



**ALTRANS**  
Alternative Transportation Solutions

**On-Line Carpool Programs  
&  
Customized and Branded  
Carpool Referral Programs**

- Description of Programs & Services -

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## Customized Carpool Referral Systems

ALTRANS provides direct access to our proprietary internet-based carpool referral service through Carpoolzip.com and other client customized sites.

The number one reason why commuters report why they don't carpool comes from not being able to find a carpool partner. Currently, ALTRANS provides an on-line and fully automatic carpool referral service to the City of San Ramon ([www.pooltoschool.org](http://www.pooltoschool.org)), Kaiser Permanente, all community colleges in Santa Clara County and all schools within the Saratoga, Los Gatos and Cupertino Unified School Districts. A sample of a carpool program that ALTRANS has assisted with the creation and currently maintains is shown below.



## **1. On-Line Carpool Referral Programs**

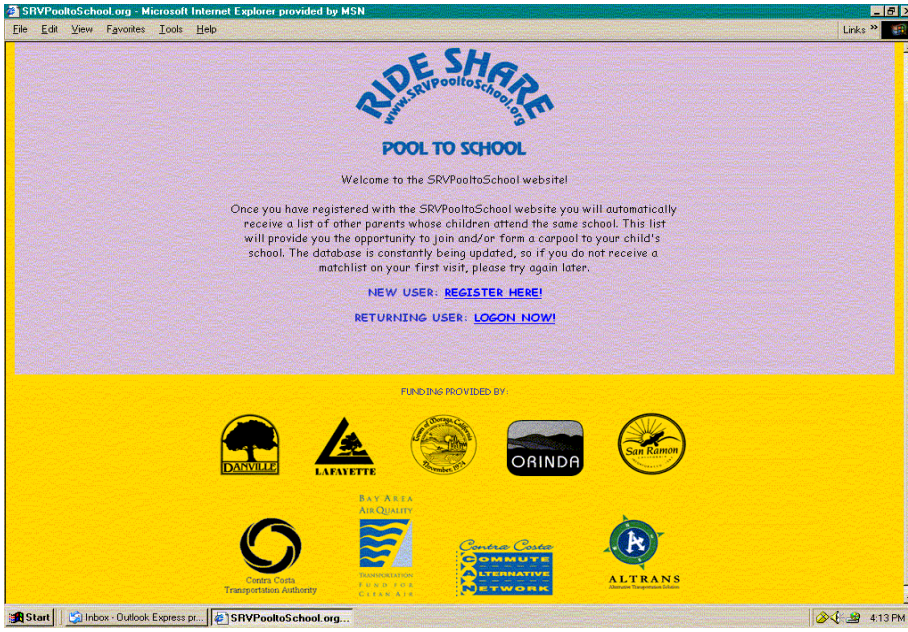
During the last few years, ALTRANS has witnessed the desire and need to create independent, customized and very personalized Carpool Referral Systems and Websites for individual trip attraction locations such as schools, colleges and employers. It has been demonstrated that many schools and employers believe that a customized Carpool Program, branded with their school or corporate logo and feel is important to attract and serve their constituents and employees. Likewise, the individual commuter benefits from a customized site as they have communicated that they “feel” more comfortable sharing their pertinent origination points with a “closed-loop” database, established for their specific needs and destination location.

### **Individual activities in hosting your site include:**

- Working with your staff and constituents at creating a suitable website address
- Assisting with the design of your logo and name
- Creating a turn-key and fully functional website with the propriety ALTRANS Carpool System
- Hosting the new website with a stand-alone website name; linking this site to your intranet service so it appears seamless to your commuters and end-users
- Providing basic maintenance on a monthly basis

The following pages show the first three pages of the San Ramon area program.

# Registration Pages:



The screenshot shows the "New user registration" form in a Microsoft Internet Explorer browser window. The form is titled "New user registration" and lists "\* required fields". The fields are: First name (John), Last name (Doe), Cross street 1 (First St), Cross street 2 (Main Rd), Home Zip code (95235), School (Alamo), Email (JohnDoe@altrans.net), Phone (119 090 0900), Release phone number to rideshare participants? (YES NO), Login name (Johnny123), Password (4-10 characters), Password again, and Commuting Preference (Ride Drive). A "continue" button is at the bottom.

# Real -Time Matchlist Page:



**RIDE SHARE**  
www.SRVPooltoSchool.org

Your information is added to our database.

Welcome John Doe

There are 2 users matched from Alamo school.

