South Bay Cities

# Travel Pal

Final Report | February 2018

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# ACKNOWLEDGEMENTS

# INTRODUCTION

Funded by Metro as a two-year demonstration project, the South Bay Cities Council of Governments' (SBCCOG) Smart Mobility Demonstration Project ran from 2016 through 2017 and was branded "South Bay Travel Pal." In collaboration with transportation consultants, UrbanTrans North America, the SBCCOG's pilot project tested the RideAmigos 'UNITY Platform' software as a mobility decision-making tool for events, venues, organizations, and individuals in the South Bay of Los Angeles County.

The South Bay Travel Pal program was first conceived by the SBCCOG in 2012 as a pilot to test the viability of a software platform that combined travel options to help consumers make better mobility choices based on their trip purpose and trip origin/destination. The scope of the pilot project extended to all the South Bay cities of Los Angeles County which include: Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, Torrance, and the Harbor City/San Pedro/Wilmington communities of the City of Los Angeles, along with the unincorporated areas of the County of Los Angeles Districts 2 and 4.



Figure 1: Map of the South Bay Cities.

At the onset of the pilot project, the primary goal was to test a software platform that could offer multi-modal choices for users through one online experience. The market for this type of technology was nascent and this pilot project was an opportunity to test a software that would allow users to understand the range of transportation choices for any given trip that they might take. Testing a platform of this nature, it was hoped, would positively affect users' decisions to use alternative forms of transportation – carpooling, bicycling, walking and transit – rather than single occupancy vehicles. Initially, all types of trips (commute as well as personal trips) were targeted to be tested. However, when Metro would not make its large regional ridematching database available to the project, it was refocused to test the software platform primarily on special events – to assist venue attendees in making more sustainable transportation decisions. As the project developed, the core target audience of special event and venue patrons was expanded to include testing the software with South Bay employers, community groups, and within the college and university settings. In addition to promoting the online Travel Pal tool, the project team dovetailed the software with traditional, hands-on transportation demand management (TDM) strategies, to provide a holistic approach for parking demand reduction and congestion management.

The project was funded in the Fall of 2015 followed by a lengthy negotiation with Metro to use the Regional Rideshare Database which, ultimately, was not possible. Subsequently, project planning aimed at South Bay events and venues began in February 2016, with the Travel Pal platform launched in May 2016. The Final Report was prepared in early 2018 and submitted to Metro on February 28, 2018.

In total, Travel Pal worked with 40 unique stakeholder organizations, amassing 775 total users of the online tool. Users logged 246 sustainable trips in the platform. Trip logging – the chronicling of actual trips by distance and mode - amassed a variety of metrics: calories burned, money saved, and $CO_2$ emissions saved. Calorie expenditures are calculated at 100 calories per mile for walking and 50 calories per mile for biking, based off a report published in June 2006 by the U.S. Department of Health and Human Services titled, Your Guide to Physical Activity and Your Heart.

Dollars saved figures come from AAA Exchange at the cost per mile based on a mid-sized sedan and traveling 15,000 miles per year. The RideAmigos cost of a drive is calculated by multiplying the number of miles in the trip by ($0.566/number of passengers). Each mode has its own financial reward— for walking or biking the calculation is $0.566 per mile in savings. Carpooling, vanpooling, and transit have different savings per mile amounts ($0.283, $0.471, and $0.116 respectively). These figures are taken from a 2014 American Bus Association Foundation study titled Updated Comparison of Energy Use & $CO_2$ Emissions From Different Transportation Modes.

The emissions saved formula also uses figures from the 2014 American Bus Association Foundation study. The table provided shows the mode, $CO_2$ emissions emitted, $CO_2$ emissions saved, and dollars saved per mile used in the RideAmigos calculations.

| Mode | CO2 | Emissions Saved | Dollars Saved Per Mile |
| --- | --- | --- | --- |
| Bike | 0 g/mile | 0 g/mile | 0.568 |
| Carpool | 184 g/mile | 184 g/mile | 0.283 |
| Drive alone | 368 g/mile | 368 g/mile | 0.000 |
| Fully Electric Vehicle | 0 g/mile | 0 g/mile | 0.283 |
| Telework | 0 g/mile | 0 g/mile | 0.566 |
| Transit | 136 g/mile | 136 g/mile | 0.116 |
| Vanpool | 97 g/mile | 97 g/mile | 0.471 |
| Walk | 0 g/mile | 0 g/mile | 0.568 |

*Figures from a 2014 American Bus Association Foundation study titled Updated Comparison of Energy Use & CO2 Emissions From Different Transportation Modes.*

Figure 2: RideAmigos metric calculations.

The total calories burned, CO2 emissions saved, money saved, and distance logged are graphically conveyed in Figure 3 below.
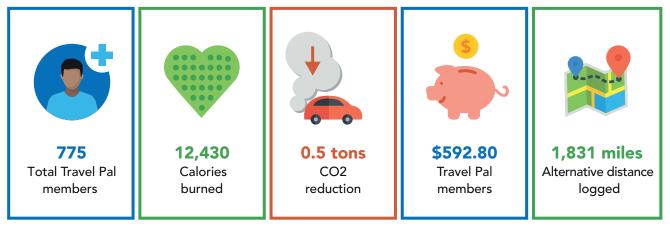
| | | | | |
|---|---|---|---|---|
| **775** | **12,430** | **0.5 tons** | **$592.80** | **1,831 miles** |
| Total Travel Pal members | Calories burned | CO2 reduction | Travel Pal members | Alternative distance logged |

Figure 3: Sample accrued statistics from the Travel Pal online platform, actual statistics is dependent on mode choice and distance.

# TECHNOLOGY CONTEXT

At the inception of this project there was a perceived opportunity to test a transportation software platform that would meet the needs of stakeholders while impacting consumer mode choice. At the time, a universal software – like Travel Pal – that described all available transportation options was not available in the marketplace nor through Metro's online consumer platform, metro.net. The premise of testing this type of software held great interest and potential as a tool for educating individuals about their travel choices. As time progressed, technology advances in transportation demand management (TDM) continued, and as a result, there has been an industry-wide growth in the availability and use of these types of tools. New technologies have enhanced the ability to shift commuter behavior from driving alone to alternative forms of transportation. Technologies have radically changed how consumers access, analyze, and make transportation choices.

Moore's Law—the doubling of computer processing speeds every 18 months—is a popular reference point of a broader technology rate of change that is described by industry experts as exponential and accelerating. Accordingly, this acceleration of technology is also advancing the transportation industry. When the project was initially conceived in 2012, the technology landscape, as it was applied to transportation choice, was far more limited than in 2018. As the Smart Mobility Demonstration project kicked-off, the ability to address modal choice, traffic congestion, and other growing transportation

issues via technology was far narrower than at the end of the study. Several new services that are commonplace today did not exist when this project was conceived. As an example, Uber and Lyft had not launched yet in Los Angeles at the conception of the project. As the project unfolded, the market for consumer travel information began rapidly shifting and evolving, challenging the capabilities available on the Travel Pal platform. This change in the marketplace impacted the pilot project as it created unexpected modal-choice competition, changed the transportation technology landscape and, altered target audience's perspectives about how they use these technologies – shifting user patterns from home-based computers to mobile smartphone based apps.

The technology advancements applicable to this pilot project encompass a wide range of services, from providing customers with additional transportation options (i.e. Lyft, Lyft Line, Uber, UberPool, and Waze Carpool), helping consumers make transportation decisions (i.e. Go LA, Moovit, Google Maps, and Transit), and tracking transportation trips (i.e. Strava, FitBit, Moves, Map my Walk). Technology advancements were also inclusive of government transportation providers, as many transit agencies serving the South Bay uploaded their transit routes to Google Maps during this project. In addition, Metro updated their Ridematching/ Shared Mobility Service during the duration of this project, adopting many of Travel Pal's unique features like event listings, and the dynamic graphics for plotting routes ("Start" – "Destination" pins) into its metro.net software platform.
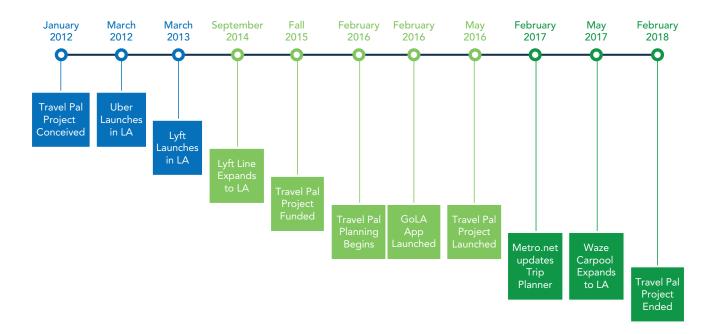


Figure 4: Timeline of transportation technology with relation to Travel Pal.

Understanding the market dynamics and how consumers of these new TDM technologies put them to use are findings that Metro and other stakeholders of this report should leverage for future TDM programming recommendations.

# PARTNER OVERVIEW

The project team was composed of staff from SBCCOG, UrbanTrans North America, and RideAmigos. UrbanTrans North America is an international TDM consulting firm with offices in Los Angeles, Denver, Atlanta, and Toronto. UrbanTrans's role was to lead the marketing, outreach, and programmatic components of the project. They also provided local and direct expertise, working on other TDM projects in Playa Vista, Century City, Howard Hughes Center, and Orange County. They are a Metro-certified Small and Disadvantaged Business Enterprise.

RideAmigos is a Santa Monica based producer of transportation demand management software. Their Software as a Service (SaaS), known as the UNITY platform, included at the time of this project a desktop version that was compatible with smart phones only through the browser function. The software offers a multi-modal trip planning feature (showcasing the modes listed in Figure 5).

**Multi-modal planning:**

- Walking
- Biking
- Transit
- Carpooling
- Driving

*Does not include Transportation Network Companies*

Figure 5: List of modes included in RideAmigos Trip Planner.

The software also allows for:

- Trip tracking

- Online incentive and reward systems

- Casual carpool matching

- South Coast Air Quality Management District (SCAQMD) certified transportation surveys

- Event listings

- Gamified challenge features

Basic trip planning features could be accessed by simply putting in a "Start" and "Destination" address while other features of the website (carpool matching/messaging, logging trips, and participating in challenges) required the individual to make a free user account, a process taking under a minute. In terms of tracking or accruing travel metrics, individuals were required to log into their accounts and log their trips (by destination and mode) – a task that, generally, took only a minute to complete.

The South Bay Travel Pal platform was launched with all the standard RideAmigos modules listed above. Travel Pal's ridematching database pooled 600 additional members and their carpool postings, leveraging existing TMAs utilizing the UNITY platform at Playa Vista and Howard Hughes Center. Outreach, marketing, and testing ran through December 2017. During the Travel Pal project, RideAmigos launched its beta-test of the Commute Tracker app – a smart phone-based application focusing on trip logging with sophisticated mode verification technology. However, while the app automatically tracked commute trips, it was not fully developed and would have cost additional unbudgeted funds, and was therefore not adopted into the project's scope.

# PROGRAM DEVELOPMENT

The RideAmigos UNITY platform allowed for unique project customization. There were many steps the Travel Pal team took in customizing the platform for the Smart Mobility Demonstration project. First, the Smart Mobility tool was rebranded as "South Bay Travel Pal." This name was established to evoke a friendly, neighborly feel to the program. Custom graphics and logos were produced by the UrbanTrans marketing team to personalize all materials with a professional look and feel. A tagline of "Connect. Choose. Match." was developed to easily showcase the tool's core service offerings. A URL of www.southbaytravelpal.com was secured by UrbanTrans for all promotional calls to action. The project team also customized the Travel Pal website, providing South Bay-specific background imagery and website content about sustainable transportation. Once the user interface was completed, RideAmigos also needed to change the Terms and Conditions of the website, as requested by the event/venue stakeholders to release them from any liability.

To maximize Travel Pal's rideshare functionality, the SBCCOG proposed importing Metro's Regional Ridematching carpool database into the Travel Pal platform. The rationale for requesting Metro's database was that effective ridematching requires having a large dataset of interested participants so that when users search for a carpool, they have a higher likelihood of finding a match. After discussions with Metro staff, Metro Legal Counsel, and the SBCCOG project team, the database was not shared by Metro. Issues concerning confidentiality, the proprietary nature of the information, and cross-jurisdictional legal issues (with other counties utilizing the platform) were cited as the mitigating factors to providing access to the Ridematching database. Unfortunately, this finding limited the possibilities for rideshare matching to only those that were already using the UNITY Platform, necessitating a change to the focus of the project and eliminating the possibility of leveraging existing databases possessed by Metro.

