

Working Paper 04-07

Public Reception of Ridematch 21

By Jose Rodriguez
Senior Rideshare Representative/Project Manager

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Chicago Area Transportation Study
300 West Adams Street, Chicago, Illinois 60606

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EXECUTIVE SUMMARY

The vector matching system developed through the Ridematch 21 (RM 21) project is a direct result of listening to suggestions offered by the public, large employers and service providers for improvements in ride-matching. Through RM 21, CATS Rideshare Services, with assistance from the University of Illinois at Chicago Artificial Intelligence Lab, developed an enhanced rideshare database enrollment process for northern Illinois, southeast Wisconsin and northwest Indiana. Once this improvement in technology was made available on the Internet at www.sharethedrive.org, the next challenge was to market this new resource and the other services provided by Rideshare Services to an array of potential users.

This paper explores the development of an updated print material and radio marketing campaign aimed at both daily commuters interested in carpooling and at decision-makers within companies that could utilize Commuter Choice-type benefits in exchange for promoting carpools and vanpools. This paper also explores the efficacy of implementing the system at several companies and corporate centers, the extent to which employees registered with the regional rideshare database, and its overall impact upon enrollment and carpool/vanpool participation among enrollees. Finally, the paper explores the user feedback on the new system and its features – including address location mapping, interactive route builder and preference recognition.

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Introduction

The Ridematch Systems 21 project (RM 21), the real-time “vector” ridematching system developed by the Chicago Area Transportation Study (CATS) Rideshare Services Division with the assistance of the University of Illinois at Chicago Artificial Intelligence Laboratory, was completed by June 30, 2003. The delivery of RM 21 and its placement on the Rideshare Services sharethedrive.org website represents the culmination of efforts guided by the employment and transit provider communities to develop a desktop-accessible ridematching system for carpool and vanpool formation designed to reduce suburban-destined work travel. The resulting vector matching system represents a radical change from systems that utilize radius matching around origins to match potential ridesharers along a given route.

This paper will explore the involvement of employers, transit providers and the general public in a variety of working group arrangements. This paper also explains the vector matching concept in greater detail. The paper concludes by summarizing the aspects of the RM 21 roll-out campaign: marketing materials, radio advertising, user response to the new system and the effect of making ridematching available on the desktop upon both employer participation and public interest.

User Evaluation Activities During Development

During the beta testing phase of RM 21 development process, Release 1.0 and Release 2.0 software were each tested by user evaluation groups consisting of commuters who drove alone to suburban work locations on a daily basis. These user evaluation activities were conducted for CATS by Strategic Focus, Inc., under the oversight of principal Dona J. Vitale. Release 1.0, tested before the user evaluation group in March 2002, involved users critiquing the 8 screens of the step-by-step user registration process.

