Comprehensive Commuter Services

Presenter:
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• We took a fail fast approach – many failures
  1. User subscription based.
  2. One of the first Facebook application for ridematching with trip matching – no revenue in sight.
  3. Employer programs need proponents.
Our Model

• Subscription based services for employers and smaller agencies
• Comprehensive programs for larger metropolitan area agencies
• Agencies have a big brand – buses, stops
• Transportation is local
iCarpool’s application suite comprises multiple levels of access (multi-tiered).

The entire application suite is internet based. All applications are easily customizable for custom branding.
Traditional carpool and Real Time

• Traditional carpool (and vanpool) for daily commute requires a fixed travel pattern. It is achieved with a long standing agreement between carpool partners about timings, pickup and drop-off location. Carpool partners in traditional carpool usually commit to carpool for a timeframe of months or years.

• Real-time carpool is essentially carpool on-demand, at any time, to any place and is achieved with an instant agreement between the carpooling partners valid only for one trip. Carpool Partners in real time carpool commit to carpool for one trip.
## Real time v/s Traditional Carpool & Vanpool

<table>
<thead>
<tr>
<th>Comparison</th>
<th>Traditional carpool &amp; vanpool</th>
<th>Dynamic carpool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpool participants reduce emissions, save money on gas, tolls, parking and vehicle maintenance</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Requires a fixed pattern of travel with regards to timings and location</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Requires a long standing commitment between carpool partners</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Flexible to accommodate un-anticipated changes with regards to commute</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Feasible for daily commute</td>
<td>Yes</td>
<td>No – requires user effort to search and connect with matches daily for every trip</td>
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<tr>
<td>Predictable and reliable for daily commute</td>
<td>Yes</td>
<td>No – user does not know ahead of time if a match will be found. Backup options must be available</td>
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<tr>
<td>Predictable parking savings allow benefits such as Carpool Permit to be allotted</td>
<td>Yes</td>
<td>No – organization cannot predict parking savings reliably to allot Carpool Permits</td>
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</tbody>
</table>
King County has the largest public commuter van program with over 1,100 vans.

In Puget Sound alone – there are over 2,500 vanpools and a high number of carpools.

SANDAG has nearly 800 vans in the vanpool program.

There are also a high number of existing traditional carpools.

Agencies already have critical mass!
Integration – win-win for all

• iCarpool integrates real time with traditional modes
• For everyday, the user uses traditional carpool/vanpool – proven methods of taking off SOV – with all the predictability and reliability associated with it.
• There is significant infrastructure in the TDM world to support these programs that benefits users and agencies.
• When the user needs flexibility, use real time ridematching. The same solution caters to all the user’s needs. A user needs to go to ONE system which caters to all ridematching needs.
• Traditional carpools and vanpools opt in to real time ridematching.
• Users get to find matches from day ONE! 5,000 trips in Puget Sound every day just based on Vanpool alone!
• The user does not leave matching once the match is done. The user is in the system
• Agencies reduce cost of programs such as Emergency Ride Home.
• Integrated reporting provides a 360 degrees view of transportation for agencies – rich data mining, corridor analysis, peak time analysis
Our approach

• One system to manage all aspects of ride matching – covering carpool, vanpool, event matching and real time ridematching (transit).

• Support for all trip types - Commute, recurring, one time trips, events, real time trips

• Built in trip logging calendar captures rich data. Calendar is open so data captures can be through various means such as smartcards, RFID and open for integration.

• Comprehensive administration capabilities including program performance, NTD reporting, Emergency Ride Home, Incentives

• Enhanced usability, privacy controls, security, flexibility and outreach

• Supporting tools built into the product ensure successful delivery

• Reduced administration overheads (self service and managed vanpool)

• Comprehensive program at regional level

• Comprehensive program at the TMA level with various configuration options

• Comprehensive program at employer level with various configuration options
Our approach

• System caters to other scenarios – disaster/preparedness

• Empower regional agencies to run state of the art programs which never get outdated – Social networking, mobile applications, SAAS, Web 2.0.

• System is not “proprietary” to each agency – it is a common platform with a custom look and feel, rapidly customized from our base software.

• Agencies run state of the art programs without need for system administration and deployment. We help migrating existing data and GIS data into the platform.

• If anyone would like a demo – please let me know.
Our approach

• Our website www.iCarpool.com
Real time ridematching request