

# New York State MPO Conference

June 4-5, Albany, NY

Presented by: Mary Ann Ferris-Young



The screenshot shows a web browser window displaying the GreenRide website. The page has a navigation menu with links for HOME, SUPPORT, MY PROFILE, ADMINISTRATION, and LOGOUT. The main content area is titled "WELCOME TO YOUR GREENRIDE PERSONAL INFORMATION PAGE" and includes a brief instruction: "You can immediately see your list of potential matches and keep a log of your carpool miles by choosing the links below. You can also edit your profile information by using the buttons to the right." Below this text are two buttons: "SHOW MY MATCHES" and "MILETRACKER". To the right of the main content is a user profile section for "Tony Gale" with the following details:

|                         |  |      |
|-------------------------|--|------|
| Name:                   | Tony Gale  | Edit |
| Email Address:          | <a href="mailto:Gale_tony@ecra.com">Gale_tony@ecra.com</a> | Edit |
| Start Address:          | 4858 Surfblower Drive<br>Irvington, TX 75039               | Edit |
| Destination Address:    | 3412 Main Street,<br>Dallas, TX 75202                      | Edit |
| Start Time:             | 7:30 AM +/- 60 min   | Edit |
| End Time:               | 5:00 PM +/- 0 min  | Edit |
| Gender:                 | Male   |      |
| Has gender preference?  | No   |      |
| Is a smoker?            | No   |      |
| Has smoking preference? | No   |      |
| Available to drive?     | Yes  |      |

At the bottom of the profile section are two buttons: "Change Password" and "Deactivate Account".

# Presentation Outline

---

- **GreenRide Overview**
- **Vanpooling**
- **Mobility Management**
- **GreenRide NYS**
- **GreenRide National**

# E & E: Leading by Example

“Ecology and Environment is a premier example of a company that truly practices what they preach.”  
Rick Fedrizzi, President & CEO,  
Green Building Council (USGBC)

- 1970 Founded on sustainability principles
- 1971 Recycling companywide
- 1973 Carpooling companywide
- 1988 Built Green HQ
- 2003 Commercialized GreenRide®
- 2006 Best Workplace for Commuters
- 2007 CCAR Verifier, CCX Aggregator
- 2008 Commercialized GreenMeter<sup>sm</sup>
- 2008 Climate Registry Founding Member
- 2008 HQ LEED® EB Platinum



