

You are a SmartRideshare Network Administrator: Here's What You Can Expect

This manual is intended for *Employee Transportation Coordinators* (ETCs) and others who manage the *SmartRideshare* ridematch/trip reduction system (known under different branding as RideshareOnline, I-Way, Drive Less Save More, Choose Your Way Bellevue, and others) for their business, agency, or jurisdiction. Two other groups of people also interact with SmartRideshare systems but are not the audience for this manual: the commuters who are the end users (the people you serve), and regional administrators, who coordinate and manage the system for ETCs such as you.

You are using the SmartRideshare ridematch/trip reduction system to meet company, agency, or even state-mandated (*Commuter Trip Reduction*) goals to reduce drive-alone trips. The capabilities that SmartRideshare offers should help you meet those goals by giving you effective ways to encourage people to ride the bus, vanpool, carpool, walk, bike, work from home, or compress their work week.

As you work with the SmartRideshare *ridematch/trip reduction* system, these are the tasks you can expect to carry out—a few only once, others on an ongoing basis:

Create a Network

To begin, you will create a *network*—essentially defining the group of people who will use the system under your management. In creating your network, you will define its attributes, including the people it encompasses and how they are allowed to join it.

Populate the Network

Next you will populate your network with members. This may involve sending an email and asking people to sign themselves up or pre-enrolling accounts for members. You can pre-enroll people individually or by importing a file of any number of names into the system.

Once you have set up a network, then your time will be spent managing several ongoing tasks:

Communicate with Users

You will probably communicate with network members about events, incentives, and changes to the system. You are able to do that by posting notifications that appear on the members' Home page, by sending email, and by using Twitter.

Provide Administrative Assistance

Users may request your help with the system. You are able to access member accounts to review their information, help with ridematching, solve account problems, and assist with administrative tasks.

Manage Incentives

Prize Drawings—You can devise prize drawings to sustain program interest. The SmartRideshare system allows you to randomly pick a network member to be awarded for programs such as “Commuter of the Month” or a quarterly raffle; you create the criteria that help select the winner.

Incentive Programs—You can also create and manage an *incentive* program intended to encourage users to rideshare or make fewer trips. Network members must record their trips in their SmartRideshare system *calendars* to become eligible for program *rewards*. You select and acquire the rewards to give to people who meet the program’s criteria, whether physical goods (such as T-shirts or coffee mugs), physical vouchers, or electronic certificates.

Publicize Events

You can alert users of upcoming *Events*—activities or gatherings—specific to your company or agency to/from which network members may choose to rideshare.

Manage Emergency Ride Home Benefits

If your business or agency offers an *Emergency Ride Home* program, you can use the SmartRideshare system to configure the program and offer vouchers or reimbursement.

Generate Reports

You will likely use the system to generate standardized reports about members (new registrations, lists of *active* and *logged* trips, user subsidies), alternative transportation *mode* usage, vanpools and Emergency Ride Home, and incentive programs. These reports will help you determine the success of your company or agency trip reduction efforts.