



**NYSDOT – ATDM Contract Update Call
November 8, 2017**

Participants:

Jim Davis, NYSDOT	Eva Hsu, ICF	Jeff Ang-Olson, ICF
David Chan, NYSDOT	Kate Brangaccio, ICF	Michael Grant, ICF
Ellwood Hanrahan, NYSDOT	Zanna Worzella, ICF	Deepak Gopalakrishna, ICF
Dan Coots, NYSDOT	Michael (Whit) Whitaker, ICF	Sunil Dhuri, ICF
Tanya Golikova, NYSDOT	Paul Spreer, ICF	Polly Okunieff, ICF
Steven Belkin, NYSDOT	Tim Lewis, ICF	Andie Fritz, ICF
Ed Mark, NYSDOT	Susan Heinrich, ICF	John Galgano, CommuterLink
	Mirwais Mojaddidi, ICF	John Lyons, MetroPool

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

Region 8:

Region 8 (R8) participated in their first Car Free Day Hudson Valley. They received over 1,500 pledges and over 800 individuals expressed interest in 511NY Rideshare. 45% of pledges were entered into the database. R8 engaged with 11 new employers and reengaged with 19 employers. R8 hopes to engage all its counties next year.

R8 is moving forward with launching a broad Guaranteed Ride Program (GRP). Registered users will be allotted a \$300 limit over 12 months. Their work location must be within R8. Participants need to average at least 2 alternative mode commutes per week. Participants will preselect the GRP mode/vendor. Their choices are taxi (vouchers), ridehailing (Uber and Lyft, via promo codes), and potentially carsharing.

Steven Belkin asks how R8 will enforce the alternative mode requirement. John Lyons responded that the requirements are stated in the terms and conditions. Steven Belkin also asked when R8 anticipates rolling out the program. John Lyons responded that R8 is working on the registration process and reporting database. They will soft launch through normal outreach, before running a high level promotion. Tanya Golikova asked who is administering the program. John Lyons responded that it will be administered by Metropool. The user will preselect their vendor. They will then receive a voucher to arrange their ride when needed. R8 hopes to enhance the program by adding a referral incentive in the future. Steve Belkin asked if there is any monetary exchange between the participant and the vendor. John Lyons responded there is no monetary exchange, unless the participant would like to tip the vendor. R8 will be billed by the vendors on a monthly basis. Steve Belkin asked about the consequences if a participant exceeds the \$300 limit. John Lyons responded that R8 will be monitoring usage closely. Tanya Golikova asked how the participant will receive their second voucher. John Lyons responded electronically.

Jim Davis asked how the R8 Access database will be tied to the enterprise approach, when rolling out GRP statewide. John Lyons responded that the initial R8 program will utilize an Access database and it will be monitored closely. R8 will then evaluate what worked or did not work. R8 will then be able to

provide useful feedback when developing requirements for an effective statewide enterprise approach. Jim Davis commented that we need to move past individual databases in order to have efficiencies. This should be considered sooner rather than later. Ed Mark agreed that there should be an evaluation component. He suggested a soft launch and then evaluation. Ellwood Hanrahan commented that the R8 GRP program is outside the realm of the operations task. Dan Coots responded that R8 needs to get the program running, they can't wait too long for the technology to be available. Jim Davis reiterated that initial lessons learned should be shared when developing an enterprise approach. He also commented that the regional managers should make it known if main office is not being responsive. It is important to keep communications and to not constrain innovation.

Ed Mark also commented that as the program matures, it would be beneficial for participants to be able to select multiple vendors. This flexibility will be valuable. David Chan asked John if the participants will be locked into one vendor. John confirmed that they can always call member support and change their preferences.

Region 10:

Region 10 (R10) participated in Car Free Day Long Island (LI). They received over 6,000 pledges, a 65% increase from last year. Northwell Health, a major LI health employer, contributed over 1,000 pledges. 511NY Rideshare also attended events at Stony Brook University and the Wyandanch Long Island Railroad (LIRR) Train Station. R10 has seen a 79% increase in new members over these months, when compared to last year.

R10 is working to initiate preferred parking with several employers, including Langone Medical Center, Peconic Medical, and Zebra Technologies.

R10 is developing employee location density maps, to assist their employer outreach efforts. Employees will be able to easily assess how many other employees live close to them, making the idea of finding a carpool partner more realistic. R10 will share lessons learned with the other regions.

R10 is working on running a Long Island Expressway (LIE) traffic busters High Occupancy Vehicle (HOV) lane challenge. R10 will identify employers located adjacent to the LIE and encourage their employees to carpool, using the HOV lane. Participants will track trips to win rewards. The pilot will focus on the area surrounding MacArthur Airport, from January to March 2018. The employer whose employees track the most trips will be recognized as a champion.