Users 1 - 2 of 2

Full Name	Phone	Email	Zip	Cross street(s)	Commute Preference	Date
John Doe	opt out	<a href="mailto:JohnDoe@altrans.net">JohnDoe@altrans.net</a>	95117	<a href="#">First St &amp; Main Rd</a>	Ride & Drive	2002-09-05
Fee Ton	(120)898-8989	<a href="mailto:anytoo@altrans.net">anytoo@altrans.net</a>	95117	<a href="#">Andy Av &amp; Cre Hwy</a>	Ride	2002-07-30

[Edit your profile](#)

[log out](#)

[Tips on forming a carpool](#)

**Disclaimer:** The City of San Ramon, ALTRANS and participating school districts provide referral services. They do not certify the character of ridesharing participants. Participants are advised to screen referrals to their personal satisfaction. The City of San Ramon does, however, within the lawful limits of Title VI of the Civil Rights Act of 1964, as amended, reserve the right to refuse service to anyone.

Question/comments: email [customer care](#) or call: (925)973-2650

## **2. Initial Marketing to Secure New Registrants / Start Database**

As any new project or program, one of the most critical areas to maximize the success of the program itself is to provide an effective marketing and promotional campaign. ALTRANS provides direct-marketing services that are structured to build upon the initial contacts and to provide follow-up communication, using a variety of marketing tools and techniques, many of them unique to this program, throughout the course of the program.

### 2.1 Development and Distribution of Program Brochure/Registration Forms

ALTRANS can assist you with developing and producing of high-quality and professional marketing pieces or Program Brochures, that promotes your new On-Line Carpool Program. From a centralized location, ALTRANS staff will send the Program Brochure to all households or businesses in the target area, encouraging the driving population to register on-line. This Program Brochure will be similar to the brochure that is currently being used for the San Ramon area' CarpooltoSchool Program and will include a tear-off enrollment form for those commuters that may not have Internet access or choose not to register on-line.

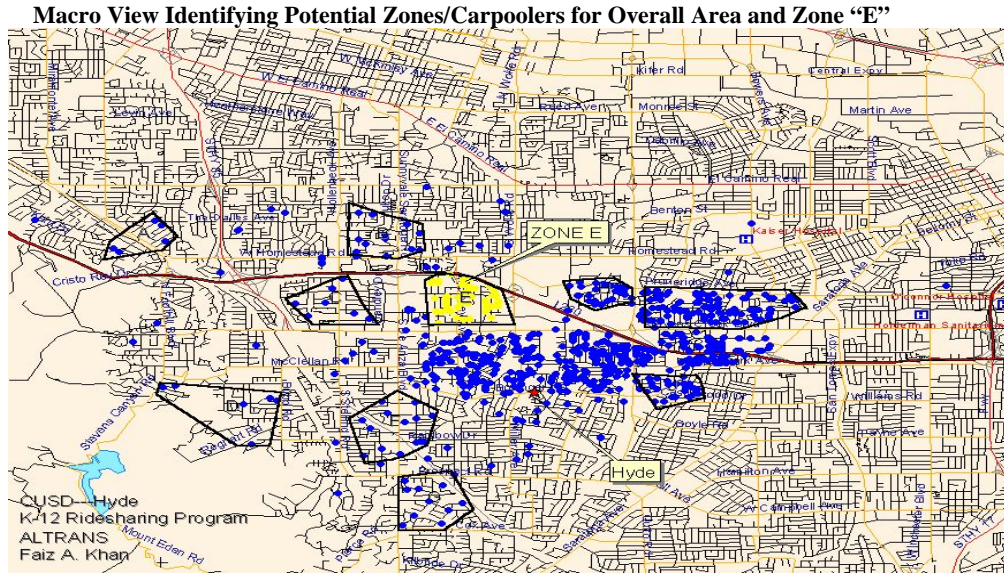
### 2.2 Coordination and Staffing of Outreach Events

ALTRANS qualified staff members can plan, coordinate and staff your transportation fairs, Back-to-School events and tabling sessions. These are excellent venues to that readily introduce the new Carpool Program to many parents, students and employees with excellent exposure intended to capture the first new participants. A picture of a tabling event, Back-to-School Event and School Assembly are shown on the next page.

