Welcome

GO Buffalo Niagara Webinar

December 6, 2018
Agenda

1. About Go Buffalo Niagara
2. Why Provide Transportation Options?
3. What We Offer
4. Partner Programs
5. Q&A
About

Go Buffalo Niagara
Who Are We?

• Based at

• Other local partners include:
Who Do We Help?

- Commuters
- Employers
- Property Owners/Managers

gobuffalonigara.org/programs/
Why Provide Transportation Options?
GO BUFFALO NIAGARA

Why Provide Transportation Options?

Enjoy the RIDE

People also like to work from home.
41% decrease in traffic
45% decrease in commuting time.

Run For Your Health

Get Your STEPS IN

Connect on social media today!
27% decrease in commuting time
36% fewer people who walk during.

Carpool For Your Health

Drive Less, RELAX MORE

- Reduce traffic congestion, reduce stress.
- Spend less on gas.
- Save money to invest in travel.
- Reduce pollution by decreasing the number of cars on the road.

Get on Board with THE TRAIN

- Health: lower blood pressure.
- Lower carbon emissions.
- Lower cost of living.

Health & Wellness
Why Provide Transportation Options?

• Transportation is the largest source of greenhouse gas emissions in Erie County.
• Air quality: Buffalo received an “F” Ozone grade from the American Lung Association
40 Hours Per Year
are wasted by the average Buffalo driver,
sitting in rush-hour traffic jams.*

That’s an entire work week.
Over $900 in lost value.

*2014 Urban Mobility Scorecard for Buffalo, NY
Texas A&M Transportation Institute
What Employees Want

**Benefits Currently Provided by Employer**
- No benefits provided: 38%
- Subsidized parking in company lot: 31%
- Outdoor bike parking: 24%
- Indoor bike parking: 20%
- Subsidized parking spaces in public lot: 14%
- Subsidized metro pass: 10%
- Other*: 5%
- Reserved carpool parking spaces: 4%
- Subsidized carpool parking spaces: 1%

**Benefits Desired at Work**
- Subsidized metro pass: 47%
- No benefits desired: 31%
- Indoor bike parking: 26%
- Other*: 12%
- Reserved carpool parking spaces: 10%
- Subsidized carpool parking spaces: 9%
- Outdoor bike parking: 8%

Downtown Employee Survey 2016
The Rewards

- Guaranteed Ride Home
- Track Your Trips & Win
- Reddy & GObike Memberships
- Give Transit a Try
- Monthly Metro Pass Rewards

Other Rewards Commuters Would Like:

- Rewards were great
- Gift cards
- Discounted Metro pass
- Cash
- Discounted fares
- Vacation / Flex / Time off
- Free Metro Pass
- More inclusive incentives
- More business discounts
- Mileage rewards
- Ride-hailing credits

Downtown Commute Rewards Program, Summer 2017
The Impacts

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<tr>
<th>Impact</th>
<th>Comments</th>
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<tr>
<td>4,068 vehicle trips avoided</td>
<td>&quot;I definitely saw an increase in co-workers ditching the car!&quot;</td>
</tr>
<tr>
<td>$6,283 saved in fuel costs</td>
<td>&quot;What a wonderful program. It has caused me to rethink my commute so thank you for that.&quot;</td>
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<tr>
<td>12,567 vehicle miles reduced</td>
<td>&quot;Those &quot;little things&quot; are incentives that really do work!&quot;</td>
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<td>88 alternative transportation users</td>
<td>&quot;I loved it. I learned more about the bus system and I am no longer worried about taking it.&quot;</td>
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<td>9,600 pounds Carbon dioxide (CO₂) release prevented</td>
<td>&quot;I switched from driving alone to rail/carpooling after giving transit a try.&quot;</td>
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<tr>
<td>35,906 calories burned biking &amp; walking</td>
<td>&quot;I've actually started walking to work and I love it. Big change in so many ways so thank you for introducing the firm to the program.&quot;</td>
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What We Offer
What Do We Offer?

