



**NYSDOT – ATDM Contract Update Call
December 14, 2016**

Participants:

Jim Davis, NYSDOT	John Galgano, CommuterLink	Susan Heinrich, ICF
David Chan, NYSDOT	John Lyons, MetroPool	Eva Hsu, ICF
Ellwood Hanrahan, NYSDOT	Rami Aboushakra, ICF	Rachel Klein, ICF
Ed Mark, NYSDOT	Kate Brangaccio, ICF	Frank Mongioi, ICF
Tanya Golikova, NYSDOT	Andie Fritz, ICF	Rupinder Randhawa, ICF
Dan Coots, NYSDOT	Michael Grant, ICF	Paul Spreer, ICF
		Steve Ziegler, ICF

Task 4, 5 & 9: Integration of the 511NY Portal, Online Ridematching System and Modal Service Information Management and Support

511NY Rideshare consultant team gave an update on technology development. The tech team has several “buckets” of work items including bug fixes, minor enhancements, NYSDOT specific requests, Go Smart NYC, statewide expansion, etc.

The consultant team demo’d the Guaranteed Ride Program (GRP) enrollment form. The form was initially developed for iPool2, however it can be used by any region that offers GRP. Ed Mark asked if the regional managers had provided input for the development of the form. The consultant team responded yes, and that the form is general enough to work across all regional programs. Dan Coots asked if the consultant team is going to beta test. Eva Hsu responded yes, and the next step is to identify regions, in addition to iPool2, that are interested in beta testing. Dan Coots also suggested advanced features such as tracking iPool2’s Capital District Transportation Committee (CDTC) bus riders with the form. Dan Coots said that Region 8 is interested in beta testing but would like to learn more about the application before it is deployed. The consultant team and NYSDOT will do initial beta testing. Form revisions will be made based on lessons learned. Employers will then participate in the second round of beta testing.

The MTA widget is now supported by API information. API gives the widget more flexibility than HTML. The widget can be added to any portal. Ed Mark asked if the widget could be used to delineate a corridor, i.e. does the widget know the corridor that a specific bus line is operating on? Steve Ziegler responded that it is possible if the API provides GPS data related to the routes.

The consultant team met with 511NY in October to discuss how to add their real time data feeds to the park and ride map. 511NY uses API information as well. API allows the data to be shared with other stakeholders. The consultant team is drafting a requirements document to incorporate 511NY’s feeds. A meeting will be scheduled for review in the next few weeks. The consultant team will then draft an implementation plan for adding the data. Jim Davis suggested referencing the park and ride framework document from the last contract and the conceptual model for the types of information maintenance. It is important to consider how to incorporate facilities that are not owned by NYSDOT. What information do we need from a management and asset management perspective?

Updates have been made to the PWarkit application. The ridematch radius has been decreased in order to target traveler's whose destinations are the train station. This radius configuration can be used on other portals as well.

The High Occupancy Vehicle (HOV) map will eventually be a statewide map. Currently, all HOV information is for the downstate. It is important to consider editing privileges. There is potential to show temporary HOV lanes similar to temporary park and ride lots that are designated during weather events. John Galgano asked if the two maps could be combined. Eva Hsu responded eventually yes, but we are still trying to understand the use cases. Ed Mark suggested we look into case studies nationwide such as Puget Sound, WA, the San Francisco Bay Area, CA, and Houston, TX. These examples built networks for HOV/managed lanes and park and ride lots. Ed Mark was also interested in how they presented HOV information to the public. Eva Hsu responded that we have looked at how others across the county have presented HOV information to users but did not look into case studies from a network planning perspective. Ed Mark will send Eva Hsu information on HOV best practices. Jim Davis said that in New York, multiple agencies have HOV lanes, mostly on bridge crossings and on the Long Island Expressway. There currently is no network, and it may not be realistic in the short run. For next steps, the consultant team will finalize the use cases and determine what information is available. There is also potential to incorporate this managed lane effort as an Integrated Corridor Management (ICM) strategy.

