

# RIDEMATCHING RECOVERY

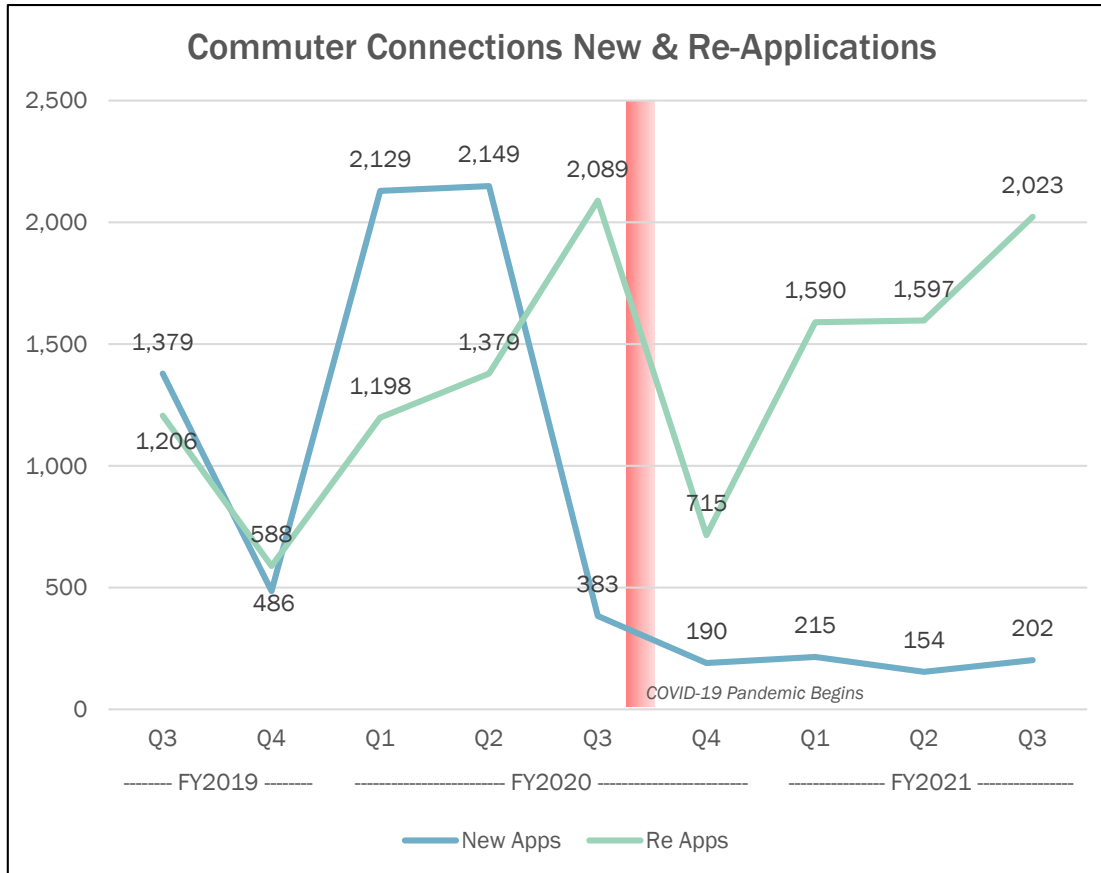
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## Roundtable Discussion on Revitalizing Ridematching & GRH Efforts Post-Pandemic

Stephen Finafrock  
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Commuter Connections Ridematching Committee  
June 15, 2021

