



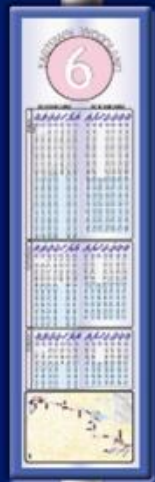
Building Public/Private Partnerships: The Rapid's Employment Transportation Services

Kevin Wisselink

Employment Transportation:

Communities Collaborating for Economic Success

September 16, 2009



The Rapid's Employer Partnerships

Business Transportation Services

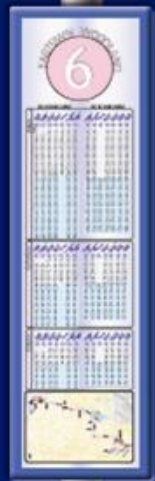
Employer Advisory Committee

Employee Bus Pass Program

Vanpool Program

County Connection

Carpool Matching Program

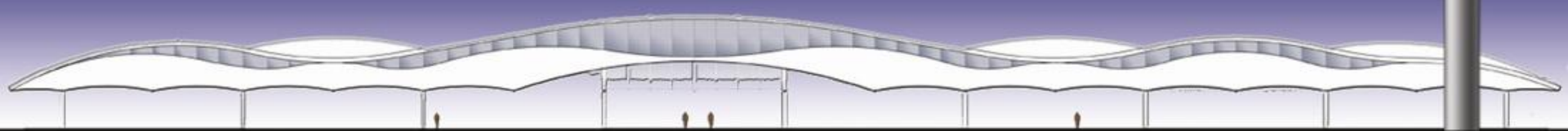


County Connection

Local employers brought forward the need for employment transportation outside The Rapid's service area and service times

County Connection provides countywide 24 hour a day, 7 day a week employment transportation service

Funded by Job Access Reverse Commute grant



Carpool Matching Program

- The Rapid has an online carpool matching service available to everyone in western Michigan
- Service is another attempt to provide regional transportation options and extend the reach of transit services
- Success dependent upon partnership of local employers



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Welcome to Spectrum Health GreenRide!

NOTICE TO STAFF: To participate in the GreenRide program, you will have to access the GreenRide website. The GreenRide program is not affiliated with Spectrum Health in any way. Your participation in the GreenRide program is voluntary. To participate in the program, you may be asked to provide private information such as your address and telephone number, and if you provide that information GreenRide may make it available to others. Spectrum Health assumes no responsibility for the release of your personal information.

GreenRide is a web-based application that promotes the use of alternative transportation within the Grand Rapids and the Western Michigan community, including the counties of Allegan, Kent, Muskegon, and Ottawa. By encouraging your staff to leave their cars at home, we help preserve air quality, decrease traffic congestion, conserve fuel and promote better health.

GreenRide helps you find carpool partners by searching for other employees who live near you and have similar schedules and lifestyle preferences.

For any questions, comments or concerns with the GreenRide system, contact Security at 774-5171.

Driving with a fellow employee

Reduces commuting costs by 50% by just riding with one person.

Bicycling

Walking



SAVINGS CALCULATOR

[Calculate Carpool Savings >](#)

HOW CARPOOL MATCHING WORKS

STEP ONE: Entering your personal information

The first step in searching for potential carpool matches is to enter your personal carpool information. Using these details allow us to provide the most accurate matches possible. An important step in the collection of your information is for us to map your address using our custom mapping service. If we cannot map your address, you may be asked to pick the closest address from a list or an interactive map.

The logo for GREENRIDE is displayed in a stylized, green, 3D font. It is positioned above a banner that features a landscape with a road and icons for a car, a bicycle, a bus, and a group of people.

Home Address:

[*]

example: "123 Main St"

Additional Address Information:

example: "Apt A" or "Suite 101"

Nearest Intersection:



example: "Main St and 3rd St"

1

2

3

HOW CARPOOL MATCHING WORKS

STEP TWO: Searching potential carpool matches

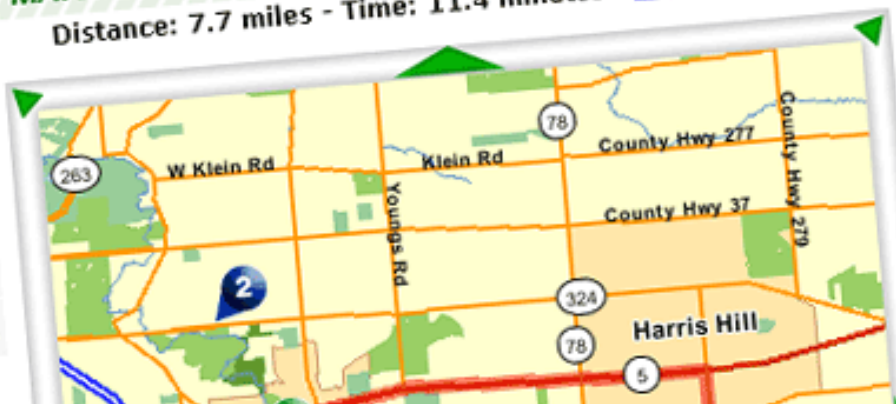
Once we have collected the information needed, you may begin searching for potential carpool matches. The search will compare the various pieces of information you provided with information from other users. You will then be provided with lists of potential matches and maps to visually identify their routes.

