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…
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
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”
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.
511NY Rideshare

Your Source for all Commuter Benefits in the Metro NY Area

511 NY Rideshare en español

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.

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