Tom Conboy joined the R10 outreach team.

Region 11:

Region 11 (R11) cancelled Try Transit Week due to the Amtrak construction event.

R11 also had the best August and September in years, seeing a significant increase in new applications. R11 participated in 29 healthcare open enrollment events, 14 college orientations, and 10 Transportation Days (TDs).

R11 is also working to initiate preferred parking. They are working with a public parking garage to establish parking for ~6 vanpools. Steven Belkin asked about the need for vanpools in New York City (NYC), as public transit is so readily available. John Galgano responded that the vanpools were self-organized. Susan Heinrich added that one of the vanpools has a daily roundtrip of ~140 miles per day.

R11 is looking to enhance their current GRP program by running a pilot partnership with Lyft. Participants will receive codes and member support will be able to schedule rides via Lyft's concierge platform. R11 is also hoping to establish a similar partnership with Uber. R11 is also working with Lyft to run a last mile pilot with Richmond Medical Center. The employer will pay for the rides. Ed Mark added that the pilots should be evaluated and lessons learned be shared across the regions.

R11 continues to support New York City Department of Transportation's (NYC DOT) Go Smart NYC program. Member support has mailed registration packages to over 250 new members. NYC DOT has been sending e-newsletters and post cards to members. NYC DOT has also posted advertisements on 15 bus shelters and 3 Staten Island (SI) billboards. They also ran website ads, totaling 6 million impressions. Go Smart has hosted 2 sweepstakes, the first to encourage new registrants and the second to encourage trip tracking. NYC DOT attended 12 events in SI, and gave t-shirts to new registrants. They are also administering a user survey, and participants will also receive t-shirts. **John Galgano will follow up with NYC DOT for the survey results.** Several website enhancements have also been implemented to support Go Smart, including improved registration, mobile responsiveness, new trip tracking report, benefits portlet, partner's page, and a Go Smart branded mobile app. Ed Mark added that the SI regional outlet mall is expected to open in Spring 2018, which will increase visitors to the area. Jim Davis commented that we should use Go Smart as a model of what the program can offer to regions statewide.

Task 1: Ongoing Management & Administration of Services

The consultant team is working with NYSDOT main office to schedule a meeting with Art O'Connor of Federal Highway Administration (FHWA).

The Year 3 Work Plan is available on the [program wide dashboard](#). The document is evergreen and can be updated as needed.

Task 2: TDM and ATDM Program Development

The consultant team is working to establish relationships with stakeholders nationwide, and determine best practices. Mobility monitor findings will no longer be shared with NYSDOT (both main office and the regions) via email. The consultant team will now hold quarterly webinars to present research and potential pilots. **The first webinar will be scheduled in December 2017.**

T2 will continue the corridor studies by identifying traffic management strategies, including Active Traffic Demand Management (ATDM) low-level lane guidance approaches. Travel reliability will continue to be a main focus.

The consultant team will develop a modeler playbook for emergency operations and construction coordination. The modeler playbook will be easy to update and available in electronic format. The modeler playbook will allow for a decision support structure, where the reader can select strategies based on a series of questions. Each strategy will include information such as applicability, pros and cons, and implementation steps. **Sunil Dhuri will schedule a modeler playbook demo.** Jim Davis commented that the LIRR traffic management playbook was successful because we worked directly with operations to develop it. The playbook was used in real-time. Lessons learned should be leveraged from the LIRR and Sprain at Payne efforts.

The consultant team will continue upstate expansion efforts, specifically in Regions 1, 5, 6, 9, 3, and 4. The consultant team continues to coordinate with Region 1's (R1) iPool2 program, specifically on GRP.

iPool2 is using 511NY Rideshare's system but Capital District Transportation Committee (CDTC), the Metropolitan Planning Organization (MPO), is providing the incentives, including bags, cups, etc. The consultant team is also working with R1 employers, including University at Albany and Albany Medical Center. Region 5's Go Buffalo Niagara has also migrated to the 511NY Rideshare system and the consultant team continues to maintain their portal. Metropool has been working with Region 6's Southern Tier Rideshare for over 3 years and also continues to maintain their portal. The consultant team continues to support Region 9's Broome-Tioga Rideshare, and started doing outreach in the Binghamton area. The consultant team continues to look for opportunities to grow the program statewide, including in Regions 3 and 4.

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

The consultant team surveyed the outreach staff to identify messaging that resonated with customers. The female audience was especially engaged with health and wellness messaging. The consultant team then developed new wellness-focused collateral, including multipurpose infographic cards. The pieces can be used as handouts, but are also digital and can be used on social media.