In terms of mapping and route planning, the Travel Pal team worked with both the local Municipal Transit Operators as well as the RideAmigos technical staff to customize the platform. Customization of the mapping and routing software continued throughout the course of the study. Travel Pal's routing and navigation functions are run on General Transit Feed Specifications (GTFS) and Open Street Map data, while leveraging an Esri (Environmental Systems Research Institute) base map. Open Street Map is an open-source mapping software that any user can edit or change. The usage of Open Street Map allowed for a higher level of customization and direct access to the mapping component of Travel Pal. With Open Street Map, the SBCCOG could set South Bay special events and venues as locations. The resulting map revisions made it easier for users to find directions by using the name of the venue, instead of knowing the exact address. This level of functionality and customization was greater in comparison to similar mapping applications that ran on "closed-source" software.

Finally, UrbanTrans and RideAmigos also managed a library of applicable GTFS files throughout the course of the project, and created custom GTFS files using a free GTFS-creation tool called Architect, made by Transloc. GTFS file types carry direct information about transit lines for mapping and trip planning applications. The files contain details on stops, time tables, agency info, and route direction. A limiting factor of Google Maps is that only transportation services that are open to the public and operate with consistent fixed schedules and routes can be displayed on the site. On Travel Pal, however, UrbanTrans and RideAmigos staff could upload custom-built GTFS files to the system for special event shuttles, park and ride shuttles, and any other type of non-traditional special event

transportation that otherwise would not appear on Google Maps. This dynamic service was a significant benefit for our stakeholders and partners, as they could clearly convey information about their event specific shuttles to their patrons in a visual and searchable way. When working with large events, one of the major selling points of partnering with Travel Pal was the ability to showcase the route for their park and ride shuttles.

# PROGRAM DESIGN

To deliver a pilot of this nature in a geography with many potential stakeholders, the Travel Pal team developed an approach to identify key stakeholders based on types of applications and uses as well as methods to engage them. Partners fell into the following different activation categories—events, venues, new residents, universities/colleges, employers, and small groups. Partners were prioritized who experience traffic or parking problems, either through anecdotal evidence or as reported by the stakeholder. Locations also had to have access to at least one alternative transportation option— being in proximity to cycling infrastructure, sidewalks, or a bus/transit line. The project team goal was to ensure a wide-variety of demonstration projects to test the software in different South Bay settings. The following partners were engaged with Travel Pal:

| Outreach & Marketing Matrix | | | | | |
|---|---|---|---|---|---|
| Type of Organization | Outreach/ Marketing Target | City | Type of Application | Secondary Application | Launched |
| Business Association | Green Building Challenge | Regional | Commute Challenge | | Yes |
| | North Redondo Beach Business Association | Redondo Beach | Event TDM | | |
| | Redondo Beach Chamber of Commerce | Redondo Beach | Event TDM | Commute Challenge | Yes |
| | Riveria Village | Redondo Beach | Event TDM | | |
| Educational | CSUDH | Carson | Event TDM | Ridesharing Program | |
| | El Camino College | Torrance | Ridesharing Program | Event TDM | |
| | Los Angeles Harbor College | Wilmington | TDM | | |
| | Marymount California University | Rancho Palos Verdes | Commute Challenge | Carbon Footprint | |
| Employer Association | Manhattan Beach Chamber of Commerce | Manhattan Beach | Event Messaging | | |
| | South Bay Association of Chambers of Commerce | Torrance | Event Messaging | | |

| Outreach & Marketing Matrix | | | | | |
|---|---|---|---|---|---|
| Type of Organization | Outreach/ Marketing Target | City | Type of Application | Secondary Application | Launched |
| Government | City of El Segundo | El Segundo | Event Messaging | | |
| | City of Hermosa Beach | Hermosa Beach | Ridesharing Program | Carbon Footprint | |
| | City of Rancho Palos Verdes | Rancho Palos Verdes | Event Messaging | | |
| | City of Torrance | Torrance | Ridesharing Program | Event TDM | Yes |
| | SBCCOG/SBESC | Torrance | Carbon Footprint | Trip Planning | Yes |
| | South Bay Cities Green Building Challenge | | Commuter Challenge | Individual Travel | Yes |
| | Palos Verdes Library District | Palos Verdes | Event Messaging | | |
| Service Club | Carson-Gardena-Dominguez Rotary | Carson, Gardena | Individual Travel | Carbon Footprint | |
| Event/ Venue | Automobile Driving Museum | El Segundo | Event TDM | | |
| | Crafted at the Port of Los Angeles | San Pedro | Event TDM | | |
| | Greek Festival | Redondo Beach | Event TDM | | |
| | Hermosa Beach Chamber of Commerce-Fiesta Hermosa | Hermosa Beach | Event TDM | | Yes |
| | Lomita Railroad Museum | Lomita | Event TDM | | |
| | Los Angeles Fleet Week | San Pedro | Event TDM | | |
| | Manhattan Beach AVP Event | Manhattan Beach | Event TDM | | Yes |
| | Norris Theater | Rolling Hills Estates | Event TDM | | |
| | Port of Los Angeles Lobster Festival | San Pedro | Event TDM | | Yes |
| | Redondo Beach Performing Arts Center | Redondo Beach | Event TDM | | |
| | Redondo Pier | Redondo Beach | Event TDM | | |
| | Stub Hub Center | Carson | Event TDM | Ridesharing Program | |

| Outreach & Marketing Matrix | | | | | |
|---|---|---|---|---|---|
| **Type of Organization** | **Outreach/ Marketing Target** | **City** | **Type of Application** | **Secondary Application** | **Launched** |
| Event/ Venue | The Forum | Inglewood | Event TDM | Ridesharing Program | Yes |
| | West Basin Water Festival | El Segundo | Event TDM | | Yes |
| | Manhattan Beach Hometown Fair | Manhattan Beach | | | |
| Large Employer | L.A. Air Force Base | El Segundo | Ridesharing Program | | |
| | Beach Cities Health District - Blue Zone | Redondo Beach | Event TDM | Carbon Footprint | Yes |
| | PCT | El Segundo | Ridesharing Program | Trip Planning | Yes |
| New Residents | South Bay Association of Realtors | | Trip Planning | | Yes |
| Hotel | Terranea | Palos Verdes | Event TDM | Ridesharing Program | |

Figure 6: List of South Bay Travel Pal stakeholders engaged.

# DEMONSTRATION PROJECTS

This section details case studies from some of the demonstrations conducted under the project, organized by category. They were selected to show the variety of Travel Pal applications that were used.

# THE FORUM

## Goal: Event messaging for large-scale events

### Date: March 2017

The Forum is a world-renowned 17,500-person capacity venue in Inglewood hosting roughly 65 sporting events, awards shows, and concerts of various genres each year. On event days, hundreds of contractors and employees commute to the Forum to produce these events. The area is served by several Metro bus lines (211/215, 212/312, 11, and 445), but not directly connected to rail transit routes or Class I, II, or III bicycle paths. Through conversations with city officials, the Travel Pal team was introduced to the Forum's Madison Square Garden operations and leadership team to begin strategizing the program's roll-out. Based on meetings with Forum department leaders, Travel Pal was to be applied in two ways to mitigate parking challenges due to nearby stadium construction: reducing parking demand of staff and contractors working at The Forum, and encouraging patrons to use alternative forms of transportation to arrive.

The Travel Pal team implemented several different strategies when working with the Forum to provide patrons messaging of their transportation options, and the Park & Ride shuttle. Using vehicle occupancy data from the Forum parking vendor, UrbanTrans analyzed the relationship between the type of event and average vehicle occupancy. All Forum events combined had an Average Vehicle Occupancy of 3.36 people per car. Through our analysis, the project team found no statistically significant relationship between Event Type and Average Vehicle
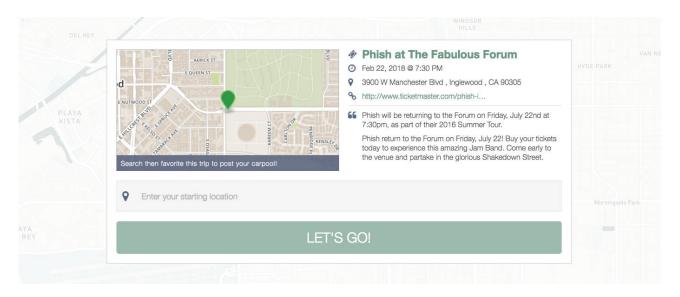
Figure 7: Sample Forum event posted on Travel Pal.

Occupancy ratio. As such, the Forum was advised to post all events on the Travel Pal website. Our contact at the Forum was excited to support the project and posted 26 events on the Travel Pal website, ranging from Gwen Stefani concerts, to Stevie Nicks, to the World Championship Boxing event. The Forum's staff noted the "ease of use of the website, and the clear user interface which made it very simple to navigate." The Travel Pal team trained Forum staff on the tool and created custom marketing materials including email notification content for ticket holders, social media content, newsletter content, and roll out materials to introduce the program internally to staff.

Though customized materials were created for The Forum, they were never distributed externally to patrons or internally to employees. Despite a strong internal champion in the Facilities Department, the buy-in from key staff members in Marketing was lacking due to skepticism on target audience's demand. An additional challenge to The Forum's full use of Travel Pal was the venue's concern of "muddling" their transportation messaging. At the time that Travel Pal was being considered for distribution to its patrons and employees, The Forum was negotiating an exclusive relationship with a transportation network company (TNC). There was concern that the use of Travel Pal would affect and distract from this new patron service – especially as Travel Pal's platform did not offer a TNC mode option as part of its trip planning functionality. Despite resistance from the Forum's Marketing Team and a lack of broader dissemination, four trip searches were performed on the Forum's event postings.

**RESULTS:**

| Leadership buy-in | Internal champion | **26** events posted | **4** trip searches |
|---|---|---|---|

Through this experience of working with The Forum, our team learned firsthand the difficulties of adopting new services at one of the largest venues in Los Angeles. Indeed, the skepticism of Travel Pal illuminated an issue in the platform's design—there was no way to validate whether people changed their transportation behavior. Travel choices are self-reported and there is no automatic follow-up with people who did trip searches to see what they ultimately decided for their transportation mode.

Finally, even though the Forum events were posted on the event website, there was little engagement online from other users. People were not using the Travel Pal event listings to explore new events, but only to find specific information about an event they were already planning on attending. This information reveals the importance of heavily marketing and cross-promoting specific events at major venues, instead of relying on curious users to find events they are interested in attending through the Travel Pal website.

**LESSONS LEARNED**
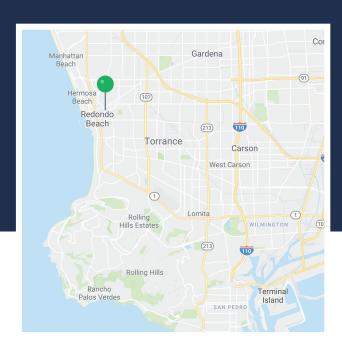
- Even with leadership buy-in and an internal champion, additional program resources are needed to manage relationships with multiple stakeholders at large venues.
- Market competition exists between Travel Pal and transportation network companies.
- There are no metrics to validate behavior change through the current platform functionality.
- There is a need for event-specific marketing and promotion distribution for the user engagement.
- The Travel Pal platform needs to have a TNC option as a mode choice in the trip planner.

EVENTS/VENUES

# TASTE OF THE BLUE ZONES EVENT



## Goal: Carpool formation for a smaller Manhattan Beach event

## Date: March 2017

The Beach Cities Health District (BCHD) is a special district public health agency that serves Manhattan Beach, Hermosa Beach, and Redondo Beach, and offers a range of health and wellness programs. Every March, the BCHD hosts its "Taste of the Blue Zones" event, drawing roughly 500 people to downtown Manhattan Beach to showcase 25 Manhattan Beach Blue Zone restaurants that feature sustainable and healthy eating. Downtown Manhattan Beach is served by two bus lines (Metro 126, Beach Cities Transit 109), and bike paths such as the Marvin Braude Beach Bikeway and Veterans Parkway. The beach cities regularly experience parking shortages during large events. The event's location, coupled with the Blue Zones' Project mission to promote healthy living in the South Bay, was a perfect situation for Travel Pal's intervention for the March 2017 event.