POTENTIAL MATCHES

Icon	Name	More »
1	George	More »
2	Maria	More »
3	Amy	More »
4	Jon	More »
5	Stephanie	More »

MATCHES MAP

Distance: 7.7 miles - Time: 11.4 minutes - [View Directions](#)



1 2 3

HOW CARPOOL MATCHING WORKS

STEP THREE: Contacting potential carpool matches

You can begin comparing carpool information using the maps and additional information from your potential matches. Once you have identified a match you may contact that person by sending them an email via the site. This system ensures that all your vital personal information is kept secure.

Start Time: 7:00 AM +/- 30 min
End Time: 4:00 PM +/- 30 min
Is a smoker? No
Available to drive? Yes



TAKE THE NEXT STEP...

You can contact your potential match via email using the form below.



SEND EMAIL

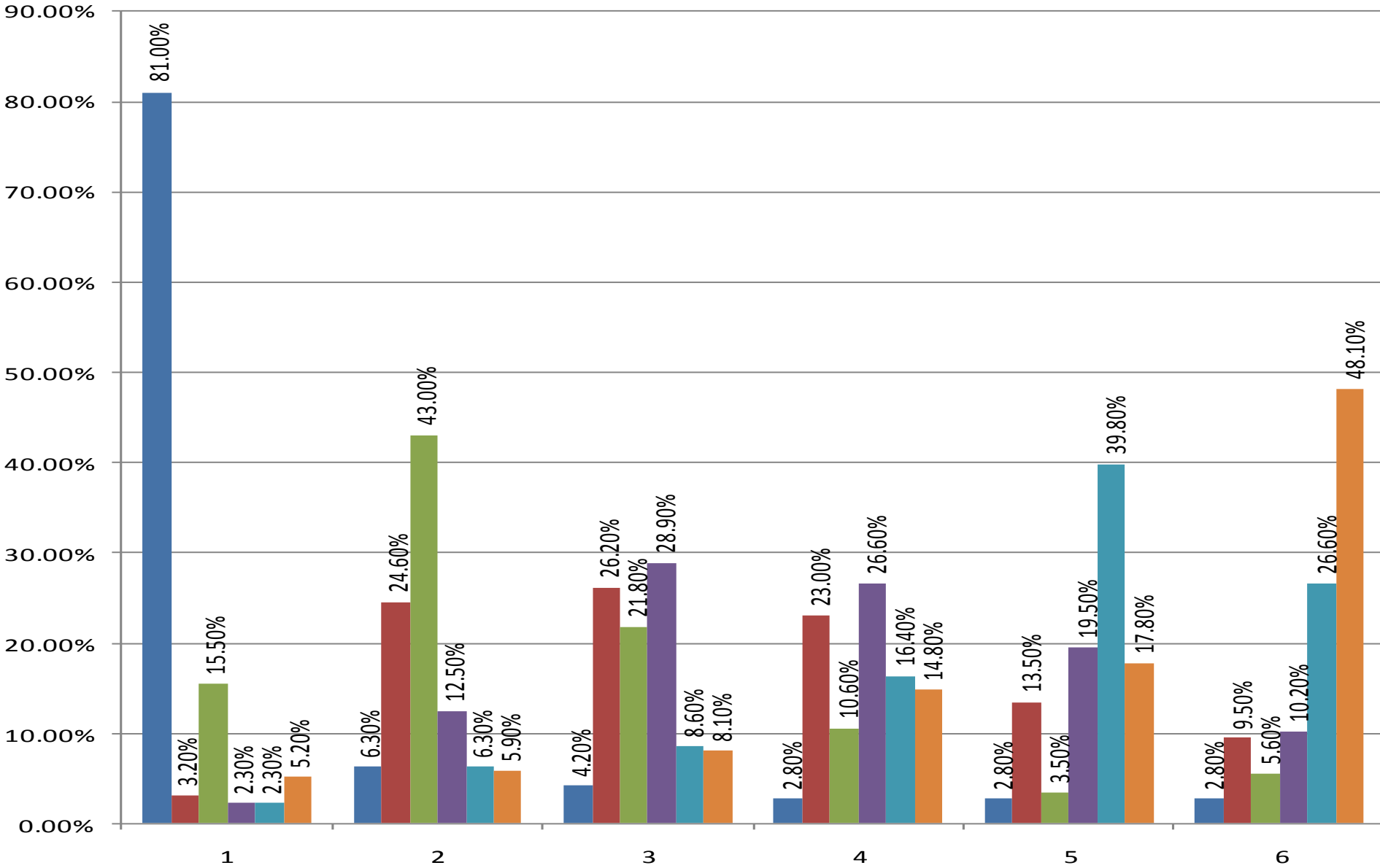


Subject: GreenRide - Carpool Matching

Message:

1 2 3

Why do you carpool? Rank by importance 1-6, 1 being most important, 6 being least.