The consultant team also developed university focused collateral, as education is a major 511NY Rideshare outreach industry. The pieces have fresh messaging that appeals to the younger audience.

The consultant team is also developing employer focused collateral, with messaging on retention benefits. This piece is a work in progress.

T6 will expand the Clean Air NY (CANY) program, integrating it into 511NY Rideshare. The programs will not be competing, but will support each other. The goal is to tie transportation and clean air. The consultant team began cross posting CANY messaging on social media. The consultant team held pilot Clean Air Champion campaigns last year. 5 employers were recognized as champions. The campaigns will continue this year, working with community partners and campuses. CANY will also attempt to partner with like-minded organizations and non-profits. Sarah Pomerence has joined the consultant team to support all CANY efforts, including Air Quality Action Day (AQAD) alerts. Ed Mark asked how the CANY program is woven into outreach, he asked if each region will have a separate outreach program. The consultant team is still establishing the program, but once it is finalized Sarah Pomerence will work with each of the regions.

The consultant team applied interim website enhancements to the statewide and downstate sites. The modern design features full screen view. No major changes were made to the access points or content. However, the navigation bar was moved to the top of the page. The design now flows between both the statewide and downstate sites, making it more user friendly.

The consultant team is working on 3 simultaneous T6 efforts including:

1. **Member support transition:** The consultant team will research member support best practices and develop test pilots. The goal is to leverage the member support staff's skills and fully engage customers.
2. **Loyalty/affinity framework:** The consultant team held a brainstorming session with NYSDOT to take a step back and identify the goals, values, and challenges of the program. 4 primary actions were identified, including profile completion, trip tracking, responsiveness, and growth. The membership model framework will be developed over the next few months, mapping these

actions to incentives and identifying how the program can encourage these behaviors. The framework will also include an evaluation section.

3. **Syracuse as next generation of web design:** The consultant team is working with their user experience (UX) and creative team members to prioritize website design features and functions. A phase plan will be developed. The goal is to apply the Syracuse concept across the broader rideshare website and regional portals.

The consultant team continues to run paid social media ads, especially for high profile events, including major storms, construction, and Car Free days.

The consultant team increased telework efforts during the Amtrak construction. An initial training session was held with the outreach staff. A follow-up training will be scheduled in the upcoming months. The consultant team also developed a telework focused flyer.

Task 10: Program Performance

Susan Heinrich presented monthly outcomes over the last year. August and September outcomes were significantly higher than past years. There is also a correlation in October, between new rideshare applications and health benefits open enrollment periods.

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

11 assignments have been initiated, 5 are completed and 6 are active.

A2: The Concept of Operations (ConOps) was completed. The final memo is underway and nearing wrap-up.

A3: Bike map data collection was completed. The consultant team and NYSDOT are exploring options for data editing tools, specifically to allow the regions to edit their data.

A6: The final Gap Analysis memo was submitted to NYSDOT for review.

A10: The freight assignment was completed.

A7 and A9: The consultant team continues to support upstate expansion.

Task 4/5/9: Integration of the 511NY Portal and Related TDM and ATDM Products and Services/Online Ridematching System Management and Support/Modal Service Information Management and Support

Ellwood gave an overview of the GeoShape efforts and a short demo. GeoShape is not a full Geographic Information System (GIS) platform, but is an open-source, user friendly application that allows non-technical users to edit data on the fly. The application also tracks edit history, so users can be aware when changes are made and by who. GeoShape is initially being used to maintain the bike map data, but will hopefully support HOV, P&R, etc. **A more focused GeoShape demo will be scheduled in the coming months.**

The conceptual HOV schematic design was developed in response to the Amtrak construction event. The schematic will show travel times and speed differences for the general use and HOV lanes on the LIE. Two views will be created, one for users and the second for operations. The schematic efforts are currently on hold. However, the consultant team will reach out to the regions to assess interest. There is