# Commuter Connections Data Insights



Source: Commuter Connections Quarterly Progress Reports

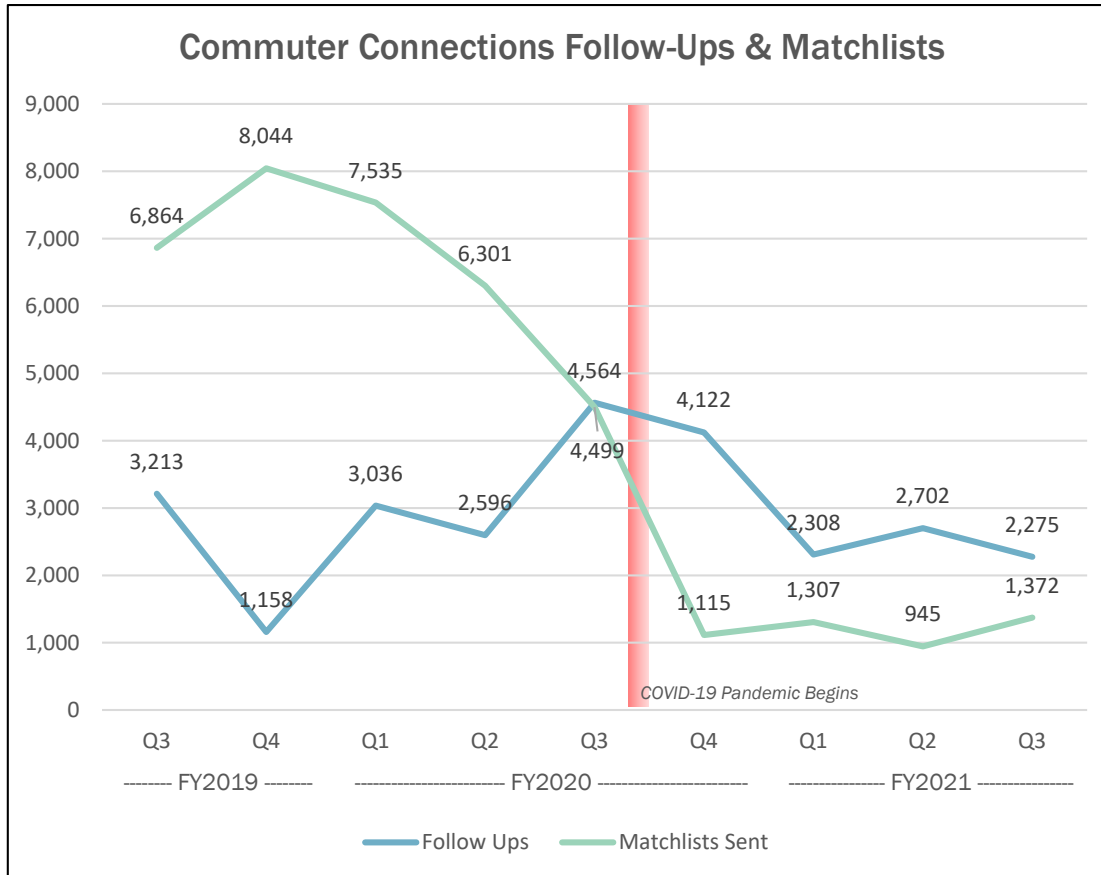
	New Apps	Re- Apps
Pre-COVID-19	1,305	1,292
COVID-19 Era	190	1,481
% Change	-85%	+15%

Source: Quarterly averages from the Commuter Connections Quarterly Progress Reports.

## Inferences

- Decent amount of existing ridematching members opted to maintain registration
- Difficult to attract new audience during pandemic