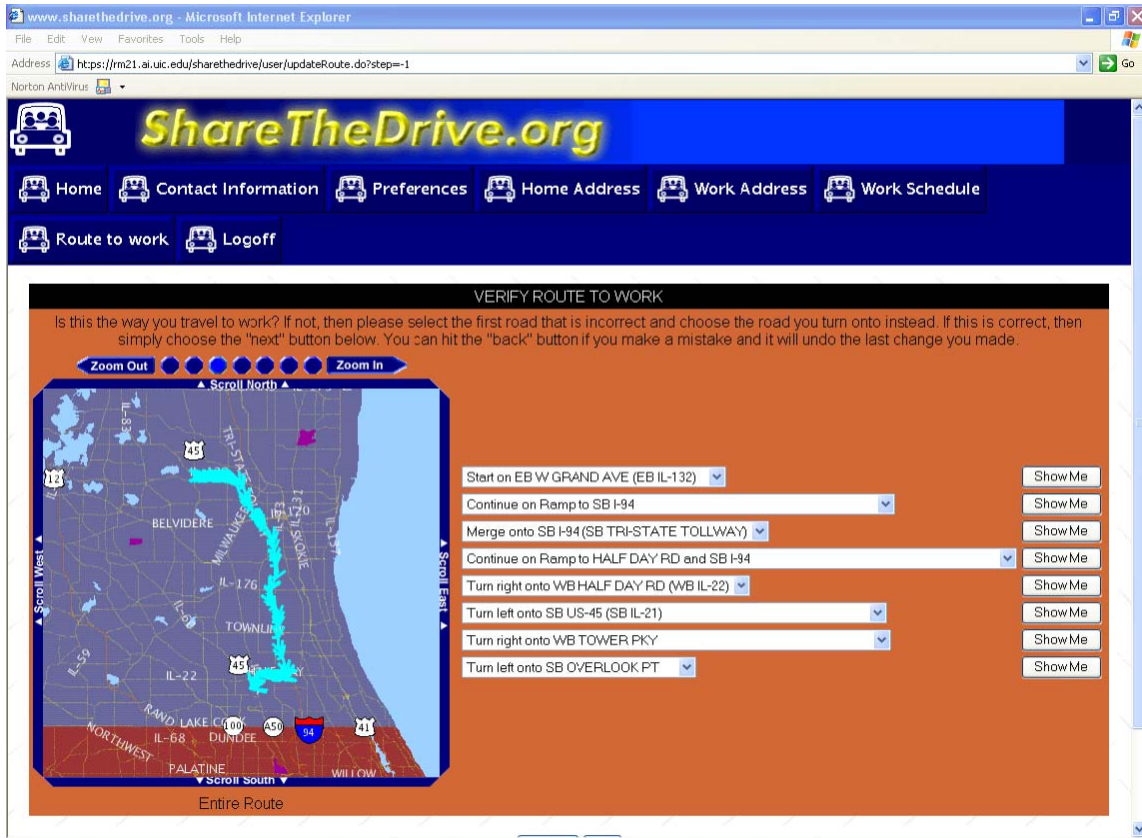
Release 2.0 software user testing took place in October 2002. The interactive Route-to-Work screen was unveiled to users in Release 2.0. RM 21 utilizes the Navtech database currently loaded into the ITS GATEWAY server for the GCM project’s information site, www.gcmtravel.com. RM 21 can be displayed in Spanish, if enabled by language settings within the end user’s Web browser.

Vector, or route-based, matching for carpool development is a concept introduced by the UIC Artificial Intelligence Lab during the development of the Ridematch 21 software system. Vector matching utilizes a matching area designated by a user’s preference to move outward from their route. This matching area corresponds to a prospective driver’s path through residential, collector and arterial streets en route to a common work location or vicinity.

User testing played a major role in identifying necessary improvements to the matching algorithm that underlies the vector matching mechanism. The crucial component that enables this route-based matching of riders and drivers is the Route to Work functionality that appears as registration Step 6 to new users. This Route to Work function gives the

user two options with regard to determining their route to work: a computer-generated route or the ability to build their actual route, road segment by road segment. This dynamic route changing capability enables the user to periodically seek more opportunities for carpool matches; it also enables existing carpoolers to attain sufficiently large groups for vanpools.

GRAPHIC 1: STEP 6 of 8 Screen for Route to Work Depiction



Other system upgrades incorporated into Release 2.0 include:

- Expansion of System's Geographical Coverage (upper half of Illinois, NW Indiana, and S Wisconsin)
- "How-To" Boxes for Registration Elements
- Match Notification: E-mail response and Map Display
- Work Schedule Dual Functionality: MON-FRI and Day-to-Day
- Automated referral to RTA Trip Planner Website if user is commuting to downtown Chicago.

Following the Version 2.0 focus group, beta testing (Release 2.0 software) took place from January through May of 2003 at Discover Financial and CCH in Riverwoods via their employer Intranet systems (LANs). While beta testing was in process, work group members conducted an administrator-level test at Discover, Hewitt Associates and Pace.

Discover Financial administrators and employees tested the beta version test software well into Summer 2003.

Pace System Integration

Starting in May 2002, CATS and UIC conducted a series of system integration meetings with Pace staffers Ed Miller, Kris Skogbakken and Yolanda Garcia. The purpose of the meetings was to allow CATS and Pace to identify areas where their respective services could complement each other. As a result of these discussions, an extensive Vanpool Module was developed for RM 21.

Pace provided driver, rider and van stop information for 190 commuter vans for loading into RM 21. RM 21 is now programmed to allow new enrollees to match against existing van routes. Pace is notified via a system-generated e-mail in the event that a user matches to a group of four or more persons so a vanpool may be formed. Pace Park-n-Ride locations are also loaded into RM 21 to attract users to vanpools and existing shuttle buses based at these facilities.

Pace's dedication to learning about and utilizing RM 21 not only led to additional training throughout the remainder of 2003, but their persistence in demanding that certain bugs be fixed led indirectly to the development of a bug tracking system specifically for RM 21. CATS and Pace have successfully used the bug tracker as an indirect forum for not only reporting bugs and receiving fixes, but also for discussions about future enhancements. Pace continues to assemble information on their vanpools for inclusion into the RM 21 system.