*\*Leadership in Energy and Environmental Design – Existing Building*



# GreenRide top awards

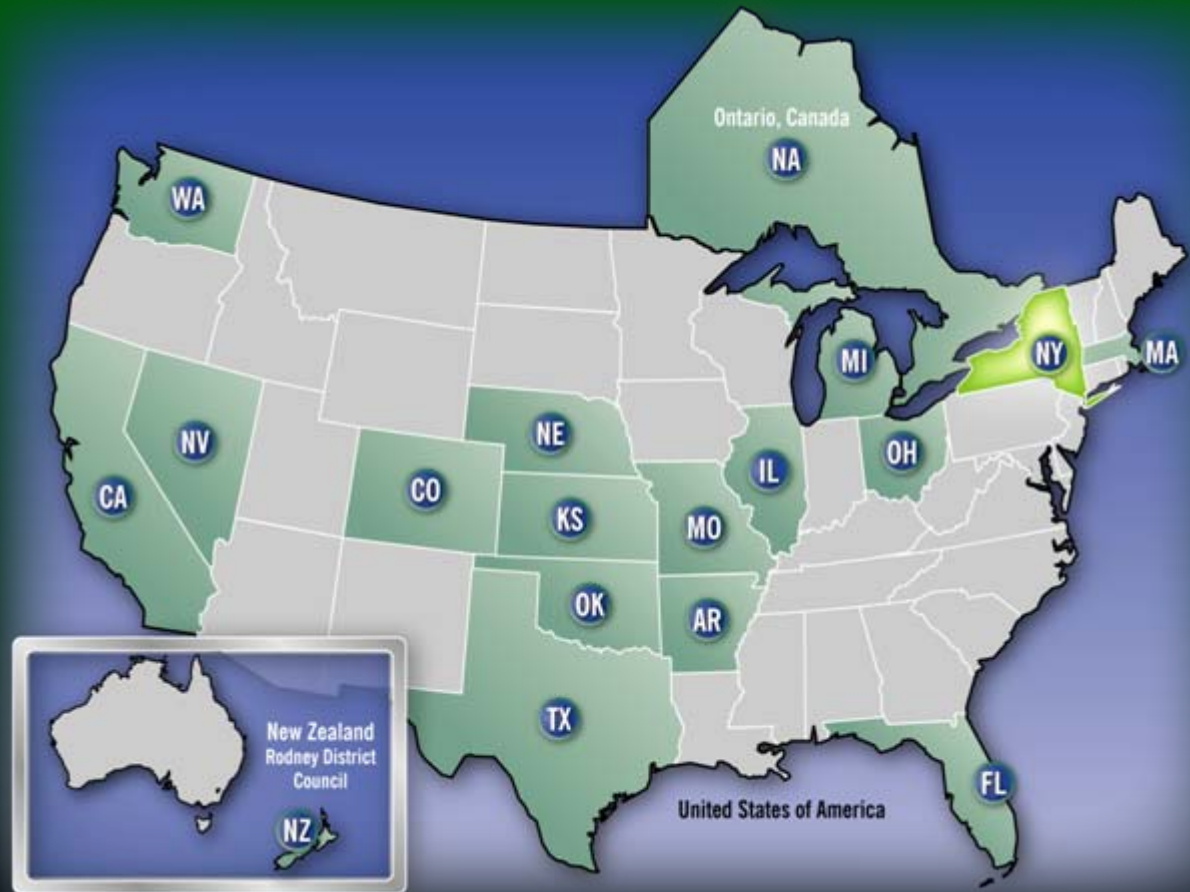
- 2005 ESRI - Ease of use and Innovation
- 2006 ESRI - Special Achievements
- 2007 ACEC - Excellence in energy conservation
- 2008 EBJ - Sustainability and Resource protection
- 2009 Women In Transportation, Innovation Award

*Proven participation increases up to 10 times  
1-800 #, on-line support, very satisfied clients*



# GreenRide Customers

- 55+ clients, 21 states and internationally
- Available to over 39 million people



# NYS Installations

- **NYS GreenRide Installations:**
  - Buffalo, ([www.goodgoingWNY.com](http://www.goodgoingWNY.com))
  - Albany, ([www.ipool2.org](http://www.ipool2.org))
  - Adirondack Region, ([www.ipoolnorth.org](http://www.ipoolnorth.org))
  - Binghamton,  
([www.broometioga.greenride.com](http://www.broometioga.greenride.com))
  - NYSERDA GreenRide
  - E & E NYS offices

# GreenRide Vanpooling NYS

---

- **NYSERDA supported project**
- **Promote vanpooling in NYS**
- **Help agencies understand vanpooling and the available funding**

# GreenRide Flex-T

- **Paratransit and specialized services consolidation, scheduling and management software**
- **Developed in partnership with NYSERDA**
- **Increases capacity/reduces costs of providing specialized trips**

# GreenRide NYSERDA Projects

---

## GreenRide QuickFlow

- Personalized intelligent weather / traffic routing alerts
- Facilitate HOT, congestion pricing, rideshare incentives

## GreenRide GreenFleet

- Web-based system to help better manage fleets to help reduce VMT and costs generated by employees traveling separately to the same meeting.

# GreenRide Mobility Management Solutions

- **Mobility Management Solutions**
  - **Carpooling-GreenRide**
  - **Paratransit, elderly, specialized services-Flex-T, a GreenRide product**
  - **Vanpool matching and management-GreenRide Vanpool**
- **Maximizes participation (public, employee, ETC)**
- **Energy, Environment, Economic Savings**
- **Customizable, flexible and scalable**