

Ride Now!® “Real-time” ridematching system

The problem: scarce parking at transit stations and work destinations; carpooling continues to decline as a result of varying schedules and errands.

The solution: the Ride Now real-time ridematching system provides a flexible and convenient way for your patrons or employees to make better use of scarce parking.



Ride Now provides...

Flexible carpooling:

Users can make “spur-of-the moment” requests and get a ride match within a very short time (10 minutes). Automated telephone and web systems let users make a request in seconds.

Incentives - parking access:

If a user makes a ride match request for the morning, they will get a parking space, whether or not the system finds car pool partners for them. The catch: if there is someone not more than 10 minutes out of their way, they have to pick them up.

Efficiency:

No more than 10 minute detour for drivers or passengers.

Convenience:

The system finds the best match partners for users. They don't spend time calling people looking for a ride match.

Reliability:

Guaranteed ride home. If the Ride Now system can't find a ride home for a user who took a ride in the morning, they'll get a taxi ride or shared vehicle home.

How Ride Now works

It all depends on volume! With enough people using the system, then it's easy to find people who live near each other and want to travel at about the same time.

“Real-time” dynamic ridesharing. The Ride Now system implements “dynamic ridesharing” in a true instant-match system. This differs from traditional car pools, and from any other web-based matching system. The Ride Now system is designed from the ground up to maximize flexibility and accommodate last-minute requests.

Computer matching. The automated system collects all match requests – made a day ahead or on the same day – from people who want to carpool. Shortly before people's travel time, the system searches for the best matches, so that detours are minimized.

Automation. Ride match requests can be made on the web or via telephone (“if you want a ride match tomorrow morning, press 1,” etc.). Users pre-register their normal pickup location and typical leave times, so they can make a new request in 30 seconds. Once the computer matches people in car pools, the system can send an email, or send a cell phone text message, or give users a phone call telling them who their match partners are.

Operator assistance. Automatic things don't always work. We'll have a human being users can call!

Guaranteed rides. With enough people using the system, then just about everyone gets a good ride match. Thus, the expense of providing guaranteed rides (taxis, etc.) is modest.

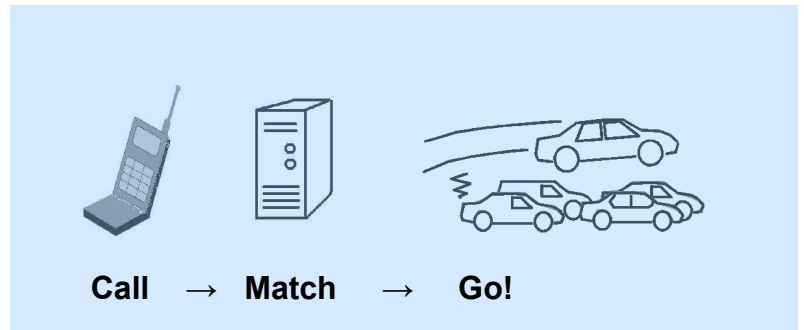
How Ride Now can work for you

- Increase carpooling – meet Travel Demand Management goals.
- Turn-key operation. We provide the service; you reap the benefits.
- Increase transit ridership where constrained parking limits station access.
- Reduce costs for shuttles and vans.
- Increase flexibility and reduce commute costs for patrons and/or employees.

Using Ride Now

There are four steps to use Ride Now:

Step 1. (One-time setup.) Let Ride Now know what time you usually want to leave for work, whether you want to ride or drive, and where you want to start from (your house or a convenient location nearby). Do this on the Ride Now web site, by mail-in form, or by telephone call to an operator.



Step 2. Request a ride match – mornings or afternoons. When you want to carpool, let Ride Now know by phone or on the Ride Now web site:

- o You can plan a day ahead, or even just shortly before you want to go.
- o You can change your choices for meeting locations, times, etc. (from Step 1) and say exactly when you want to go today.

Step 3. Let the Ride Now system match you up.

- o A few minutes before you go, Ride Now will match up riders and drivers.
- o Ride Now will tell you who you are riding with and will provide you with their phone number.
- o Ride Now can send you an email or a cell-phone text message, or call you automatically. You can also check for yourself by phone or on the web site.

Step 4. Check in with your match partners. Call your partners to make sure you're set... and go!

Ride Now pilot project underway

The Alameda County Congestion Management Agency is implementing a “carpools to BART” pilot project with the Ride Now system at the Bay Area Rapid Transit Dublin-Pleasanton station.

This project may be viewed on-line at www.ridenow.org. A demo is available at this site.

For more information

Contact Ride Now toll-free at 877 743 3480, or email rideordrive@ridenow.org.