

511NY Rideshare

SECOND QUARTER PROGRESS REPORT



2016/2017

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The 511NY Rideshare program serves travelers throughout New York State by providing transportation information, tools, and services to support and encourage the use of sustainable transportation. This report provides a summary of program highlights and program outcomes from the second quarter of program year 2016/2017 (PY 2016/2017), which covers October 1, 2016 through December 31, 2016.

Program Highlights

The second quarter (October, November, December) includes several holidays that usually contribute to a decline in activity due to time off from work, holiday parties, and program partners generally busy with other activities. While this was the case in December, 511NY Rideshare experienced an increased interest in services in the months of October and November due to several campaigns, open enrollment season (for health care benefits enrollment), and the start of the academic year. The 511NY Rideshare program actively promoted its services through several different types of campaigns, and increased the number of transportation day events by aligning transportation program services and benefits with traditional healthcare benefits. 511NY Rideshare also launched several program partner portals and completed development of the Guaranteed Ride Program (GRP) online entry form and database. Finally, the program continued to broaden and expand services to support additional upstate programs.

Second Quarter Performance Indices

- 2,422 new rideshare applications (statewide)
- 885 transit itineraries processed (statewide)

Year-to-Date Program Results

- 84,416 SOV trips reduced
- 2,660,498 miles reduced
- 1,093 metric tons of greenhouse gases reduced

Program Performance Indices

Program performance indices are the metrics that measure and demonstrate outcomes from all of the program's efforts, combined. These metrics are shown in Table 1 and a discussion of their significance and associated outcomes follows.

Table 1. Performance Indices

Performance Indices	Q2 PY 2016/2017 (October 2016 – December 2016)	Q2 PY 2015/2016 (October 2015 – December 2015)	% Change
Database Size (Statewide)	69,665 (as of the end of December 2016)	57,006 (as of the end of December 2015)	22%
New Rideshare Applications (Downstate)	2,236	2,080	8%
Transit Itineraries Processed (Downstate)	885	1,084	-18%

Database Size (Statewide): The 511NY Rideshare system is available throughout the state although it is used more consistently in areas where there are organizations with resources to publicize it widely or where residents are more reliant on the system and related services. The majority of registrants in the database are from the downstate NYSDOT regions (Hudson Valley – R8, Long Island – R10, and New York City – R11) where it is promoted by well-established outreach teams. As of December 2016, the **statewide database had grown to 69,665, a 22% increase** since December 2015. The majority of growth is attributed to new registrants in the downstate regions and existing registrants staying in the system to utilize other (non-matching) services and information.

New Rideshare Applications & Transit Itineraries (Statewide): Over the years, 511NY Rideshare has seen a pattern in the derivation of new rideshare applications and requests for transit itineraries. The majority result from outreach events, a trend that continued in the second quarter of PY 2016/2017. The downstate regions consistently yield the majority of the applications and transit itinerary requests in the state due to population size, the well-established outreach program and related outreach events, employer relationships, and need for commuting options. Table 2 shows the breakdown of rideshare applications and transit itineraries processed by region for the second quarter and demonstrates the success of outreach and promotion in the downstate region. As support services for upstate regions continue to expand, we expect to see a corresponding growth in these numbers, especially rideshare applications.

Table 2. Applications & Outreach by Region

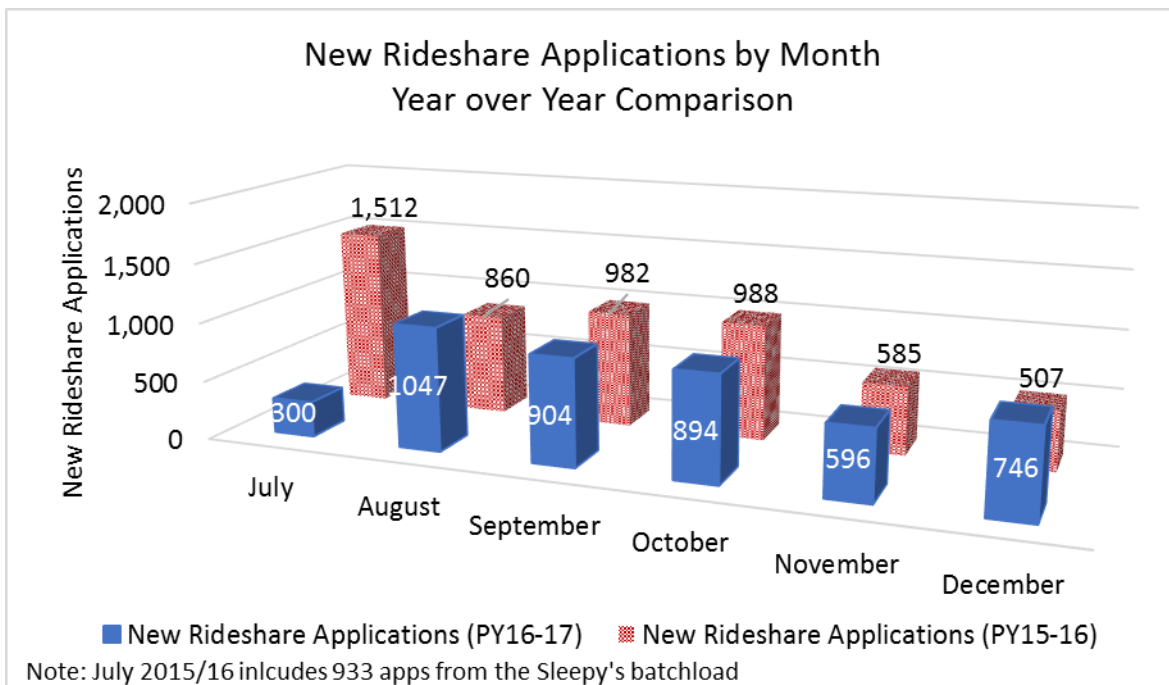
Region	Q2 PY 2016/2017 (October 2016 – December 2016)		Conduct Outreach & Promotion
	Rideshare Applications	Transit Itineraries	
R1 Albany	113	-	✓
R2 Utica	-	-	
R3 Syracuse	1	-	
R4 Rochester	2	-	
R5 Buffalo-Niagara	41	-	✓
R6 Hornell	25	-	✓
R7 Watertown	-	-	
R8 Hudson Valley	756	4	✓
R9 Broome-Tioga	4	-	
R10 Long Island	673	4	✓
R11 New York City	807	877	✓
Subtotal	2422	885	
Total	3,307		

