

COMPLETE RIDESHARING PROGRAM MANAGEMENT: MATCHING, PROMOTION AND REPORTING

TripSpark provides municipal planning organizations, transit agencies and other transportation management organizations with the tools they require to manage rideshare services. TripSpark matches commuters with many kinds of shared transportation, including carpools, vanpools, public transit, park-and-ride, and cycling partners. The system helps you promote ridesharing by allowing registrants to report their commutes, manage promotional drawings, and provide extensive reporting on travel and pollution savings. TripSpark takes advantage of the latest developments in Internet, database, and GIS technologies, delivering a robust, scalable solution that will manage the transportation requirements of tens of thousands of commuters and employers.

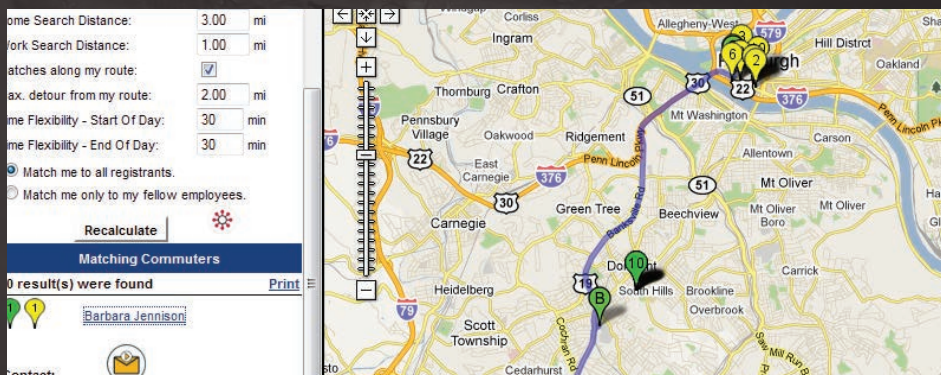
📍 KEY BENEFITS

- Automate and streamline the matching process, performing individual or batch matching of commuters with carpools, vanpools, public transportation and other services.
- Highly interactive interface utilizing Google Maps without compromising commuter security.
- Supports regular commutes and one-time (non-commute) trip matching.
- Supports integration with Facebook and Twitter social networking services, enabled at the individual's option.
- Employs website appearance control to completely brand public interfaces for the rideshare service.
- Empower commuters and companies to manage their transportation needs through a convenient, easy-to-use interface.
- Work with better information management tools that ensure that commuter, employer and service data are complete and up-to-date.
- Improve the productivity of customer service representatives and increase the number of matches returned.
- Allow commuters to record the commute and other trips (via website and/or mobile device), to support savings calculations and incentive programs such as promotional drawings.
- Highly efficient Guaranteed Ride Home program management, including on-line trip requests.
- Maintain contact with registrants and track your program's success with built-in email services and automated user-defined surveys.
- Extensive reports are included, plus a built-in report generator allows staff to create reports and data extracts at any time.
- Benefit from ongoing development of the product and superb customer support programs.
- Provision of a highly secure and resilient hosting environment to house software and database.

FEATURES

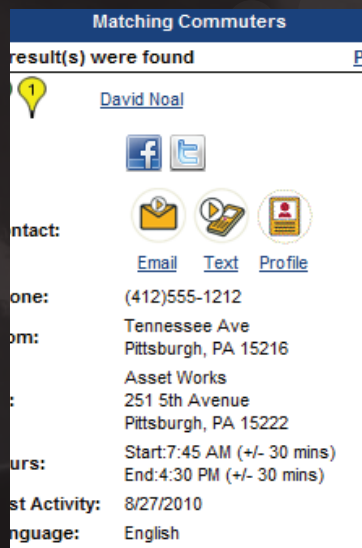
General Matching Features

- Adjust search criteria while viewing results
- See match results in text interactive tied to intuitive map images. (E.g., click on the origin symbol for a match candidate, and the match centers on that point.)
- Control result security by limiting zoom and map detail when personal locations are shown, and suppress display of home address and contact info.
- All results available as a printable page with one click



