

Update on Region's Implementation of Rideshare Measures

The contract for the region's current rideshare database/website, River Cities Rideshare, concludes in spring of 2011. CAMPO staff is preparing an RFP for a consultant to develop the architecture for a rideshare system that interacts seamlessly with the new Commute Solutions "One-Stop Shop" website

River Cities Rideshare – 10/01/09 - 9/30/10

Total users 1350
Total users added 518
Total user sessions 2048
Avg match/search 3
Avg route distance 30.16 miles
Total miles saved 1,377,172
VOC saved 1,961,093 grams
NOx saved 1,101,737 grams
CO2 saved 1, 296,434 lbs

In November NuRide launched an incentive-based rideshare pilot project. This year-long program is sponsored by Schlosser Development in collaboration with CAMPO and Capital Metro. The program, called 'Park it for the Market,' rewards individuals throughout the greater Austin area when they choose to 'park' their car at home and take a greener trip by walking, biking, telecommuting, carpooling, vanpooling or taking public transportation. Participants accrue points for each eligible trip and redeem them for discounts and special offers from more than 50 restaurants and retailers. Weekly prize drawings for \$100 "Market District" gift cards are an additional incentive.

NuRide – 10/01/10 – 12/01/10

Total NuRiders: 373
Total Active NuRiders: 238 (64% of total)
Rideshare trips: 3,505
Reduced Miles (VMT): 210,272
Gallons of gas saved: 10,042
Reduced NOx (tons): 0.14
Reduced VOC (tons): 0.14
Reduced CO2 (tons): 98.69

NOTE: River Cities Rideshare and NuRide use different assumptions and definitions in their reporting. The results should not be used for direct comparison.