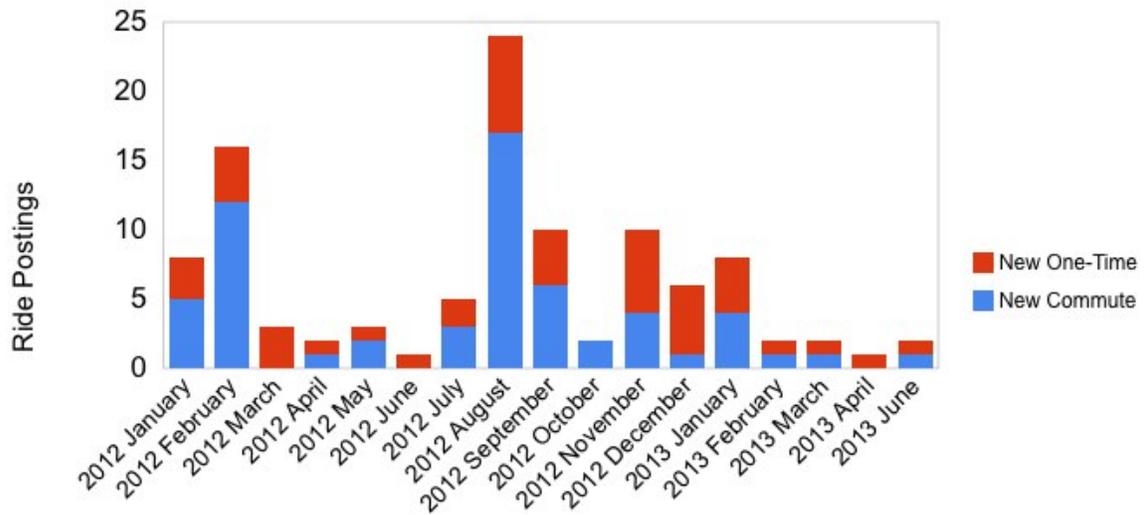


TC3

User Growth

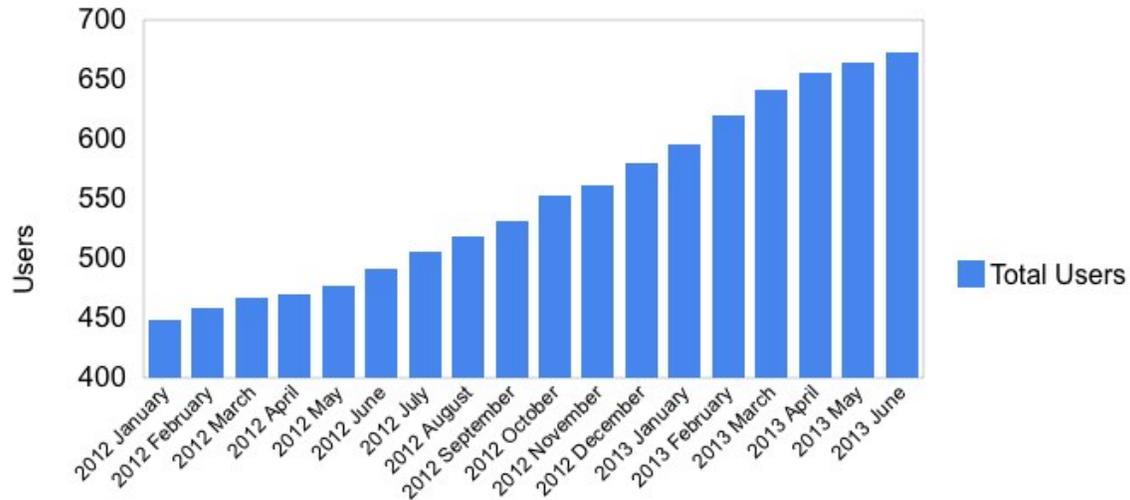


New Rides Added

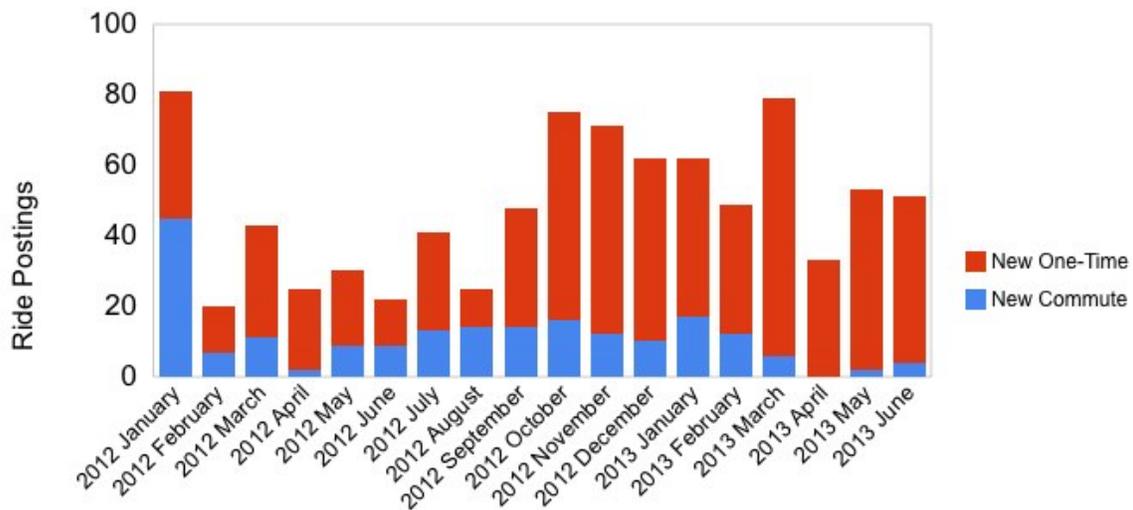


Tompkins County

User Growth



New Rides Added





Community Savings

Zimride conducts surveys of users to determine how many carpools are formed. Across all our programs, over 30% of ride posts become successful carpools. To be more conservative, below we have assumed a 20% success. Using this figure along with current IRS vehicle costs and EPA mileage, fuel and CO₂ averages, we estimate that your community has saved the following:

	Cornell	Ithaca	TC3	Tompkins	Total
Savings (\$)	193,679	30,126	17,836	53,573	295,214
Miles Reduced	352,145	54,775	32,429	97,405	536,754
Fuel Savings (gal)	13,809	2,148	1,271	3,819	21,047
CO ₂ Offset (lbs)	269,906	41,671	24,671	74,104	410,352

Stats are from 1/1/12 through 6/30/13

For more details on these numbers, please reference the green calculator in the Zimride admin portal.

With the new partnership with Enterprise and the addition of Syracuse University to our family of networks, we are excited about the future of ridesharing in your area, and all of upstate New York. Please let us know if you have any questions.

Thanks!



Tompkins Coalition 3 Year Report

Prepared for:
Cornell University
Ithaca College
Tompkins County Community College
