BEST PRACTICES REVIEW TRANSPORTATION DEMAND MANAGEMENT



COMPETITOR SURVEY

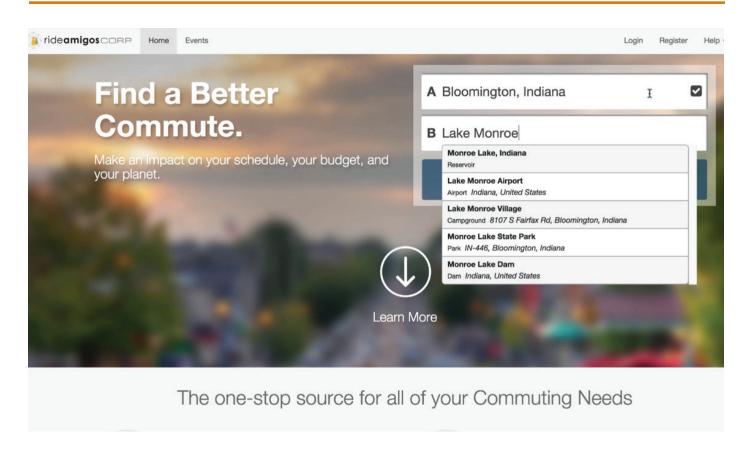
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Competitor Feature Matrix



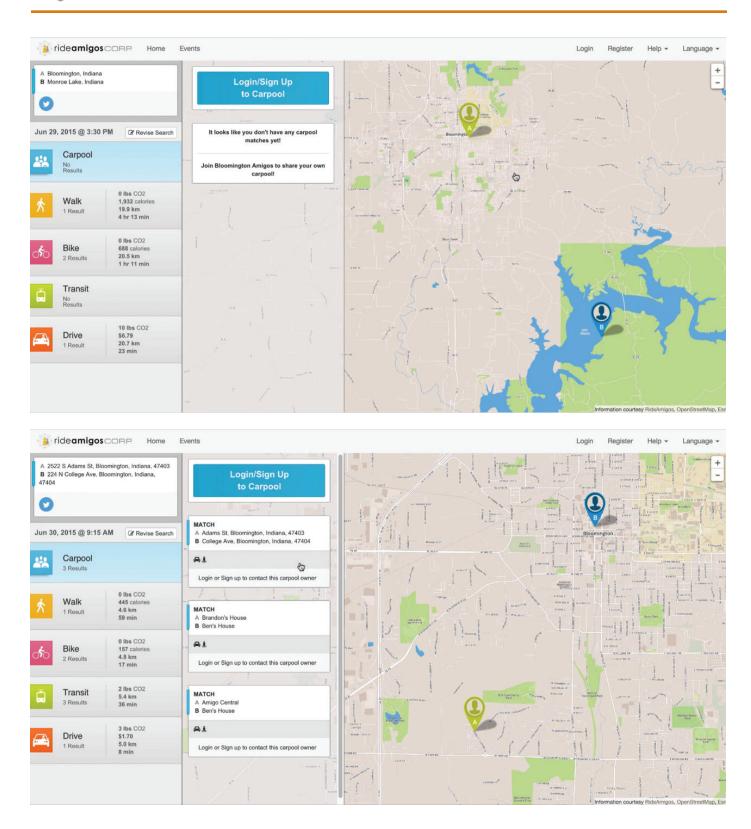




Ridematching with RideAmigos

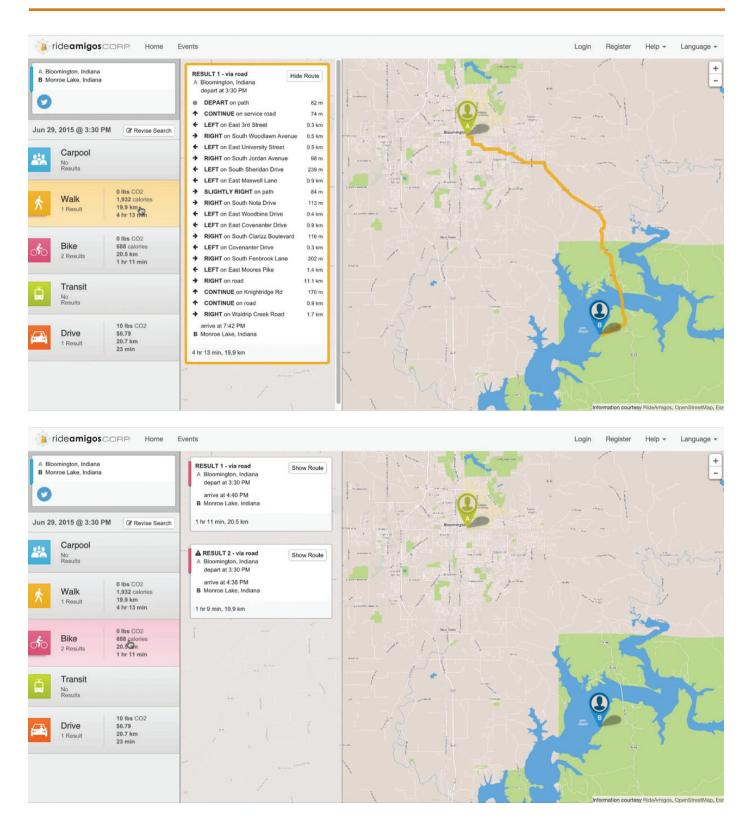
Before a user has signed in or created an account, they can search for travel options right from the homepage. This feature directs them to the trip plans map, which displays their point of origin and destination and any carpools available for a similar trip. They can also see walking, biking, transit, and driving directions and can compare which one is the most efficient, cost-effective, and healthiest. A user can also edit their travel search criteria from this screen to see new travel information.



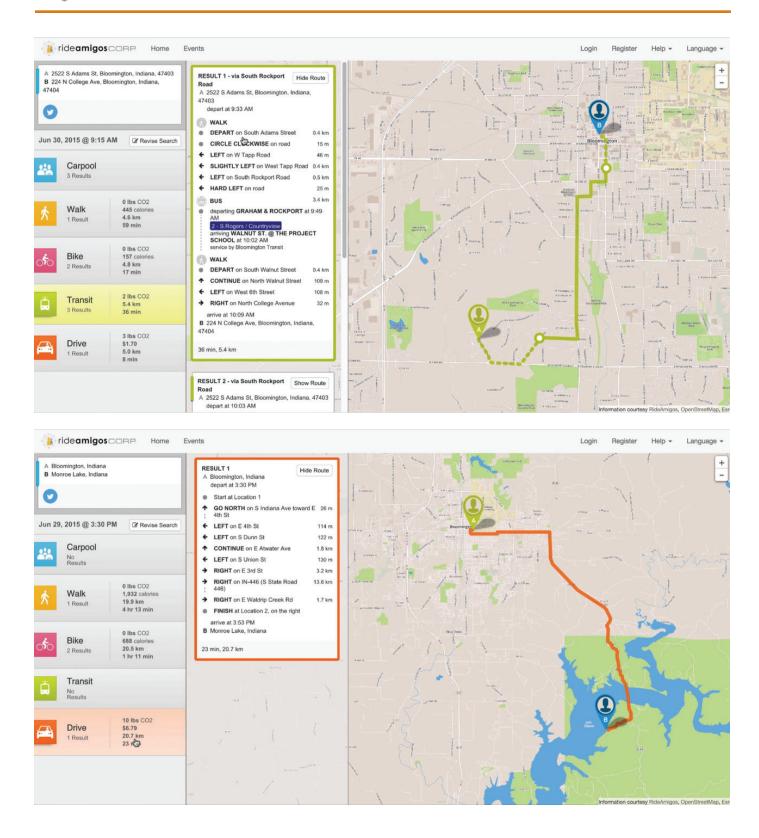






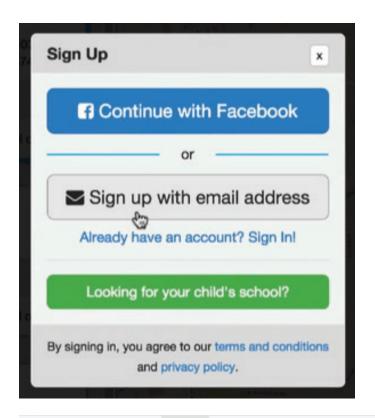




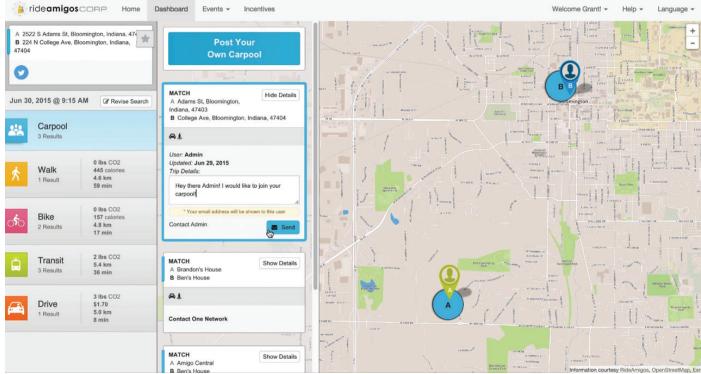








If the search shows several carpools available for a similar trip, the user can compare them to see which ones best match their schedule. If the user decides to contact a carpool, they're prompted to sign in or create and account using their Facebook login information or email. Once signed in, they can contact any carpool they want to join or post their own. They have the option of sharing their carpool within specific networks in the system or with the public and can specifying the days and times they travel.

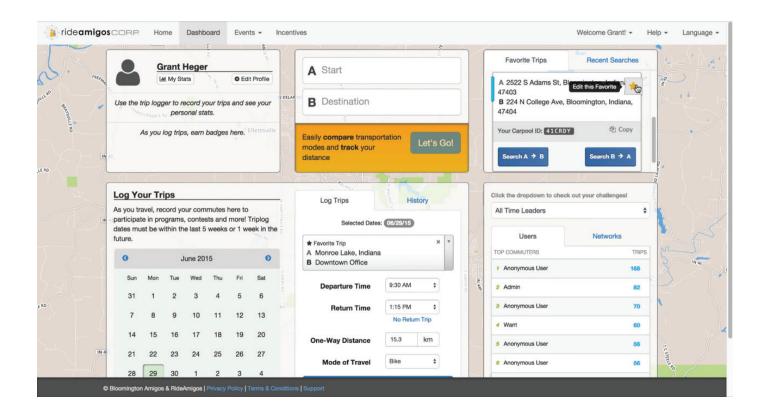






User Dashboard

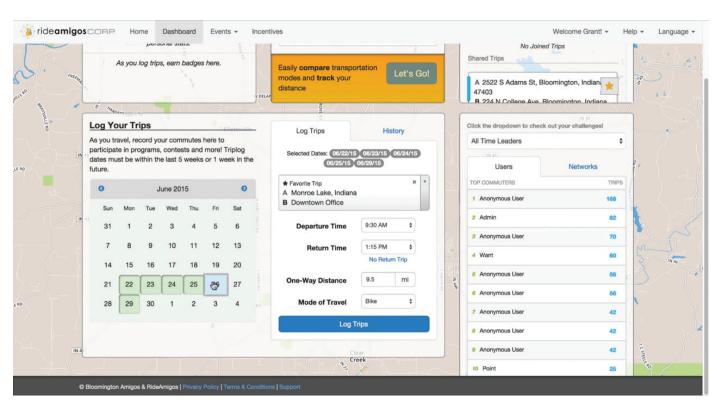
Closing the trip plans map takes the user to their Dashboard. This is the main default screen after users sign in and provides access to most of the features within the system. On this page they can edit profile information, view statistics, and see their account options. Other features included: trip planning widget, saved favorite trips, search history, a trip logger, and a leader board with all-time user and network leaders.