The Travel Pal team partnered with the Beach Cities Health District Blue Zones Project to provide transportation messaging solutions for the Taste of the Blue Zones Event. Meetings were held with the Blue Zones department to discuss the logistics of the event, and train them on using the Travel Pal software. As a follow up, the Travel Pal team also customized and delivered a communications packet complete with sample newsletter copy, ticket confirmation email copy, images to use, and social media content. The Blue Zones team quickly understood how to set up the event page, appreciating how "easy it was to set up a widget and event URL." Information about the event site and carpool formation instructions were included in confirmation emails sent to event pre-registrants, all Beach Cities Health District staff, and volunteers.

Overall, there were 33 individuals who viewed the event page, and 22 trip searches for the event. One BCHD staff member posted their ride on the event page, aiming to start a carpool for event staff or other volunteers. A check of the platform software indicated that no carpool messages were exchanged – a ridematching feature to facilitate initial contact between individuals interested in forming a carpool. Seeing no communications, the Travel Pal team concluded that no carpools were formed through the Travel Pal website.

**RESULTS:**

| **33** page views | **22** trip searches | **1** carpool posted |
|---|---|---|

The Taste of the Blue Zones event illuminated the efficacy of confirmation emails as a marketing tool to disseminate the Travel Pal program to event attendees. The confirmation emails go directly to all attendees, and were sent before the event, when people start to think about their event transportation. After the activation project, the team learned that the Blue Zone staff strayed from the provided sample content and instead included registration information and carpool formation tips. While the messaging was in line with information that would have been useful to users of the software, it may have also overwhelmed users instead of highlighting the simplicity of the system. From the Taste of the Blue Zones event, the Travel Pal team learned the need to keep messaging focused and refined on a specific call to action.

**LESSONS LEARNED**

- Ticket confirmation emails are an effective marketing tool for Travel Pal.
- It is important to refine messaging calls to action to not overwhelm the user.

# PORT OF LOS ANGELES LOBSTER FESTIVAL



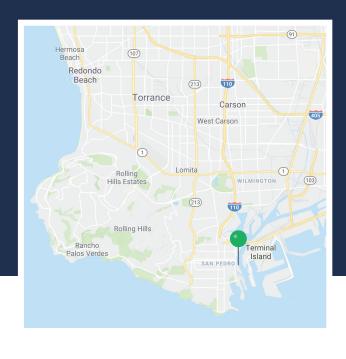## Goal: TDM for a large event at the Los Angeles Harbor with traffic challenges

## Date: July 2017

The Port of Los Angeles Lobster Festival in San Pedro is an annual festival with entertainment, vendors, and lots of seafood. It attracts 25,000 people over a three-day period (Friday, Saturday, and Sunday). In 2017, the Lobster Festival was held in the shadow of the retired naval ship, the U.S.S. Iowa. During the festival weekend, there were also major construction and roadway updates along Harbor Boulevard. Despite poor bikeway access, the location is serviced by the Metro Silver Line, Metro buses 205 and 246, and Dash San Pedro bus. The Lobster Festival is also known for its traffic and parking challenges. Upon hearing about the Travel Pal tool, the event organizer was eager to learn more about Travel Pal's capabilities to address these issues.

After multiple discussions with organizers, the Travel Pal project team created two different event postings on the Travel Pal website: one directing people to the Port of Los Angeles location, and the other directing to the Event's offsite Parking Lots. For the Port of Los Angeles posting, the project team incorporated language highlighting the alternative mode choices available to patrons.

For the Parking Lot event page, the project team stressed the benefits of carpooling with other patrons. Travel Pal staff also produced several sample marketing materials to help disseminate the event page, including: ticket confirmation email content, social media content, newsletter content, and suggestions for website redesign to emphasize alternative forms of transportation. Additionally, original GTFS files were created using the Transloc Architect tool to highlight the Park & Ride shuttle connecting patrons from the event designated parking lots to the venue location.
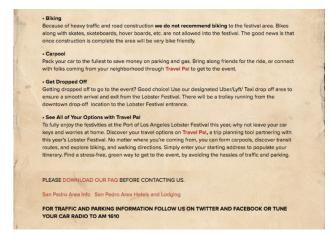


Figure 8: Screenshot from Lobster Festival website redesign.

By working with Travel Pal, Lobster Festival organizers had an opportunity to explore other complementary TDM measures to implement for the event. One idea presented by the Travel Pal team was partnering with the Los Angeles Bicycle Coalition to provide bike valet services. This idea was, subsequently, rejected by the organizers as being "prohibitively expensive to insure, due to pending litigation and lawsuits with other South Bay bike valet providers." The Travel Pal team also introduced the Lobster Festival leadership to Event Managers at Lyft, with the goal of establishing designated drop off/ pick up zones for the event to reduce traffic along the main Harbor Boulevard artery. In planning for the event, organizers reconsidered this form of traffic management as a priority and ultimately these pick-up and drop-off zones were not incorporated into the event's traffic strategy.

In total, 264 people were referred to Travel Pal from the Lobster Festival website. These event attendees viewed an average of 3.23 pages per session. While 55 different people viewed the Travel Pal event page to the Parking Lots, only 15 of them performed trip searches through Travel Pal. The Port of Los Angeles page had more traffic, with 154 trip searches, and 478 people viewing the page.

**RESULTS:**

| **169** trip searches | **533** page views | **264** people referred from website |
|---|---|---|

The Lobster Festival event helped the South Bay Travel Pal team better understand the challenges facing event organizers. The de-prioritization and limited staff resources to manage transportation decisions stalled the effort to partner with Lyft for designated pick up zones. Additionally, the insurance requirements and liability concerns prevented the Lobster Festival from enlisting bike valet – not an explicit part of the Travel Pal tool, but an encouragement strategy nonetheless. On the Travel Pal site, the Lobster Festival had two event pages, compensating for the platform's inability to link two different event locations within the same posting. This solution proved to be a successful strategy, as users searched for trips in both event postings.
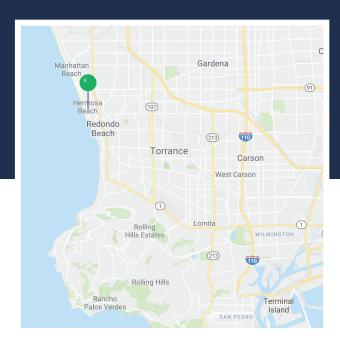
**LESSONS LEARNED**

- Event organizers are open to different ideas to address transportation challenges, but do not always have the time or resources to utilize them.
- Users are not deterred by having two different event pages (one to a park & ride lot) to trip search and understand their transportation options.

# FIESTA HERMOSA

## Goal: TDM for several large multi-day festivals at Hermosa Beach

Date: Labor Day weekend 2016, Memorial Day weekend 2017, Labor Day weekend 2017

Fiesta Hermosa is a biannual three-day arts and crafts street festival filled with music, art, vendors, and entertainment. Fiesta Hermosa has taken place since 1972 and has been dubbed "The Largest Arts & Crafts Fair in Southern California." The festival is held in Downtown Hermosa Beach. To accommodate the event the City shuts down Pier Avenue, Hermosa Avenue, and other nearby smaller streets. The area has great access to the Marvin Braude Beach Bike Path, and even assists the influx of cyclists with bike valet from Hermosa Cyclery. Additionally, the event is serviced by an off-site Park & Ride shuttle from Northrup Grumman, Metro Bus 130, Metro Bus 232, and Beach Cities Transit Bus 109. Because of the confined conditions, traffic and parking at Fiesta Hermosa are difficult, with more than half of the event's Yelp reviews mentioning those challenges in unfavorable ways.

Early in the project, the Travel Pal team met with the Hermosa Beach Chamber of Commerce, the organizers of the festival, and worked closely with them to help assist in transportation messaging for three consecutive Fiesta Hermosa events. The following case study focused on the final Fiesta Hermosa activation on Labor Day 2017, which had the most engagement through the Travel Pal platform.

Working with the Travel Pal team, the Chamber of Commerce restructured the "Getting here/ Parking" page of the fiestahermosa.net website to highlight and encourage patrons to use alternative modes of transport. The Chamber of Commerce directly embedded the Travel Pal widget into the website (see Figure 9), proving to be a highly effective method of getting people to perform trip searches by reducing the steps a user would take to engage with Travel Pal. Additionally, as requested by the Chamber of Commerce, the Travel Pal team provided customized sample marketing materials, including: social media content, newsletter content, and sample images. The Travel Pal team also used the Transloc Architect tool to create a GTFS file for the event's Park & Ride shuttle, which was uploaded to the RideAmigos platform.
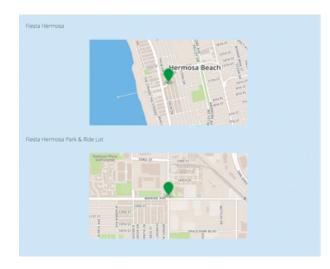


Figure 9: Travel Pal embedded on Fiesta Hermosa site.

The Travel Pal team created two different event pages, one for the festival location, and another directing people to the off-site Park & Ride lots. The Labor Day 2017 Fiesta Hermosa event led to 251 trip searches on the Travel Pal platform – with the majority (155) of trip searches on the Park & Ride event page, and 96 trip searches on the main event page. In total, there were 2,374-page views on the

**RESULTS:**

| 33 page views | 22 trip searches | 1 carpool post |
|---|---|---|

two event pages on Travel Pal, 1,043 for the event page directing people to the festival site, and 1,331 to the Park & Ride lot. For the Labor Day 2017 event, there were also two postings on Twitter from the Hermosa Beach Chamber and Hermosa Beach Blog; post-event analytics showed that those postings were unsuccessful in referring people to the Travel Pal website.



**HermosaBeach Chamber** @HermosaChamber    Follow

Planning your trip to #FiestaHermosa? See our green options at bit.ly/1TRLW8C and via Travel Pal! #HermosaBeach #HermosaChamber

12:48 PM - 28 Aug 2017

Figure 10: Tweet from Hermosa Beach Chamber.

From promoting the Fiesta Hermosa events on the platform, the Travel Pal team learned several lessons. First, even though social media posts did receive engagement through Twitter/ Facebook (users retweeted/shared and liked the posts), ultimately social media was not an effective method of driving traffic to the site. Indeed, 877 users were referred to Travel Pal from the event's fiestahermosa.net website, or about 95 percent of all user traffic. Clearly, posting information about Travel Pal on the event's website is a very effective and efficient way of promoting the service. The Fiesta Hermosa website is the patrons' main source of event information and brings authority and legitimacy to Travel Pal's service, as it's the primary place where past and new attendees go to learn about this year's event. Finally, most user traffic occurred on the website in the 2 days prior to the event, and during the event days themselves. This showed the Travel Pal team the last-minute nature of trip planning behavior, and how marketing for the tool should be disseminated close to the event date.
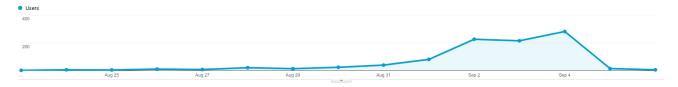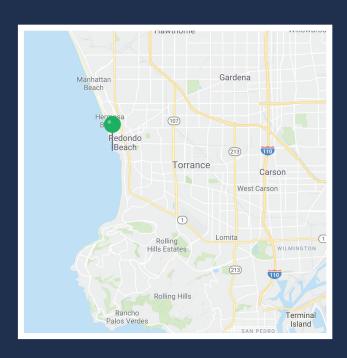


Figure 11: Number of users on Travel Pal for Fiesta Hermosa.

**LESSONS LEARNED**

- Social media posts are a less effective method of disseminating Travel Pal.
- Embedding the Travel Pal link in an event website is a very useful and effective way to promote service.
- Event attendees plan their transportation at the last minute, close to event date.

# SOUTH BAY ASSOCIATION OF REALTORS & REDONDO BEACH CHAMBER MAILER



## Goal: Changing New Residents' Travel Behavior

### Date: July 2017 – January 2018

As part of the Travel Pal program, the project team sought to target new residents in the South Bay. A 2012 study analyzed mobility choice in more than 3,600 households over a 20-year span, and showed three key moments in people's lives when they are more likely to change their commute behavior – when they attain a higher level of education, start a new job, or move into a new home.[1] Taking this insight into account, two initiatives were developed and tested to help new South Bay residents make smarter transportation decisions by using the Travel Pal tool.