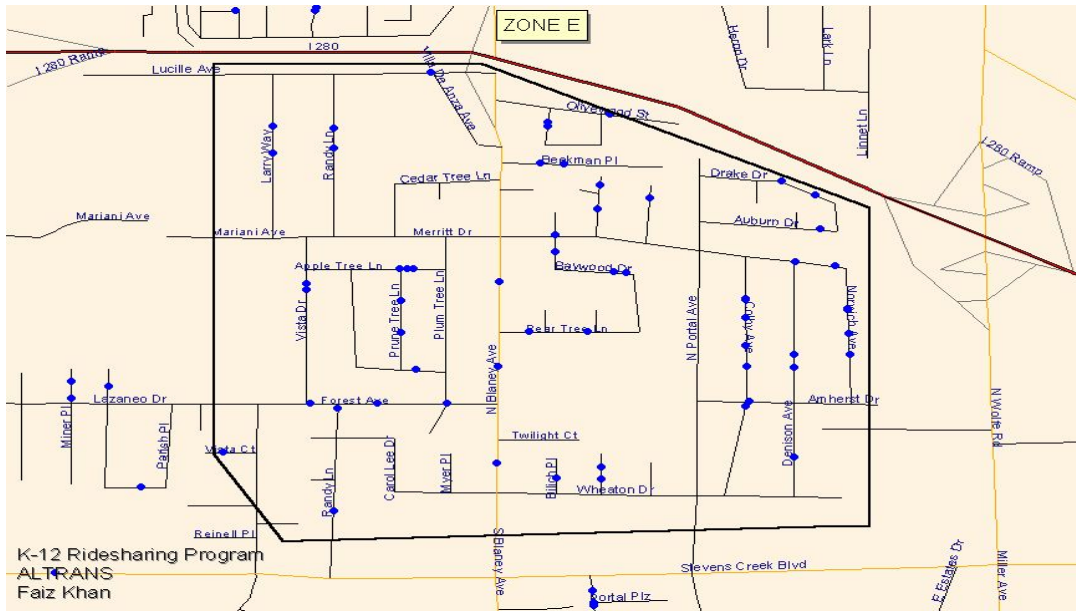


### 3. On-Going Identification of Potential Carpool Partners

Throughout the year, and on a daily basis, ALTRANS staff will identify the growing base of currently registered carpool participants and will geo-code these existing registrants against base maps of destination locations to determine where new and potential carpool partners could be formed. As the two maps demonstrate on this page, geo-coding commuter data can produce maps that can be used to identify potential carpoolers. Using a base map, specific zones can be identified around the commuters that can potentially carpool together.



**Closer View of Potential Carpoolers in Zone “E”**



### On-Going Identification of Potential Carpool Partners

ALTRANS recommends that approximately 8 hours per month be budgeted to research the on-going and changing dynamics of a carpool database in order to ensure maximum efficiency. In addition, this process allows recognition of these changes and is used for developing an effective direct marketing stage, which is explained below.

The identification and research of this particular stage is provided by on-site Geographical Information System (GIS) Technicians at ALTRANS. Monthly reports are generated to the client that clearly shows:

- Listing of current Database Registrants and new registrants; compares these figures on a monthly basis
- Highlights trends and patterns pertaining to specific geographical locations
- Details natural roadblocks and impediments to carpooling and suggests solutions for site-specific locations
- Provides needed data to target specific areas that could support additional carpool participants, based upon current demand and usage