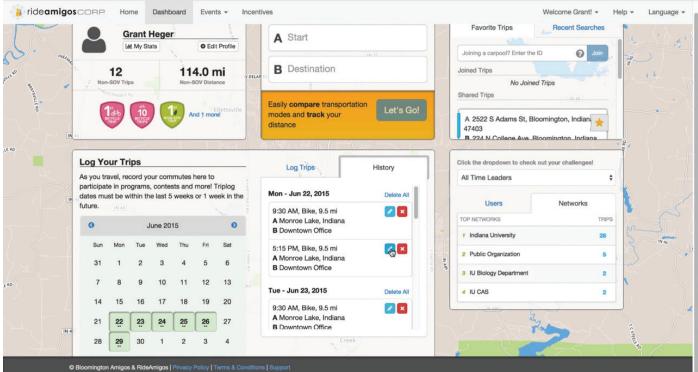


The trip logger is where the user enters and saves trip information. By logging trips, the user can earn badges based on different travel criteria. There's also the option to edit trip histories in case information was entered incorrectly.

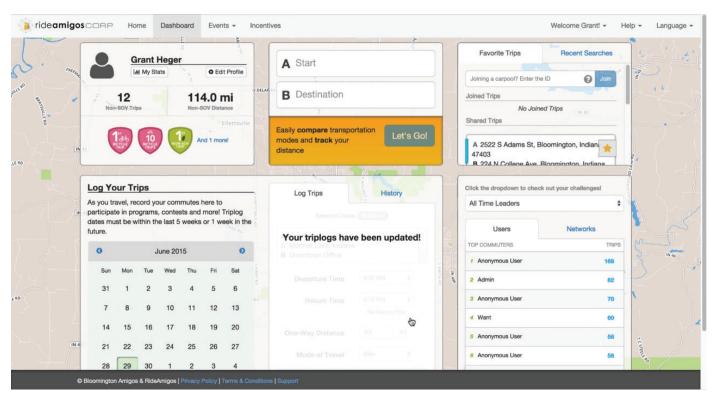


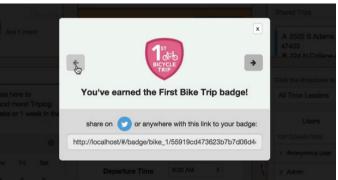


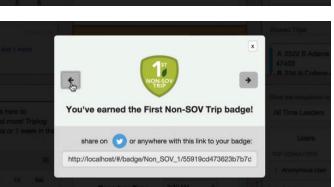


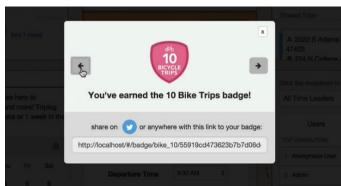


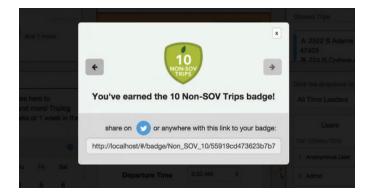










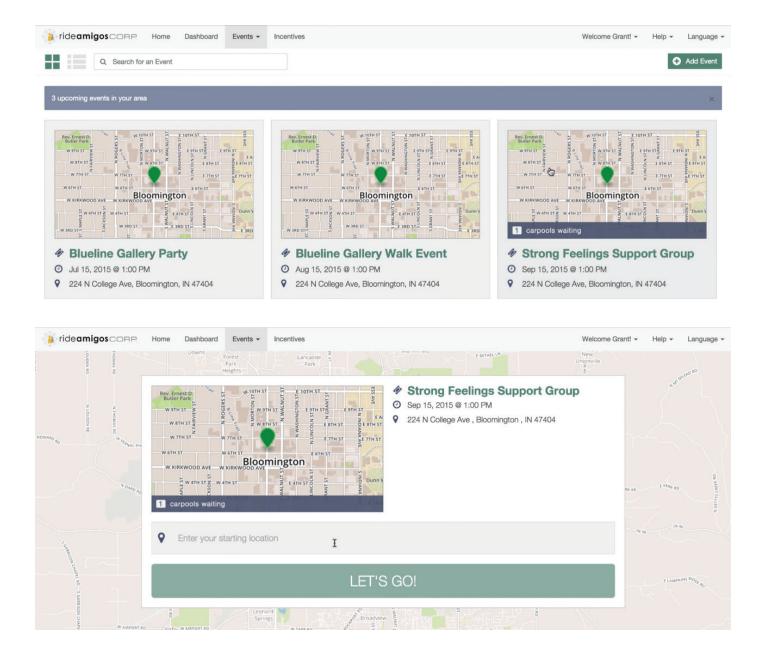






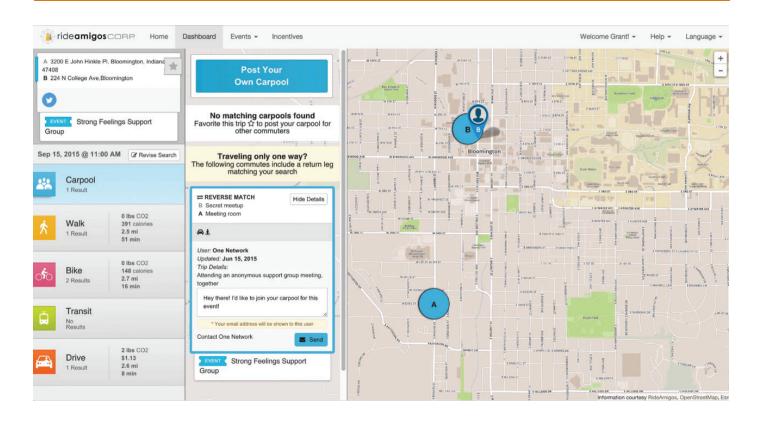
Events

The Events page shows events within the user's region. They can search for travel plans right from the event details. On the trip plan map, users are only shown carpools specific to that event and have the option to contact other riders if they want to carpool.

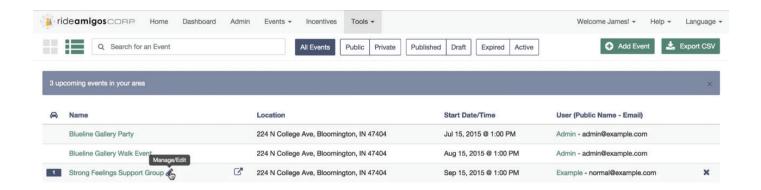






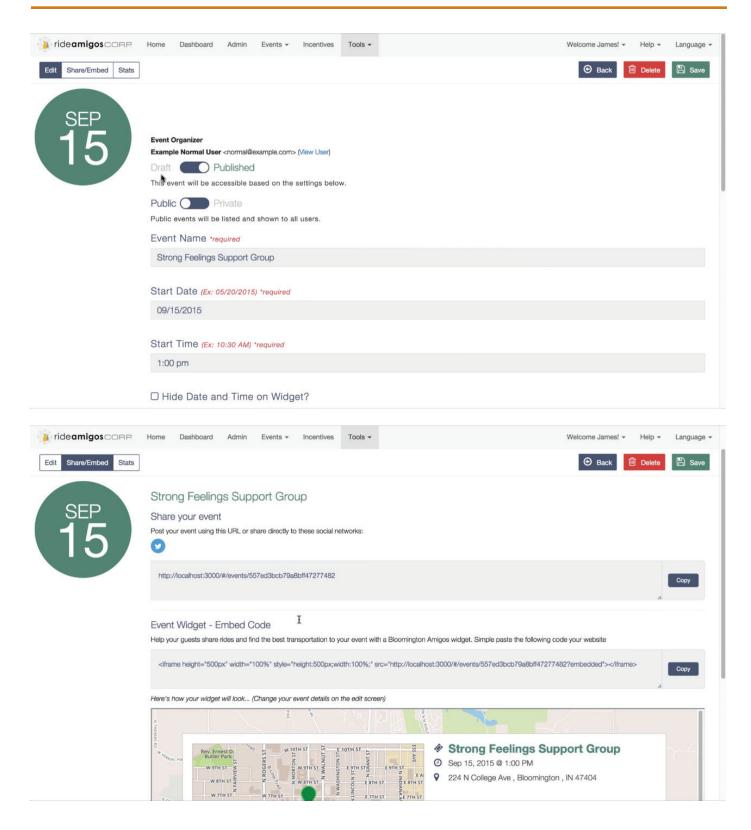


Administrators can view and manage all the events within the system. They choose whether the event is public or private and determine what information should be displayed. Events can be shared by a custom URL or an embedded widget.





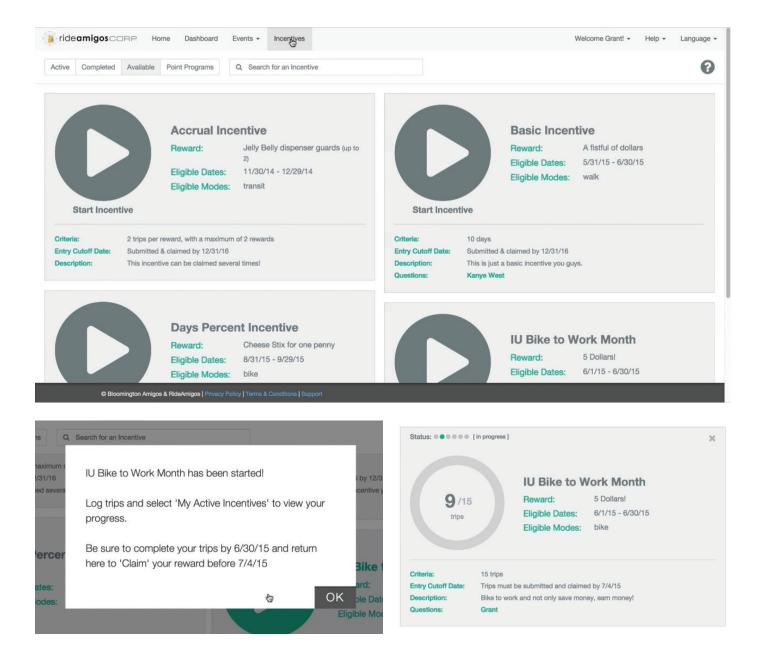






Incentives and Point Programs

The Incentives page displays incentives that the user can claim. Once a user meets the criteria for a given incentive, they can claim it. All of this information will be transparent to the incentive manager.