Tompkins County

Curtis Rogers
curtis@zimride.com
Rideshare Specialist



Three Years At-a-Glance!

New Users 8/23/10 to 8/23/13

Cornell	5,593
Ithaca	1,005
TC3	220
Tompkins	565
Total	7,383

New Ride Posts Commutes 1-Time Trips

Cornell	664	6,866
Ithaca	104	1,216
TC3	152	94
Tompkins	456	1,020
Total	1,376	9,196

Average Distance Posted Commutes 1-Time Trips

Cornell	13	203
Ithaca	19	203
TC3	14	85
Tompkins	8	178

Matches Average per Post

Cornell	3
Ithaca	3
TC3	4
Tompkins	6

Cornell – New Ride posts By Month

Month	Total	Commutes	1-time trips
2010 September	150	51	99
2010 October	151	34	117
2010 November	183	47	136
2010 December	111	24	87
2011 January	117	34	83
2011 February	98	36	62
2011 March	215	58	157
2011 April	108	35	73
2011 May	105	19	86
2011 June	123	32	91
2011 July	85	25	60
2011 August	129	23	106
2011 September	195	9	186
2011 October	194	14	180
2011 November	422	19	403
2011 December	217	3	214
2012 January	152	15	137
2012 February	132	2	130
2012 March	231	8	223
2012 April	160	8	152
2012 May	201	9	192
2012 June	95	5	90
2012 July	107	3	104
2012 August	195	11	184
2012 September	312	21	291
2012 October	327	7	320
2012 November	464	13	451
2012 December	346	3	343
2013 January	227	9	218
2013 February	336	17	319
2013 March	424	22	402
2013 April	234	3	231
2013 May	320	7	313
2013 June	213	3	210
2013 July	217	8	209
2013 August	185	8	177