The first initiative worked closely with the South Bay Association of Realtors (SBAOR). The SBAOR is a professional association of more than 4,500 realtors working in the South Bay. UrbanTrans created a custom toolkit to guide new homeowners through the registration process, and to plan their trips on Travel Pal. The toolkit was a double-sided, foldable, one-page graphic brochure with minimal text (see Appendix). The Travel Pal team introduced the program and materials during the July 20, 2017



Figure 12: Screenshot from New Resident toolkit.

[1] https://www.research-collection.ethz.ch/bitstream/handle/20.500.11850/39932/eth-28964-01.pdf

Mayoral Breakfast Summit, where 75 realtors from the South Bay were in attendance. The presentation covered the importance of the tool, its applications, and a brief explanation of how to use it. Hard copies of the flyers were distributed to realtors at the event as well for them to pass on to new homeowners. Information on the program and a downloadable e-flyer were also posted on the SBAOR website, under the Government Relations – News section.

The brochure was designed with new South Bay residents in mind, and helped realtors showcase the transportation amenities available to the, such as access to bike paths, sidewalks, carpool networks, and transit services. Additionally, the Travel Pal tool was seen by the realtors as a strategy to bolster their commitment to sustainability and environmental stewardship. The Travel Pal team received positive feedback about the program and the brochure from many realtors after the presentation.



Figure 13: Redondo Beach Chamber Mailer.

In addition to working with the SBAOR, the Travel Pal team worked with the Redondo Beach Chamber of Commerce and placed an ad in their New Resident Mailer — a two-sided monthly flyer mailed out to households that recently moved into the Torrance, Palos Verdes, Manhattan Beach, and Redondo Beach areas (see Appendix for full ad). The goal of the ad was to target another subset of new residents, and to test the efficacy of traditional print marketing for an online service (i.e. would readers of a traditional print ad log in and become users of Travel Pal). The ad introduced Travel Pal and encourage people to explore their transportation options and register for a free account. Partnering with RideAmigos, the project team created a unique homepage specific for New Residents that was only publicized on the Chamber Mailer to monitor metrics and measure the impact of the mailer. Four rounds of mailers were sent out during this outreach campaign, reaching a total of 605 houses. The result of this effort yielded three users who visited the special site. It was assumed that the lack of success was due to the lack of a traditional print marketing channel's efficacy to promote new online services.

**RESULTS:**

| 75 | 605 |
|---|---|
| realtors presented | households reached |

Through these two New Resident activations, the project team learned that there is a receptive attitude towards showcasing alternative transportation options for new residents from key stakeholders. Both the SBAOR and Redondo Beach Chamber were supportive and encouraging of the Travel Pal program. However, despite the Redondo Beach Chamber's enthusiasm, there was a lack of conversions from traditional print media formats to the online service, showing the ineffectiveness of that marketing channel for this sort of service and scale.

**LESSONS LEARNED**

- Realtors are a receptive audience for Travel Pal.
- Traditional print media is not the best marketing tool for online service.
- It is effective to partner with large membership-based organizations to reach target audiences.
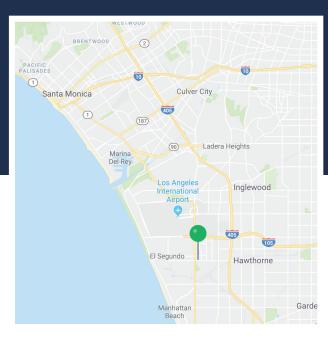
EMPLOYERS

# PCT OFFICE COMMUNITY



## Goal: TDM and carpool matching at a large office park

### Date: April 2017

The PCT Office Community, formerly known as the Pacific Corporate Towers, is a 1.6 million square foot, three-tower corporate office park in El Segundo. With more than 90 different companies calling PCT home, the buildings are managed by CB Richard Ellis and provide many tenant amenities such as cafes, bike share, a fitness center, free yoga classes, employee appreciation events, and other lunchtime activities. PCT is a fifteen-minute walk from the closest Metro Green Line station, and is served by Metro Bus 232, Beach Cities Transit Line 109, and Torrance Transit Line 8. In addition, PCT is two miles away from the Marvin Braude Beach Bike path, a fifteen-minute bike ride. Given the concentration of commuters at PCT, the availability of alternative transportation modes, and the monthly parking charges ($150/month for a reserved space, $80/month for non-reserved spaces), the Travel Pal program seemed like a great fit for the PCT properties to encourage employees to choose alternative commute modes.

In initial talks with the PCT Director of Community Experience, Travel Pal aligned with PCT's overall sustainability goals. Through the conversation, it was decided the partnership would entail a registration challenge, outreach event, lunch and learn event, and additional communications with AQMD-reporting companies with 250+ employees. Travel Pal was first introduced to PCT tenants through email communications about the registration challenge from the Director of Community Experience. Employees at PCT companies were encouraged to create a free user account to enter a raffle for a $100 American Express gift card. Travel Pal also promoted the registration challenge and registered new users with custom designed quick sign-up cards during the April 2017 Earth Day Fair at PCT, where other vendors set up tables to discuss their sustainability related services.

Despite our contact's enthusiasm for Travel Pal, they were the sole person assigned to supporting and developing community services for the property, and thus, very busy. Multiple dates for engagement slipped and the Travel Pal team found it very difficult to maintain momentum with this project. PCT was provided with multiple variations of sample email content for tenants, employers with over 250 employees, and descriptions of the proposed lunch and learn event. In the end the registration challenge and outreach event were the only two activations that took place at PCT.

**RESULTS:**

| 300 impressions at outreach event | 60 new users | No site engagement after registration |
|---|---|---|

Overall, the PCT network had 60 total registrants from the Travel Pal team's outreach efforts. After the challenge ended, participants were sent introductory information on how to access their accounts. Since the confirmation emails were sent from a standard email client, the Travel Pal platform had no statistics on open or click rates. Of the 60 registered PCT commuters, no additional engagement occurred on the site – people did not post carpools or log their trip. This outcome can be attributed to a lack of incentives, motivation, and education. Despite talking in-depth with over 200 PCT employees of the roughly 500 that attended the outreach event and showing them how to use Travel Pal with internet connected tablets, the only follow-up was an external email that welcomed them to the platform and gave them the basic information for logging into Travel Pal. Beyond that, no additional follow up materials were sent letting them know how to set up a carpool or log a trip—a missed opportunity to increase engagement on the site. From this activation, the Travel Pal team learned that continuous contact and follow up is necessary for a successful project. Additionally, users are not intrinsically motivated in understanding their carbon footprint or seeking alternative commute choices. Continued follow-up may have proved effective in gathering interested employees to form carpools or vanpools. However, left to their own energies, this did not happen.
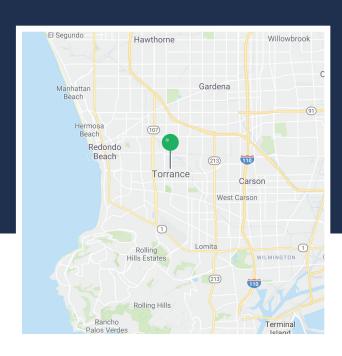
**LESSONS LEARNED**

- Worksite activations require an on-site champion with available time and resources.
- Outreach events with raffles are effective to get people signed up on Travel Pal.
- Employees require incentives and/or instruction to post carpools or log trips.

EMPLOYERS

# TORRANCE "CATCH A RIDE" PROGRAM



## Goal: Forming carpools and vanpools at a large workplace

Date: September 2016

The City of Torrance has been offering a robust commuter benefits program to its 1,500+ employees for over 20 years. The program includes preferential carpool and vanpool parking, EV charging stations, bicycle storage, changing room and showers, and incentives for VMT reductions. Most City of Torrance employees report to City Hall and City Yard complexes, but others report to libraries, parks, fire stations, and other public facilities throughout the city. Transit service in Torrance is operated by Torrance Transit, and many Metro buses also serve the community. The facilities, infrastructure, flat topography, and tepid beach climate community make alternative forms of transportation viable in the city. With an existing ridesharing program already in place, the city was eager to test new transportation information communication methods with current single-occupancy drivers. Travel Pal was the perfect addition to bring a "one-stop shop" of transportation information to Torrance commuters.

The Torrance Catch a Ride program already includes an online application for trip logging and incentive redemption, so Travel Pal was solely utilized for its trip planning and carpool matching modules. The platform was first rolled out with the leadership of the City of Torrance Employee Transportation Coordinator (ETC) during the 2016 Rideshare and Health Fair for Torrance employees. Travel Pal set up an outreach table and enrolled employees who registered and entered a drawing to win one of two $50.00 cash vouchers. Staff also distributed flyers and used quick sign-up cards to register employees. The quick sign-up cards helped collect the registration information for people, such that Torrance staff could create the employee accounts quicker after the fair. With 500 attendees at the fair, the Travel Pal staff registered over 100 new users. Additionally, employees who were not able to attend the event, or did not have access to a computer at work, were encouraged to mail in their completed quick-cards within 2 weeks after the event to be considered in the drawing.

In total, 214 users were registered in the City of Torrance Commuter and RideShare network. Of those users, there were four carpool postings, and 3 percent of users logged onto the platform to change their password or explore their transportation options after their account was created. The City of Torrance ETC mentioned how a vanpool was formed as employees were filling out the quick-cards during the outreach event. She was surprised as in previous years no vanpools/carpools had been formed during the Rideshare & Health fair. The quick-card sign-up process spurred conversation among attendees, who soon realized they all had the same shift and lived near one another.

**RESULTS:**

| 214 users created | 4 carpools posted | 1 vanpool formed |
|---|---|---|

A few important lessons were learned from the City of Torrance's Catch a Ride program. The Torrance ETC conveyed (after implementation) that bulk user registration was the best way to engage employees, to make it as "turn-key as possible for users who didn't know they could even access Travel Pal as an informational tool." The quick-cards proved to be a highly efficient way of capturing users and signing them up to the platform during a heavily attended and busy outreach event. Since user accounts were created on behalf of people, more direct follow-up messaging with instructions on using the site, planning a trip, and/or posting a carpool, would have helped ensure engagement with the platform. Additionally, the ETC noted a desire to have more robust administrative carpool matching tools on the website—to allow her to "see maps generated from user's home zip codes, with the ability to toggle layers for shift start and end times."
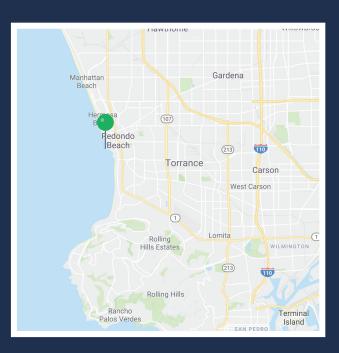
After multiple discussions with organizers, the Travel Pal project team created two different event postings on the Travel Pal website: one directing people to the Port of Los Angeles location, and the other directing to the Event's offsite Parking Lots. For the Port of Los Angeles posting, the project team incorporated language highlighting the alternative mode choices available to patrons.

**LESSONS LEARNED**

- Quick-cards used for sign ups are an effective tool to capture information during outreach events.
- Follow-up messaging is needed instructions on using Travel Pal to boost continuous engagement.
- There is a desire for more robust administrative carpool matching tools.

# REDONDO BEACH CHAMBER OF COMMERCE AND VISITORS BUREAU MIXER EVENT & GREEN TRIP CHALLENGE

## Goal: Encouraging alternative transportation for a small group event

### Date: August 2017

The Redondo Beach Chamber of Commerce & Visitors Bureau is a membership organization promoting local businesses in the Redondo Beach area. Since 1907, it has been organizing networking mixers, educational sessions, and hosting local events. The Travel Pal team had a fruitful meeting with the Chamber of Commerce, resulting in many activations with local businesses, mixer events, and the annual Redondo Beach Lobster Festival. The activation highlighted in this case study revolves around the Chamber's "Regional Mixer" Event, and is an example of utilizing both the event module and challenge feature on the RideAmigos website.