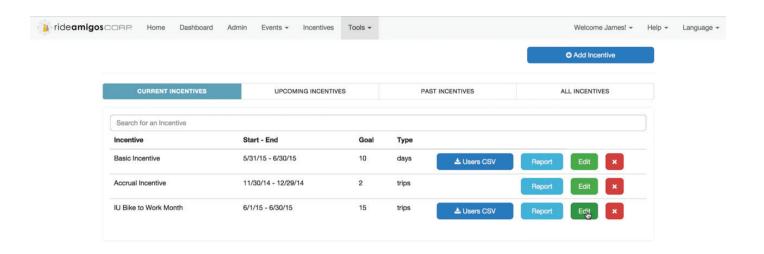








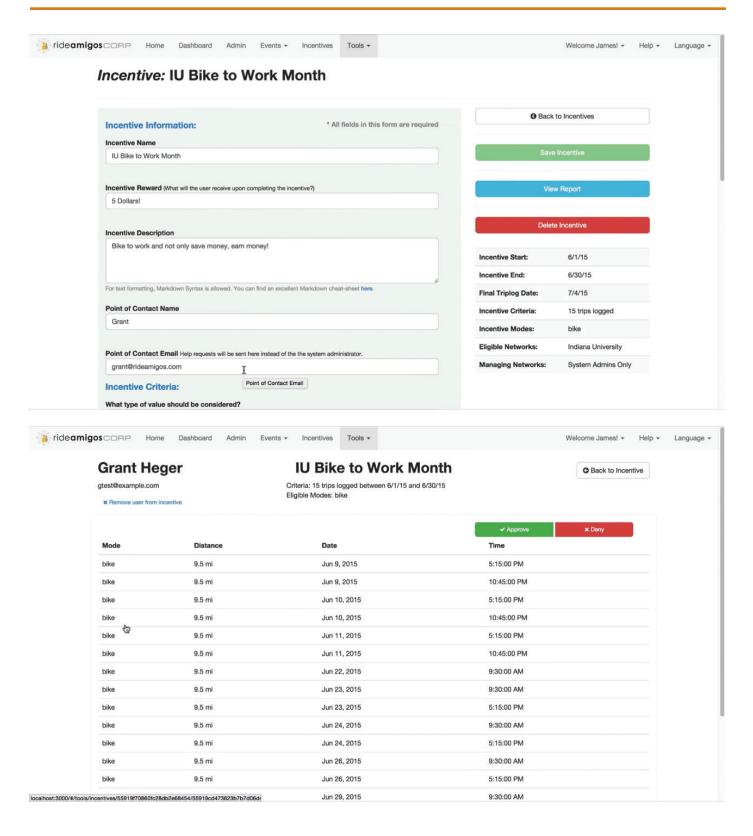
Administrators can view all current, upcoming, and past incentives. They can also create and edit incentives with criteria based on trips, days, or distance, tracked by count or percentage, and exact count or percentage required for claiming them. Any mode or combination of modes within the system can be selected for eligible trips. Administrators must select eligible dates, a cutoff date, networks, and incentive managers.



Incentive managers can export reports that show the status of all users currently participating within their incentive. They also can approve users for an incentive and track their progress toward being rewarded. If the incentive is tracking entries for a raffle, winners can be randomly picked right from the management page.

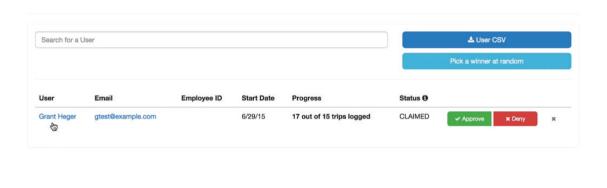


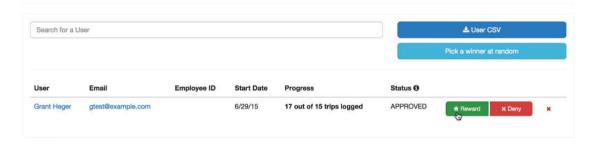




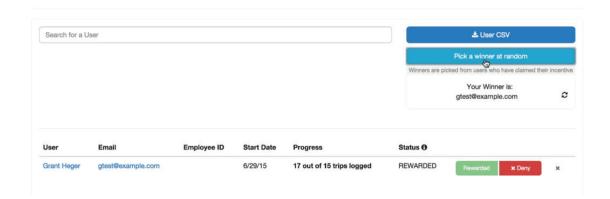








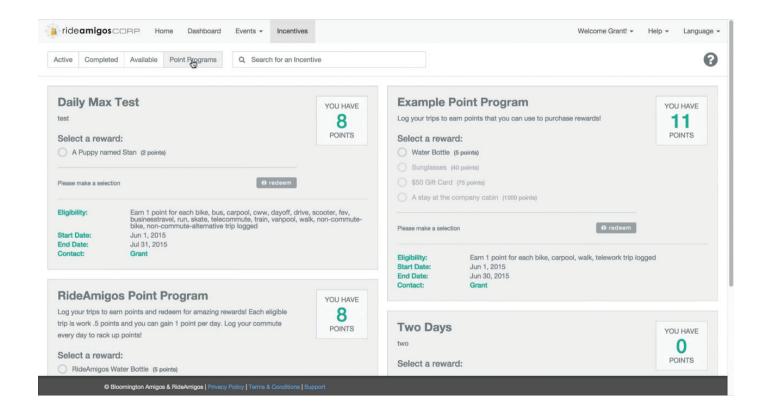


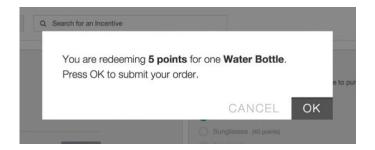






Users can also participate in Point Programs, which are similar to incentives. The difference is that the Point Program allows users to accrue points over a period of time, and then redeem those points for items available from inventory maintained by a program manager. Users are able to see their progress and available items for purchase from their incentives area.

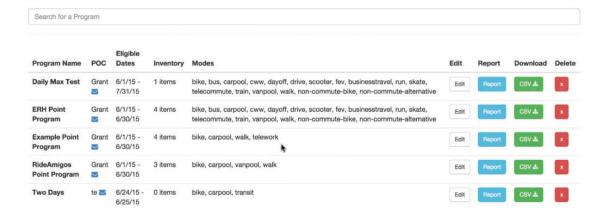


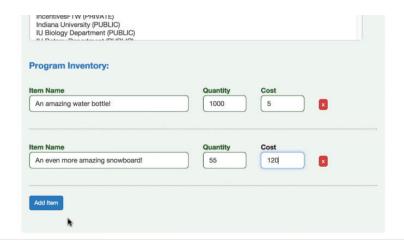


Point Programs can be created and edited by administrators using criteria based how many points each trip is worth and the maximum number of points that can be earned every day. Administrators must create an inventory of items, and program managers can view who has redeemed points, their contact information, and when they were redeemed.









Daily Max Test

Description: test

Point of Contact: Grant <grant@rideamigos.com>

Dates: Jun 1, 2015 - Jul 31, 2015

Triplog Entry Cutoff Date: Aug 31, 2015

Points Per Trip: 1

Eligible Modes: bike, bus, carpool, cww, dayoff, drive, scooter, fev, businesstravel, run, skate, telecommute, train, vanpool, walk, non-commute-bike, non-commute-alternative

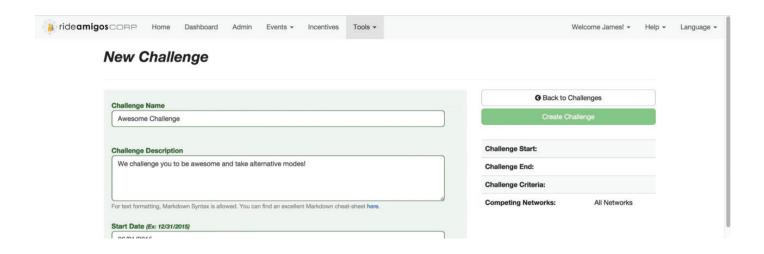


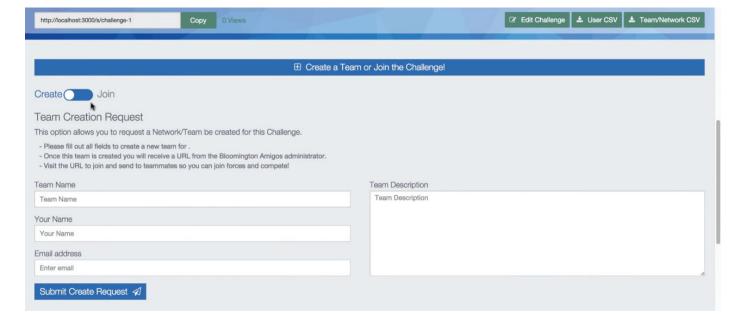
Search for a User				8	
User	Email	Employee ID	Item Purchased	Points Used	Date of Purchase
mes User	admin@example.com		A Puppy named Stan	2	Jun 16, 2015
James User	admin@example.com		A Puppy named Stan	2	Jun 16, 2015
James User	admin@example.com		A Puppy named Stan	2	Jun 24, 2015



Challenges

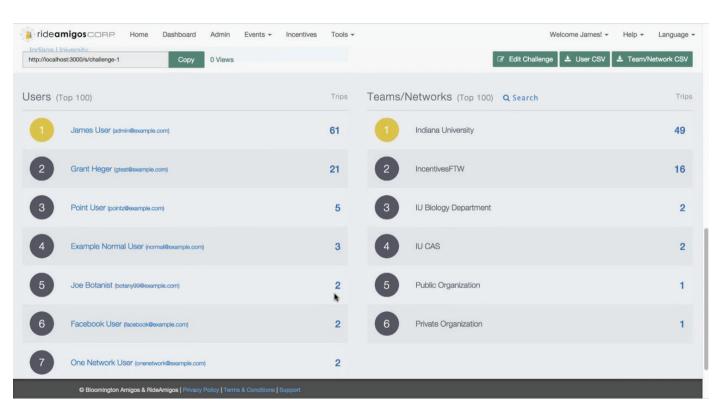
From the Tools landing page, administrators can create challenges for individuals and networks. They do this by adding a name, description, start and end dates, and choose the challenge criteria. They can choose between travel modes or impact statistic, whether it's an individual or a network challenge, and select eligible networks. Administrators can also send a link to participants, which allow users to create a team, join an existing one, and see which team or networks are in the lead.

