TripSpark's Ridesharing Ecosystem

Supporting your agency's role in providing alternative transportation options throughout your region – improving congestion, economic viability, environmental health, and quality of life.

Software solutions for your complete Multi-Modal Demand Management program, including ride matching, promotion, vanpool faring, and reporting.

TripSpark
MOVING ≫ ≪ TOGETHER

WHO WE ARE

TripSpark is a people transportation technology company, operating coast to coast, across North America. Evolving from long-time industry leader, Trapeze Group, TripSpark was created to bring the latest generation of transportation technology to our partners. We provide the best ridesharing, fixed route, demand response, and paratransit transportation software solutions, with incomparable customer support and industry expertise.

More than 30 years ago, our founders began working on the complete design and implementation of the RidePro Rideshare Information System as an object-oriented, GIS-based program for ridematching operations. Today we are part of Modaxo, a global organization that is dedicated to advancing technology and innovation for people transportation.

Rideshare Services for All of Your Riders

Today, TripSpark is excited to offer metropolitan planning organizations, transit agencies, and other transportation providers, the advanced tools they need to effectively manage their rideshare services. These tools help to improve participant satisfaction, drive your organization's revenue, and overcome your most complex operational challenges.

WHY INVEST FURTHER IN RIDESHARING?

Every problem has a solution. The nature of commuting is changing faster than it has in decades, and TripSpark has been the leader in providing tools that address these problems. We continue to address convenience, safety, efficiency, flexibility, and cost-savings for our customers.

YOUR CUSTOMER EVOLUTION

Vanpooling and other ridesharing solutions, are always in high demand. Traditionally (pre-COVID), ridesharing's core ridership base was comprised of a static group of 5 to 15 commuters, heading off to work in the central business district or within a corporate park.

Today (since the onset of COVID), there are many more part-time rideshare customers commuting to their workplaces, while regular full-time commuters are more likely traveling to warehouses or manufacturing sites, far from urban centers.

This shift from the traditional ridership base has presented new challenges and created new opportunities for rideshare providers. The bottom line is that ridesharing is ripe for new services and systems, and **now is the time to take your ridesharing program to the next level.**

WHY RIDEPRO?

In a word – **flexiblity**! Our customers have told us time and again that their ridesharing programs are being challenged to innovate quickly to address the changing needs of commuters. The world isn't what it was back in 2019, and ridesharing 'options' are not ideal options anymore for many of today's commuters. As the first Multi-Modal Demand Management software of its kind, *RidePro* is the ridesharing 'pro' you and your riders can count on.

WE'RE LISTENING & TAKING THE LEAD

RidePro is the ridesharing solution you're looking for. It allows you to easily:

Your riders have spoken. They want and expect the highest value and ultimate flexibility from their ridesharing program. And we're here to help you deliver. Our goal at TripSpark is to be the gold standard in ridesharing within the industry. **Here are some of the steps we're taking to reach that goal:**

Increase program retention through value-added services like challenges, badges, and incentives

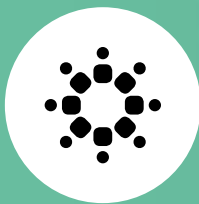Alter your fare structures to be more flexible for all your riders

Make your part-time riders an important part of your ridesharing ecosystem
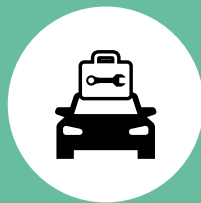
Investing in a Product Roadmap that will provide:
• Expanded NTD reporting
• Expanded vanpool matching
• Expanded fare-paying flexibility
• Real, dynamic vanpooling

Leverage TripSpark as a one-stop-shop partner, with software and in-vehicle tools for other agency operations, like fixed route and demand response

THE BENEFITS

Improved Productivity
RidePro will improve the productivity of your customer service team and increase the number of matches returned