Each year, the Redondo Beach Chamber of Commerce sponsors a regional networking event for the members of several different Chambers: Torrance, Manhattan Beach, Redondo Beach, and Hermosa Beach. Approximately 300 people attended this annual event which was held at a restaurant at the Seaside Lagoon in Redondo Beach in August, 2017. The Mixer is a large regional event and the focus on networking seemed like a good opportunity to form carpools among attendees. The Travel Pal team's point of contact at the Chamber of Commerce was the Business Relations Director, who uploaded the events with ease. Per discussions with the Chamber, the Travel Pal team provided sample newsletter copy, copy for the Redondo Chamber Calendar, and RSVP confirmation email copy. These materials instructed users to use the Travel Pal event module to plan their trip and/or find a carpool and introduced the Green Trip Challenge. This challenge encouraged people to use alternative modes of transportation to get to the event and log their trip to automatically enter the challenge on Travel Pal to win one of four $25 American Express gift cards.

Our contact at the Redondo Chamber sent out the information about Travel Pal and the Green Trip Challenge in an e-blast invitation to all attendee,s and included details in the event RSVP confirmation email. Our contact noted how "people were very excited to share the ride to the event using Travel Pal," and that the materials the Travel Pal team provided were "right on point" in communicating the right information. While messaging was tailored to what the organizers thought would effectively engage the attendees, no reminder information about the Green Trip Challenge was mentioned during the event, nor were instructions on how individuals could create an account and log their trips on Travel Pal. As a result, 368 unique users visited the Redondo Chamber Mixer Event on Travel Pal 1,057 times. However, even with this visitation rate, there was no engagement with the Green Trip Challenge—no user accounts were created from Mixer attendees, and no trips were logged as part of the challenge. The Travel Pal platform was only used superficially as attendees at the Mixer checked it out, without really delving into it.

**RESULTS:**

| 1,057 page views | 368 unique users | 0 carpool posted or trips logged |
|---|---|---|

As the project team learned from previous activations, users typically don't plan their trips days before the event—it is a last-minute decision that people make. Unfortunately, most communication about Travel Pal was delivered in the event invitations and subsequent RSVP confirmation emails, which went out mainly a month before the event. As Google Analytics describes (Figure 14), there are big spikes in website traffic on the event page with the associated e-newsletter blasts. However, since no reminders were issued by the event organizers in the days leading up to the event, people were not prompted at the opportune time to take advantage of the Travel Pal services to form carpools or explore their trip options.



Figure 14: Website traffic to Redondo Beach Mixer event.

Additionally, despite the excitement about potential ridesharing opportunities from attendees, no carpools were posted on Travel Pal for this specific event. Given the short attention spans associated with online solicitation, and the small section devoted to Travel Pal in the Chamber e-newsletter, information about how to create a user account and post a carpool was not readily communicated to attendees. The process to post a carpool requires creating a free user account first. This extra step, which was also not explained at the event, may have discouraged people who were initially excited about the prospect to share the ride. Similarly, participating in the Green Trip Challenge required creating a free account, and logging a trip. Even though the RideAmigos platform is very intuitive, it is speculated that these extra steps to participation hindered people from participating in the challenge.

**LESSONS LEARNED**

- Messaging that is too early does not help to promote user engagement with event postings.
- The need to register an account limits the number of carpools posted.

SMALL GROUPS

# BEACH CITIES HEALTH DISTRICT MOAI SOCIAL GROUPS



## Goal: Encouraging alternative transportation for a regularly scheduled group

## Date: January 2017

Folded into the Beach Cities Health District (BCHD) Healthy Living Programs are the Moai Social Groups – groups of people meeting for a common purpose like walking, discussion, and potluck meals.[2] These groups are considered an important life-lengthening element of the BCHD, providing people with a support network, active exercise, and promoting healthy eating. There are currently 18 Moai social groups in the Beach Cities, each with a slightly different focus or meeting time/days. In the past year, nearly 140 local walking groups brought together 1,750 people in the Beach Cities.

After initial conversations with the BCHD, the Moai groups were found to be a potential "small group" activation of Travel Pal. Given the Moai group's focus on healthy living, an active transportation message could potentially resonate. Internally, our BCHD contact created a two-month timeline for the Moais to implement Travel Pal, including educational opportunities and challenges.

First, the Travel Pal team presented the platform to the twelve Moai group leaders and solicited their input. The group was eager to help the project, yet skeptical that some of the older members would be able to effectively use this web-based technology. Additionally, the Moai groups primarily communicated through text or email and leaders were hesitant to encourage their group members to look for carpool matches outside of the usual known communication systems.

After the initial meeting, some of the Moai group leaders sent out emails to their Moai members that included a link to sign up for Travel Pal. They discussed Travel Pal at their meetups. According to our contact at the BCHD, "members of the Moais liked how Travel Pal encouraged active transportation... Moai members comfortable with technology found Travel Pal's website to be straightforward and easy to navigate." However, users also

**RESULTS:**

| **7** new users | **23** trips logged | **1** carpool posted |
|---|---|---|

[2] The word "Moai" comes from Okinawa, Japan, where neighbors use Moais as support systems. Based on this tradition, Moai groups are considered just as important to a person's health as the benefits of being active, healthy eating and finding a purpose.

indicated that there were challenges presented with the network size, "with such small networks, they thought it would be difficult to connect with anyone. Some members tried to look for carpools and did not find any."

More importantly, despite the BCHD staff's initial thoughts that Travel Pal's emphasis on sustainability would motivate with the Moai groups, the "core message about becoming more aware of one's carbon footprint" did not resonate with any of the Moais, since their goal is primarily to "promote social connectedness." Due to the mixed feedback from the Moai groups who piloted the Travel Pal software for ridematching and trip logging purposes, the planned challenges and additional activations were not implemented. Usage subsequently dropped after the initial excitement.

**KEY TAKE AWAYS TO INFORM FUTURE SIMILAR PROGRAMMING**

- Ridematching systems require larger networks for carpool formation.
- User interface is intuitive and easy to navigate for less tech-savvy groups.
- Travel Pal requires compatibility with existing group communication channels.

# ANALYTICS REVIEW

Since the Travel Pal website launched in May 2016, 3,185 users have visited the site, totaling 4,648 different sessions of individuals using the platform. 35 percent of Travel Pal users originate from Los Angeles, with 10 percent from Torrance, and 6 percent from Redondo Beach. Other South Bay cities are also represented - Rancho Palos Verdes, Manhattan Beach, Hawthorne, El Segundo, and Carson were all within the top 10 cities of Travel Pal users. 60 percent of users accessed Travel Pal through a desktop computer, and 40 percent accessed it via the web browser on their mobile device. Of those accessing the platform through mobile web browsing, 65 percent were on either an Apple iPhone or iPad.



| | City | Acquisition | |
|---|---|---|---|
| | | Users ↓ | New Users |
| | | 3,174 % of Total: 100.00% (3,174) | 3,189 % of Total: 100.00% (3,189) |
| 1. | Los Angeles | 1,178 (35.79%) | 1,143 (35.84%) |
| 2. | Torrance | 344 (10.45%) | 342 (10.72%) |
| 3. | Redondo Beach | 220 (6.68%) | 212 (6.65%) |
| 4. | Rancho Palos Verdes | 99 (3.01%) | 98 (3.07%) |
| 5. | Clifton | 75 (2.28%) | 75 (2.35%) |
| 6. | Manhattan Beach | 62 (1.88%) | 62 (1.94%) |
| 7. | Hawthorne | 58 (1.76%) | 58 (1.82%) |
| 8. | El Segundo | 56 (1.70%) | 53 (1.66%) |
| 9. | Carson | 49 (1.49%) | 46 (1.44%) |
| 10. | San Diego | 43 (1.31%) | 38 (1.19%) |

Figure 15: Top cities users accessed Travel Pal from.

Travel Pal users were, by and large, referred to the site through other websites. 73 percent of users were acquired through "referrals"—people clicking embedded links in other websites. Of those referrals, 56 percent of users came from FiestaHermosa.net, which makes sense as Travel Pal worked with Fiesta Hermosa on three separate occasions. RedondoChamber.org and LobsterFest.com also had a high number of referrals (11 percent and 9 percent, respectively). 23 percent of users directly typed the Travel Pal URL into the location bar, 3 percent came from search engines, and less than 1 percent were directed to Travel Pal through social media.

Looking at the page view analytics, events that disseminated the most messaging for Travel Pal led to the biggest spikes in website traffic. These big spikes occurred mostly before an event, and on the event days themselves. The largest spikes were from the Fiesta Hermosa festivals, followed up by various events during the summer of 2017, and in the winter of 2016. Moreover, the events with big traffic spikes properly utilized all the sample marketing content provided to the event organizers.



**Top Channel**

23%
73%

- Referral
- Direct
- Organic Search
- Social
- Email
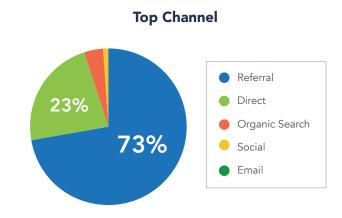
Figure 16: Channels of how users accessed Travel Pal.
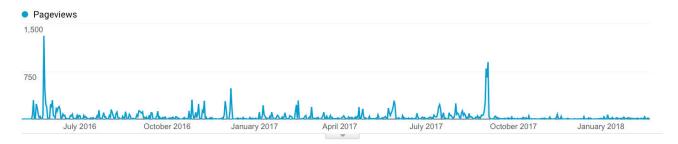
Figure 17: Website traffic over time.

In January 2018, an incentivized User Exit Survey was disseminated to all Travel Pal registrants to gauge their experiences using the tool. Of the 770 recipients of the two emails (an initial launch and a follow-up), 345 users opened the email and 54 clicked through to the survey. 23 respondents completed the survey—yielding a 3 percent response rate. When asking about general feedback from the Travel Pal project, most users agreed the website was easy to use. Most people were neutral about other questions that were asked about Travel Pal, such as if they would recommend it to a friend, or if it improved how they got around their community. See Figure 18 for a full breakdown onthe results.

## General Feedback on Travel Pal Experiences
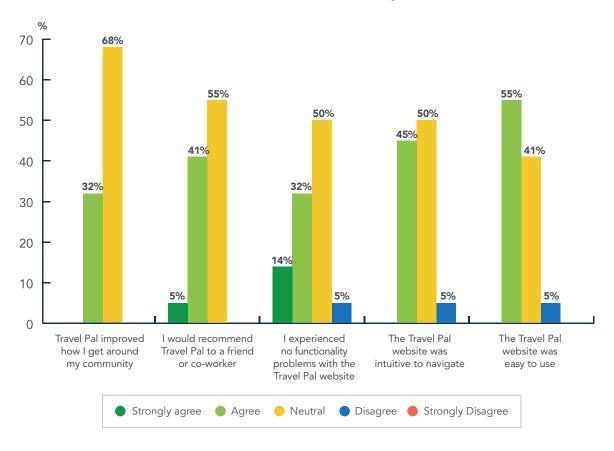


Figure 18: General feedback on Travel Pal from User Exit Survey.

In the User Exit Survey, the team also asked respondents what other tools they use to make travel decisions around the South Bay. Users could choose multiple tools, and had an opportunity to provide additional tools not listed. By and large, Google Maps was the most popular tool, followed by Waze, and then Metro Trip Planner. See Figure 19 for a full breakdown on the user preferences.

In summary, 3,185 different users visited the Travel Pal website during its two-year online period. Users were mostly referred to Travel Pal from event websites, rather than from social media or search engines. Due to the efficacy of referrals, events that utilized more Travel Pal messaging also drove the most traffic to the Travel Pal website. Travel Pal users navigated the website with ease, and most supplemented the site with Google Maps or Waze for navigation assistance.

**What other tools do you use to make travel decisions around the South Bay?**
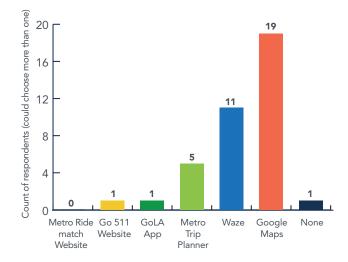


Figure 19: Survey data from Travel Pal User Exit Survey

# GENERAL LESSONS LEARNED

Over the course of this pilot project, there were many valuable lessons the Travel Pal team identified that should be noted and built upon for future TDM initiatives with similar goals.