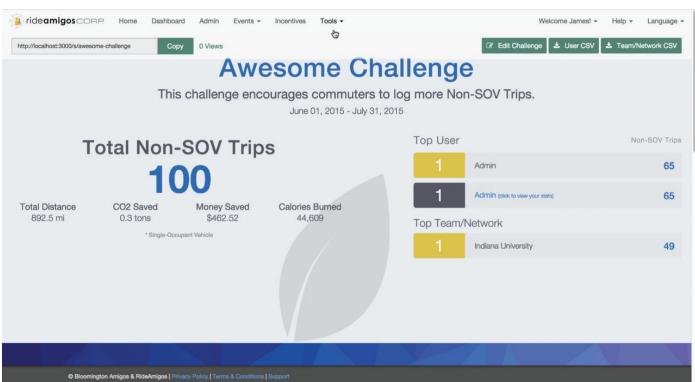












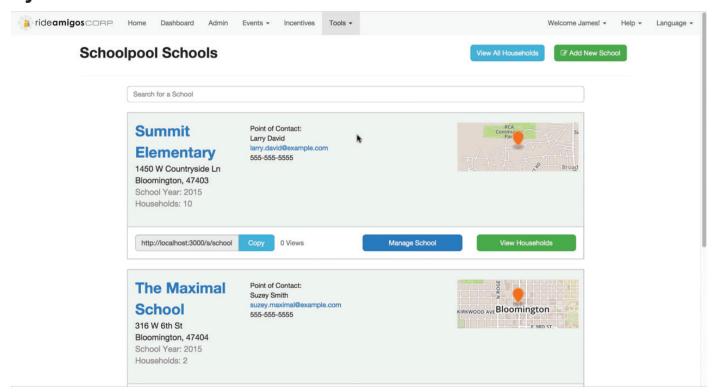




Schoolpool

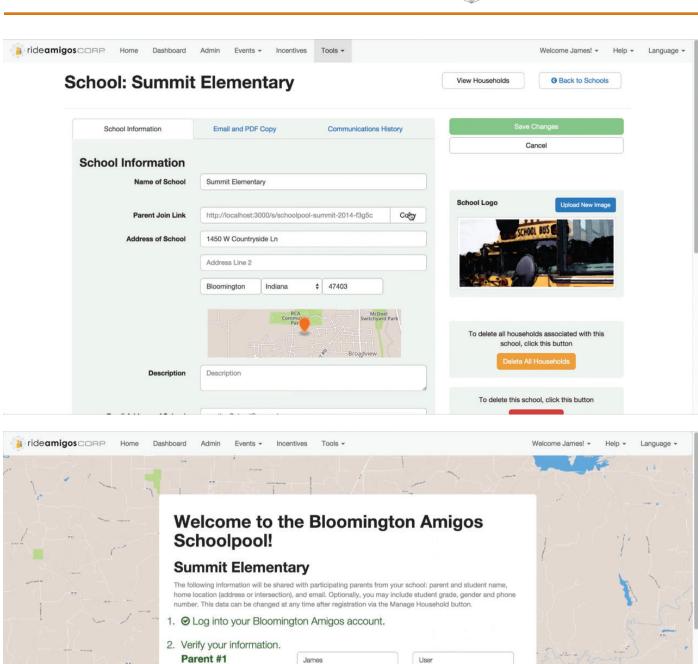
Administrators can create custom carpool networks for K-12 schools using Schoolpool. Parents and guardians join Schoolpools through custom URLs, which then allows them to contact one another, create Schoolpools, and download a refrigerator-ready PDF of contact information. A Schoolpool manager can edit the school details, bulk email, and PDF cover letters, and view the school's communications history. Managers also can see households within the school and can email or generate PDFs in bulk. All household information is viewable on a map for quick matching and can be manually added or imported into the system from a CSV file.

System Administration











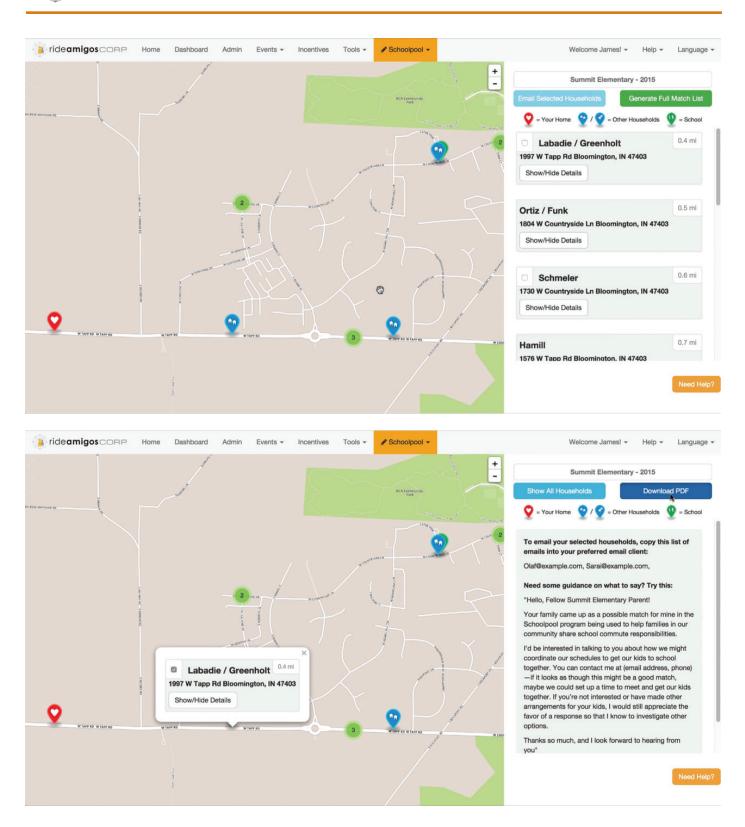
admin@example.com

555-555-5555

First Name

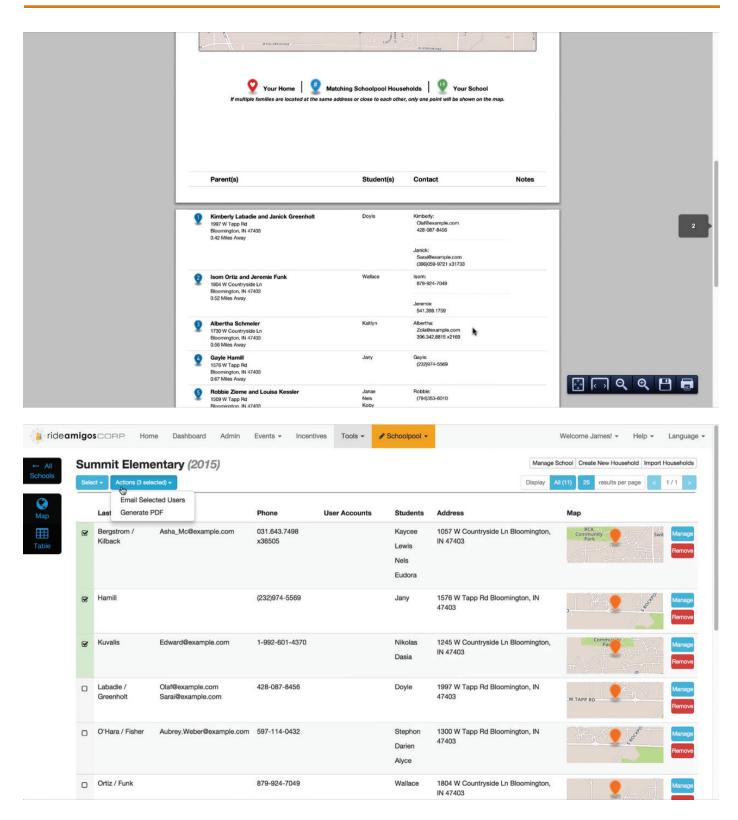
*required

Parent #2





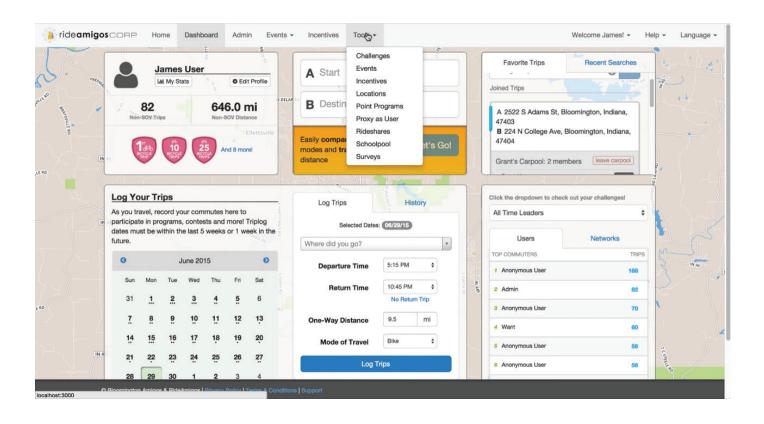






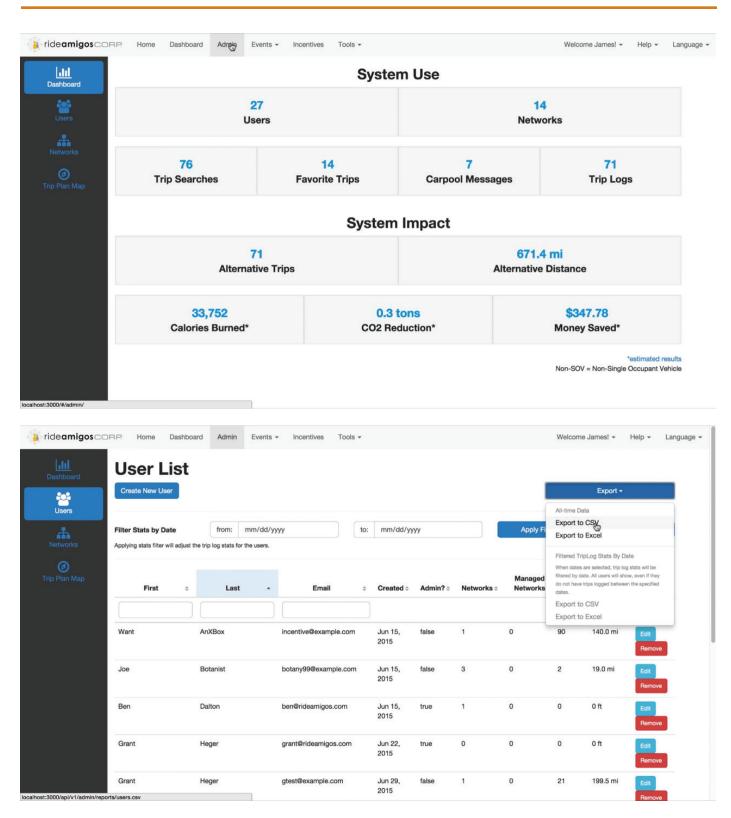
rideamigoscore

System administrators and network managers have two additional items in their account: Admin and Tools. The Admin Dashboard shows basic information for the entire system, including the number of users and networks and system impact statistics. Administrators can manage users and their information, as well as export and filter it using different criteria. From the Admin Networks page, administrators can create or edit networks and export network data and statistics. From the Admin Trip Plans Map page, administrators can view all favorite trips within the system, see where users are coming and going, and can match them with other users.