- Member Benefits
- Fee-Based Services
- Free Outreach & Online Tools

gobuffalonigara.org/programs/
Outreach

Fee-Based Services

Member Benefits

Outreach & Online Tools

gobuffaloniagara.org
• Directory of services
• Interactive maps
• Links to free mobile apps
• Commute cost calculators
• Bicycle registration (theft prevention)
• Regional Ride-matching Portal
Profile Settings

**Instructions**: Please complete all three sections of your Profile Settings (Traveler Information, Commute Information, and Ride Match Preferences). Click the corresponding "Edit" link below to enter your information, then click "Save Profile" at the bottom of the screen to complete each section.

### Traveler Information

- **Name**: JANE DOE
- **Home Address**: 123 Allen Street, Buffalo, NY 14231
- **Email**: JaneDoe@gmail.com
- **Share Email**: No
- **Home Phone**: 716-444-2321
- **Work Phone**: 716-444-2321
- **Share Phone**: No
- **Edit**

**Traveler ID**: 2157177

**Subscribed to Clean Air NY to improve our environment: Yes**

**I would like to opt out of 511 NY ride matching system: Yes**

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### Member Benefits

- Fee-Based Services
- Outreach & Online Tools

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511nyrideshare.org/web/go-buffalo-niagara
Carpool
Vanpool
Bike Buddies

Ridesharing

Member Benefits
Fee-Based Services
Outreach & Online Tools

511nyrideshare.org/web/go-buffalo-niagara
Finding a Rideshare

Traveler Name: JOHN DOE (237665)

Start Address: 1952 hotel avenue, Buffalo, NY
Dest. Address: 584 DELAWARE AVE, BUFFALO

Please select the radius around the start and destination addresses to search within.

Radius Around Start: 3 miles
Radius Around Destination: 2 miles

Hide Options

Please select your ridematch preferences.

Help others find you by editing your ridematch preferences within your Member Profile under Ride Match Preferences.

Match Preference: All Matchers
Carpool Preference: Ride or Drive
Vanpool Preference: Ride or Drive

511nyrideshare.org/web/go-buffalo-niagara
Finding a Rideshare

Go Buffalo Niagara

511nyrideshare.org/web/go-buffalo-niagara
Rideshare Portal

- Match Me in Emergencies
- Real-time traffic and winter weather road conditions
- Statewide Park & Ride Map
- Trip Planner

511nyrideshare.org/web/go-buffalo-niagara
Trip Tracker App

- Vehicle Trips Avoided
- Fuel Costs Saved
- Vehicle Miles Reduced
- Commuters Engaged
- GHG Emissions Reduced
- Calories Burned

https://511nyrideshare.org/web/go-buffalo-niagara/download-our-mobile-app
Customized Employer Portals

Why carpool?

CUT YOUR COMMUTING COSTS IN HALF OR MORE - AND MAKE A NEW FRIEND OR TWO.

EXPLORE YOUR OPTIONS

There are many transportation options available in the region. Explore your options for getting around!

PLAN YOUR TRIP

Not sure how to get where you're going? Worried about traffic conditions? Try one of our many transportation tools to find out what is the best route for you.
Fee-Based Services

• Site assessments – access and bicycle friendliness.
• Telework and alternative work schedule program assistance.
• Bicycle parking installation
• Commuter kiosk
• Lease provisions that address transportation demand management.
• TDM plans for greencode compliance.

Member Benefits

Fee-Based Services

Outreach & Online Tools

gobuffaloniagara.org/programs
Business Membership

- Transportation Benefits Assessment
- Commuter classes
- Access to TDM Coordinator
- Employee commute survey and annual program support
- Customized outreach materials and rideshare portal
- Commuter Benefits (for employees or tenants)
Business Membership

Commuter Benefits (for employees and tenants)

• Guaranteed Ride Home
• Discounted membership to GObike Buffalo
• Discounted membership to Reddy Bikeshare
• Discounts to Enterprise Carshare & Rent-a-Car
• Monthly raffles for tracking trips
Partner Programs
• **Metro Perk:** pre-tax monthly Metro passes for any employee.

• **Corporate Pass Program:**
  Receive a 10$ discount per pass from the NFTA when you match at least $10 off each monthly pass for your employees and order at least 25 passes per month.
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