The consultant team is demo'ing the Go Smart NYC progress items for NYSDOT and NYC DOT this Friday, December 16.

Task 3 & 7: Local/Regional Customization of TDM Program/Services and Promotion

The regions each summarized their October through December outcomes and current efforts.

Region 8 is meeting with groups across Rockland County, Dutchess County, and Connecticut to help establish vanpools in those areas. They are also helping White Plains Hospital implement a parking cash-out program. Region 8 is also moving forward with their GRP by reviewing rates for taxi and transportation network companies.

Region 10 is working with Suffolk County Community College to develop a shuttle pilot. They are also scheduling open (benefits) enrollment events with CareConnect and Telefonix.

Region 11 held their first two commuter challenges at Bridge View Nursing Home and John F. Kennedy Airport, Terminal 4. They are also hoping to host a transportation coordinator challenge, where two employers will compete against each other. Region 11 also has an ongoing relationship with the NYC Department of Consumer Affairs (NYCDCA). 511NY Rideshare provides NYCDCA with information on employers that offer transit benefits. In return, NYCDCA provides 511NY Rideshare with tabling incentives (promotional items) for events.

Task 1: Ongoing Management & Administration of Services

Frank gave an update. Year 3 planning is in progress. Upstate regions have had an increasing interest in the program. Jim Davis mentioned that there are already several regional Transportation Demand Management (TDM) programs throughout the state and there is a lot of value in providing them with support through 511NY Rideshare.

511NY Rideshare consultant team met with Federal Highway Administration (FHWA) in December to give an update on the program and demo the reorganized program-wide dashboard. These meetings will continue on a quarterly basis.

Frank Mongioi, Ed Mark, and possibly Jim Davis will be attending the Transportation Research Board (TRB) Annual Meeting in January. Takeaways will be added to the Mobility Monitor.

Task 2: TDM and ATDM Program Development

511NY Rideshare consultant team is finalizing the Emergency Preparedness Active Transportation Demand Management (ATDM) Playbook after receiving comments from NYSDOT in November on the overall framework. The final draft is undergoing QA/QC. The playbook will be submitted to NYSDOT for final review and presentation in January.

The consultant team is continuing the Connected Corridors needs assessments for the Bruckner and Gowanus Expressways. The team is finalizing the gap analysis. A meeting will be scheduled with NYSDOT for review. The draft ConOps will be completed in late January.

Task 6: Integrated 511NY, Clean Air, and TDM Messaging, Area-wide Marketing, and Promotion (Education & Outreach)

511NY Rideshare consultant team repurposed downstate marketing collateral into statewide templates. The regions can customize these templates with their branding. Customizable regional resource page templates were also created, using Broome-Tioga and Syracuse as the initial pilots.

The consultant team also started an employer real stories series to showcase partner successes and benefits. The outreach team will use these one-pagers to show potential partners how 511NY Rideshare has successfully supported others in the past.

The consultant team also distributed the winter issue of the employer newsletter. The quarterly newsletter includes some seasonal content, i.e. winter weather driving and safety in winter, air quality and Earth Day in spring, etc. Dan Coots asked if the newsletter content is also replicated on social media. Kate Brangaccio responded yes, and that these posts also include seasonal themes. Dan Coots also asked if 511NY Rideshare maintains a blog because blog entry key words can make the program more prominent in search engines. Kate Brangaccio responded no, but the Fusion (Liferay) platform does offer a blog feature. Dan also asked Kate to explore rideshare in Google search, where we only come up 4th.

The consultant team has been coordinating Task 6 Marketing with Task 10 Program Outcomes. Marketing metrics are being added to the program performance tracking spreadsheet. The Marketing team is using these performance measures to develop a statewide infographic.

Task 10: Program Performance

22% of new applications are through the 511NY Rideshare website. The Marketing team is working on social media promotions and advertising campaigns. There is also potential to do outreach at park and ride lots. Dan Coots said there is also an opportunity to simultaneously collect additional data at these park and ride lot events.