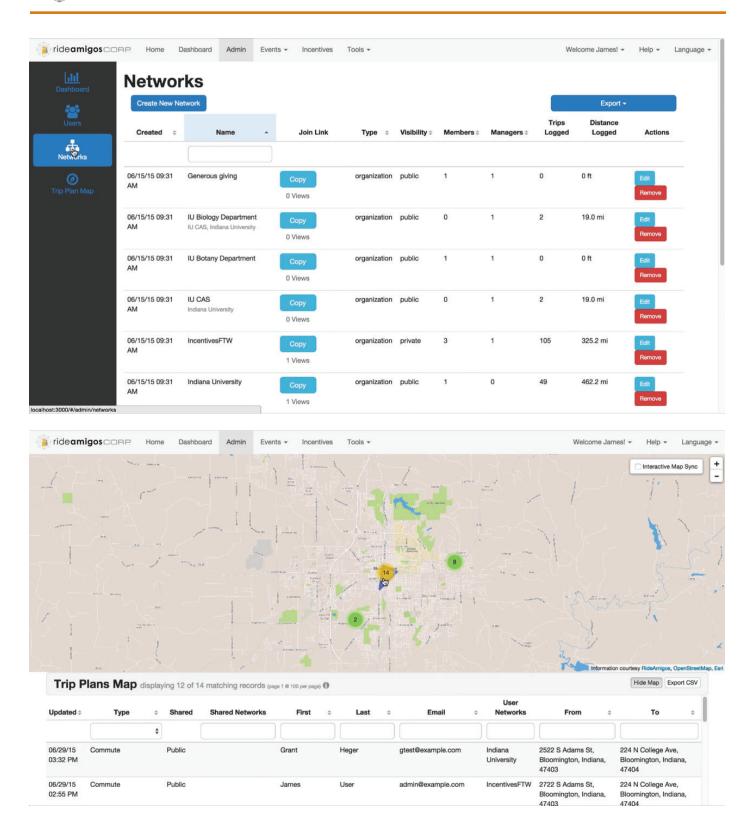






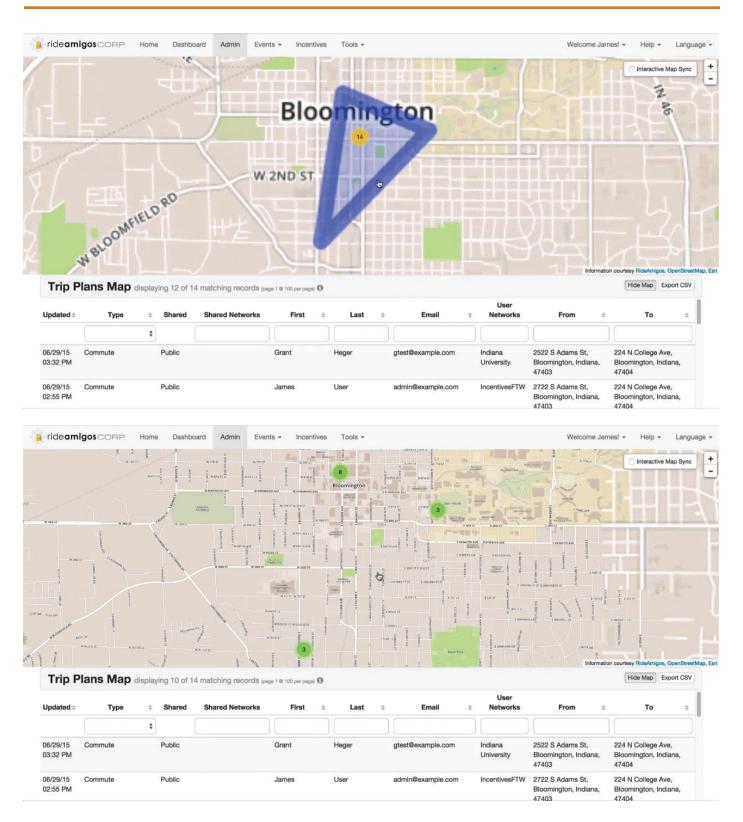




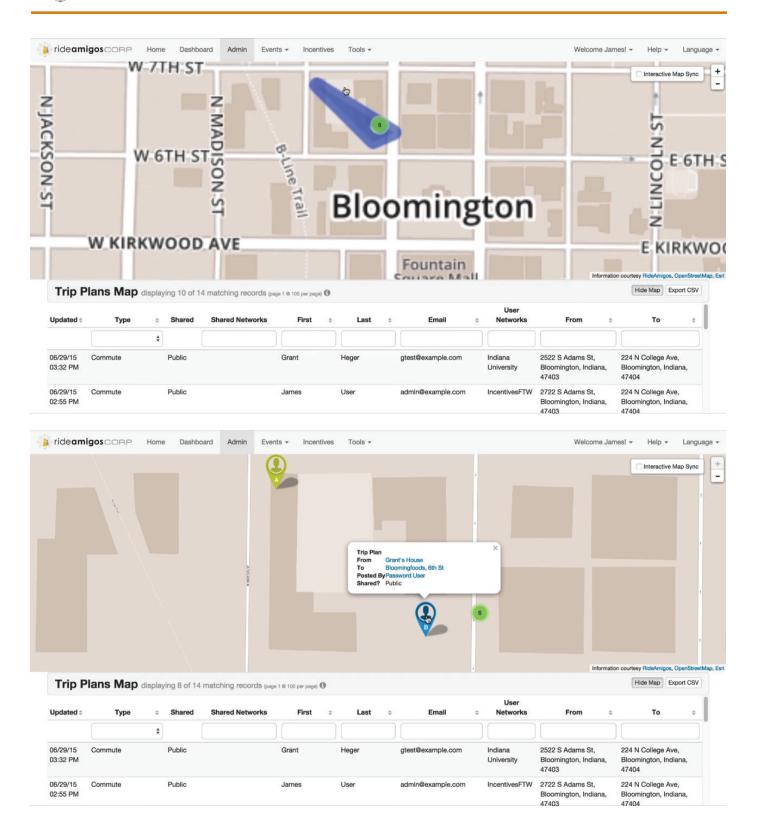
















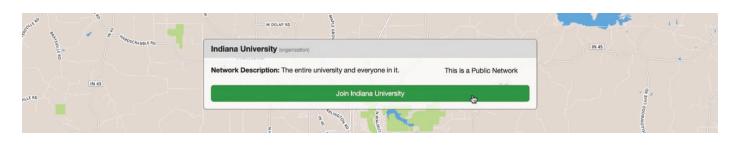
Network Management

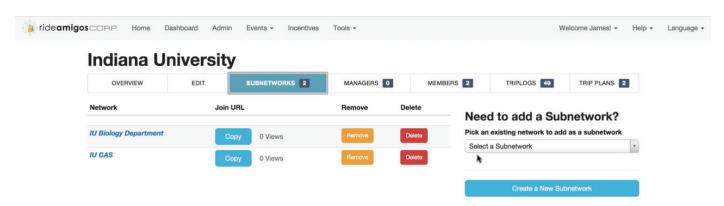
Administrators can use the Network Overview page to monitor a network's statistics and information. From the Edit tab, they can modify a network's name, location, and other details, and create custom messages for new prospective members or for current members. They can generate a custom URL to send to prospective members, which allows individuals to join with one click. Another feature allows administrators to use sub-networks in order to report on larger regions or companies without having to aggregate data. From the Members tab, administrators can export reports on trip log statistics for every member. From the Triplogs tab, administrators can search historical trip logs and filter them by any mode or user. From the Trip Plans tab, administrators can see favorite trips that users share within the network.

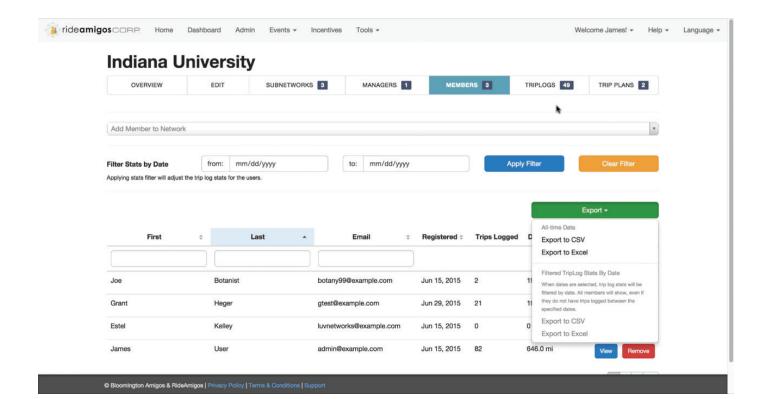
Indiana University SUBNETWORKS 2 MANAGERS 0 MEMBERS 1 TRIPLOGS 49 TRIP PLANS 1 0 49 2 Members Subnetworks Managers Trips Logged 462.2 mi 20,438 342 lbs \$229.36 **Distance Logged Calories Burned CO2 Reduction Money Saved** Indiana University OVERVIEW SUBNETWORKS 2 MANAGERS 0 MEMBERS 1 TRIPLOGS 49 TRIP PLANS 1 Shareable Join URL Indiana University http://localhost:3000/s/indiana-university The entire university and everyone in it. organization Is this network Public? Yes No Message to joining members Tags his will show on the network page to non-members before they join. Location Join our network for amazing challenges and incentives! Address Line 1 Address Line 2 Message to current members City Select a State Zip Code This will show on the network page to current members. Good day everyone! Don't forget about our monthly bike ride from downtown to the lake on Saturday!





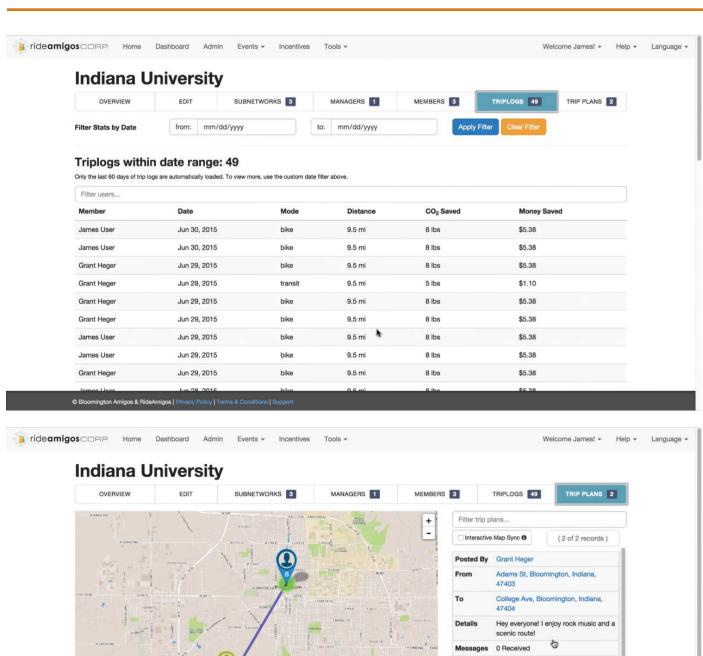














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Created

Posted By

То

Details

Jun 29, 2015 Jun 29, 2015

James User

Adams St, Bloomington, Indiana,

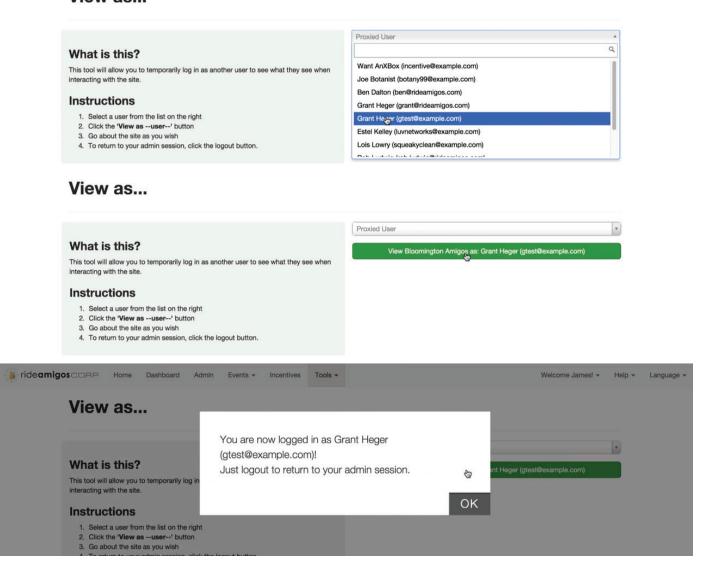
College Ave, Bloomington, Indiana,



User Proxy

Administrators can proxy as a user to assist with support requests or help users who can't get to a computer. When they are signed in as a specific user, they can log trips, update favorite ones, and edit account information. When the administrator signs out of the user account, they automatically return to their administrator account.