New Rideshare Applications (Statewide): Of the total new rideshare applications statewide, approximately 92% were from the downstate area (R8, R10, and R11). These regions obtained 2,236 new rideshare applications in the second quarter; 186 rideshare applications came from other regions throughout the state.

The 2,236 new rideshare applications received in the downstate regions are an 8% increase over the same quarter last year. The increase is attributed to concerted promotional and outreach efforts during October and November that coincided with the open enrollment season and the start of the academic year for community colleges and universities. Details on these promotional and outreach efforts are included in the following section, *Outreach, Marketing, and Communications*.

The chart below (Figure 1) shows the number of new rideshare applications obtained monthly during the first and second quarters compared to the same time frame in the previous program year.

Figure 1. New Rideshare Applications



Transit Itineraries Generated (Statewide): In addition to registering in the system to find rideshare matches, individuals can also register in the system for assistance with finding a transit route. The Customer Support Center (CSC) generates customized transit itineraries for each transit request received and then mails the itinerary to the customer. The CSC team generated 885 transit itineraries in the second quarter of PY 2016/2017. As shown in Table 2, the overwhelming majority of these applications came from commuters in Region 11 (New York City)—a trend that has remained consistent over the years. Given the multitude of public transit options in and around New York City, this service is often more popular than the rideshare matching service.

Each of the downstate NYSDOT regions has quarterly targets for program activities. The regional targets and progress toward meeting these targets is included in Appendix A.

Outreach, Marketing, and Communications

Partner Outreach and Consultations (Statewide): The 511NY Rideshare program offers a comprehensive set of services whereby the outreach team works year-round with **more than 1,000 employers (including universities and hospitals)**, and other partners, to provide worksite transportation analysis and information. The outreach team assists with solutions for a range of challenges partners might face, including company relocations, interest in reducing carbon footprint, lack of parking, commuter benefits, transportation options for those without cars, construction updates, and interest in transportation-related emergencies (e.g., transit or roadway disruptions). The outreach team urges employers to host transportation day events (to encourage registrations in the rideshare matching system), implement Commute Challenges (to incentivize employees to try sustainable commute options), and to implement customized employer portals (to encourage employees to engage with the 511NY Rideshare program via their employer's intranet). During the second quarter, the outreach team:

- **Held 123 employer consultation meetings;**
- **Hosted 93 transportation day events;**
- **Launched five new employer portals;**
- **Concluded two Commute Challenges; and**
- **Organized the first Transportation Coordinator Challenge.**

Program Partner Highlight

The City University of New York (CUNY) has over 270,000 students enrolled at 25 campuses throughout New York City's five boroughs. CUNY's mission, since 1847, has been to provide quality, accessible education. One of the ways CUNY honors the commitment to accessibility is through its long-standing partnership with 511NY Rideshare. 511NY Rideshare regularly visits the college campuses to provide transportation information to students and faculty. 511NY Rideshare has also developed a customized transportation portal with a link to the rideshare matching system. Nearly 3,000 students and faculty have registered in the 511NY Rideshare matching system. In the second quarter alone, 511NY Rideshare held six transportation day events at individual CUNY campuses as part of the CUNY employee benefit fairs that are held to provide information for the Open Enrollment period, resulting in more than 200 collected applications.

Details and discussion of each of these initiatives follows.