511NY Rideshare consultant team analyzed the demographics of employers that produced the most new applications. Common characteristics included employers with large employee populations, employers

who actively promoted their portals (intranet, flyers, and emails), and employers who held onsite events or commuter challenges.

Ed Mark asked about batch loading capabilities. Jim Davis responded that batch loading is on the Tech team's queue but there has not been much demand to make it a top priority. The Tech team is focusing on Go Smart NYC, beta clean ups, and enhancing the regional resource pages. Ellwood Hanrahan also mentioned that there is a big interest in a community membership model log in capability. Jim Davis also suggested that there be a separate meeting to discuss tech prioritization and timelines.

Task 8: TDM/ATM Program Customer Support

Transit applications are now included in the system database. Carpool and vanpool applications are still reported separately.

The consultant team and NYSDOT are exploring options for updating the customer service phone system as well as adding Customer Relationship Management (CRM), web chat, and email capabilities.

Ed Mark asked if the trip tracker captures users' modes and work schedules on both the mobile and web applications. Steve Ziegler responded yes, that both tracker applications capture these combinations.

Ellwood Hanrahan asked about ICF Olson's services. Frank Mongioi responded that their Tally tool offers CRM and loyalty capabilities.

NYSDOT and the consultant team are planning an innovation workshop for early 2017.

Task 11: Planning, Policy, and Technical Research Task Order Assignments

511NY Rideshare consultant team provided brief status updates on A2, A3, A5, A6, and A7.

A2 (ICM-495) – A meeting was held with NYSDOT to present the draft performance measures and benefit cost analysis. The ConOps will be completed by the end of the year for NYSDOT and stakeholder review.

A3 (Bike Map) – Data collected from all 11 NYSDOT regions has been integrated into one data layer. Stakeholders will perform a QA/QC of their data. The layer will then be plugged into the online map application.

A5 (Buffalo TMA) – The consultant team has been working with the Metropolitan Planning Organization's (MPO's) new Transportation Management Association (TMA) lead, Katie O'Sullivan. The Go Buffalo Niagara site is now live.

A6 (ATIS and ATMS Needs Assessment) – NYSDOT sent relevant documentation to the team. The consultant team created a document repository on Fusion Connect and is developing a methodology for collecting and organizing the information.

A7 (Southern Tier Expansion) – The A7 scope is in progress. The assignment will move forward in January 2017.

Jim Davis asked to allocate more time for Task 11 on the next update call.

Next steps & wrap-up

Next steps update -

Next steps	Status
Tasks 4/5/9: The consultant team and NYSDOT will do initial beta testing of the GRP form. Form revisions will be made based on lessons learned. Employers will then participate in the second round of beta testing.	In progress
Tasks 4/5/9: The consultant team is drafting a requirements document to incorporate 511NY's feeds into the park and ride map. A meeting will be scheduled for review in the next few weeks. The team will then draft an implementation plan for adding the data.	In progress
Tasks 4/5/9: Ed Mark will send Eva Hsu additional information on best practices for the HOV lane map. The consultant team will finalize the use cases and determine what information is currently available.	In progress
Task 1: Frank Mongioi, Ed Mark, and probably Jim Davis will be attending the TRB Annual Meeting in January. Takeaways will be added to the mobility monitor.	In progress
Task 2: The Emergency Preparedness ATDM Playbook will be submitted to NYSDOT for final review in January.	In progress
Task 2: The consultant team is finalizing the Connected Corridors gap analysis. A meeting will be scheduled with NYSDOT for review. The draft ConOps will be completed in late January.	In progress
Task 6: The consultant team to look into/explore blog feature in Fusion and in moving Rideshare up in search engine placement.	In progress
Task 10: Jim Davis suggested that there be a separate meeting to discuss tech prioritization and timelines.	In progress
Task 11, A2: The ICM-495 ConOps will be completed by the end of the year for NYSDOT and stakeholder review.	In progress
Task 11, A3: Stakeholders will perform a QA/QC of their Bike Map data. The layer will then be plugged into the online map application.	In progress