## Making it Visual

As the Travel Pal platform is an online tool, showcasing its functionality and benefits to stakeholders and users regardless of their level of tech savviness was vital for participation. To do so, the project team created an assortment of customized marketing materials and content. All informational materials were visually-based, conveying information in a simple and easily digestible way for audiences of any level of technological proficiency. Instead of using heavy text or digital jargon that many audiences would not understand, the project team leaned on graphics, screenshots, and icons. This method proved to be an effective way of teaching a wide variety of people throughout the South Bay about the Travel Pal program, especially busy event managers and promoters.

## User Behavior

One of the most significant insights from this project is the user's decision-making process to understand their event transportation options. The Travel Pal tool was most often used on the day before a big event, and on the days of the event itself. Transportation decisions are often made at the last minute, and to be most effective, information for users needed to be communicated in the days prior to the event. However, this presented some challenges within the software itself, as the carpool formation process requires much back and forth—a user must post their carpool, and another user must message them through the system (via email), and then the users decide on the terms of their carpool. The back and forth process for carpool matching through Travel Pal was not conducive to forming carpools due to the last-minute nature of transportation decisions. Unlike newly launched dynamic ridesharing services (e.g. Waze Carpool), where you can connect with a carpooler within ten minutes, Travel Pal's user interface did not align with the user behaviors that were observed through the project.

## Addressing Local Needs with Software Customization

There were many elements of customization that the Travel Pal team did not anticipate at the start of the project. For one, the Open Streets Map component proved to be more difficult to manipulate than expected. Per recommendations from South Bay bicyclists and from internal spot checks, the Travel Pal team attempted to change suggested bicycle routes. The editing process required a fairly high level of tech savviness. Additionally, many project partners had to review the Terms and Conditions with their Legal departments, to make sure the platform would not result in litigation from users. This extra process added more lead time to implementing activations, which the project team did not account for when soliciting partners. On a positive note, RideAmigos was flexible in making the Terms and Conditions revisions and modified them with a fast turnaround. Finally, there are several smaller transit providers operating in the South Bay. At the start of the project, the Travel Pal team spot-checked South Bay transit agencies and found that many did not have GTFS files for their transit lines, and would not show up in the Travel Pal platform's transit routing directions. Upon asking if they had any GTFS files, many transit agencies were not responsive and resisted creating the files just for this project despite the opportunity to leverage

free marketing for their services. Over the course of the project, more transit operators saw the importance of GTFS files for all emerging new technologies. As the transit providers created GTFS files, they were promptly uploaded to the Travel Pal platform, increasing the site's functionality.

## Importance of Stakeholder Buy-in and Resources

Despite the enthusiasm for sustainability and reduced parking demand from event and venue stakeholders, many times initial meetings led to no activations. Our project partners were often the main event organizers or facilities personnel. Transportation was not a high priority on their agenda—running the event smoothly was more important and transportation was not seen as a component of the execution. Moreover, event staff was sometimes limited, with only a handful of people producing the event and each staffer already overworked and overwhelmed. Additionally, the Travel Pal team had trouble maintaining contact with certain stakeholders, despite providing requested sample and explanatory materials to get the program online and promoted. The stakeholders that did see the projects through to completion received ample support—from assistance in managing the Travel Pal platform, to support through the marketing and promotion process. In our exit interviews, many stakeholders voiced their gratitude, noting their appreciation for the abundance of help and example materials provided. For these types of projects to be successful, stakeholder buy-in and follow through is incredibly important. Our team learned that despite initial excitement, long-term commitment and resources was often lacking. Event TDM activations with dedicated transportation/ TDM personnel should be prioritized and maintained.

## Available Metrics vs. Desired Metrics

A shortcoming of the Travel Pal program was the discrepancy between available metrics and desired metrics. Due to the nature of the software, there was no real way to monitor whether transportation behavior had changed from a user searching a trip and seeing their options. The only metrics built into the administrative portal on Travel Pal that our team could monitor were carpool postings, carpool messages exchanged, number of trips logged, etc. One cannot tell if users formed carpools, even if the platform reported that a message was exchanged. Additionally, there was no way to tell how many general trip searches had been completed or where those trip searches were originating to better understand the home origin of our users. Future software platforms need to incorporate more of these metrics and follow up processes into their user interface, to see if user behavior changed or if people chose an alternative mode that was presented to them through a trip search. Broader administrator access to analysis tools would also help in shifting individuals from single occupancy vehicles (SOV) to alternative transportation options.

## Overall Tool Functionality

From both the user and administrative end, the RideAmigos UNITY platform is a highly functional and useable tool. The user interface is intuitive, with many users noting the ease in navigating the website. Additionally, from the administrative end, uploading events is a quick and simple process, and managing networks is straightforward. The platform was tested successfully in the employer/commute environment, as a transportation messaging tool for events, and as a way for individuals to understand their mobility choices and transportation carbon footprint. However, the Travel Pal software is a desktop-based platform, and the 40 percent of users that accessed the mobile responsive site experienced something not singularly designed for mobile viewing. Critically, the mobile experience in Travel Pal must be refined to address the challenges of a mobile user interface, and the opportunities of dynamic transportation through a mobile phone.

## Applicable Marketing Channels

The Travel Pal team found that digital efforts were the most effective marketing channels. By and large, event/venue websites drove the most traffic to the Travel Pal website. Ticket confirmation emails reminding people about their upcoming event were another effective way of promoting Travel Pal. These emails reached the target audience at the right time to explore their transportation options on Travel Pal. Interestingly, social media postings did not reveal any citable return on investment regarding traffic to the website, and traditional print media channels were ineffective. As Travel Pal is an online service, it is logical that online marketing methods reduce the number of steps a user must take to access the site—they are already by a computer or smart phone and connected to the internet. Additionally, the event/venue websites and email reminders have authority for users to understand that the Travel Pal program is an official partner, and not an irrelevant website that would do malicious things with their personal information.

## Crowded Marketplace

As mentioned previously, the mobility marketplace became more crowded after the initial conception of this project. In 2012, there were fewer services and tools like Travel Pal aimed at general consumers. In 2018, it is a crowded field with many different apps and websites providing transportation mobility services and targeting the same stakeholders and users as Travel Pal. When introducing Travel Pal to stakeholders, often the program would be confused or likened to other apps or transportation technologies, making it more difficult to convey Travel Pal's value to the organization.

# CONCLUSION

Overall, the South Bay Travel Pal tool was tested in many different environments, ranging from events and venues, to employer worksites, to small re-occurring groups. Many of these activations yielded beneficial results of people exploring and thinking about their their transportation options in an expanded way. The activations also provided valuable lessons learned to apply to Event TDM strategies, transportation marketing and communications, and technological improvements to TDM platforms. Critically, four important conclusions include:

1.  In terms of employees seeking opportunities to carpool or vanpool, without a large established critical mass of registrants (such as the one provided by Metro's regional rideshare database), a platform delivered on the scale of Travel Pal cannot provide the quality of matches needed for user uptake.

2.  In terms of individual use for trip planning and alternative transportation choices, there is strong consumer demand for transportation technologies like Travel Pal to be dynamic, instant, and leverage mobile user experience design best practices.

3.  Events are a rich market for transportation demand management, but services must be promoted via multiple communication channels that provide the user with a clear understanding of the TDM value and use for each specific event (e.g. Ticketmaster emailing event ticket holders transportation demand management information upon purchase confirmation, and upon reminder of a nearing event). These communication channels require ongoing, long-term, consistent commitments and funding to achieve success.

4.  The possibility of reducing travel time, parking issues, and congestion are more motivating and effective messaging tools than calculated GHG emissions reduction to motivate mode shift change.

The transportation industry is evolving each day with new services and technologies, and it is important for public agencies to provide services and resources that stay abreast of these changes and remain valuable to stakeholders and the end-user. New tools adopted by public agencies must incorporate these changes and have the flexibility to evolve at the same pace as technology. Platforms such as Travel Pal (as it was used) have certain limitations. An upgrade to a mobile app may meet new consumer demands, and with the incorporation of a regional rideshare database and new transportation modes like TNCs, a Travel Pal-like software will succeed. All things considered, the tool has great functionality within the traditional TDM (commuter trip) experience.

Event trip information and small group ridematching might provide an opportunity for a software platform like Travel Pal. Though the platform was not tested with seniors, a growing and aging population that is tech savvy and comfortable using transportation technologies may find a trip planning tool like Travel Pal to be effective and helpful.

While the South Bay Travel Pal project was a 2-year pilot, the project team acknowledges certain long-term opportunities to build upon the work already completed. The SBCCOG could utilize a ridematching tool to create a Transportation Management Association for the South Bay, if there was interest from our cities. One aspect of Travel Pal, the SCAQMD-certified survey functionality, was not leveraged purposefully due to the temporary pilot nature of the project. However, this could be of immense value to large employers in the South Bay.

Probably the most promising opportunity would be working with the many stakeholders (realtors, employers, property managers, event promoters, group meeting organizers) who did have strong demand for a service that simplifies travel decision making. Should this be pursued, it would be prudent to look at all of the tools currently available including Travel Pal.

# APPENDIX

## Introducing Travel Pal

### a. Events/Venues



## Introducing Travel Pal!
### *For your Event or Venue*

**South Bay Cities**

**Travel Pal**

As a South Bay event organizer or venue operator, you're eligible to join Travel Pal and offer better transportation options for your patrons. This welcome kit will guide you through the set-up of your program and connect you with expert resources to customize Travel Pal for your needs.

**What is Travel Pal?**

Travel Pal is a free trip planning resource for organizations – just like yours – to showcase alternative transportation options – walking, bicycling, participating transit and carpooling – available to your patrons. What's in it for you? Travel Pal partners are able to reduce local congestion and traffic, ease on-site or neighborhood parking problems, increase access for your event to wider audiences and improve the patron's experience at your event - all while promoting and encouraging sustainable and green transportation options.

**As a Travel Pal partner, some of the popular and free attributes, tools, and programs you'll receive include:**

**Improve Access and Simplify Travel for your Patrons**

Your attendee's event experience begins when they step out of their house. So why not make their trip a little easier so they can relax and enjoy themselves more? Travel Pal does this by creating an online trip planning webpage specific for your event. The tool quickly and easily provides each user the best travel options for any journey. Showing not only participating transit, biking, and walking directions, but also, as more people join, Travel Pal instantly matches carpoolers—helping your patrons make the best decision on how to get to your events. This "Events" Web Module is easily shared through social media, newsletters, and can also be embedded on your website. Plus, if you decide to create a free network for your venue or event, you can collect and report positive impacts such as greenhouse gas reductions and cost savings. PS did we mention its mobile friendly? Take a spin today at www.southbaytravelpal.com

**Turn-key Content for your Event's Transportation Communications**

Worried about your work load as the event draws near? Travel Pal's got your back, so just sit back and relax! Travel Pal will provide eye-catching customized marketing content to help get you up and rolling. This content can, in turn, be used by you to produce materials such as: flyers, posters, social media posts, and email messaging. These simple yet effective messages will ensure your patrons are aware and utilizing the great transportation tool they have access to.

**Easy Tutorials and Expert Guidance When You Need It**

While Travel Pal is an incredibly intuitive online tool, sometimes, you might need a helping hand. That's why the team at Travel Pal is easily accessible via phone or email to answer any questions you may have. We can also do one-on-one training sessions, or presentations to your team to ensure the tool is used to the fullest. In addition, our Travel Pal team will host seminars for venue and event coordinators. These cover relevant transportation topics/innovations to our community, guidance on how to best utilize your Travel Pal network, and other valuable transportation-related information.

**Ready to Get Started?**   Wonderful! Just email info@southbaytravelpal.com that you'd like to provide Travel Pal to your patrons today.

## b. Employers

# Introducing Travel Pal!
## *For your Business*

**South Bay Cities**
**Travel Pal**

As a South Bay workplace, you're eligible to join top employers offering better commuting options for your employees. This welcome kit will guide you through the set-up of your workplace program and connect you with expert resources to customize Travel Pal for the needs of your employees.

**What is Travel Pal?**

Travel Pal is a free trip planning resource for organizations – just like yours – to showcase the alternative transportation options available to employees across the South Bay. We provide valuable tools to design, implement, and enhance the transportation options available to your employees.  What's in it for you? Travel Pal partners are able to recruit and retain the top talent in their industries, reduce the costs of parking and taxes, and improve corporate culture by helping employees stay happy, healthy, and productive through alternative travel modes and stress-free carpooling options.