Financial savings

Convenience

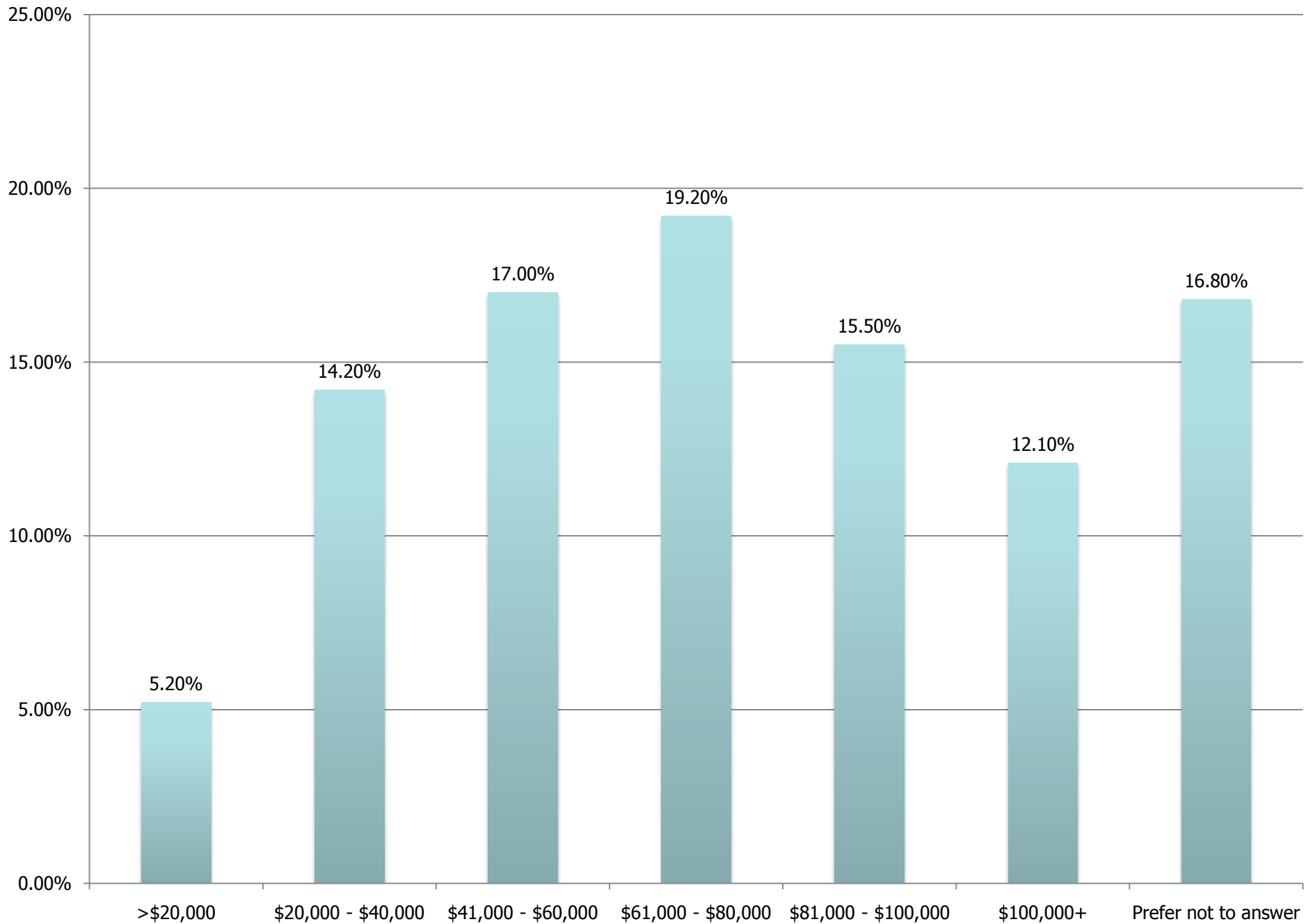
Green/ Eco-friendly

Gives me time to relax or read

I don't like to drive

Parking issues

What is your combined annual household income?