Multi-Modal Efficiency
Automate and streamline your matching process and perform individual or batch matching of commuters with vanpools, carpools, public transit, park-and-ride, and cycling partners
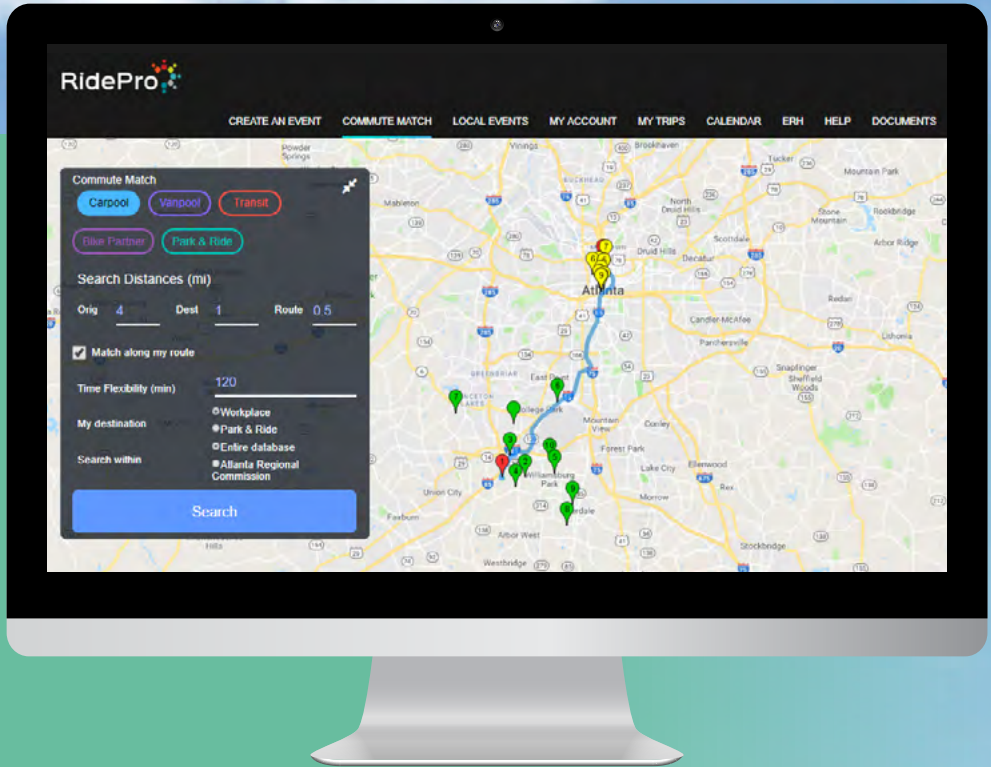
User Experience
Experience a highly interactive interface, utilizing Google Maps, without compromising your commuters' security

Customer Relationships
Maintain contact with your registrants and track your program's success with built-in email services and automated user-defined surveys

Security
Be confident with our highly secure and resilient hosting environment to house your software and database

Our People
Benefit from ongoing product development and industry-leading customer support

Your Branding
Enjoy website appearance control to brand your organization's public interfaces for your rideshare services

Marketing Tools
Manage promotional drawings, and commuter engagement initiatives

Reporting Tools
Provide extensive reporting on travel and pollution savings as well as robust NTD reporting

Shared Success
Enjoy regular substantive feature upgrades – enhancements brought forward collaboratively with customers

RIDERS AND THEIR EMPLOYERS LOVE RIDEPRO

RidePro lets commuters and their companies take charge, enabling them to:

- Manage their transportation needs through a convenient and easy-to-use interface
- Take advantage of dynamic and flexible ridesharing options, and one-time or regular commute trip matching
- Enjoy attractive, tiered fare options– tailored to individual needs as a part-time rider or full-time commuter
- Record their commutes and other trips (via website and/or their mobile device)
- Make online trip requests
- And more!

VANPOOLING

Vanpool programs are among the most cost-efficient and resilient transit modes in operation today. Capturing and reporting on all key metrics for the NTD program can be daunting and time-consuming. TripSpark simplifies and automates this process, leaving your staff free to focus on customer satisfaction and program growth.

RidePro provides rider matching and search, wait lists, ridership data collection, vehicle maintenance tracking, vanpool billing, and fare collection. Plus generating submission-ready S-10 reports, for those participating in the FTA's National Transit Database program.

Fare Flexibility

- Fares need to be simpler and more attractive for a growing part-time customer base
- Tiered fare structures accommodate light to moderate ridership too
- Flexible fares and greater exposure to a wide array of vanpool riders increases the revenue miles for your program

Dynamic Vanpool (Roadmap)

- Connect commuters to vanpool matches for their trips, on short notice. RidePro will allow them to make reservations, alert all the individuals involved, and make payments for the trip(s)

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