**As a Travel Pal partner, some of the popular and free attributes, tools, and programs you'll receive include:**

**Online Journey Planner and Platform**

Your employee's day starts and ends with their commute. Travel Pal helps your employees understand and change their commute behavior – to make the best decision for their health, wallet, and environment. At the heart of Travel Pal is our online trip planner that quickly and easily provides each individual commuter with their travel options for any journey. Our platform not only shows participating transit, biking, and walking directions, it can also be used for carpooling. As more people join Travel Pal, it instantly matches carpoolers, and can digitally manage employer-offered incentive programs for clean commuting. Plus, your company's Travel Pal account will collect positive impacts such as greenhouse gas reductions and cost savings, perfect to integrate into annual sustainability reports. PS did we mention it's mobile friendly? Take a spin today at www.southbaytravelpal.com

**Turn-key Content for Your Transportation Communications**

Worried about getting started? Travel Pal's got your back, so just sit back and relax! Travel Pal will provide eye-catching customized marketing content to help get you up and rolling.  This content can be used to produce materials such as:  flyers, posters, social media posts, and email messaging. These simple yet effective messages will ensure your employees are aware of the great transportation benefits your company provides.

**Easy Tutorials and Expert Guidance When You Need It**

While Travel Pal is an incredibly intuitive online tool, sometimes, you get stuck. That's why the team at Travel Pal is easily accessible via phone or email to answer any questions you may have. We can also do one on one training sessions, or presentations to your team to ensure the tool is used to the fullest. In addition, the team at Travel Pal hosts quarterly seminars for employers just like yourself. These cover relevant transportation topics/innovations to our community, guidance on how to best utilize your Travel Pal network, and other valuable transportation-related information.

**Streamline Your Commuter Travel Survey**

Conducting an employer travel survey is a valuable annual metric to assess your employees' commute behavior and inform future programming. Travel Pal allows you to easily conduct a survey with your staff through our online portal. Note: if you have over 250 employees, Travel Pal's survey instrument is SCAQMD Rule 2202 compliant.

**Ready to Get Started?**    Wonderful! Just email info@southbaytravelpal.com that you'd like to provide Travel Pal to your staff today.

## c. Consistent Events

# Introducing Travel Pal!

*For your Regularly Scheduled Meetings,*
*Events, and Meet-ups*

**South Bay Cities**

## Travel Pal

As a South Bay group with regularly scheduled meetings and events, we invite you to join Travel Pal and utilize this new trip planning technology to green your trips! This welcome kit will guide you through the set-up to coordinate the travel options available for your group.

**What is Travel Pal?**

Travel Pal is a free trip planning tool for meetings, events and meet-ups – just like yours – to highlight the alternative transportation options available to your attendees: walking, bicycling, participating transit, and carpooling.  What's in it for you? Travel Pal partners are able to plan their routes and choose a "green" travel option – one that might help reduce local congestion and traffic, lead to improved health benefits and, ultimately, add a sustainability dimension to your group's next event.

**By taking advantage of the Travel Pal tool and program support,**
**you will be able to:**

**Simplify Travel for your Attendees**

Your attendee's event experience begins when they step out of their house. So why not make their trip a little easier so they can relax and enjoy themselves more? Travel Pal does this by creating an online trip planning webpage specific for your meetup. The tool quickly and easily provides each user the best travel options for any journey. Showing not only transit, biking, and walking directions, but also instantly matching carpoolers—Travel Pal helps attendees make the best decision on how to get to your event.

**Improve Access and Expand Your Audience**

The "Events" Web Module is easily shared through social media, newsletters, and can also be embedded on your website, allowing more people to know about your event and get there easily too! Plus, if you decide to create a free network for your venue or event, you can collect and report positive impacts such as greenhouse gas reductions and cost savings. PS did we mention its mobile friendly? Take a spin today at www.southbaytravelpal.com

**Ready to Get Started?**     Wonderful! Email info@southbaytravelpal.com that you'd like to provide Travel Pal to your attendees today.

## d. School/ University

**South Bay Cities**

**Travel Pal**

# Introducing Travel Pal!

*For your University or College*

As a South Bay college/ university, you're eligible to offer enhanced trip planning commuting options for your students, faculty, staff, and individuals that attend events at your school. This welcome kit will guide you through the set-up of your program and connect you with expert resources to customize Travel Pal for the needs of your school.

**What is Travel Pal?**

Travel Pal is a free trip planning tool to showcase the alternative transportation modes available to students, faculty and staff at your institution. What's in it for you? Travel Pal partners are able to recruit and retain the top talent, reduce the costs of parking and taxes, and improve culture by helping students, faculty, and staff stay happy, healthy, and productive through alternative travel modes and stress-free carpooling options.

**As a Travel Pal partner, some of the popular and free attributes, tools, and programs you'll receive include:**

**Online Journey Planner and Platform**

Your students, staff, and faculty's day starts and ends with their commute. Travel Pal helps them understand and change their commute behavior – to make the best decision for their health, wallet, and environment. At the heart of Travel Pal is our online trip planner that quickly and easily provides each individual commuter with their travel options and can digitally manage incentive programs for clean commuting. Plus, your Travel Pal account will collect positive impacts such as greenhouse gas reductions and cost savings, perfect to integrate into annual sustainability reports. PS did we mention it's mobile friendly? Take a spin today at www.southbaytravelpal.com

**Turn-key Content for Your Transportation Communications**

Worried about getting started? Travel Pal's got your back, so just sit back and relax! Travel Pal will provide eye-catching customized marketing content to help get you up and rolling.  This content can be used to produce materials such as:  flyers, posters, social media posts, and email messaging. These simple yet effective messages will ensure your faculty, students, staff and school visitors are aware of the great transportation benefits your institution provides.

**Easy Tutorials and Expert Guidance When You Need It**

While Travel Pal is an incredibly intuitive online tool, sometimes, you get stuck. That's why the team at Travel Pal is easily accessible via phone or email to answer any questions you may have. We can also do one on one training sessions, or presentations to your team to ensure the tool is used to the fullest. In addition, the team at Travel Pal hosts quarterly seminars, covering relevant transportation topics and innovations to our community, guiding you on how to best utilize the Travel Pal network, and providing other valuable transportation-related information
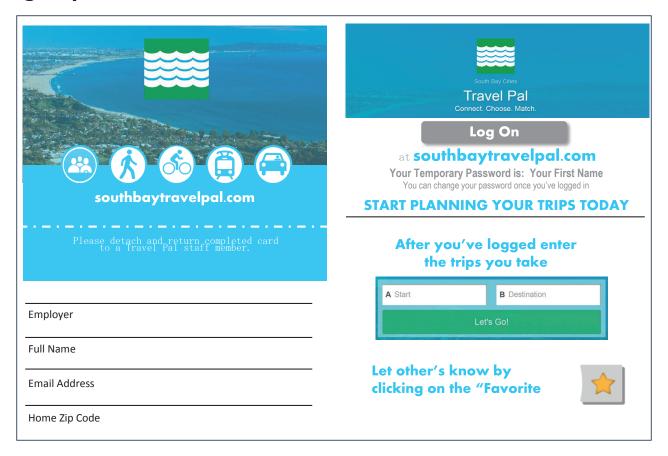
**Streamline Your Commuter Travel Survey**

Conducting an employer travel survey is a valuable annual metric to assess your site's commute behavior and inform future programming. Travel Pal allows you to easily conduct a survey with your staff through our online portal. Note: if you have over 250 employees, Travel Pal's survey instrument is SCAQMD Rule 2202 compliant.

**Ready to Get Started?** Wonderful! Just email info@southbaytravelpal.com that you'd like to provide Travel Pal at your school today.

# Sign-Up Quick Cards



South Bay Cities
Travel Pal
Connect. Choose. Match.

**Log On**

at **southbaytravelpal.com**
**Your Temporary Password is:  Your First Name**
You can change your password once you've logged in

**START PLANNING YOUR TRIPS TODAY**

**After you've logged enter
the trips you take**

| A Start | B Destination |
|---|---|
| Let's Go! | |

**Let other's know by
clicking on the "Favorite**

southbaytravelpal.com

Please detach and return completed card
to a Travel Pal staff member.

Employer

Full Name

Email Address

Home Zip Code

**Travel Pal Contest Poster**

**General Travel Pal Poster**

# New Resident Toolkit

Travel Pal is a program adminstered by the South Bay Cities Council of Goverments and funded by Metro.

## WELCOME TO THE SOUTH BAY

**South Bay Cities**
**Travel Pal**

Metro

**SOUTH BAY CITIES**
**COUNCIL OF GOVERNMENTS**

As a South Bay resident, you're able to take advantage of Travel Pal's free service and see your trip options from your new home. The Travel Pal tool allows users to explore commute options, create and find carpool partners, and importantly, learn how their travel choices can impact the climate and their health.

**CREATING AN ACCOUNT:**

**ABOUT THE SOUTH BAY CITIES COUNCIL OF GOVERNMENTS:**
The SBCCOG is a joint powers authority of 16 cities and the County of Los Angeles that share the goal of maximizing the quality of life and productivity of the South Bay region. Our members are Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates,Torrance and the Harbor Area communities of the City of Los Angeles along with the unincorporated areas of the County of Los Angeles District 2 and 4.

www.southbaytravelpal.com

info@southbaytravelpal.com

310. 371. 7222

South Bay Cities
**Travel Pal**
Connect. Choose. Match.

**1** Visit the Travel Pal tool at **www.southbaytravelpal.com** and click Register or Login to create your free account.

**2** Register by filling in a sign-up form and completing the following fields:
- **A** First Name
- **B** Last Name
- **C** Email
- **D** Home + Work zip codes

---

## The Dashboard

**3** This is your own main page for managing your trips, checking your stats, and following current contests. The Dashboard also allows you to:

- **A** View your profile
- **B** Access the trip planner
- **C** View favorites / recent trips
- **D** Join a carpool
- **E** Log trip activity
- **F** View leaderboard
- **G** Events tab

## Planning Your Trip & Finding A Carpool Partner

**4** The trip planner allows you to:

- **A** Review different methods of getting from "A" to "B."
- **B** Find carpool matches, routes, and message other users.
- **C** Post a carpool by clicking on the "Post your won carpool" button. By saving the information, the trip will be displayed to other users who are looking to find a carpool.
- **D** View route(s), distance, cost, and reduced carbon emissions associated with each method.

## Trip Planner

**A** Start

**B** Destination

Easily compare transportation modes and track your distance

Let's Go!

To discover your trip options on the Travel Pal Tool, enter:
- **A** An origin address "A" (ex: home address)
- **B** Destination address "B" (ex: work address)
- **C** Click "Let's Go!"

## Logging Your Trips

To log your trips and track your travel impacts, simply:
- **A** Select a date(s) from the calendar.
- **B** Complete the following fields:
  - Departure Time
  - One way distance in miles
  - Mode of travel (carpool, walk, bike, transit, etc.)
- **C** Click "Log Trips"

**New Resident Mailer**

# Fiesta Hermosa Communications Kit

## Fiesta Hermosa & Travel Pal Marketing Strategies

o  Travel Pal staff have created 2 "Events" pages on the Travel Pal website for Fiesta Hermosa, one leading to the Park & Ride lot, and another leading to Downtown Hermosa Beach. *Content can be updated or changed per your request*.

o  Fiesta Hermosa staff can embed an HTML version of the Travel Pal Events pages on the Fiesta Hermosa website

o  Suggest that, Fiesta Hermosa staff modify the "Getting here/ Parking" page(s) to better highlight and provide more details on each mode of transportation, and encourage patrons to use alternative modes of transport.
  - Sections to re-order and copy for suggested changes:
    1. Consolidate: Park & Ride Lots for Visitor & Shuttle Bus Schedule
      - Rename: *Park for Free & Ride the Shuttle*
    2. See Your Options with Travel Pal
      - "To fully enjoy the festivities at Hermosa Beach this year, why not leave your car keys and worries at home. Discover your travel options on Travel Pal, a trip planning tool specifically for Fiesta Hermosa. No matter where you're coming from, you can form carpools, discover transit routes, and explore biking and walking directions. Simply enter your starting address to populate your itinerary. Find a stress-free, green way to get to the event, by avoiding the hassles of traffic and parking."
    3. Ride your Bike and Park FREE
      - Rename: Ride Your Bike to Our Bike Valet
    4. Places to Stay
    5. Date & Time
    6. Local Weather
    7. What to Wear

o  Travel Pal staff will provide the Fiesta Hermosa team with sample social media/ newsletter content - Examples:
  - Facebook:
    1. Transportation Tip 1: Discover the best way to get to Fiesta Hermosa with the new Travel Pal tool. Simply enter your starting location to see what green-trip options make the most sense for you! [include events link]

    2. Transportation Tip 2: Use our FREE Park & Ride Shuttle instead of endlessly searching for expensive parking this year. Park at the Northrop Grumman Parking Lot, located at the southwest corner of Aviation Blvd. & 33rd St. in

Manhattan Beach, and hop on the shuttle which will circulate between the Fiesta and the lot from 7:30am to 7:30pm all three days.