Public Private Partnerships

Company/Organization	West Michigan Employees	Rank
	13,000	1
	7,000	2
	5,000	4
	3,900	5

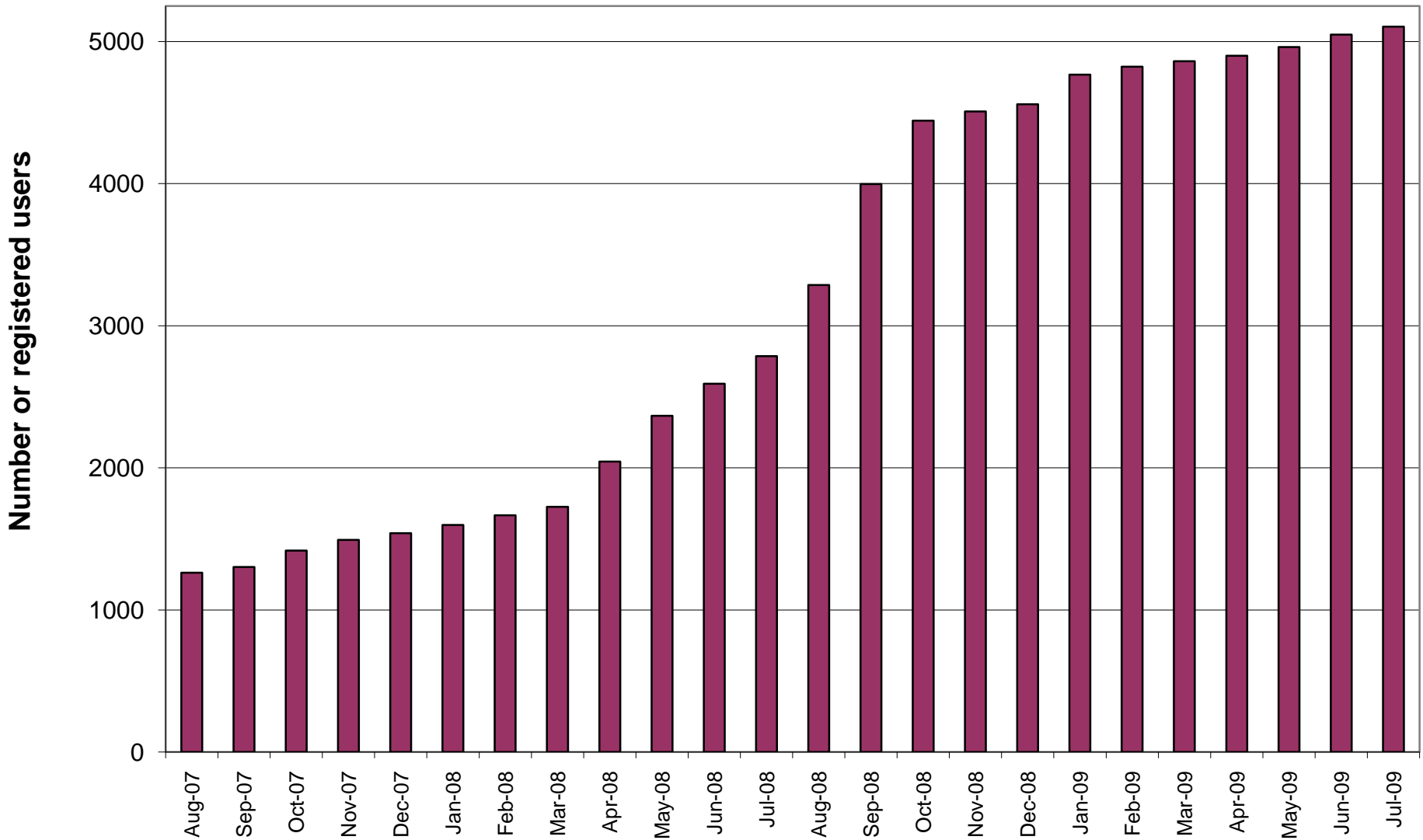


Public Private Partnerships

Company/Organization	West Michigan Employees	Rank
	2,500	13
	2,023	20
	1,900	25
	1,500	33
	1,250	42



Greenride Usage Report: August 2007 to July 2009



Benefits of Ride Matching Program

Represents relatively low cost method to provide carpool options to the public

Very easy to implement – the key is getting people to sign up so that matches occur

Marketing can be integrated into the other transportation services that you provide

Can be conducted by a Transportation Management Agency, Public TranAgency, or any other agency interested in promoting rideshare



Extending Rideshare Benefits to traditionally underserved populations

Market program to target populations – anybody can use these resources

Provide incentives for people to carpool with those who do not have their own vehicle – ex. reimburse mileage, provide gas cards

Partner with local employers and employment agencies to promote services to existing and potential employees





776-1100
www.ridetherapid.org

Thank you for your time!

Kevin Wisselink
kwisselink@ridetherapid.org
616-456-7514