Transportation Day Events: Outreach teams supported or hosted 93 transportation day events in the second quarter, yielding 1,870 rideshare and transit itinerary requests from events—**57% of the total number of new rideshare applications and transit itinerary requests (3,307) for the quarter.**

**Table 3. Transportation Day Events Summary
October 2016 – December 2016**

NYS DOT Region	Number of TDEs	Rideshare Applications & Transit Itinerary Requests from TDEs
1 (Albany/Capital District)	1	57
8 (Hudson Valley)	25	160
10 (Long Island)	31	610
11 (New York City)	36	1,043
All Regions	93	1,870

Transportation Day Event Highlight

Telephonics, Inc. is an aerospace defense, surveillance, and communications corporation headquartered in Farmingdale, and has two additional worksites in Huntington Station. Telephonics held its Annual Open Enrollment Benefit Fair in November to educate its 1,200 employees on benefits options. 511NY Rideshare hosted a table at the fair in all three locations to assist employees with information and commute options, and raise awareness of the 511NY and 511NY Rideshare programs and services. The **511NY Rideshare team collected 172 applications** for the rideshare matching system from the one-day multi-location benefits fair.

Commute Challenges (Downstate): The Commute Challenges are incentive programs at central locations (e.g., either a single company or an office park with multiple companies) that reward individuals for using a sustainable form of transportation within a given time period (agreed-upon in advance with the employer). Conducting the Challenge at one site establishes a critical mass, increasing potential for rideshare matches. 511NY Rideshare concluded the first two Commute Challenges in Region 11 during the second quarter, at Bridgeview Nursing and JFK Airport Terminal 4. These two challenges were conducted under the new incentive structure put in place in the first quarter, where participants earn chances (raffle style) for a \$25 reward card by submitting their trip logs. Unfortunately, neither challenge proved very successful, in terms of the number of conversions. Possible explanations for why these challenges were less successful than past challenges include: (1) the “chance” to earn a reward is not as compelling as in previous challenges where each participant earned a reward for submitting the trip log; (2) the \$25 award was not enough of an incentive to many; and (3) the holidays were likely a distraction for participants and limited the number of transportation day events to promote the challenges. The detailed outcomes are shown in Table 4.

**Table 4. Commute Challenges Summary
October 2016 – December 2016**

Company	# of Employees	Registrants as a result of the Challenge	# of TDEs	# of Conversions	% Conversions	Avg Cost Per New Application	Avg Cost Per New Conversion
Bridge-view	175	22	1	0	0%	\$6.43	N/A
JFK	10,000	108	3	3	3%	\$3.57	\$137.01

Transportation Coordinator Challenges (Downstate): 511NY Rideshare has seen marked success with program partners when the partner’s transportation coordinator is engaged in promoting the program’s services. In an effort to increase enthusiasm for promoting the program, 511NY Rideshare has launched a new Transportation Coordinator Challenge initiative that entails two or more program partners competing for the highest proportion of registered employees in the rideshare matching system. The transportation coordinators promote the 511NY Rideshare system in every way possible, and the winning transportation coordinator receives a \$100 reward card and a certificate of recognition. During the second quarter, two program partners took the “Challenge”—New York Methodist and New York Presbyterian hospitals in Region 11. **Collectively, the two hospitals yielded 131 new rideshare applications** in the rideshare matching system. New York Methodist obtained an overwhelming majority of applications—118 compared to New York Presbyterian’s 13 applications. New York Methodist hosted several transportation day events with 511NY Rideshare staff onsite, while New York Presbyterian had a change in transportation coordinators and was unable to get approval for transportation day events in time to promote the challenge.

Portals (Statewide): 511NY Rideshare **launched five portals** during the second quarter. 511NY Rideshare offers portals to program partners as a way to increase availability and awareness of the rideshare matching system and services. The portals are customized websites that are designed to match and be linked from program partner websites or intranets, and have localized transportation information and a direct login for the rideshare matching system. Region 8 launched two portals for Westchester Community College (WCC), one for students and one for faculty. WCC had previously used another vendor for its rideshare services, including a rideshare matching system. Coinciding with the launch of the portals, WCC requested all of its students and faculty be transferred from its previous rideshare matching system and entered into the 511NY Rideshare matching system, which **resulted in 446 applications**. 511NY Rideshare staff also have transportation day events planned for January to

introduce the portal to new students/faculty. Region 8 also launched a community portal for the nonprofit Bedford 2020's Food Forum, to be held in March 2017. Bedford 2020 is a community organization that strives for sustainability in Bedford, New York, and is encouraging Food Forum participants to carpool to the event by registering in the system. Region 11 launched employer portals for Skanska, an international construction corporation working on the LaGuardia Airport Terminal B, and St. Barnabas Hospital.

The 511NY Rideshare evaluation team conducted an analysis of program partner portals by compiling data on registrants from portals, promotional tactics, and organization involvement. First, the team compiled the number of portal registrants, as well as the overall employee, student, or organization populations and noted the portals with the largest number of registrants, or the largest ratio of registrants to overall population. Next, the team surveyed portal contacts to inquire about their promotional tactics, such as locations of portals within overall websites, use of flyers or emails, etc. Finally, the team noted the number of outreach events and incentives programs. The findings indicate that portals with the largest number of registrants, or largest percentage of registrants to overall population, were all large employers who actively and consistently promote the portals on their intranet websites, via emails, and/or promotional flyers. A majority of the employers also hosted multiple onsite events and/or commute challenges. The findings from this analysis will be used to make improved decisions about which employers to promote the portal services.

Marketing and Communications: The marketing team promotes the 511NY Rideshare program to program partners and customers through a diversified communications strategy, including providing support to the outreach teams, maintaining and updating the 511NY Rideshare program websites, maintaining an active social

Better Air Quality, Better Health.