3. Transportation Tip 3: ⬚⬚⬚Join hundreds of other cyclists and ride your bike to Fiesta Hermosa! You can even park in our free valet bike lot on the beach, just south of the Hermosa Beach Pier. @HermosaCyclery will valet park your bike, and offer air for tires and on-site diagnostic checkups while you enjoy the festival. The lot is open from 10 a.m. to 6 p.m. daily.  ⬚⬚⬚

4. Transportation Tip 4: ⬚<mark>XX</mark> more days until the Fiesta⬚ Got a way to get here for the party? Parking at Fiesta Hermosa is scarce, so explore your options with Travel Pal, a new trip planning tool we've partnered with. Click below for more information.
[include events link]

- Twitter:
    1. Transpo. Tip 1: Getting to #FiestaHermosa this year? Discover your green travel options with Travel Pal. [link]
    2. Transpo. Tip 2: Bike to #FiestaHermosa & park in a free valet lot on the sand, south of the Pier - thnx @HermosaCyclery! ⬚
    3. Transpo. Tip 3: Forget searching for parking—park for free at SW corner of Aviation Blvd. & 33rd St. in MB, & ride the shuttle
    4. Transpo. Tip 4: #FiestaHermosa parking is scarce, explore your options w/ Travel Pal, a new trip planning tool.
    [include events link]

- Newsletter:
    - Fiesta Hermosa is partnering up with Travel Pal this year to make your trip to Hermosa Beach a little easier. Travel Pal is a trip planning tool that helps you form carpools, discover transit routes, and explore biking and walking directions. Simply enter your starting address, and find a stress-free, green way to get to the event. No travel modes that quite suit your needs? Then use our Park & Ride lot, providing free parking and a shuttle service to the event. Simply park at the Northrop Grumman Parking Lot (SW Corner of Aviation & 33rd Street in Manhattan Beach) and hop on our shuttle to the Fiesta.  The shuttle circulates between the Fiesta and the lot from 7:30am to 7:30pm on all three days. Make your trip to the Fiesta stress-free and green! Go to:  www.southbaytravelpal.com.

Sample Images:

# South Bay Travel Pal Terms and Conditions

South Bay Travel Pal Terms and Conditions and Privacy Policies – From Web Site (Check box to Opt in)

## RideAmigos Corp Terms and Conditions of Use

YOU AND RideAmigos. (THE "COMPANY", "WE" OR "US") AGREE THAT YOUR ACCESS TO AND USE OF THE SBCCOG Regional Rideshare WEB SITE (THE "SITE"), IS SUBJECT TO YOUR AGREEMENT TO THE TERMS AND CONDITIONS LISTED BELOW, WHICH WILL BECOME A BINDING AGREEMENT BETWEEN YOU AND THE COMPANY (THE "AGREEMENT"). THE COMPANY IS WILLING TO ALLOW YOU ACCESS TO THE WEB SITE ONLY UPON THE CONDITION THAT YOU ACCEPT ALL OF THE TERMS OF THIS AGREEMENT. PLEASE READ THESE TERMS CAREFULLY. BY USING THE SERVICES OFFERED BY THE SITE (THE "SERVICES"), YOU AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS. IF YOU DO NOT AGREE WITH THESE TERMS AND CONDITIONS, PLEASE DO NOT REGISTER FOR OR USE THE SERVICE.

REGISTRATION. In order to gain access to certain Services, You may need to register as a user. Either You or the Company may terminate Your user registration at any time. Upon termination of Your registration as a "user", You will no longer be allowed access such Services. You represent that all information You provide during the registration process and at any time thereafter ("Registration Information") will be true, accurate, complete, and current and that You will promptly update Your Registration Information as necessary such that it is, at all times, true, accurate, complete, and current. The Company may use all Registration Information, subject to Company's compliance with the Company Privacy Policy that can be found at this link (the link (the Privacy Terms and Conditions include terms and conditions set forth in the Privacy Policy. By indicating Your agreement to these Terms and Conditions, You are consenting to have Your personal information

2. USER NAME AND PASSWORD. As part of the registration process, You may be asked to select a username and password. We may refuse to grant any username that impersonates someone else, is or may be illegal, is or may be protected by trademark or other proprietary rights law, is overly vulgar or otherwise offensive, or may cause confusion, as we determine in our sole discretion. You are responsible for the confidentiality and use of Your username and password and agree not to transfer or resell Your use of or access to the Site to any third party. If You have reason to believe that Your account is no longer secure, You must promptly change Your password by updating Your account information and immediately notifying us by email. YOU ARE SOLELY RESPONSIBLE FOR MAINTAINING THE CONFIDENTIALITY OF YOUR USERNAME AND PASSWORD AND FOR ANY AND ALL ACTIVITIES THAT RESULT FROM USE OF YOUR USERNAME AND PASSWORD.

3. PERSONAL RESPONSIBILITY. I acknowledge that my participation in using this site is voluntary and that I am responsible for my participation in any rideshare arrangement that results from my use of this site. I freely and voluntarily agree to assume all of the risks associated with use of this site and participation in any rideshare arrangement. I understand that this website's sponsoring agencies shall have no responsibility or liability for any claims, expenses or damages resulting from any individual's participation. I agree to release and discharge the sponsoring agencies from any liability, causes of action, claims or damages for personal injury, property damage and wrongful death arising from or attributable to my participation in any rideshare arrangement. I understand that I am barred from filing a claim or lawsuit of any kind against the sponsoring agencies.

4. AGE RESTRICTIONS. You represent and warrant that You are at least 18 years old. By using this Site, You represent and warrant that You have the right, authority and capacity to enter into these Terms and Conditions and to abide by these Terms and Conditions.

## RideAmigos Corp Privacy Policy

RideAmigos Corp ("we" or "RideAmigos" Privacy Policy informs you about how we handle your personal information gathered on or in connection with the SBCCOG Regional Rideshare Website (collectively, the "Site"). This Privacy Policy does not apply to any other website or offline point of contact between RideAmigos, or any other company, and consumers.

### Information We Collect From You

In order to operate the Site and to provide you with information about products or services that may be of interest to you, we may collect "personal information" (i.e. information that could be used to contact you directly (without using the Site) such as full name, postal address, phone number or email address), "password information" or "demographic information" (i.e. information that you submit, or that we collect, that is neither personal information nor password information; this may include, but is not limited to, zip code, postal code, hometown, gender, username, age/birth date, browsing history information, searching history information, registration history information, and the content of communications sent to us and communication posted on the Site, such as in user forums), subject to the rest of this paragraph. Demographic information is divided into two categories: 1) "non-public information", which consists of one-on-one communications between you and other users of the Site; and 2) "public information", which consists of all other demographic information. We ask that you do not enter personal information or financial information in any posting on the Site (for example, don't use your address or password as your username, or include your name or address in a posting), because if you do then it may be posted publicly on the Site, and the information will then be treated as "demographic information" that is "public information." Please note that nowhere on the Site do we knowingly collect personal information from children under the age of 18, as we require that all users represent to us that they are at least 18 years old.

### How We Use Personal Information

We use your email address and your other personal information to help us efficiently operate the Site, to contact you in connection with your transactions and other activities on the Site (including, but not limited to, confirmation emails or important news that could affect your relationship with RideAmigos), and to forward messages to you from other RideAmigos users. These types of communications are known as "Operational Communications." In some cases, Operational Communications may also contain commercial messages, such as banner ads and special offers. By registering with the Site, you are agreeing to receive Operational Communications.

We also use personal information to send you newsletters, information, offers and other promotional materials for RideAmigos's services. We attempt to send you offers that are of value to you, such as discounts, exclusive offers or special event information. By registering withiRideshare you are opting in to receive such email.

To operate the Site, including supporting your activities on the Site, we may share your personal information with our agents, representatives, contractors and service providers so they can provide us with support services such as authorization of email origination, receipt or support services, customer relationship management services, and promotional fulfillment. We require these entities not to use your information for any other purpose.

### Special Cases in which we Share Personal and Password Information

Your personal information or financial information may be passed on to a third party in the event of a transfer of ownership or assets, or a bankruptcy. We may also disclose personal information or password information when we determine that such disclosure is necessary to comply with applicable law, to cooperate with law enforcement or to protect the interests or safety of RideAmigos or other visitors to the Site. We also may disclose your personal information or password information to affiliated legal entities and businesses with whom we are under common corporate control. Whenever personal information or password information is disclosed under this paragraph, we may also disclose your demographic information along with it, on a non-anonymous basis. All of our affiliated legal entities and businesses that receive your personal information, financial information, or non-anonymous demographic information from us will comply with the terms of this privacy policy with respect to their use and disclosure of such information.

**How We Use Public Information and Other Demographic Information**

We may review all demographic information. We may use public information to enable other users to find your ride requests, to determine whether they are potential matches for your ride request and to communicate with you. We may use demographic information to tailor the Site and communications to your interests.

**Our Security Precautions**

The Site has industry standard security measures in place to protect the loss, misuse and integrity of the information under our control. Although we make good faith efforts to store the information collected by the Site in a secure operating environment that is not available to the public, we cannot guarantee complete security.

**Use of Other User's Information**

The Site provides various mean of communicating with other users, including but not limited to message boards, through which you may have access to other members' names, email addresses and other information. By using the Site, you agree that, with respect to other user's personally identifiable information that you obtain through your use of Site, you may only use such information for: (a) Site related communications that are not unsolicited commercial messages, and (b) any other purpose that such member expressly agrees to after adequate disclosure of the purpose(s). Under no circumstances, except as defined in this Paragraph, can you disclose personally identifiable information about another user to any third party without our consent and the consent of such other member after adequate disclosure.

**Cookies**

Like most websites, the Site uses cookies to keep track of your activity on the Site and enhance your experience on the Site. Cookies are strings of text and numbers that can identify your computer to us when you visit our Site. We also use cookies to deliver content specific to your interests, to save your password, and if you choose, to save other personal information so you do not have to reenter it each time you visit the Site. Third party advertisers on the Site may also place or read cookies on your browser. If you wish to disable these cookies, the "help" portion of the toolbar on most browsers will tell you how. However, if you set your browser to disable cookies, you may not be able to access certain areas on the Site.

**Your IP Address**

Each time you visit the Site, we automatically collect your IP address (which is a number that can be used to identify your location) and the web page from which you came. In order to administer and optimize the Site for you and to diagnose problems with our Site, we use your IP address to help identify you and to gather broad demographic information about you. We may also collect the URL

from which you came to our site and the URLs visited on our site. A URL is the full address of a Web site page. Please review this privacy policy periodically as we may modify it from time to time. Each time you visit the Site or provide us with information, by doing so you are accepting the practices described in this privacy policy at that time.

**Changing our Privacy Policy for Previously Gathered Information**

If at any point we decide to use particular personally identifiable information in a manner different from that stated at the time it was collected, we will notify users by way of an email or by providing 30 days notice on the Site. Please note that we will continue to have the right to change our privacy policy and practices, and how we use your personally identifiable information, without notice, as described in the first paragraph of this Privacy Policy, provided that such changes shall only apply to information gathered on or after the date of the change.

**How You Can Access and Update Your Email Preferences, Personal Information and Public Information**

We give you the opportunity to opt-out of certain communications and modify personal information or demographic information you have provided to us, and to hide demographic information from, or make demographic information visible to, the public users of the Site, at anytime by going to the "My Account" section of the Site. Please be aware that it may take several hours for the changes you make to take effect on the public areas of the Site. We thank you for your patience. Please note that changing or deleting your information through the "My Account" section of the Site, or otherwise opting-out of receipt of email communications from RideAmigos, will only change or delete the data in our database for purposes of future activities on the Site and for managing future communications from RideAmigos. These changes and deletions will not change or delete emails or information that we may have already forwarded to other users or any other third parties, all as provided above in this privacy policy.

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