The Rideshare Roll-out Campaign

In October 2002, CATS began developing a Ridematch 21 roll-out campaign with the assistance of Adelstein and Associates, the creative consultant for the IEPA-sponsored Partners for Clean Air Campaign. The Partners for Clean Air Campaign spawned the "Breathe Easy Man" character featured on the RM 21 system as an official "greeter." Adelstein has developed radio ads, posters and other media promoting rideshare on behalf of both CATS and Partners. RM 21 was introduced on a CATS Website, www.sharethedrive.org, in September 2003 as part of a "gamma" test period, during which a re-branding of Rideshare was initiated.

Early in the creative process, CATS and Adelstein staff determined that women should be the primary target of the roll-out campaign based on several factors: research that indicated a greater interest in returning cost savings to households, the need for "safety in numbers," and the tendency of younger women to be interested in meeting others in their age group. In the user evaluation groups for RM 21, these conclusions were validated by the input of female participants, who also saw the potential for a buddy-based emergency system, and were pleased that e-mail, rather than the telephone, would be the primary means for users to contact potential carpool partners.

Adelstein staff developed three drafts of new rideshare materials to compare “look and feel.” These included a “Red” theme with bold white lettering on red backdrops, and a “Blue” theme featuring crisp photography and images of younger professionals seeking and participating in a carpool. A Ride Match “Cartoon” theme was also submitted, but was quickly cast aside on the recommendation of several transportation professionals. Because of the soothing blue tones and gold highlighting, the Blue materials were ultimately selected.

Ads were recorded and aired on WBBM-AM 780, the local news and traffic radio station, and several FM radio outlets operated by Clear Channel Communications. These entities have an established history of supporting the Partners for Clean Air campaign. A radio buy put this new advertising on Chicago airwaves from November 2003 to May 2004.

Two new radio spots, “Tom” and “Boss” were recorded in late October 2003. “Tom” introduces the listener to the possibility of increasing carpool activity by finding matches online by adding a Tom character as a third person to the carpool run by the now-on-the-verge-of-marriage Norman and Sally. “Boss” details a conversation between a Human Resources department head and her boss in which the HR head speaks about the various benefits of employer support of rideshare: more productive, less stressed employees; maximization of land resources (less need for parking); a no-cost employee benefit (Commuter Choice pre-tax program); and payroll tax savings.

Rideshare Services also garnered “earned media” on WBBM in the form of taglines during traffic and weather reports and a link to Share the Drive on the WBBM Web site. New employer brochures, employee information brochures, large posters and “Nine Steps to Rideshare” manuals were created using the Blue theme for distribution to the general public and employers across the region. The large poster will also be available with a “Clean the Air” message at more than 25 Air Team emissions testing stations throughout northeastern Illinois.

Gamma Testing Period: Introducing the Public to RM 21

The gamma test of the public www.sharethedrive.org began in September 2003 with changes to the 1-800-920-RIDE phone message system. Individuals who call the 800 number are now asked to access the new matching service via the Web if they have access to the Internet. Some 465 database members who enrolled from 2001-03 received mailings encouraging them to enroll in the new system. During the week of October 6-10, 380 notices were sent; 38 notice recipients re-enrolled in to the regional database via the RM 21 software. On November 7, an additional 84 notices were sent; 40 of the November recipients re-enrolled using the site. Purging and replenishment of the system is automated through e-mail notifications and automatic removal of users who are inactive after being listed in the database for six months.

GRAPHIC 2A: Front of “FIND YOUR MATCH” Public Information Brochure

GREAT RIDESHARE TIPS FOR BOTH RIDERS & DRIVERS

WHEN YOU ARE THE DRIVER, BE SURE TO:

- Establish a regular driving/route schedule.
- Select a back-up driver.
- Decide how you want to be reimbursed for expenses and a regular payment schedule.
- Share costs equally by keeping good records on gas, oil, maintenance and tires.
- Keep your vehicle in good driving condition.
- Obtain your rideshare insurance premium credit
- Drive Safely!

