TripSpark

How Rideshare Management Software Helps Increase Engagement at Spectrumotion

About Spectrumotion

The Irvine Spectrum Transportation Management Association (TMA) has a clear philosophy: to reduce the amount of trips to the Irvine Spectrum area. With a current enrollment of over 10,000 commuters, Spectrumotion is one of the larger TMAs that TripSpark partners with in order to provide rideshare management software solutions. They are unique in the way they operate in that their funding is 100% from property owners. Their service is then offered for free to employers. In turn, employers can offer alternative transportation choices, which serve to enhance their total benefit package by helping to reduce the time, stress, expense and impact of the daily commutes of their employees. The benefit of this funding model is that Spectrumotion is able to focus its efforts entirely on ridesharing and not grant getting.

In her 12 years with Spectrumotion, Kelly Vasquez (Employer Services Manager) has helped to develop relationships with employers and in turn, to increase engagement and participation in the program with individual employees. For employers, they offer free services to help with orienting new hires, provide subsidies for bus and train passes, vanpool administration and total transportation consulting and implementation assistance. For commuters, they offer ridematching solutions and can help to provide financial assistance for those who vanpool, ride the train or take the bus. As well, they offer an Emergency Ride Home program to ensure that commuters need never worry that they'll be stranded without a means of transportation.

Irvine Spectrum TMA (Spectrumotion)
Transportation Management Association in Irvine California

Problem/Challenge
Need to increase membership in rideshare program

Solution
Rideshare management software for data collection and direct marketing efforts

Result
Less time wasted on spreadsheets and faster rider intake

The Problem / Challenge

Engagement and enrolment are difficult hurdles for any ridesharing program. However, these are areas that Spectrumotion attacks head on. Their website promotes the tangible benefits of ridesharing in terms of health, environmentalism and saving money. In the end, however, they needed to employ more modern tools and methods to remove the resistance of individuals who are both investigating alternative transportation offerings as well as those who simply wish to sign up for the program. They needed a way to make things easier on not only their small team in the office, but also the individuals they wanted to attract.

"Ridesharing is a tough sell – to change behavior, it's hard."

Rideshare Management Software Solution

Spectrumotion provides a remarkably robust service, while using the fewest resources possible. Their small but dedicated team is doing the job of an enormous operation, which means that efficiency and accuracy are key demands. TripSpark RidePro provides them a total solution because it manages and monitors every aspect of Spectrumotion's operation in a single location and a single database. Client intake is now far easier. Names, addresses, employer information are no longer collected manually by being entered onto spreadsheets. Information is always on hand to provide so they can quickly and easily fill requests made by their employers and clients. Over the years, TripSpark has worked with Kelly and her team to develop its rideshare management software product.
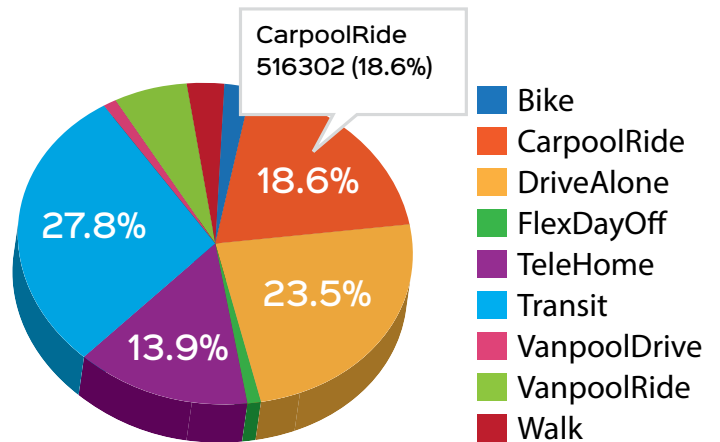
"What matters is there is consistency and continuity at TripSpark through the different iterations of RidePro. This continuity is critical to us."

Why Reporting Matters to Spectrumotion

Southern California has some unique conditions when it comes to transportation and reporting. There are stringent air quality regulations that need to be met, which means that Spectrumotion's employers and clients are required to run regular reports in order to prove they are operating within mandated guidelines for greenhouse gas emissions. In addition, Spectrumotion has annual reporting requirements for the City of Irvine that track trip reduction effectiveness. TripSpark's rideshare management software provides for shareable links to easily provide reports and information to clients. With little work required, clients and employers have all the necessary information at their fingertips. As well, Kelly is able to provide accurate quarterly reports to the board of directors. She can easily demonstrate the time savings and the success of the ridesharing program by producing reports on CO2 emission reductions and the amount of trips taken off the road.

