

511NYRideshare

**Presentation for NYMTC Brown Bag Lunch
May 18, 2011**



New York State's Travel Demand Management (TDM) program originated in the Metro New York area. Each of the NYSDOT regions, with support from NYMTC and its members, created and operated independent programs under separate consultant contracts with MetroPool, Commuter Link and LITM.

Each program operated under separate brands with distinct products.

This service model did not help the traveling public.

It was inherently confusing to commuters whose needs often overlapped regions.

The introduction of the 511NY initiative provided the opportunity to brand NYSDOT's disparate TDM programs into one cohesive program under the 511NY Rideshare name.

A new consultant contract was awarded to the NY Rideshare Group.

511NY Rideshare emphasizes consolidation,
integration and coordination.

One resource, one identity...

NEW YORK STATE'S OFFICIAL TRAFFIC AND TRAVEL INFO SOURCE

511NY
GET **CONNECTED** TO GO

A FREE SERVICE OF THE NEW YORK STATE DEPARTMENT OF TRANSPORTATION



Breathe it in.

Unification under the 511NY brand TDM benefits commuters:

- ✓ One marketing message
- ✓ One rideshare matching system
- ✓ One Web resource
- ✓ One centralized customer care center
- ✓ **ONE STOP SHOPPING!**

Additional commuter services through 511NY.org:

- ✓ enhanced 511NY services
- ✓ information on local projects and initiatives
- ✓ Clean Air NY program

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Marketing Messaging:

511NY Rideshare is a one-stop shop for New York employers and commuters to find and use easy, cost-effective, reliable alternatives to driving alone.

Message Supports:

- ✓ Features state-of-the-art ridematching tools
- ✓ Sharing a ride is easier and less expensive.
- ✓ Sharing a ride is safe and reliable.

The 511NY Rideshare sales force will market company and employees benefits of rideshare to employers throughout the Metro NY area. Additionally, they will provide supports to employers who sign on as Champions.

For agencies and planners program integration provides:

- ✓ Unified performance and reporting measures
- ✓ Unified financial management and project administration
- ✓ Unified evaluation standards

For Additional Information Contact:

www.511nyrideshare.org

Call 511, and say “Rideshare”



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ALERTS | There are no service alerts at this time.

- Commuter Information
- Employer Information
- PERSONALIZED ALERTS



WELCOME TO 511NY

511NY is New York State's official traffic and travel info source. Whether you drive or take public transit, click below for precisely what you need, or simply dial 511 on your phone. Wherever you're going, 511NY is here to get you there.

To learn more about 511NY, see our [Frequently Asked Questions \(FAQs\)](#).



INTRODUCING 511NY MOBILE WEB

Access statewide traffic, transit and travel info on your mobile device. [Click here for details.](#)



TRAFFIC CONDITIONS



TRANSIT CONDITIONS



TRANSIT TRIP PLANNER



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511NYRideshare

Your Source for all Commuter Benefits in the Metro NY Area

511 NY Rideshare en español (866) NYCOMMUTE (692-6668)

Commuter & Business Services for:
New York City
Long Island
Lower Hudson Valley
New Jersey
Connecticut

About Us



511nyrideshare.org
Your source for all commuter information in the New York City Region.

Find a better way to work, save money for you and your organization, reduce travel related stress, raise work productivity and morale, and improve company recruiting and retention.

Your new commute starts here.

Click a region.

For Commuter Assistance & Info:
Click the area where you work or where your business is located

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511NY Rideshare

Ridematch

Quick Ridematch | What is Ridematch?

Email:

Start point:

End Point:

Show Matches

Already Registered? Log In here. | Register Here. It's Free!

EMPLOYER/WORKSITE SERVICES

Met, consequator adpooing e lit, sed consequator adpooing e lit, clam you nmye lismod tempore.





VAN POOL

Vanpool

Carpooling is as easy as it sounds - sharing a ride with other commuters who live and work near you.

[More about Carpooling](#) | [More for Commuters and Travelers](#) | [Calculate your commute costs](#)

Additional Information

 
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