AVAIL. IMMEDIATELY
Looking for stress-free drive to work. Quiet, non-smoker, willing to share expenses and car.
www.sharethedrive.org

FIND YOUR MATCH PICK SOMEONE UP TODAY

SHARE THE DRIVE
A Partner for Clean Air

Chicago Area Transportation Study (CATS)
300 WEST ADAMS STREET • CHICAGO, ILLINOIS 60606

www.sharethedrive.org

© Share the Drive is a program of the Chicago Area Transportation Study

www.SHARETHEDRIVE.ORG

GRAPHIC 2B: Inner Portion of “FIND YOUR MATCH” Public Information Brochure

BY PICKING UP SOMEONE AND SHARING THE DRIVE YOUR EMPLOYEES COULD SAVE UP TO \$3000 A YEAR

AN HOUR OR MORE OF DENSE TRAFFIC STRESSED-OUT IS SENDING YOUR EMPLOYEES TO WORK

TRAFFIC STATS

- Commuters in Northeastern Illinois spend an average of 125 extra hours annually just sitting in traffic.
- It costs \$3,000 to sit in traffic alone.
- Ridesharing has increased 8.29% in Lake, Will, Kane and McHenry counties.
- With 75 new carpools a year in northeast Illinois, 1 ton of ozone burning pollutants are removed from the air.
- Chicago area commuters are driving 20% more miles everyday, yet the number of lanes to accommodate that additional traffic has increased only 1%.
- STRESS REDUCTION is still the number one reason cited to rideshare.

At www.sharethedrive.org employees can calculate their estimated savings.

- www.sharethedrive.org is the 21st Century solution to a weary workforce
- Sharethedrive.org matches up employees that want to better utilize drive time, reduce costs and headaches.
- PICK SOMEONE UP

www.sharethedrive.org

RM 21 in Full Operation: Public Response in the First Six Months

With a full complement of radio advertising, existing “Share the Drive” arterial and expressway road signage, several enthusiastic employer supporters (see section below), and new information materials, RM 21 began serving as the primary tool for rideshare registration, reporting, storage and management for the regional rideshare system on November 1, 2003. Between November 2003 and April 2004, there were 568 new completed enrollments to the regional rideshare database from both the general public and employees of companies actively or passively promoting the Rideshare program. To put this in perspective, there were only 91 completed enrollments between March and August 2003. During the gamma test period (September and October 2003), 63 persons completed enrollments – in effect, this limited utilization of RM 21 resulted in twice the enrollment activity than that generated by the hotline, even though the hotline was the primary avenue for enrollment.

The radio ad campaign had a major effect on increasing enrollment from the general public, as RM 21 recorded some of the highest levels of activity in the weeks in which radio advertising aired, especially in response to advertising on WBBM-AM 780, WDRV-FM 97.1, and WNUA-FM 95.5 and, to a slightly lesser extent, WLIT-FM 100.3.

The following pages feature tables depicting the rise in overall enrollment activity on a monthly basis, and a table and chart depicting the relationship between radio advertising placement and enrollment from the general public on a weekly basis. On the chart depicting enrollment activity in relation to radio advertising, there is a noticeable uptick in enrollment in the week beginning April 26, 2004. No radio advertising was aired; this increase in enrollment may have been in response to the rise in consumer fuel prices – fuel in many parts of northeastern Illinois rose above \$2.00 a gallon during April 2004.