Here are just a few of the ways that poor air quality can affect the health of New Yorkers, especially children, the elderly and people with respiratory diseases:

- ▶ **Asthma.** When ozone or particulate matter levels are high, studies suggest that more asthma attacks occur that require a doctor's attention or additional medication.
- ▶ **Lung Damage.** When children's developing lungs are repeatedly exposed to ozone, they may experience reduced lung function in adulthood. In adults, exposure to air pollutants may accelerate the decline in lung function that occurs as part of the natural aging process.
- ▶ **Other Respiratory Ailments.** Ozone and particulate matter pollution can be harmful to people with chronic lung diseases, such as emphysema and bronchitis. Often, the elderly are most likely to experience these conditions and, therefore, are particularly vulnerable to the effects of air pollution.

Taking small steps to improve air quality, like those described on the reverse side, can help prevent health problems for everybody.

511NYRideshare.org

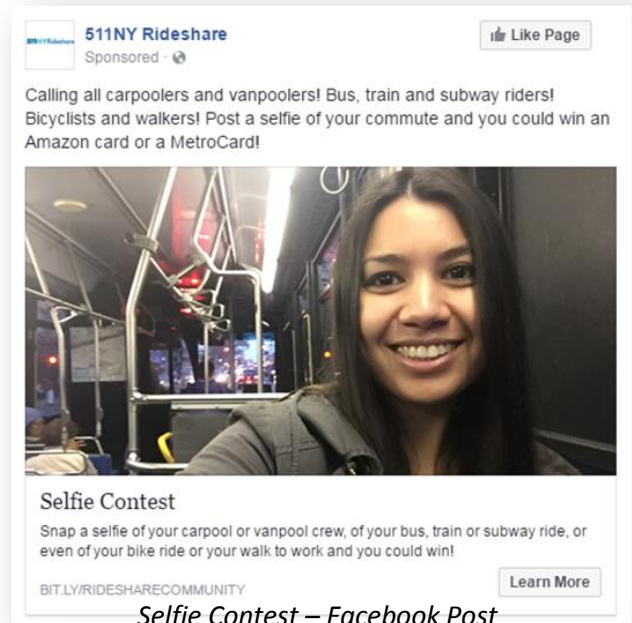
511NYRideshare

media presence, and distribution of e-newsletters.

The marketing team provided support to the outreach teams through (1) development of new materials for the Clean Air Campaign for use at transportation day events, (2) strategy and guidance on Clean Air Campaign integration, and (3) development of email templates for the outreach teams to send to employers to solicit invitations to benefits fairs. The outreach team communicated the connection between health benefits and transportation benefits to employers, thereby soliciting invitations for 511NY Rideshare to attend open enrollment benefits fairs. Attending these fairs yielded an increased number of transportation day events.

The marketing team also sent several e-newsletters in the second quarter to program partners and customers. Both the Employer Survey and the Placement Survey (conducted in PY 2015/2016) found that email marketing is still a preferred way of communicating. The team distributed a corridor management newsletter to customers in Region 8 in mid-November to notify them of the Poughkeepsie Transit Hearing. The marketing team used the Match Me in Emergencies administrative tool to identify rideshare system registrants in the corridor. The 511NY Rideshare employer newsletter was distributed in early December to roughly 1,000 employer contacts. Windowrama, a Long Island employer who had worked with 511NY Rideshare in the past, contacted 511NY Rideshare in response to the newsletter to re-engage and consult about new services. Finally, the team sent the first quarterly customer newsletter in mid-December to all active registrants in the 511NY Rideshare database, which focused on promoting a social media contest and winter weather travel tips.

The marketing team continued to engage potential customers via social media by regularly posting transportation tips and educational videos on various channels, including Facebook, Twitter, Instagram, and YouTube. 511NY Rideshare launched the second Facebook advertising campaign through a selfie photo contest, as a way to extend the program’s “reach” to social media followers’ friend networks. Followers were encouraged to take “selfie” photos while taking public transit or riding in a carpool or vanpool, and post to the 511NY Rideshare Facebook page. The **selfie contest campaign successfully reached 14,915 people, drove 628 visits to the Community Page,** and increased 511NY Rideshare social media followers. While the campaign did achieve increased brand awareness, it did not perform as well as the team had hoped due to its timing during the month of December when many people were preoccupied with the holidays, vacation, or finals (for universities). The marketing team plans to revisit this campaign during a month when the public is more active, possibly during April (Earth Month).



Technology

The technology team supports almost every operational element of the 511NY Rideshare program. During the second quarter, the technology team focused on remaining development tasks for the spring launch of the Go Smart NYC program, development of a GRP module, and support for upstate expansion.

Go Smart NYC Collaboration: 511NY Rideshare continued collaboration with the New York City Department of Transportation (NYC DOT) on the Go Smart NYC campaign—an individualized marketing program that encourages sustainable transportation by providing personalized travel plans in focused neighborhoods. NYC DOT plans to launch the campaign in the spring of 2017, which will incorporate a portal (customized website) for Go Smart NYC (including information about the program and a link to the 511NY Rideshare matching system) and a customized mobile Trip Tracker (based on the 511NY Rideshare mobile Trip Tracker). Remaining tasks include finalizing development of an embedded widget from the MTA that shows real-time transit information.

