

Carpool, Transit and Park and Ride Lot Information in the Capital District



One Stop Shopping

Capital District Transportation Committee June 3, 2008



Background

- CDTC is the MPO for the Capital District (NY) Region (approximately 800,000 residents).
- CDTC has offered a free Carpool Service since 1989.
- Initially, the carpool service was a published monthly tabloid and was delivered to office buildings and retail establishments.
- The carpool service went “on-line” in 1991.
- Both the tabloid and the on-line version are called the *Commuter Register*



What is the Commuter Register

- The Commuter Register is a full bodied website that has information that commuters want:
 - allows people to advertise for free for a carpool
 - links to all area transit information (fares and schedules)
 - links to all area park and ride lots with directions to the lots
 - links to GRH information and participation forms
 - provides car care articles
 - provides links to other transportation sites, such as NYSDOT, Albany Airport, Thruway Authority, Trailways, Greyhound...
- Should be used a lot, right?



Usage of the Commuter Register

- Well...not really.
 - Driving forces have not been in place--little congestion, minimal air pollution, free or low cost parking, low price of fuel.
- Historically usage has been low. CDTC efforts have matched usage.
- Carpool formation does occur--about 1 in 5 find a carpool (was 1 in 3).



Current Interest & User Feedback

- Skyrocketing fuel price and green theme is spurring interest
- Have reached last years level of interest already
- Users complain that site is “Clunky”
- Self-matching not efficient
 - Knowledge of area geography is needed
- Needs Catchy Name and PR



Steps Taken

- Worked with area transit property (CDTA)
- Developed a RFP for a GIS carpool matching platform
- GreenRide chosen as platform
- CDTA's TDM (CMAAQ) grant source of funding
- New branding to complement CDTA's recent branding of iRide



New Name

iPool2

New Website

www.iPool2.org



Benefits of Website

- **Free** to all
- Employers can promote site
 - Link to Site on Homepage
 - Green Theme
 - Save Money Theme
- Employers can encourage use
 - Flexible Schedules
 - Preferential Parking for Carpoolers
 - Occasional Use parking for Carpoolers and Transit Users
 - Bus Pass Subsidies
 - Bus Pass Purchase with Pre-Tax Dollars (Internal Revenue Code Section 132)
- Can help reduce fuel use, greenhouse gas emissions, and congestion



Questions?

- Email:

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- Current Website:

www.commuter-register.org

- New Website: (July unveiling)

www.iPool2.org