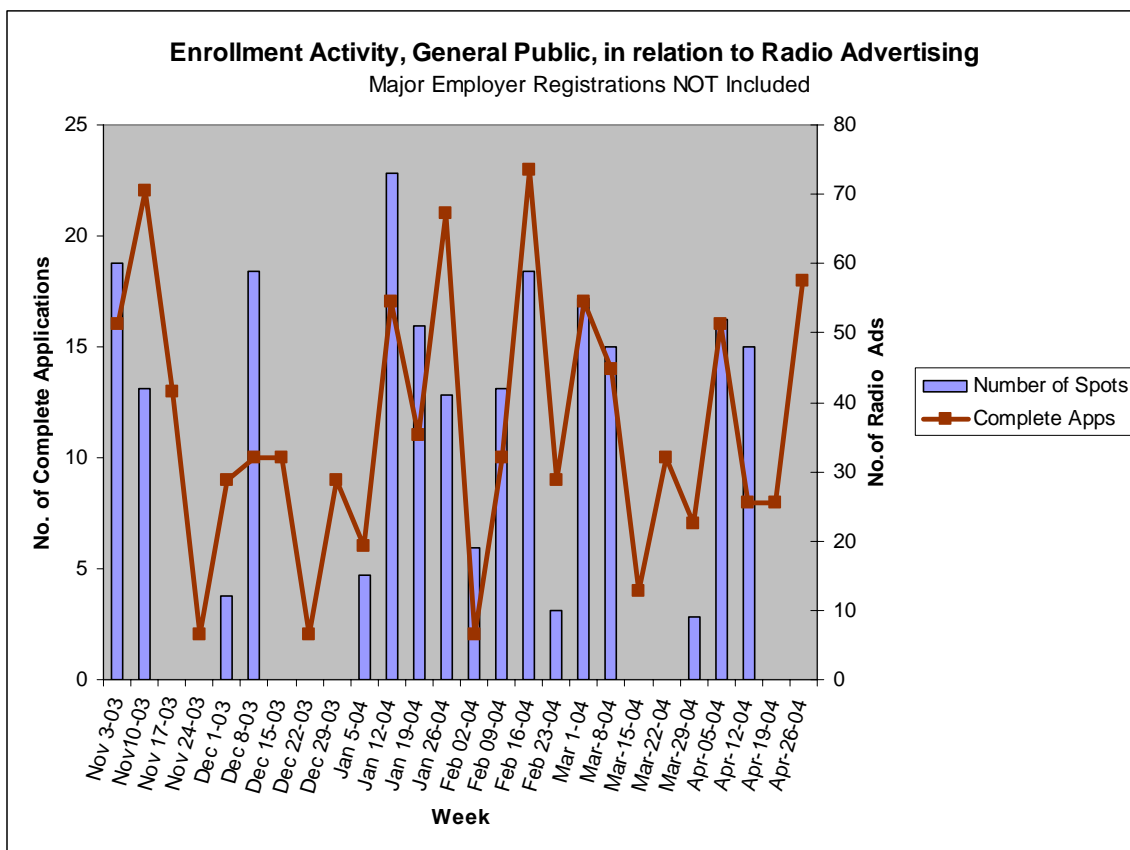
TABLE 1: RIDESHARE ENROLLMENT, COMPLETED APPLICATIONS

COMPLETED APPLICATIONS														
Calendar Year 2004													Source Total	
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		
Hotline	5	1	2											8
RM 21	105	62	94	222										483
Monthly Total	110	63	96	222										491
										<i>Grand</i>	<i>Total</i>			
<i>Hewitt Associates Share</i>	57	1	4	3										204
<i>Cardinal Health Share</i>			20	1										287
<i>Siemens Bldg Tech Share</i>			10	1										
<i>WMS Gaming Share</i>			6	126										
<i>employer total</i>	57	1	98	131										

Calendar Year 2003													Source Total	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
Hotline	10	9	4	11	14	16	16	16	10	3	3	0		112
RM 21	3	4	5	3	1	0	3	2	10	40	42	32		145
Monthly Total	13	13	9	14	15	16	19	18	20	43	45	32		267
									<i>Grand</i>	<i>Total</i>				

Percent of 2003 Year-End Total at End of April 2004 = 183.90%

CHART 1: RIDESHARE ENROLLMENT AND RADIO ADVERTISING



Employers for Roll-Out

Discover Financial Services continues to provide an Internet link from its employee Intranet. Linda Birt, the company’s rideshare coordinator, has moved forward with DFS’s adoption of RM 21 as its rideshare database management system (some 600 employees enrolled; 200 of its 4,000 employees are active in transit, or either vanpool or carpool to its Riverwoods, IL location). She will also schedule vanpool and meet-your-match enrollment activities for interested employees. She has begun RM 21 administrator training with CATS staff.

Hewitt Associates has issued several e-mails announcing the availability of RM 21 and its linkage from the Hewitt Intranet. Tim Grzesiakowski is the company’s employee transportation coordinator. This Lincolnshire employer is in the process of absorbing and consolidating several of its sites that are currently spread across the southern portion of Lake County into its large campus in Lincolnshire. Rideshare, particularly carpool, has been identified as the major TDM strategy for getting these employees to the Lincolnshire campus. Mr. Grzesiakowski has been a member of the RM 21 work group

and a key administrator-system evaluator. Since January 2004, more than 65 Hewitt employees have registered with the system in a voluntary participation environment.