Online GRP Registration Form: Several different regions throughout the state have GRPs. These programs offer free rides from work to commuters who use qualifying alternate modes to commute to work if an emergency occurs and they cannot use that qualifying alternate mode to get home. When an emergency occurs, the GRP provides a taxi or rental car for the commuter to get home quickly. To be eligible, commuters need to register for the individual GRP. To date, registration processes are done manually and registrants are kept in separate databases. The technology team completed development of the online GRP sign-up form so that registration processes can be streamlined, and so that GRP registrants can take advantage of other tools and services by being part of the larger 511NY Rideshare program.

The screenshot shows a web form for GRP registration. At the top, there are navigation tabs: 'My Profile' (selected), 'Ride Matching', and 'Event Ridematching'. Below the tabs, the form is organized into several sections:

- Traveler ID:** A text input field containing '199203'.
- GRP:** A dropdown menu showing 'IPool2'.
- Your Contact Information:** Fields for Email ('EVAHSU4ROCKLAND@YAN'), First Name ('EVA'), Last Name ('HSU'), and Home Phone (empty).
- Home Address:** Fields for Address ('414 W 54th St'), Address2 (empty), City ('New York'), State ('NEW YORK'), and Zip ('10019').
- Employer Information:** Fields for Employer Name ('ICF INTERNATIONAL'), Address ('420 WALL ST'), Address2 (empty), City ('NEW YORK'), State ('NEW YORK'), and Zip ('10005').
- Trip Options:** A section with the instruction: 'Choose the commute option(s) that you currently use. You must choose at least one option to qualify to participate in the GRP.' It includes radio buttons for Bus, Carpool, Vanpool, Bicycle, and Walk.
- Agreement:** A checkbox with the text: 'I agree to the terms and conditions of the GRP that I wish to enroll in.'
- Buttons:** 'Submit' and 'Cancel' buttons.

Online GRP Registration Form

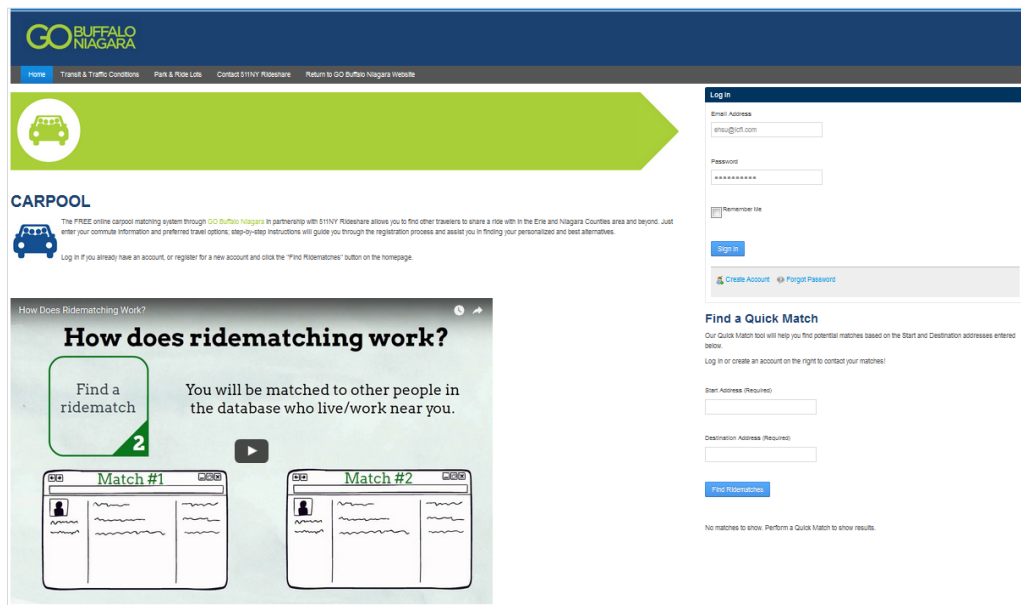
Strategic and Program Planning

Upstate Support:

511NY Rideshare continued support services to existing NYSDOT upstate regions, and kicked off discussions with additional upstate regions who have yet to work with 511NY Rideshare. **511NY Rideshare launched an enhanced regional transportation portal for the Albany Transportation Demand Management (TDM) Program (iPool2),** and continued outreach to employers (as mentioned in the *Outreach, Marketing, and Communications* section). The marketing team developed regional marketing and promotional materials for the Go Buffalo Niagara program.



Screenshot – iPool2 Regional Transportation Portal



Screenshot – Go Buffalo Niagara Regional Transportation Portal

511NY Rideshare staff finalized a work plan for delivering support services in the Southern Tier region—including employer outreach, marketing, and program evaluation and reporting—set to begin in January 2017.