View as...







Ridesharing with Lyft Line, UberPool, and Split

Lyft Line and UberPool are ridesharing options within the Lyft and Uber apps. Split is its own stand-alone app. Currently available in a just a few cities, these options allow users to ride with fellow passengers who are headed in the same direction.

For Lyft Line and UberPool, the user designates their pick-up and drop-off locations and chooses the number of people in their party (a maximum of two per party). For Split, the app designates pick-up and drop-off spots close to the user's location and destination. Once the user has been matched, they receive access to the driver's and other passengers' information, such as names and photos.

The additional passenger(s) add a few extra minutes to the trip, but this inconvenience is counterbalanced by a discounted rate for the ride.







Ridesharing with Scoop

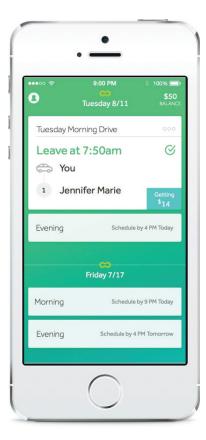
Scoop is a mobile app, currently serving the Bay Area, where users schedule commutes ahead of time to get matched in a carpool. Users choose to drive or ride, and must schedule morning and afternoon commutes separately. Scoop then creates carpools for the user within a trusted network of neighbors and co-workers.

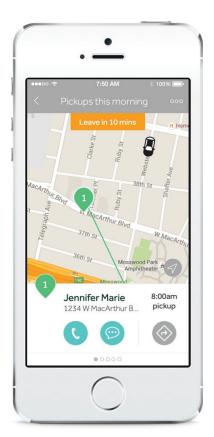
Scoop handles the matching, routing, payments, and also guarantees a ride home. For every trip, Scoop creates a custom carpool based on the user's schedule and trip preferences. The app minimizes trip time by both using a traffic-predictive matching system and by considering factors like employer, past trips, and routes.

Scoop uses flat rate, surge-free pricing based on the commute distance. Every ride is \$10 or less, so users always know their share of the cost as a rider, or their reimbursement as a driver. Driver reimbursements can be used toward future trips or withdrawn directly to a bank account.

Scoop also has a Guaranteed Ride Home program. If a rider used Scoop to get to work, and Scoop is unable to fulfill their ride back home, Scoop will cover the cost of their usual transportation home, such as public transit. If the user normally drives to work, Scoop will fully reimburse the user for an alternative ride home via taxi or public transportation.













Ridesharing with Slice Rides and Zimride

Slice Rides and Zimride are customized private online ride-matching networks aimed at universities, companies, and organizations. Both allow users to offer or request rides with classmates or coworkers for commutes, meetings, road trips, or popular events. Both services also require specialized credentials to log in and use the services. Zimride is backed by Enterprise Rent-A-Car.

Slice Rides

A trusted commute network for professionals



Slice Rides is Easy

Network and split costs by offering or taking rides with professionals on your way to work



Slice Rides is Custom

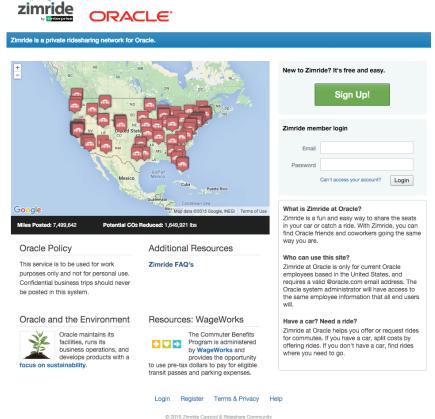
Personalize your ride options by connecting social accounts and rating users



Slice Rides is Secure

New professionals are verified by their company or invited by corporate users









Other Ridesharing Options

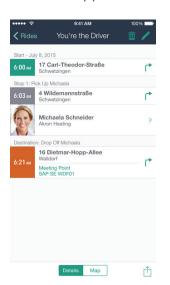
Carma Carpooling, Carzac, Duet, MüV, Ride, and TwoGo are all apps that match their users with people traveling in the same direction who want to share the commute. Users browse profiles, send messages, and can invite friends, neighbors, and colleagues.

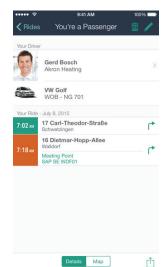
These apps work by requiring the users to select meeting points near their homes and work sites such as coffee shops or grocery stores that they are willing to pick riders up at, or be picked up at. Users enter their daily and weekly schedules into the apps and are notified when someone requests a ride or when a ride becomes available. Drivers and riders can decline for any reason. All of these apps have a simple interface where the rider taps a "start" button when they hop in, and an "end" button when they hop out.

Duet is slightly different from the others in that it uses a more stripped down approach that requires the user to do more of the ridematching footwork themselves. With Duet it is up to the user to send messages to other Duet members to coordinate scheduling, preferences, and whether or not to exchange payments for rides.

Carma Carpooling, Carzac, MüV, and Ride require riders to pay the driver through the app, where payments are deducted automatically via in-app transfers. On Carma Carpooling, riders pay \$1 for the first mile, 20¢ per mile after that, and then 8¢ per mile after you have traveled at least 15 miles. 85% of payments go to the driver, and 15% go to Carma. Alternatively, Carma Carpooling also allows drivers to give free rides by adding people to their "favorites" screen. Carzac riders pay a flat fee of 20¢ per mile, where the drivers receive 90% of those fees. It is not clear how MüV calculates its fees and whether or not it takes a percentage of them. Ride charges riders 10¢ per mile, and seemingly passes 100% of collected fees on to the driver. It is not clear if TwoGo has any payment features, and Duet does not facilitate any monetary exchange between members, and as such is a free to use app.

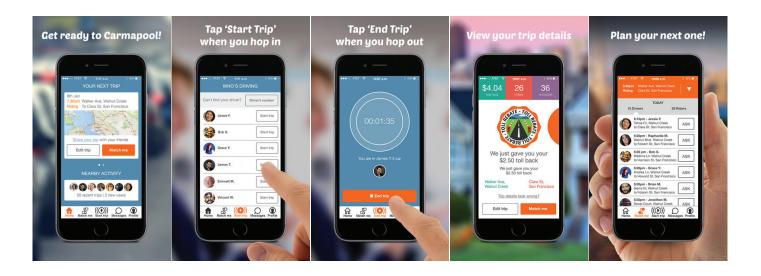


















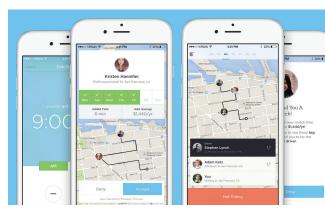










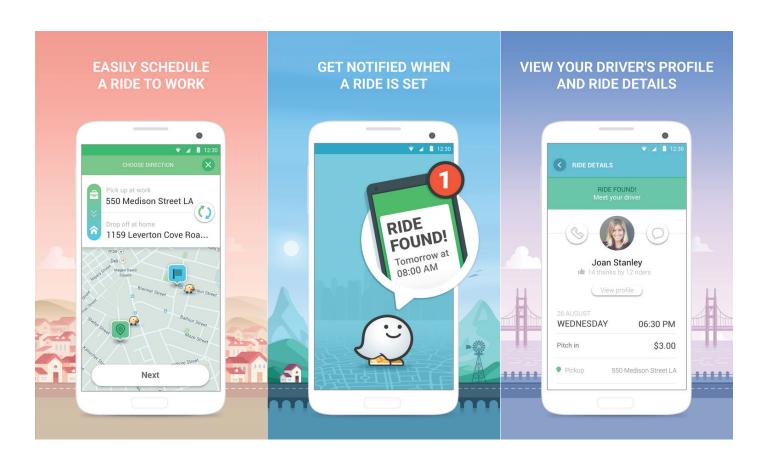






Ridesharing with Waze RideWith

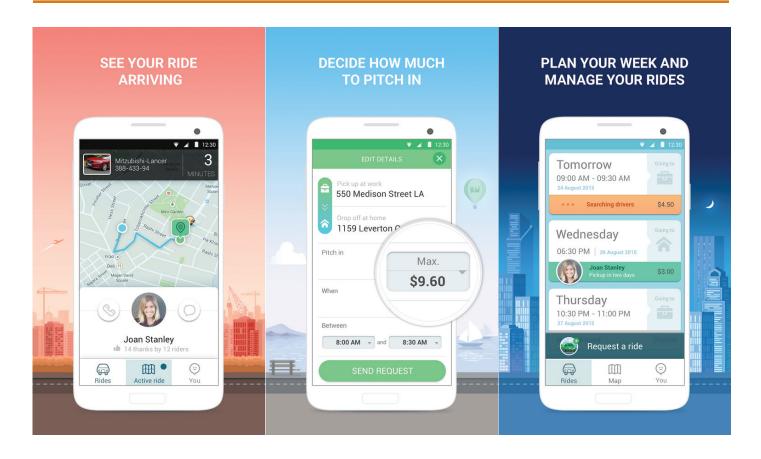
Waze RideWith is currently in beta and uses GPS mapping to connect verified drivers and passengers with similar travel itineraries. RideWith is available to users for a maximum of two trips a day, ideally from home to work and back. The app suggests requesting a ride the day before in order to increase the chances of finding a trip.



Under the Rides tab, users search for a driver who can take them to a destination on their way to work. Driver and passenger information can be viewed from the Profile tab, which shows a photo, phone number, email, commute type, and destination. The Maps tab provides real-time updates on the location of the ride.







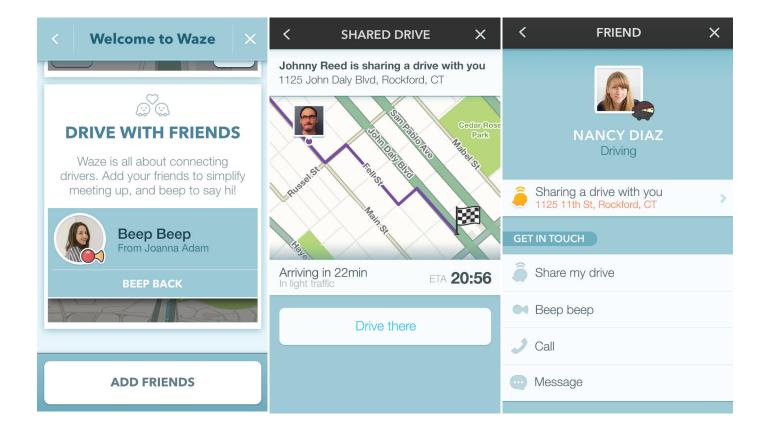
Once they have arrived at their destination, users pay for their ride through the app. RideWith calculates a suggested amount based on estimated wear and fuel cost for the distance traveled. It's unclear if RideWith adds any other fees for using their service.