Prairie Stone TMA (Sears, Hoffman Estates). Information about CATS Rideshare Services and its www.sharethedrive site are featured on this development's Web site, and in transportation information brochures. Barbara Hayskar, PS TMA director, participated in the RM 21 work group and has been instrumental in critiquing the site and its underlying matching software. Her efforts resulted in the recoding of several street segments leading to and within the Prairie Stone complex, a site whose tenants – most prominently Sears and Transamerica – employ over 10,000 persons.

(Company name withheld at request of its Benefits Department). A large medical supplies manufacturer and distributor announced the availability of RM 21 at its Lake County facility in March 2004. This company hoped to identify individuals willing to rideshare or use transit as a means for developing a base of support for shuttle service to its facility from a nearby Metra station. This initiative was driven, in part, by a desire to access highly-skilled labor markets on the north side of Chicago and near north suburbs.

WMS Gaming. Leadership at this employer's Chicago facility (located at California and Roscoe) has expressed interest in better maximizing its land resources in anticipation of a near-doubling of its work force. WMS Gaming employees were encouraged to register with RM 21 in order to gauge interest in transit and ridesharing. The 131 responses received (out of a total current employee base of 380) have encouraged WMS to explore adopting a transit benefits program and developing a train shuttle service. Also, given that WMS Gaming is a major developer of gaming software, this employee base provided an "expert user" test of RM21, of sorts. A comparison of WMS employees' views of the system in comparison to those of the general public is included in the following section.

CATS Rideshare outreach activities have been conducted at Siemens Building Technologies in Buffalo Grove and Kraft in Glenview; employees at both companies enrolled with the system immediately after information about RM 21 was provided.

User Satisfaction

Rideshare database enrollees were surveyed about their current work travel behavior, means of learning about Share the Drive, preference for vanpooling, and their level of satisfaction with the overall RM 21 software and individual software features (address location, route to work mapping, and work schedule input). Their responses are summarized on the following page. The 342 respondents to this survey included both members of the general public and employees of participating employers.

The percentage of drive-alone commuters among Rideshare enrollees (81.82%) exceeds the percentage of drive-alone commuters within the six-county northeastern Illinois area recorded by the 2000 Census (68.98%). This is an indication that the Rideshare outreach effort in its various forms is reaching its intended audience of current SOV commuters. Users were generally satisfied with the RM 21 registration system as a whole, and its

three major subcomponents. However, users were most critical of the route-to-work input function, with a 79.24% satisfaction rating (see Table 2).

Though overall negative comments were low in number, most of the negative feedback received from users was attributed to difficulties encountered while navigating the route to work screen, making changes across registration pages using Web browser buttons as opposed to the back/next buttons nested within the RM 21 screens, and delays and crashes caused by slow connection speeds. In addition, several users were inconvenienced when the system needed an upgrade in server capacity as a result of high levels of activity during the first week of April – when the WMS Gaming registration kicked off. CATS is seeking to procure Unified Work Program funds for maintenance, hardware and additional software development in the upcoming fiscal year.

The Test Follow-Up survey results for WMS Gaming employees are on the page after the Test Follow-Up survey results for the larger database (TABLE 3). WMS Gaming employees, as expected, were slightly more reserved in their approval of system functions, in particular the address matching and route to work input display.

Ridematch 21 at www.sharethedrive.org-

Test Follow Up Survey, November 1, 2003 to April 30, 2004

<u>Current Travel Mode</u>	<u>Number</u>	<u>Percent</u>
Drive Alone	279	81.82%
Metra	10	2.93%
Carpool	16	4.69%
Pace Bus	6	1.76%
CTA	9	2.64%
Pace Van	3	0.88%
VPSI	2	0.59%
Walk	2	0.59%
Other	15	4.11%
	342	100.00%
<u>How Did You Find Out About RM 21</u>		
Employer	157	45.91%
Sign	67	19.59%
Radio	57	16.67%
Web Search	16	4.68%
Friend	11	3.22%
Pace	14	4.09%
Other	18	5.26%
Phone Book	1	0.29%
VPSI	1	0.29%
	342	100.00%
<u>Interested In Vanpool?</u>		
Yes	279	81.58%
No	63	18.42%
	342	100.00%
<u>Satisfaction With Overall Registration</u>		
Satisfied	269	78.65%
Somewhat Satisfied	40	11.70%
No Opinion	17	4.97%
Somewhat Dissatisfied	14	4.09%
Dissatisfied	2	0.58%
	342	100.00%
<u>Satisfaction With Address Location and Mapping</u>		
Satisfied	282	82.46%
Somewhat Satisfied	35	10.23%
No Opinion	8	2.34%
Somewhat Dissatisfied	13	3.80%
Dissatisfied	4	1.17%
	342	100.00%
<u>Satisfaction With Route to Work Map</u>		
Satisfied	271	79.24%
Somewhat Satisfied	34	9.94%
Somewhat Dissatisfied	17	4.97%
Dissatisfied	8	2.34%
No Opinion	12	3.51%
	342	100.00%
<u>Satisfaction With Work Schedule Table</u>		
Satisfied	309	90.35%
Somewhat Satisfied	17	4.97%
Somewhat Dissatisfied	4	1.17%
No Opinion	11	3.22%
Dissatisfied	1	0.29%
	342	100.00%