511NY Rideshare began coordinating with the Syracuse Metropolitan Transportation Council (NYSDOT Region 3) and the Binghamton Metropolitan Transportation Study (NYSDOT Region 9) to discuss availability of 511NY Rideshare support services, including the development of a regional transportation portal, marketing and promotional materials, and outreach services. The marketing team built regional website templates for each of their respective TDM programs, and then designed customized mock-up sites, both of which were presented and are currently under review. Development of the website template for Binghamton/Broome-Tioga (Region 9) was completed and a demo was presented to NYSDOT. As support services continue to expand to additional areas, associated outcomes and results will continue to be added to these quarterly reports.

Integrated Corridor Management and Connected Corridors:

NYSDOT is working to address congestion and improve the mobility, reliability, safety, and system efficiencies by focusing on individual corridors and developing short-term, customized solutions for each. The I-495 corridor project began in early 2016, and the team has begun drafting the final Concept of Operations (ConOps) memo. Two new corridor projects began in the fall of 2016—the Bruckner and Gowanus expressways. NYSDOT’s consultant team conducted an existing conditions assessment to document average travel speeds, frequency and duration of incidents, and other challenges. NYSDOT and its consultant team held a coordination meeting in October with NYSDOT Region 11 officials, to review findings and solicit feedback.

Statewide Bicycle GIS Data Integration Project: The current statewide bicycle route map is built from numerous GIS data layers from a variety of sources. GIS data details, or “attributes,” vary greatly and, as a result, there is inconsistent information across the state. The purpose of this project is to synthesize all GIS data from across the state and create a web application prototype (an enhanced online bicycle route map). The technology team finalized a draft of the data dictionary and web application prototype for stakeholder review in October and

finalized the integrated dataset in November. NYSDOT will



Mock-up of Customized Syracuse Site

distribute the final integrated dataset to the regional bicycle and pedestrian coordinators for review before uploading to the enhanced online bicycle route map.

Summary and Next Steps

The 511NY Rideshare program continued to assist travelers, employers, and universities with a variety of transportation challenges during the second quarter, including registering employees and students in the 511NY Rideshare matching system for carpools, vanpools, and transit itineraries; providing information about transportation benefits at open enrollment fairs; providing transportation information to college and university students to kick off the academic year; launching new employer and regional portals; implementing transportation challenges with employers and employees; promoting the program through the 511NY Rideshare website and social media channels; developing new program information materials; and continuing to expand support services to upstate regions. The program also continued strategic planning efforts for the I-495 integrated corridor management and connected corridor efforts, as well as planning and development of the statewide bicycle data and mapping.

In the third quarter, the 511NY Rideshare program will continue with regular transportation assistance to travelers, employers, and universities/colleges. The marketing and outreach teams are planning to test new strategies, including promoting the 511NY Rideshare program at an Albany park and ride lot, and broadcasting on Facebook's live streaming service during outreach events. The marketing and outreach teams will re-launch the Clean Air New York program, prepare new program materials for upcoming campaigns, and begin organizing for Earth Month. The technology team plans to conduct final testing and launch the GoSmart portal and app (in support of NYC DOT's spring personalized travel planning program launch). The statewide bicycle data project team will finalize the prototype application for the online interactive bicycle map and send the final dataset to regional stakeholders for review. The Integrated Corridor Management (ICM) and Connected Corridors project team will draft the Concept of Operations report for I-495 corridor, and gather data, conduct analysis, and develop potential strategies for the Bruckner and Gowanus expressways project. For the ATMS/ATIS Gap Analysis, the 511NY Rideshare team will summarize the literature review and develop the typology for analyzing ATMS/ATIS gaps using an enterprise architecture methodology.

APPENDIX A: REGIONAL PERFORMANCE METRICS

Region 8

Task 3 (R8) Activities	Performance Metrics	YTD Total	Yearly Target	% of Target
3A.1. (R8) Conduct Employment Site Outreach	# Existing ETCs/employers contacted	952	2400	40%
	# New employers contacted	974	1200	81%
	# Existing employer meetings	52	128	41%
	# New employer meetings	39	32	122%
	# Transportation day events – existing employers	49	114	43%
	# Transportation day events – new employers	14	14	100%
	# New employment sites	32	62	52%
	# B2B events	32	32	100%
3A.2. (R8) Conduct Corporate Park Site Outreach	# Corporate parks contacted	3	8	38%
	# Corporate park clients contacted	4	N/A	-
3A.3. (R8) Employer Portals	# new employer portals developed	7	14	50%
	# Support existing employer portals	27	N/A	-
3A.4. (R8) Grants	# Grants	N/A	N/A	N/A
	# Grant generated results	N/A	N/A	N/A
3A.5. (R8) Promote and Support New Private Shuttle Development	# New private shuttles established	0	2	-
3A.6. (R8) New Formal Teleworking (including compressed schedules/flex time)	# New employer programs	0	TBD	-
	# Employee participants in program	0	TBD	-
3A.7. (R8) Promote and Support Emergency Preparedness Planning	# Employers disseminating emergency preparedness information from 511NY Rideshare	1	TBD	-
3A.8. (R8) Provide Support to Emergencies	<i>As needed; no targets are required</i>	0	TBD	-
3A.9. (R8) Promote and Support LEED Certification	# of employers, corporate parks contacted	0	6	0%
3A.10. (R8) ATDM Pilots	<i>To be determined</i>	-	TBD	-
3B.1. (R8) Form and Administer Vanpools	# New vanpools established	0	6	0%
	# New vanpool riders	0	36	0%
3B.2. (R8) Promote and Support Carpool Formation	# New carpools formed	231	400	58%
3B.3. (R8) Promote Commuter Tax Benefit	# Employer leads referred to transit benefit providers	-	TBD	-