Reports are also invaluable at the end of a promotion to determine how many new people

registered or how many people from the existing databased accepted the promotional offers. With many ways to distill information, custom reports can be filtered to analyze data from a specific segment of their operation. For example, reports can focus entirely on a single region or only for Metrolink users, which helps Spectrumotion to make key decisions when it comes to future promotions, or to analyze specific trends and statistical data in transportation among its users.

CarpoolRide
516302 (18.6%)

18.6%
27.8%
23.5%
13.9%

- Bike
- CarpoolRide
- DriveAlone
- FlexDayOff
- TeleHome
- Transit
- VanpoolDrive
- VanpoolRide
- Walk

RidePro's AVR surveying module helps our employers/clients comply with air quality regulations."

The Result

Enhancements to RidePro in the past years, due in part to the insightful feedback from clients like Kelly Vasquez, have made it easier for potential riders to get engaged with ridesharing as an alternative transportation option. For example, 10 years ago, in order to access a match list (a list of potential shared ride candidates) participants were required to call into the office and speak directly with a Spectrumotion specialist. Not only did this require a great deal of time for the call taker, it also created a barrier to engagement for the potential rider (calling in requires a certain amount of motivation.)

Now, due in part to an increase in Internet usage, individuals can investigate the database at their convenience and even create their own match list. Technology allows individuals to email each other, rather than having to talk to someone. Email communication creates a safe distance and sense of security in individuals who find it uncomfortable to opt out when confronted with someone on the phone. Spectrumotion is also developing a strong social media presence in order to reach out to individuals, rather than waiting for them to

"discover" ridesharing. Kelly suggests that social media marketing in combination with RidePro efficiencies can make signing up even easier for individuals who may be wary of phone calls and direct emails.

"The updates being done to TripSpark RidePro create less of a barrier for the individual."

Kelly Vasquez — Irvine Spectrum Transportation Management Association

TripSpark Customer Spotlight: Spectrumotion

"Whenever we have problems, we pick up the phone. We know we'll get a response, almost immediately. As a small office without an IT department, this is critical for us."

The Importance of TripSpark Support

Because RidePro is a product that is constantly evolving with the needs of the industry, having continued access to technical support is essential for Kelly and her team to benefit from the power of her rideshare management software product. And because the TripSpark team is dedicated to the total customer experience, it is constantly trying to enhance its products and maintain the software competency of its users. This is an area where Spectrumotion is particularly concerned, since they manage such a large database of users and information. They can't afford to have the system down for a significant period of time and they simply don't have the IT resources to be able to handle issues on their end.

Kelly talks about the relationship that Spectrumotion has had with RidePro software specialist Dan Bower saying, "Dan is RidePro and

RidePro is Dan. There isn't a sense that we're being handed off to someone else." It is an integral part of the TripSpark product offering that we continue to nurture and follow our clients through their total experience with our software and hardware. When updates occur, our team immediately ensures that clients are guided through the new interfaces, the new features and are completely secure with how the products work.

"The people [at TripSpark] are invested in this product."

The Future is in Social Media

Facebook and Twitter have become a main focus for marketing at Spectrumotion. Social media is changing the way that they are able to deliver service. They are developing their social presence by building communities and connecting directly with potential rideshare participants. Kelly says that this is helping to "amp that part of the service delivery up." Because of their deft use of social media promotions and giveaways, they have discovered that, "more [riders] are reaching us on their own."

Spectrumotion now hosts at least two big promotions each year. Their "3-week Dump the Pump" encourages rideshare participation by offering a $1000 cash prize each week of the promotion. As a side promotion on Facebook, they offer individuals a free pass to try the service for the first time. Using a combination of strategy and technology, Kelly hopes to be able to remove as many barriers as possible to increase engagement in this worthwhile program.

Although change doesn't happen overnight, RidePro, in concert with the dedication of the

"Engagement and process for change takes a lot of exposure and a lot of time."

Spectrumotion team are making the process as easy as possible for new commuters. We are extremely pleased to be a part of this shift in consciousness when it comes to choosing transportation options. We're also glad that rideshare management software can do its part in helping operations such as Spectrumotion to reduce the environmental impact of transportation and keep as many vehicles off the road as possible.

Spectrumotion and TripSpark RidePro

have worked together for over 15 years, aligning philosophy and technology to produce positive results and reducing the amount of trips to the Irvine Spectrum area.