## 4. Creation and Distribution of Pro-Active Carpool Trip Plans (PCTP)

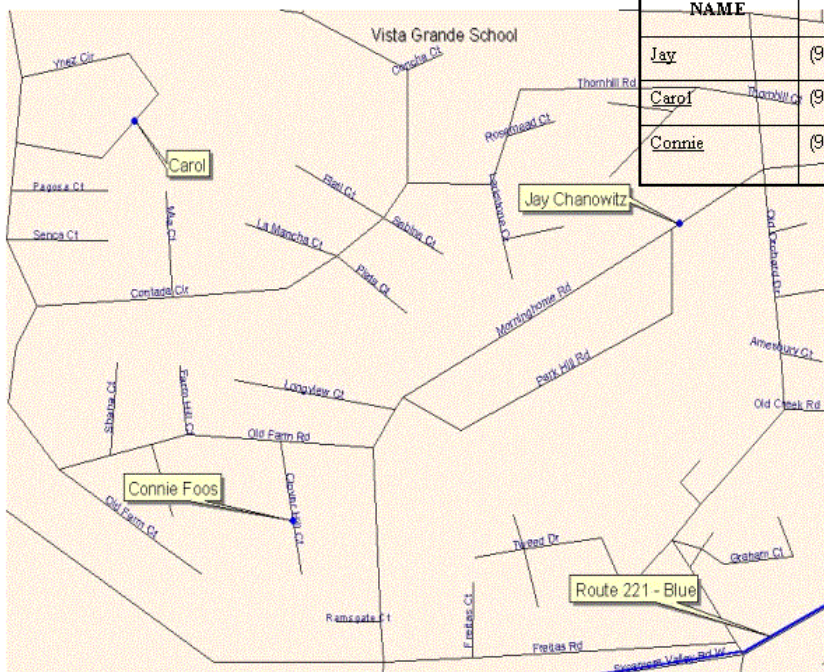
### Building your Carpool Database

Once you have your Personalized and Customized Carpool Referral Web-Site working, there are a variety of recommended target-marketing efforts that can be provided to ensure a successful carpool matching program. As with any carpool program, the key to providing an effective matching system is to have a large pool of current commuters to choose from.

As transportation professionals ALTRANS has the ability to geo-code commuters in specific neighborhood locations that are most likely to carpool together. Through the Pro-Active Carpool Trip Planning Process, we can identify the specific commuters that are currently participating in the carpool database and program and send non-participants a marketing piece that shows the location where the participating commuter lives in relation to the non-participants, asking the non-participant to register for the personalized and customized Carpool Program and to possibly form this particular new carpool. These spatial maps and Pro-Active Carpool Trips Plans (PCTP) allow a visual representation so that the intended commuter can “see” first hand that they live close to another local commuter, that is desirous to share a ride.

ALTRANS staff will develop, collate and distribute **Pro-Active Carpool Trip Plans (PCTP)**. The PCTP’s will be distributed via the US Postal Service and electronically to the potential commuters living near the current carpool participants in the database, letting them know that a neighborhood commuter living close to them has just signed up for the carpool program, that shares the same or similar destination location and encouraging them to go to their website to register, view and identify other carpoolers in the database desiring to carpool with them.

## Carpool to School Program



NAME	PHONE
Jay	(925) 444-4444
Carol	(925) 333-3333
Connie	(925) 222-2222

Thank you for your interest in the Carpool to School ride-matching program.  
The parents listed also have children attending school and are interested in forming a carpool.

Historically, there is an **8 – 21 percent chance** that once the non-participant receives this type of Pro-Active Carpool Trip Plan, they become a participant within two weeks and go on to find a carpool partner for their school or work trip before the close (of the school) year due to this process.

### Putting it all Together – Steps of the PCTP Process

ALTRANS recommends starting at one or two schools at first, typically with the worst traffic problems and/or the largest current participant database in the Carpool Program, and using these schools as a pilot program. Limiting the selection to a couple of schools, at the most, is also a prudent strategy as there is a considerable amount of work to be done in the seven different stages or steps which include; secure the data, organize and clean the data, complete the geo-coding process, identifying the geographical barriers to potential carpool matches, selecting the potential carpool partners (surrounding the current registered database names), printing these geographical points on specific maps, creating the individual and group PCTP's, collating the PCTP to the intended recipient and the distribution stage which is mailing or electronically sending the PCTP to the intended commuters. The seven steps that comprise a successful PCTP procedure are detailed below.

## 1. Securing the Household Addresses Stage

The first order of operation, and one of the most important, is to secure managed access to origination points. The first ingredient to possess is trust and legal approval in order to gain limited and important access like this. Historically, ALTRANS has worked with Human Resource, Admission and Legal departments at securing the origination (address points). The type of data that is required to geo-code addresses are: street address, city and zip code. The name of the parents or students is not needed as the PCTP can be addressed to “Parents of Redwood Middle School”.

ALTRANS has a list of contacts and entities that have been able to accommodate this important step of providing household origination points in the past and can share them with prospective clients. In addition, ALTRANS staff can personally assist with securing this data by meeting with the potential school or employer – including completing the geo-coding steps (steps 2 – 6 below) at the school or employer site using a laptop computer. This extra step of doing the work on-site, under direct supervision from the school or employer, usually makes a difference in securing this vital information.

In the few cases where the client could not provide any data, ALTRANS has worked with the admissions office (in the case of schools) and has created an extra question on the parents “emergency card” that provides an approval check-off response, that allows us to then utilize their origination points for commute alternative purposes, with their specific permission.

## 2. Organization of the Origination/Data Stage

Many times the data is not in the format that is useful for geo-coding. Therefore, ALTRANS staff is required to organize and “clean” the data and to present it in a certain format that allows efficient geo-coding results.