Task 3 (R8) Activities	Performance Metrics	YTD Total	Yearly Target	% of Target
3B.4. (R8) Promote Rideshare	# New rideshare applications (car & vanpool)	1215	1850	66%
3B.5. (R8) Promote Transit (e.g., distributing maps, schedules at events)	# People receiving transit materials distributed	2,735	5,000	55%
	# New transit applications (database)	14	160	9%
	# New transit users	0	40	0%
	# Real-time personalized traveler assistance and directions	0	N/A	-
3B.6. (R8) Provide Bike and Walk Assistance	# People receiving information on biking and walking	2,586	3000	86%
3B.7. (R8) Promote and Manage Park-and-Ride	# Lots managed	7	7	-
	# Spaces managed (existing lots)	184	212	-
	# New lots managed	0	2	-
	# New spaces managed	0	100	-
3B.8. (R8) Support Roadway and Transit Construction Communication	# Projects supported	2	6	33%
3B.9. (R8) ATDM Pilots	<i>To be determined</i>	-	TBD	-

Task 7 (R8) Activities	Performance Metrics	YTD Total	Yearly Target	% of Target
7A.1. (R8) Develop and Implement Commute Challenge Events	# Challenges conducted	3	10	30%
	# Commute calendar use	1	6	17%
	# Traveler incentives distributed	9	360	3%
7A.2. (R8) Develop and Implement Transportation Coordinator Challenge	# Coordinators participating	-	TBD	-
	# New applicants to database	-	TBD	-
7A.3. (R8) Promote Bike to Work Week	# Participants	0	100	-
7A.4. (R8) Promote Car Free Day	# Employers promoting initiative	4	45	9%
	# Pledges	19	550	3%
	# New applicants to database	19	45	42%
7A.5. (R8) Meetings with regional/local stakeholders (e.g., MPOs, local agencies) to support program development and implementation	<i>To be determined</i>	29	TBD	-
7A.6. (R8) ATDM Pilots	<i>To be determined</i>	-	TBD	-

Region 10

Task 3 (R10) Activities	Performance Metrics	YTD Total	Yearly Target	% of Target
3A.1. (R10) Conduct Employment Site Outreach	# Existing ETCs/employers contacted	1609	3284	49%
	# New employers contacted	1211	500	242%
	# Existing employer meetings	37	660	6%
	# New employer meetings	26	128	20%
	# Transportation day events – existing employers	84	276	30%
	# Transportation day events – new employers	14	64	22%
	# New employment sites	1	16	6%
	# B2B events	16	44	36%
3A.2. (R10) Conduct Corporate Park Site Outreach	# Corporate parks contacted	0	16	0%
	# Corporate park clients contacted	0	44	0%
3A.3. (R10) Employer Portals	# Create employer portals developed	1	16	6%
	# Support existing employer portals	17	Track	-
3A.5. (R10) Promote and Support New Private Shuttle Development	# New private shuttles established	0	2	N/A
3A.6. (R10) New Formal Teleworking (including compressed schedules/flex time)	# New employer programs	0	TBD	-
	# Employee participants in program	0	TBD	-
3A.7. (R10) Promote and Support Emergency Preparedness Planning	# Employers disseminating emergency preparedness information from 511NY Rideshare	0	TBD	-
3A.8. (R10) Provide Support to Emergencies	<i>As needed; no targets are required</i>	0	TBD	-
3A.9. (R10) Promote and Support LEED Certification	# of employers, corporate parks contacted	0	1	N/A
3A.10. (R10) ATDM Pilots	<i>To be determined</i>	-	TBD	-
3B.1. (R10) Form and Administer Vanpools	# New vanpools established	0	2	N/A
	# New vanpool riders	0	14	N/A
3B.2. (R10) Promote and Support Carpool Formation	# New carpools formed	199	980	20%
3B.3. (R10) Promote Commuter Tax Benefit	# Employer leads referred to transit benefit providers	0	TBD	-
3B.4. (R10) Promote Rideshare	# New rideshare applications (car & vanpool)	1,736	4,784	36%
3B.5. (R10) Promote Transit (e.g., distributing maps, schedules at events)	# People receiving transit materials distributed	0	TBD	-
	# New transit applications (database)	5	N/A	-
	# New transit users	0	N/A	-
	# Real-time personalized traveler assistance and directions	0	TBD	-

Task 3 (R10) Activities	Performance Metrics	YTD Total	Yearly Target	% of Target
3B.6. (R10) Provide Bike and Walk Assistance	# People receiving information on biking and walking	0	TBD	-
3B.7. (R10) Promote and Manage Park-and-Ride	# Lots managed	7	N/A	-
	# Spaces managed (existing lots)	-	N/A	-
	# New lots managed	0	TBD	-
	# New spaces managed	0	TBD	-
3B.8. (R10) Support Roadway and Transit Construction Communication	# Projects supported	0	TBD	-
3B.9. (R10) ATDM Pilots	<i>To be determined</i>	-	TBD	-