TABLE 2: USER SATISFACTION, RIDESHARE DATABASE

WMS GAMING - Follow Up Survey Results, April 2004

92 responses / 133 employees registered / 380 total employees

No. of Resp	Pctg.	Question	Answer /Comment
74	80.43%	Currently, how do you get to work?	Drive alone
5	5.43%	Currently, how do you get to work?	Bike
4	4.35%	Currently, how do you get to work?	Combination of Modes
3	3.26%	Currently, how do you get to work?	CTA bus
3	3.26%	Currently, how do you get to work?	Carpool
2	2.17%	Currently, how do you get to work?	CTA EL
1	1.09%	Currently, how do you get to work?	Walk
1	1.09%	Currently, how do you get to work?	Motorcycle
65	70.65%	Did you indicate a preference for vanpooling?	yes
27	29.35%	Did you indicate a preference for vanpooling?	no
84	91.30%	How did you find out about share the drive?	Employer
8	8.70%	How did you find out about share the drive?	Sign on road
66	71.74%	Overall, how did you like this registration process?	satisfied
10	10.87%	Overall, how did you like this registration process?	somewhat satisfied
9	9.78%	Overall, how did you like this registration process?	no opinion
5	5.43%	Overall, how did you like this registration process?	somewhat dissatisfied
2	2.17%	Overall, how did you like this registration process?	dissatisfied
66	71.74%	What was your impression of the address location and mapping?	satisfied
14	15.22%	What was your impression of the address location and mapping?	somewhat satisfied
6	6.52%	What was your impression of the address location and mapping?	somewhat dissatisfied
5	5.43%	What was your impression of the address location and mapping?	no opinion
1	1.09%	What was your impression of the address location and mapping?	dissatisfied
66	71.74%	What was your impression of the route to work display?	satisfied
11	11.96%	What was your impression of the route to work display?	somewhat satisfied
6	6.52%	What was your impression of the route to work display?	no opinion
5	5.43%	What was your impression of the route to work display?	somewhat dissatisfied
4	4.35%	What was your impression of the route to work display?	dissatisfied
77	83.70%	What was your impression of the work schedule screen?	satisfied
7	7.61%	What was your impression of the work schedule screen?	no opinion
6	6.52%	What was your impression of the work schedule screen?	somewhat satisfied
1	1.09%	What was your impression of the work schedule screen?	somewhat dissatisfied
1	1.09%	What was your impression of the work schedule screen?	dissatisfied

TABLE 3: USER SATISFACTION, WMS GAMING

Here is a breakdown of user critiques of RM 21 given by specific functional areas:

Route to Work confusing or not matching true route	9
System Processing was Slow or Timing Out	7
Unable to recognize Address Locations	4
User Not Willing to Join Rideshare Database for Future Matching	2
Site layout and Graphics need to be more user-friendly	2
Run-Time Errors halted Registration	1
Needs More Transit Information	1
Whole System Inadequate	1
Need Day Care Information	1
Needs Weather Information as regards Bicycling	1