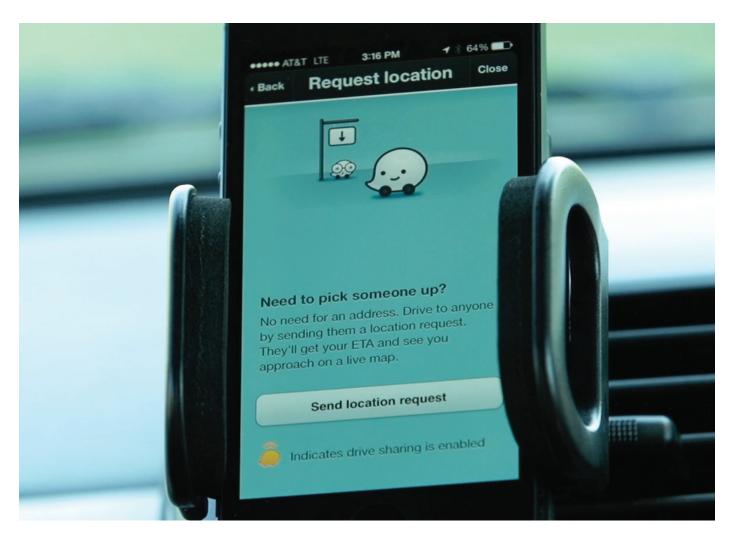
Ridesharing with Waze

The original Waze social GPS and live traffic app allows you to see real-time ETAs for anyone you are meeting, as well as anyone using Waze who is coming to your destination. The app also allows you to share a URL with a live map of your location and route with friends, family, and businesses associates who are not using Waze. They can see where you are on the map and track your progress to the destination.









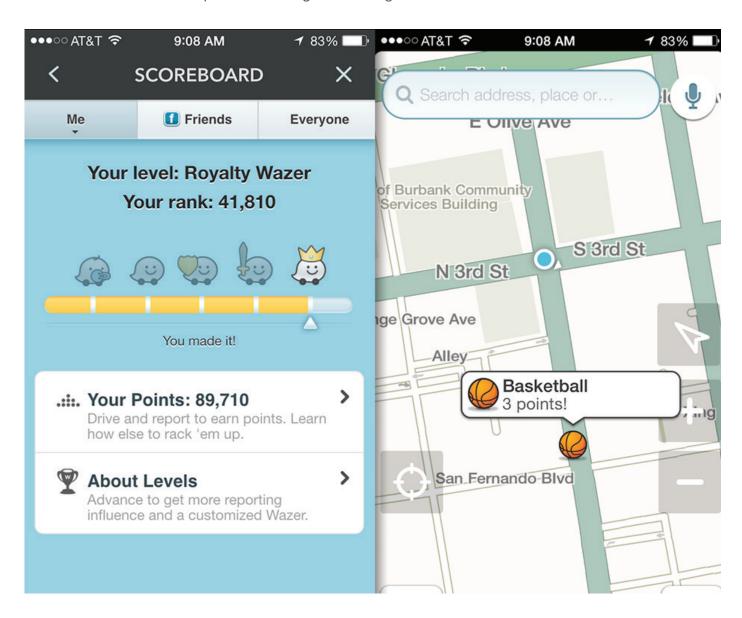
Waze can be used to share a users pick-up location and provide step-by-step navigation for the driver. Privacy protection in the app lets users go invisible and hide their location from others at any time.





Gamification and Social Networking with Waze

The big attraction of the original Waze app is its task and reward system that creates localized communities of drivers. While Waze owns the map rights, the actual navigational system is from crowd-sourced user data since drivers constantly contribute updates, from road conditions to traffic, which might be useful for other drivers. Users are awarded points and badges for their good deeds.







Waze also includes real-time gas prices, exclusive discounts on fuel at certain retailers, and information for major traffic events. The objective of Waze is not to simply provide directions, but to find the fastest and most helpful route to a destination through user-contributed feedback.



Waze collects information about every user based on the actions they take. The app learns about the user's habits, preferences, and driving behavior. Waze uses this data to form a very personalized relationship with the user. For example, Waze remembers a particular route that a user takes every day at the same time, and the app could ask a prompting question like "Would you like to go to work now?"





Gamification and Social Networking with From5To4

Participants are encouraged ditch their car for traveling to work at least once a week. They do this by playing the From5To4 game as an individual and a team member. The more intelligently a user travels to and from work, the more points and prizes they earn.



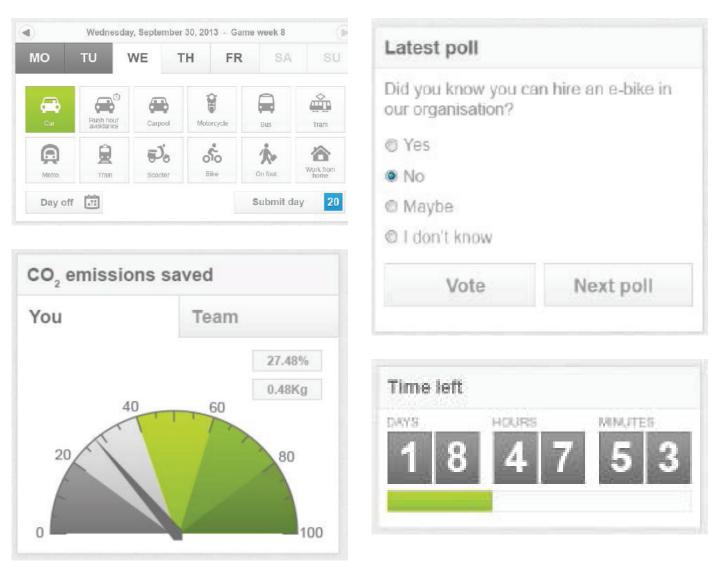
Users enter their travel information online or the mobile app and earn points based on the mode of transportation they use or the number of trips avoided (i.e., working from home). They can also earn points by taking short surveys, completing Pop-Up tasks, and encouraging others to rideshare.

Points are calculated for individuals and for each team. Users can see how well they and their team are doing in comparison to others by looking at the online ranking table, which lists the top 10 players, top 10 teams, and record holders for the different activities.





Each user has their own personal avatar, which functions as a coach to encourage people to leave their car at home at lest one day a week. The avatar delivers messages about any events taking place, advice and tips, requests to complete surveys in return for extra points, and general motivational messages. Points can be converted into virtual rewards to personalize avatars, such as clothing, gadgets, etc. Depending on the arrangement with the participating employer, real prizes may be available.



Data outputs include modal share data, travel distances, carbon savings, fuel savings, calories burned, and days telecommuting.

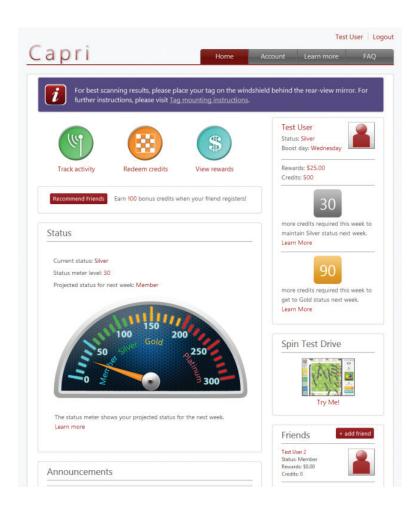


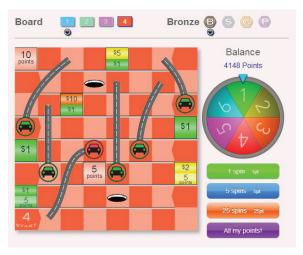


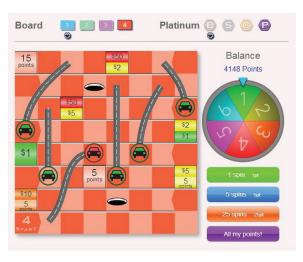
Gamification and Social Networking with Capri

Drivers who arrive on the Stanford campus during off-peak hours earn 10 credits and have their arrival time verified by scanners located at entry points. Drivers get additional credits by parking at lesser-used lots.

Participants who bike or walk at least a mile to campus earn 10 credits for the first mile and 3 credits for each additional mile (up to a maximum of 25 credits every morning and evening on normal workdays). Their trips are verified by an app that uses GPS to check where the trip starts and ends, as well as the distance traveled.



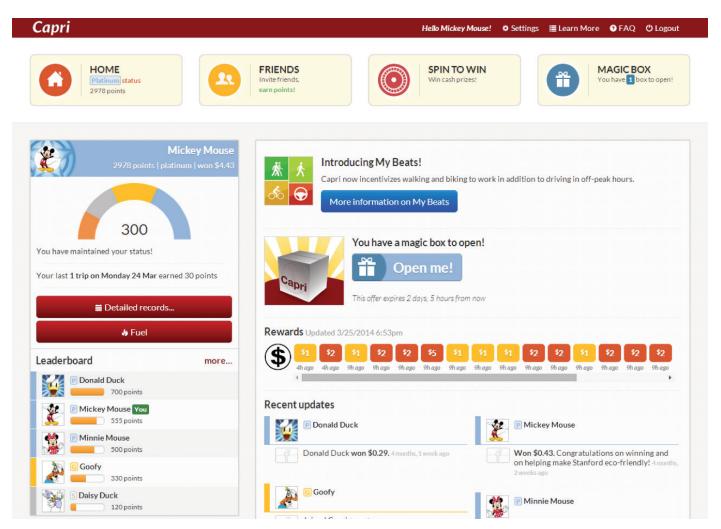








Users can spend credits in an online game of chance that pays cash prizes between \$2 to \$50 or cash in credits for a modest amount of cash.



Raffle Effect and Leveling Up

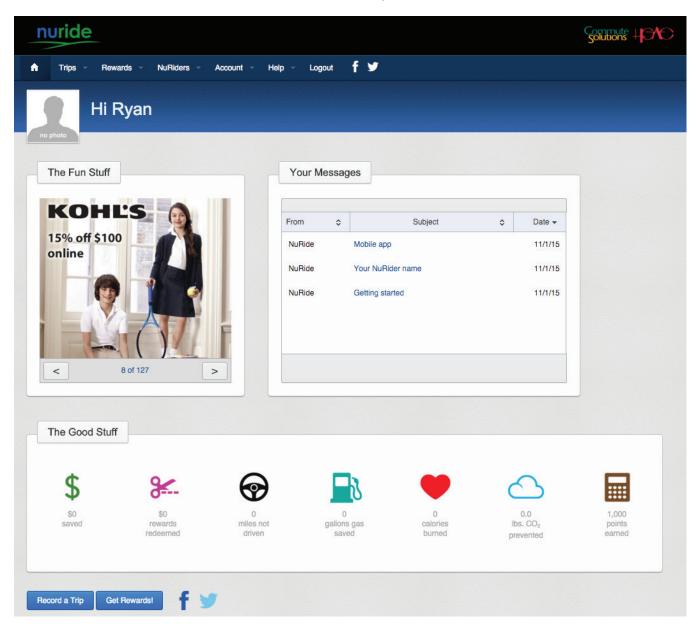
Capri offers random raffle-style rewards, amplifying the amount of money a user can win. The frequency of targeted commutes determines a user's status, ranging from bronze to platinum, which also boosts the size of potential rewards. Users can see their participating friends' performance and rewards and receive extra credits by inviting other friends to join.