Ithaca – New Ride posts By Month

Month	Total	Commutes	1-time trips
2010 September	7	2	5
2010 October	8	4	4
2010 November	4	0	4
2010 December	1	0	1
2011 January	11	6	5
2011 February	27	12	15
2011 March	41	15	26
2011 April	20	3	17
2011 May	15	5	10
2011 June	12	0	12
2011 July	5	0	5
2011 August	36	12	24
2011 September	40	5	35
2011 October	66	1	65
2011 November	102	8	94
2011 December	46	5	41
2012 January	30	5	25
2012 February	34	1	33
2012 March	32	1	31
2012 April	8	0	8
2012 May	11	0	11
2012 June	9	0	9
2012 July	7	0	7
2012 August	18	1	17
2012 September	78	1	77
2012 October	130	9	121
2012 November	122	1	121
2012 December	100	1	99
2013 January	41	0	41
2013 February	91	3	88
2013 March	81	1	80
2013 April	18	1	17
2013 May	24	1	23
2013 June	14	0	14
2013 July	10	0	10
2013 August	19	0	19

TC3 – New Ride posts By Month

Month	Total	Commutes	1-time trips
2010 November	1	0	1
2010 December	2	1	1
2011 January	3	3	0
2011 February	8	8	0
2011 March	6	3	3
2011 April	12	8	4
2011 May	3	2	1
2011 June	5	3	2
2011 July	2	2	0
2011 August	40	34	6
2011 September	30	18	12
2011 October	14	5	9
2011 November	7	2	5
2011 December	3	1	2
2012 January	8	5	3
2012 February	16	12	4
2012 March	3	0	3
2012 April	2	1	1
2012 May	3	2	1
2012 June	1	0	1
2012 July	5	3	2
2012 August	24	17	7
2012 September	10	6	4
2012 October	2	2	0
2012 November	10	4	6
2012 December	6	1	5
2013 January	8	4	4
2013 February	2	1	1
2013 March	2	1	1
2013 April	1	0	1
2013 June	2	1	1
2013 July	2	0	2
2013 August	2	2	0

Tompkins – New Ride posts By Month

Month	Total	Commutes	1-time trips
2010 November	20	18	2
2010 December	15	13	2
2011 January	63	41	22
2011 February	18	12	6
2011 March	26	16	10
2011 April	36	18	18
2011 May	31	17	14
2011 June	34	17	17
2011 July	36	8	28
2011 August	36	21	15
2011 September	28	10	18
2011 October	29	5	24
2011 November	48	12	36
2011 December	23	4	19
2012 January	83	45	38
2012 February	21	7	14
2012 March	46	11	35
2012 April	28	2	26
2012 May	32	9	23
2012 June	23	9	14
2012 July	42	13	29
2012 August	27	14	13
2012 September	49	14	35
2012 October	78	16	62
2012 November	73	12	61
2012 December	64	10	54
2013 January	67	17	50
2013 February	52	12	40
2013 March	80	6	74
2013 April	35	0	35
2013 May	56	2	54
2013 June	52	4	48
2013 July	46	3	43
2013 August	32	2	30



Community Savings

Zimride conducts surveys of users to determine how many carpools are formed. We have assumed a 20% success, a lower figure than the overall stats suggest, to be conservative. Using this figure along with current IRS vehicle costs and EPA mileage, fuel and CO₂ averages, we estimate that your community has saved the following:

	Cornell	Ithaca	TC3	Tompkins	Total
Savings (\$)	501,922	82,623	41,896	120,080	746,521
Miles Reduced	912,585	150,223	76,175	218,327	1,357,310
Fuel Savings (gal)	35,787	5,891	2,987	8,561	53,226
CO ₂ Offset (lbs)	694,280	114,287	57,953	166,100	1,032,620

Stats are from 8/23/10 through 8/23/13