# Commuter Connections Data Insights



Source: Commuter Connections Quarterly Progress Reports

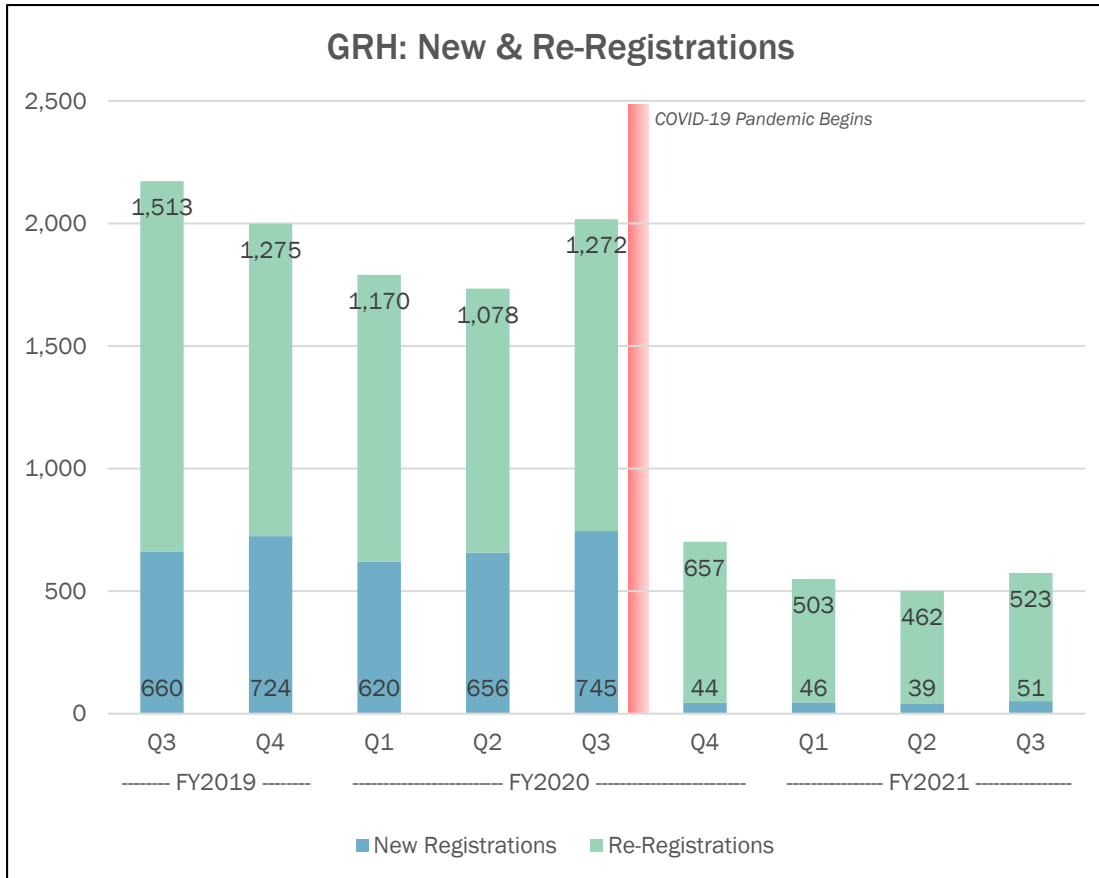
	Follow-ups	Matchlists
Pre-COVID-19	2,913	6,649
COVID-19 Era	2,852	1,185
% Change	-2%	-82%

Source: Quarterly averages from the Commuter Connections Quarterly Progress Reports.

## Inferences

- Minimal dropoff in follow-up averages
- Drastic drop in matchlists distributed

# Commuter Connections Data Insights



*Source: Commuter Connections Quarterly Progress Reports*

	New Reg.	Re-Reg.
Pre-COVID-19	681	1,262
COVID-19 Era	45	536
% Change	-93%	-57%

*Source: Quarterly averages from the Commuter Connections Quarterly Progress Reports.*

## Inferences

- Difficult to maintain interest in GRH program among existing registrants
- Drastic drop in recruiting new members\*

*\*Note: Marketing efforts to attract new members were nearly nonexistent during pandemic*

# Discussion Topics

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- What can we do at Transportation Fairs to increased commuter engagement?
- What steps can be taken during the monthly purge cycle to enhance follow-up opportunities?
- How can we leverage existing technology in Mobile Applications?
- What other ways can we be of assistance to the commuting public as we re-open the business sector?

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