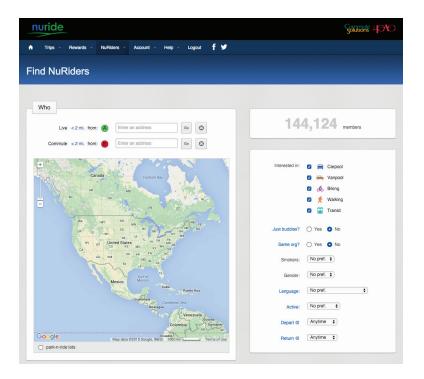
Gamification with NuRide

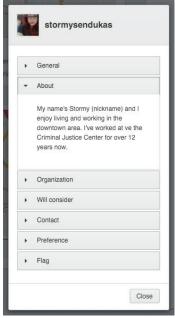
NuRide is a ridematching website where users get rewards when they walk, bike, telecommute, carpool, vanpool, take the train, subway, or bus, or work a compressed week. When a user records their trips, they earn NuRide points based on their trip distance, cost savings, and emissions reduction. They can then redeem their points for rewards provided by local and national sponsors based on where the user lives and travels. Rewards change throughout the year, and are typically restaurant coupons, retailer discounts, and tickets to shows and attractions. Users can accumulate points to use for more valuable rewards.

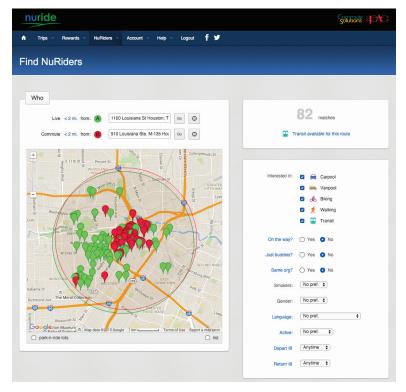


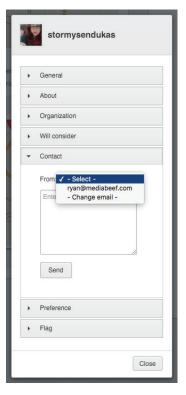










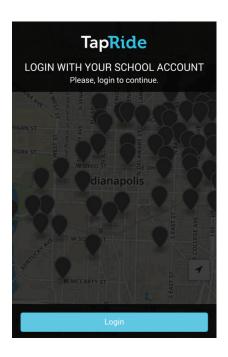


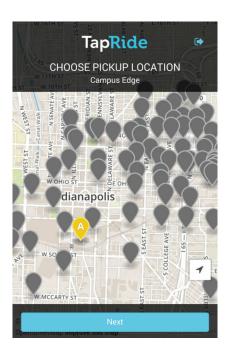


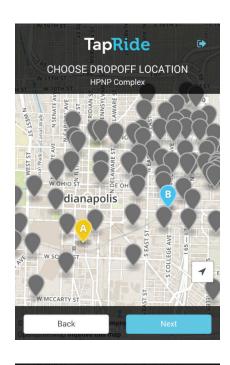


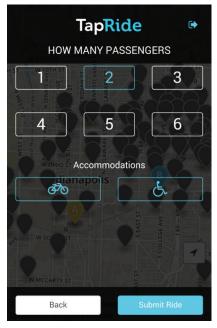
Ride Hailing and Dispatching with TapRide

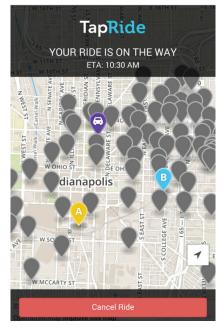
TapRide is a ride hailing and dispatching suite of applications. Riders log in to a mobile app using a user-name/password or Gmail login, which takes them to a map-based interface to request a ride. They select their pick-up and drop-off locations, list the number of riders they are traveling with, and request a ride.

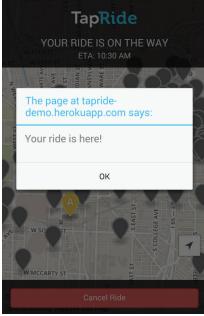








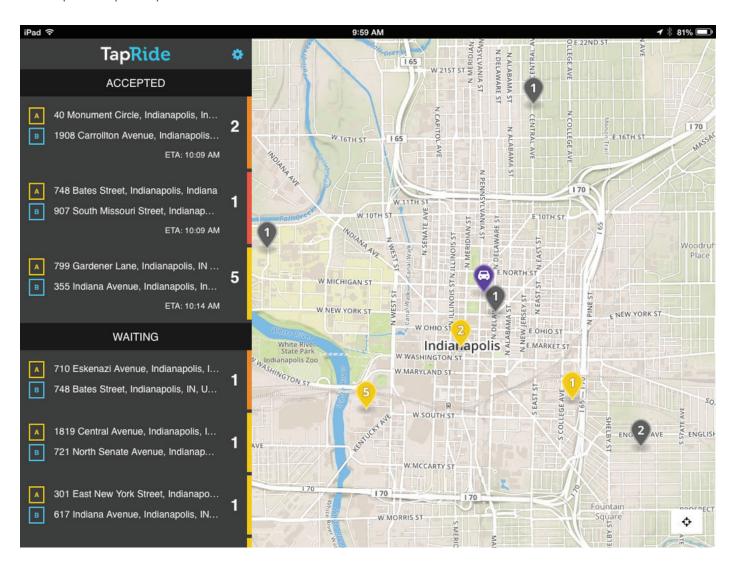








Ride requests are sent directly to drivers via the TapRide app. A push notification is sent to the rider when the driver accepts their ride. Drivers press a digital button labeled "honk" to notify riders that they have arrived and notifications are also sent to the riders' smartphone alerting them that the driver has arrived at the requested pick-up location.



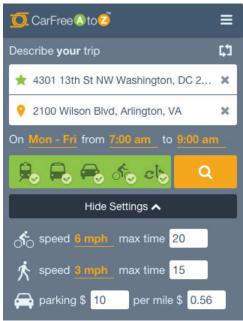
Administrators can limit the geographic area(s) where riders make ride requests. Riders can request rides from pre-determined pickup and drop-off locations, as well as from anywhere within the geofenced area. Administrators also have a dispatcher dashboard which provides the locations of all vehicles and pending ride requests in real time, management capabilities for issue resolution, and data reporting, such as the busiest times of the day, wait times for riders, and most popular pick-up and drop-off locations.

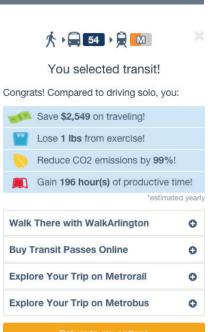


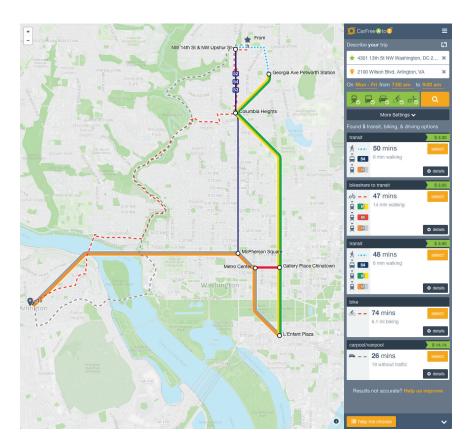


Multi-Modal Trip Planning with CarFreeAtoZ

CarFreeAtoZ is a multimodal trip planning and comparison tool for the Washington region. It features a dashboard where users enter their start and end locations, typical travel times, and the different travel modes they want to compare.





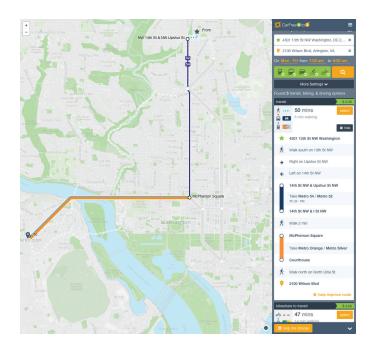


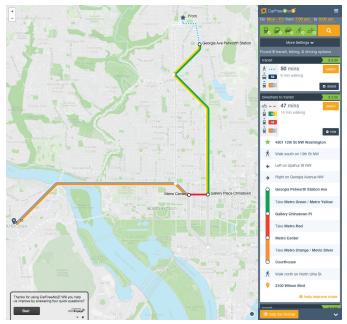
Once the user has entered their criteria, the system sorts travel options using a combination of details, including cost, calories burned, ease, and time, and displays routes for these travel options on a large map.

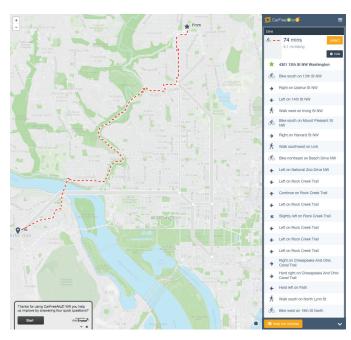
Selecting the details button for any given travel option will display step-by-step directions on the map. The select button will display the criteria used to rate a specific travel option, including savings, reduction in CO2 emissions, and health benefits.

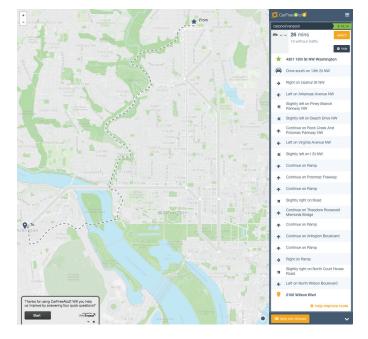










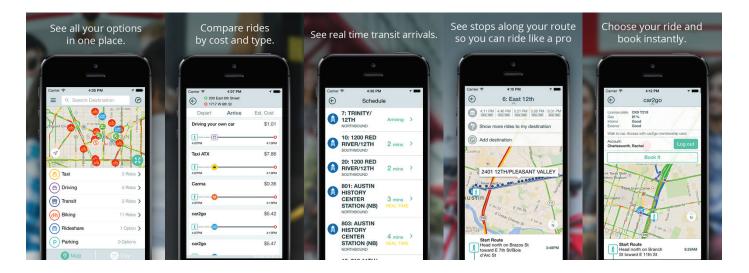






Multi-Modal Trip Planning with RideScout

RideScout aggregates transportation options on its mobile app. Using predictive technology, RideScout shows users transit, taxi, rideshare, carshare, bikeshare, carpool, walking, biking, driving, and parking options in one view, with real-time transit departures and traffic integration. Through GlobeSherpa they have also integrated booking, ticketing, and payment in several major cities. Users are able to compare all available public, private, and social transportation options in real time on their mobile device, compare rides by cost and type, select the one they want, and pay for the ride or access it, with just a few taps.





Competitor Feature Matrix

Vendor	Dashboard	Ridematch Widget	Ridematching	Events	School Pool	Multimodal Trip Report	User Proxy	Real-time Traffic	Gamification	Incentives/ Prizes	Credits/ Points	Challenges	Rankings/ Leaderboard	Level Up	Badges	Social Networking	Custom Avatars	\$ / CO ₂ / Cal.	Website
Congestion and Parking Relief Incentives (CAPRI)																			discontinued
CarFreeAtoZ																			carfreeatoz.com
Carma Carpooling																			carmacarpool.com
Carzac																			carzac.com
Duet																			duetinc.com
From5To4																			f5t4.co.uk
Lyft Line																			lyft.com/line
MüV																			muv2work.com
NuRide																			nuride.com
Ride																			ride.com
RideAmigos																			rideamigos.com
RideScout																			ridescout.com
Scoop																			takescoop.com
Slice Rides																			slicerides.com
Split																			split.us
TapRide																			tapridemobile.com
TwoGo																			twogo.com
UberPool																			get.uber.com/cl/uberp
Waze / RideWith																			waze.com/ridewith
Zimride																			zimride.com