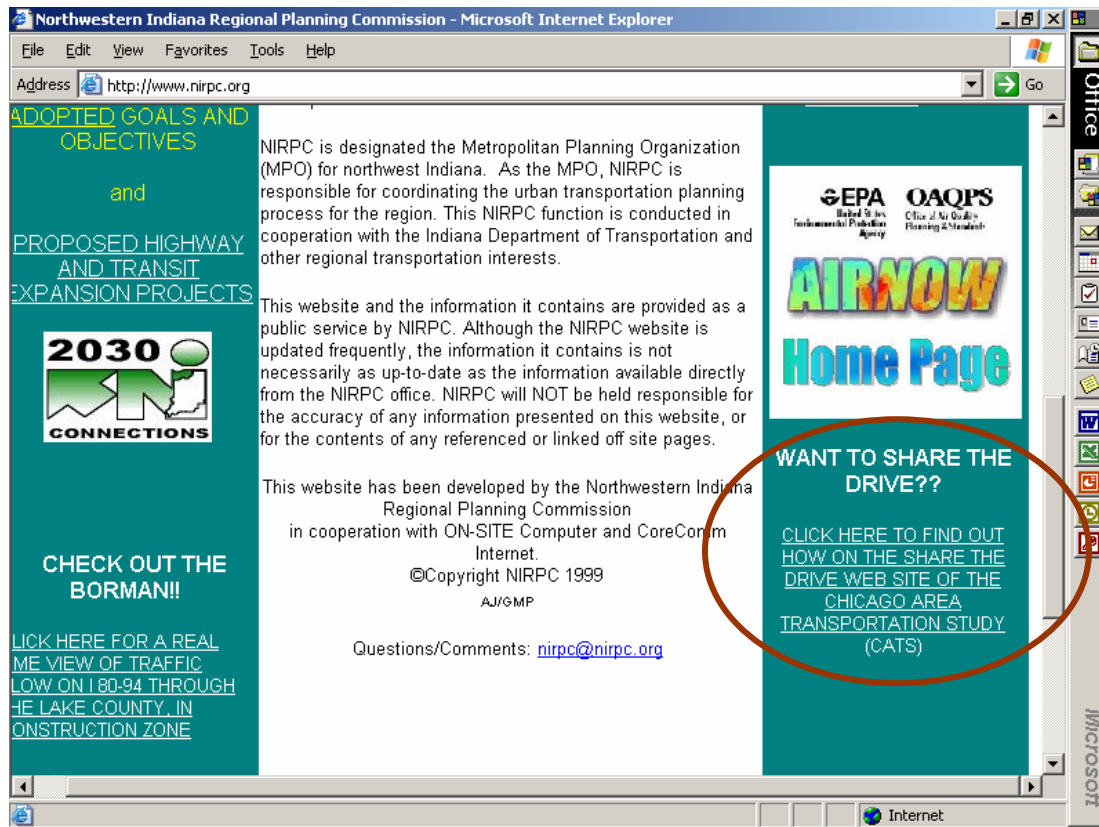
TABLE 4: REASONS FOR USER DISSATISFACTION WITH ASPECTS OF RM 21

Future Efforts for Promoting Rideshare with RM 21

Regional Coordination

Representatives from the Northwestern Indiana Regional Planning Commission (NIRPC) and the Indiana Department of Transportation (INDOT) agreed to reference www.sharethedrive.org as a ridematching resource for work travelers in the region. INDOT also agreed to post the rideshare and transit message from its Dynamic Message System signs along the heavily traveled Borman Expressway (I-80/94) corridor. The Illinois Department of Transportation (IDOT) has pledged to follow suit. Wisconsin Department of Transportation (WisDOT) has agreed to a working relationship with CATS for exchange of enrollment information and cross-cultivation of rideshare development efforts for commuters who reside in or work at Wisconsin locations.

GRAPHIC 2: “SHARE THE DRIVE” is accessible from and referenced to on the Northwestern Indiana Regional Planning Commission (NIRPC) Website.



Sign Program

In 2004, an additional 200 blue “Share the Drive” sign plates will be installed in southern Cook and Will counties. Currently, there are more than 400 signs on expressways and arterial highways throughout the CATS six-county area.

Additional Employer Efforts

CATS Rideshare will continue its relationship with the current *Abbott Laboratories* rideshare program, and will encourage the use of RM 21 as both an enrollment and management tool at the new *Hospira* company. *Allstate*, based in Northbrook, has been working with CATS Rideshare to establish an active link to RM 21 in order to establish a more comprehensive commute options program database and encourage carpools to complement its vanpools, train shuttles and Pace bus utilization.

Media and Cross-Promotional Efforts

CATS Rideshare will continue the Share the Drive radio ad campaign in fiscal year 2005 (July 2004 to June 2005). CATS is also looking to utilize NBC-5 television, and is seeking cross-promotional opportunities with food and fuel vendors.

Carpool Formation

Beginning in May 2004, a tracking survey – similar to the mail-in surveys and phone follow-up surveys used to track rideshare participation activity following enrollment – was sent via e-mail to the persons listed in the RM 21 database.