Task 7 (R10) Activities	Performance Metrics	YTD Total	Yearly Target	% of Target
7A.1. (R10) Develop and Implement Commute Challenge Events	# Challenges conducted	1	10	10%
	# Commute calendar use	0	TBD	-
	# Traveler incentives distributed	0	TBD	-
7A.2. (R10) Develop and Implement Transportation Coordinator Challenge	# Coordinators participating	-	TBD	-
	# New applicants to database	-	TBD	-
7A.3. (R10) Promote Bike to Work Week	# Participants	0	TBD	-
7A.4. (R10) Promote Car Free Day	# Employers promoting initiative	67	TBD	-
	# Pledges	4,111	TBD	-
	# New applicants to database	980	TBD	-
7A.5. (R10) Meetings with regional/local stakeholders (e.g., MPOs, local agencies) to support program development and implementation	# Meetings	0	16	0%
7A.6. (R10) ATDM Pilots	<i>To be determined</i>	-	TBD	-

Region 11

Task 3 (R11) Activities	Performance Metrics	YTD Total	Yearly Target	% of Target
3A.1. (R11) Conduct Employment Site Outreach	# Existing ETCs/employers contacted	2,151	2560	84%
	# New employers contacted	112	420	27%
	# Existing employer meetings	95	252	38%
	# New employer meetings	21	66	32%
	# Transportation day events – existing employers	49	131	37%
	# Transportation day events – new employers	16	14	114%
	# New employment sites	21	64	33%
	# B2B events	1	6	17%
3A.2. (R11) Conduct Corporate Park Site Outreach	# Corporate parks contacted	0	N/A	-
	# Corporate park clients contacted	0	N/A	-
3A.3. (R11) Employer Portals	# Create employer portals developed	3	15	20%
	# Support existing employer portals	18	Track	-
3A.4. (R11) Grants	# Grants	-	-	-
3A.5. (R11) Promote and Support New Private Shuttle Development	# New private shuttles established	0	N/A	-
3A.6. (R11) New Formal Teleworking (including compressed schedules/flex time)	# New employer programs	0	TBD	-
	# Employee participants in program	0	TBD	-
3A.7. (R11) Promote and Support Emergency Preparedness Planning	# Employers disseminating emergency preparedness information from 511NY Rideshare	0	6	0%
3A.8. (R11) Provide Support to Emergencies	<i>As needed; no targets are required</i>	1	TBD	-
3A.9. (R11) Promote and Support LEED Certification	# of employers, corporate parks contacted	2	TBD	-
3A.10. (R11) ATDM Pilots	<i>To be determined</i>	-	TBD	-
3B.1. (R11) Form and Administer Vanpools	# New vanpools established	0	1	N/A
	# New vanpool riders	0	7	-
3B.2. (R11) Promote and Support Carpool Formation	# New carpools formed	292	700	42%
3B.3. (R11) Promote Commuter Tax Benefit	# Employer leads referred to transit benefit providers	4	35	11%
3B.4. (R11) Promote Rideshare	# New rideshare applications (car & vanpool)	1536	3400	45%
3B.5. (R11) Promote Transit (e.g., distributing maps, schedules at events)	# People receiving transit materials	5,204	8,000	65%
	# New transit applications (database)	1690	2500	68%
	# New transit users	304	360	84%

Task 3 (R11) Activities	Performance Metrics	YTD Total	Yearly Target	% of Target
	# Real-time personalized traveler Assistance and Directions	200	1500	13%
3B.6. (R11) Provide Bike and Walk Assistance	# People receiving information on biking and walking	422	145	291%
3B.7. (R11) Promote and Manage Park-and-Ride	# Lots managed	N/A	N/A	-
	# Spaces managed (existing lots)	N/A	N/A	-
	# New lots managed	0	N/A	-
	# New spaces managed	0	N/A	-
3B.8. (R11) Support Roadway and Transit Construction Communication	# Projects supported	-	TBD	-
3B.9. (R11) ATDM Pilots	<i>To be determined</i>	-	TBD	-

Task 7 (R11) Activities	Performance Metrics	YTD Total	Yearly Target	% of Target
7A.1. (R11) Develop and Implement Commute Challenge Events	# Challenges conducted	2	10	20%
	# Commute calendar use	3	TBD	-
	# Traveler incentives distributed	41	TBD	-
7A.2. (R11) Develop and Implement Transportation Coordinator Challenge	# Coordinators participating	2	12	17%
	# New applicants to database	120	800	15%
7A.3. (R11) Promote Bike to Work Week	# Participants	95	100	95%
7A.4. (R11) Promote Car Free Day	# Employers promoting initiative	0	TBD	-
	# Pledges	N/A	TBD	-
	# New applicants to database	0	TBD	-
7A.5. (R11) Meetings with regional/local stakeholders (e.g., MPOs, local agencies) to support program development and implementation	<i>To be determined</i>	0	TBD	-
7A.6. (R11) ATDM Pilots	<i>To be determined</i>	-	TBD	-