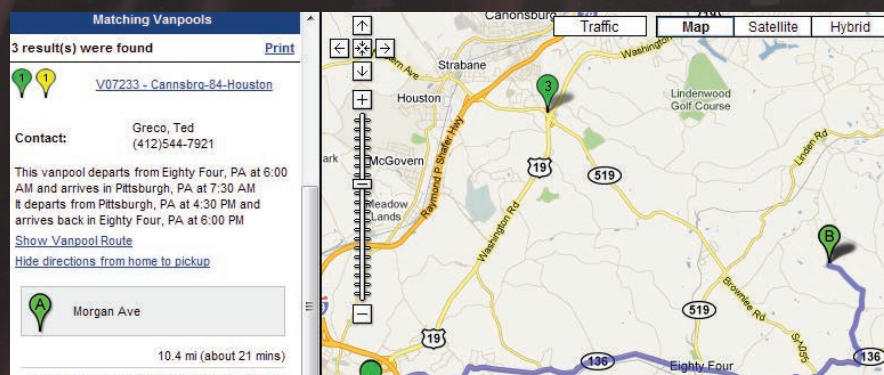
Carpool Matching

- Configure searches to take into account schedule flexibility, geographical boundaries, employer restrictions and gender preference.
- Precisely define search areas with the assistance of interactive GIS mapping.
- Search within a radius of the commuter's home or work destination, or along the commuter's route to work. Adjust the route-to-work as you see fit via "drag and drop" feature.
- Contact match candidates via email or text message directly through the result page.
- Link profiles to Facebook and Twitter profiles, and view public portions of the candidate's page directly from the result page.
- Carpool "search" feature returns count of possible matches without registering a profile.



Vanpool Matching

- Easily define vanpools by entering start and end points, arrival and departure times and by drawing a service region on an on-screen map.
- Quickly identify intermediate stops and exact travel routes with the help of integrated GIS mapping.
- Perform advanced cluster analysis to locate additional riders for existing vanpools, and to identify groups for new vanpool formation.
- Create restricted vanpools for sponsoring TMAs or companies.
- Track vanpool drivers and riders quickly and easily.
- Show vanpool routes, and get directions from home to a vanpool pickup point and from the drop off to the destination.
- Contact the vanpool driver via email or text directly from the result page.
- Vanpool "Search" feature locates vanpools (with routes on an interactive map) without requiring a registered profile. Optionally permit contact of the vanpool group without commuter registration.



Public Transportation and Park-n-Ride Matching

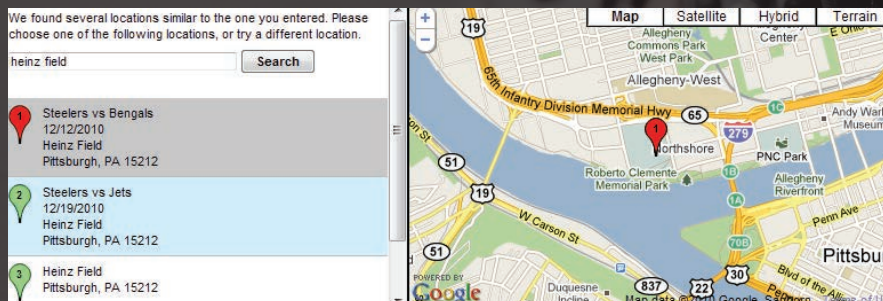
- Locate public transit alternatives for commuters by defining a search for routes within a specified walking distance of the origin and destination locations.
- Generate itineraries for direct routes and routes involving one transfer.
- Build a registration of recognized Park-n-Ride facilities to assist with carpool, vanpool and transit use, and receive driving directions to and from the Park-n-Ride lot.
- Detailed transit itineraries from Park-n-Ride facilities are available as an alternate to walking to transit.

Bike Partner Matching

- Search specifically for other registrants with similar commutes or trip patterns that are interested in cycling to work.
- Refine search by indicating level of proficiency and searching for others with similar attributes.
- Ability to display a KML format bike route overlay on match results.
- Display match results and contact candidates via the same means as Carpool Matching.
- Matching to bike facilities on the maps.