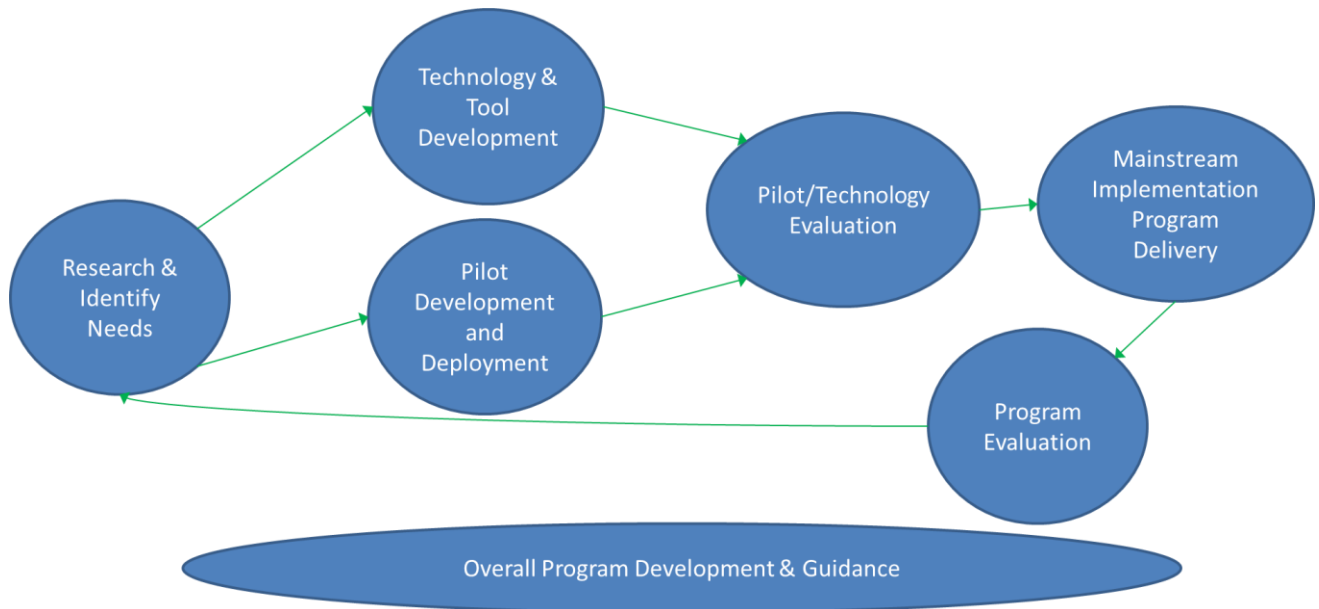
potential to utilize the schematic in R11, specifically on the Gowanus Expressway. **A focused HOV schematic demo will be scheduled after the holidays, in January.**

Program Task Flow – Contract vs. Process

Eva Hsu gave an overview of the program task flow diagram, identifying how the project tasks flow throughout a cyclical process. The process includes the following areas:

- **Overall program development and guidance process:** Meet the overall needs and requirements of the contract. Includes overall project management.
 - Relevant tasks: Task 1
 - Examples: Monthly invoicing, Task 11 assignment discussion, etc.
- **Research and identify needs:** Identify needs from users and stakeholders. Gain an understanding of how to improve and grow the program. Also includes research assignments.
 - Relevant tasks: Task 1, 2, 3, 4, 5, 6, 7, 11
 - Examples: Go Smart, GRP online form, Amtrak response efforts, emergency playbooks, etc.
- **Technology and tool development:** Based on research, build supporting technology including website enhancements, mobile app, etc. Leverage open source tools and integrate with the Fusion Connect platform. Also integrate data sources from other agencies.
 - Relevant tasks: Task 4, 5, 9
 - Examples: Go Smart branded app, GRP online form, Amtrak response efforts park and ride map, HOV schematic
- **Pilot development and deployment:** After technology is developed, conduct pilots.
 - Relevant tasks: Task 2, 3, 4, 5, 6, 7, 8
 - Examples: Go Smart, Trip tracker app, mobility services partnerships
- **Pilot/technology evaluation:** After pilot is conducted, evaluate outcomes and technology usage.
 - Relevant tasks: All tasks
 - Examples: Go Smart, GRP online form, HOV schematic
- **Mainstream implementation program delivery:** Based on the pilot results, go back and make changes. Consider lessons learned and make adjustments. Implement these into the larger program and apply to all regions.
 - Relevant tasks: Task 2, 3, 4, 5, 6, 7, 8
 - Examples: Regional outreach efforts, emergency travel information support for various emergency events
- **Program evaluation:** After mainstream implementation, collect performance metrics. Is the program meeting performance goals? If not, how can we improve?
 - Relevant tasks: Task 10
 - Examples: Monthly/quarterly performance metrics, website and social media analytics, emergency even support analytics
- **Cycle repeats**

Eva will share the task process flow slides.



Next steps & wrap-up

Next steps update -

Next steps	Status
Task 3/7: John Galgano will follow up with NYC DOT for the user survey results.	In progress
Task 2: The first Mobility Monitor webinar will be scheduled in December 2017.	In progress
Task 2: Sunil Dhuri will schedule a modeler playbook demo.	In progress
Task 4/5/9: A more focused GeoShape demo will be scheduled in the coming months.	In progress
Task 4/5/9: A focused HOV schematic demo will be scheduled after the holidays, in January.	In progress
Eva will share the task process flow slides.	Completed