## 3. Geo-coding Process Stage

During this two-step process, ALTRANS GIS Technicians geo-codes the current carpool participants and creates a base map of these commuters. Then, all of the available student or employee origination points are then geo-coded against the current and active carpool participant map, in order to visually show the proximity of the non-participants to the current carpool participants for positive matching purposes.

## 4. Identification of Geographical Barriers and Potential Carpool Selection Stage

During the geo-coding step as described above, the GIS Technician studies the surrounding geographical area and determines the physical impediments of carpooling. For example, in the identification of potential carpool zones and groups, the GIS Technician will avoid large arterial streets and highways and natural ‘roadblocks’ to forming good carpool matches and will concentrate on pulling the best carpool scenarios from the visual maps.

## 5. Copying and Printing Stage / Creation of the Individual and Group Zones and PCTP’s

Once the potential and selected carpool zones are determined, that house a good representation of potential carpoolers, the GIS Technician saves these particular maps and related data points and digitizes these areas. At this point, these zones are then layered onto the base PCTP and becomes a customized and unique direct marketing tool.

## 6. Collation Stage

As there are many combinations of zones and selected areas based upon unique address groups, the Collation Step is very important. It is at this time that the GIS Technician makes sure that each of the finished PCTP’s match the correct households and can be printed and distributed accordingly.

## 7. Distribution Stage

The two different types of distribution methods are sending the PCTP's via the U.S. Postal Service or through the Internet. If the household data/origination points contain current e-mail addresses, the GIS Technician will sort the data to make sure that the e-mail address "follows" the street address in the geo-coding process. If e-mail addresses are present, the preferred delivery method is the Internet. It is more cost effective and efficient (faster) to distribute the PCTP's in this deliver mode and also allows the potential carpooler to simply click on the link back to the original Carpool Program and Database for easy registration. Furthermore, by sending the PCTP out through the Internet, it allows follow-up **Process Evaluation Surveys** to be conducted on-line, which will significantly aid in identifying the results of the program.

### Cost of PCTP Services

The cost of the PCTP services, from the acquisition of the raw street/household data to the distribution stage varies from the site (and location) to the number of geo-coded addresses that are performed and **subsequent number of distributed pieces**. The larger the number of geo-coded and distributed pieces, the lower the cost per-capita or piece.

Please note that when estimating the price of your project, that every student or employee may not be receiving a PCTP as ALTRANS will only select those students and employee commuters that live close to a current participating person in the database, which will make the total number of distributed PCTP's lower. Generally speaking, a multiplying factor of about 50% can be used and multiplied by the total number of students or employees to determine how many people will be receiving a PCTP, which is the price determination as shown below. Of course, ALTRANS will document each potentially distributed PCTP before they are actually sent out and will seek cost approval and will only charge for the exact number of PCTP's that were actually distributed. Prior to this stage, ALTRANS staff can give a more specific pricing quote to ensure the maximum cost efficiency.

- Turn-key pricing for **mail distribution** includes: geo-coding employees/students, identification of most cost-effective target group, creation and printing of PCTP, collation of PCTP and envelopes, printing mailing labels, postage costs and mailing actual PCTP.
- Turn-key pricing for **electronic distribution** includes: geo-coding employees/students, identification of most cost-effective target group, creation and file saving of PCTP, collation of PCTP to correct origination point/e-mail address and sending PCTP as batch messages to intended recipients through standard e-mail messages.

## 5. Process Evaluation

ALTRANS recommends that a thorough survey be conducted every 6 months to determine usage of the program and positive carpool formations. Generally, ALTRANS provides unbiased reporting from the end-user or commuter to determine if they:

- Received the PCTP packet
- Registered into the database
- Received any contact (or made any contact) to any other participant
- Were able to locate and use a new carpool mode due primarily to the Carpool Program.

In addition, the survey contains frequency questions to gauge how many vehicle trips/miles are reduced due to the new carpool formations.

The preferred survey format is usually completed through the Internet, where applicable. Generally, an ALTRANS Survey Technician will send a short e-mail message to each of the participants twice per year, and will post a link to the on-line survey embedded in the message to the commuter. ALTRANS' goal is to receive survey responses from at least half of all current and participating commuters in the database.

Once the commuter goes to the link and posted survey, they easily fill out the survey in a matter of a few minutes. The survey data is then stored in the survey file, where the Survey Technician can process the information. Within two weeks of collecting all of the survey responses, the Survey Technician produces a report that shows the actual usage and carpool statistics for that particular time frame. Future surveys are then conducted and compared to the initial surveys and are reported back through documents and oral presentations (when needed) to the school, employer and city administrators.