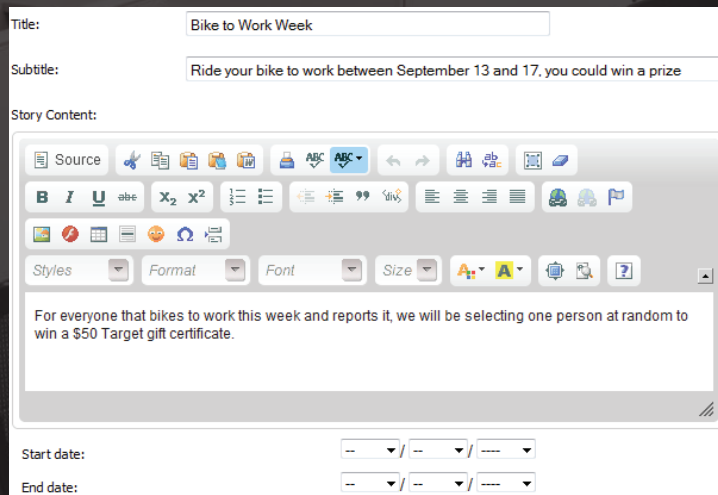
One-time Trip Matching

- Ability to register for non-commute trip matching without registering a regular commute is standard.
- Search for one time trip match counts without registering at all. (Receiving results with contact info requires registration.)
- Limit search results by date, origin, destination – and sort results by these criteria.
- Save as many scheduled trips as desired, and return to see current matches at any time.
- Register common locations and scheduled events to assist with the trip registration process. Google Map API give the user access to Google's locations – which administrators may augment and/or override with their own.
- Easy search feature for locations and events – just type in the location or event name. If more than one location and/or event is found, select the correct one from a list.



Dynamic Website Content

- Generate additional content that appears on the website menu page. Content is read and assembled “on the fly” as the individual logs into the website.
- Allows you to update your website without having any direct access to the web server.
- Define content via a WYSIWYG editor.
- Add graphic artwork
- Limit content to be seen...
 - Only during a range of date
 - By the entire database, or one transportation management area, or employees of a specific list of work sites
- Include “News Story” features such as look up of archived content on your main menu page.



The screenshot shows a WYSIWYG editor interface. At the top, there is a 'Title' field containing 'Bike to Work Week' and a 'Subtitle' field containing 'Ride your bike to work between September 13 and 17, you could win a prize'. Below these is a 'Story Content' section with a rich text editor toolbar. The toolbar includes icons for source, undo, redo, bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, and help. Below the toolbar are dropdown menus for 'Styles', 'Format', 'Font', and 'Size', along with color pickers for text and background colors. The main content area contains the text: 'For everyone that bikes to work this week and reports it, we will be selecting one person at random to win a \$50 Target gift certificate.' At the bottom, there are 'Start date' and 'End date' fields, each with a dropdown menu for month, day, and year.

Employer Portal and Employer Branding

- Employer portal configuration allows you to add various functions and reports to create an employer portal specific to your rideshare organization's needs. Choose from:
 - Employee listings by work site
 - Search for Registered employee by name, registration date, or ID
 - Commute summaries (VMT, GHG, Cost and Pollution savings) by site and by employee
 - Access to employee registrations
 - Access to employee commute calendars
 - Match lists for individual employees
 - Guaranteed Ride Home summary
- Define logins for any number of employers in your service area
- Permit employers to add branding (logo artwork and text content) to registration page and menu page – seen only by their employees.
- Permit employers to add “news” content – seen on menu page only by their employees.

Commuter Information Management

- Staff may perform all registration and matching functions for individuals who have no Internet access.
- Maintain comprehensive information about all registered commuters in an integrated MS SQL database.
- Register separate home addresses and mailing addresses, and alternate origin and destination matching addresses for commuters
- Manage customer registration as needs dictate, creating company registrations for worksites with numerous employees, or entering commuters at work sites that have not yet been registered.
- Allow commuters to create, view and update profiles on the agency website.
- Search for duplicate registrations and merge them together.
- Communicate with registered commuters, vanpool contacts, and company contacts up to date in print or email with easy-to-use, powerful email merge feature.

Reporting

- Measure the effectiveness of your program by use, cost, fuel savings and more.
- Choose from 30 predefined reports, including activity summary, community benefits, and mode use analysis.
- Use our built-in report writer to design ad hoc reports as well as mail merges, labels and more.
- Save report definitions and rerun them at any time.
- Export data directly to standard spreadsheet or database formats.
- Control the appearance and formatting of ad-hoc reports.

MOVING » « TOGETHER

TripSpark Technologies is a transportation technology company focused on helping Fixed Route, Paratransit, Rideshare and private operators increase service and access to transportation, improve rider satisfaction, drive revenue, and overcome operational challenges. We are not just a vendor—we are your long-term strategic partner, offering the latest technologies and providing exceptional support.

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