

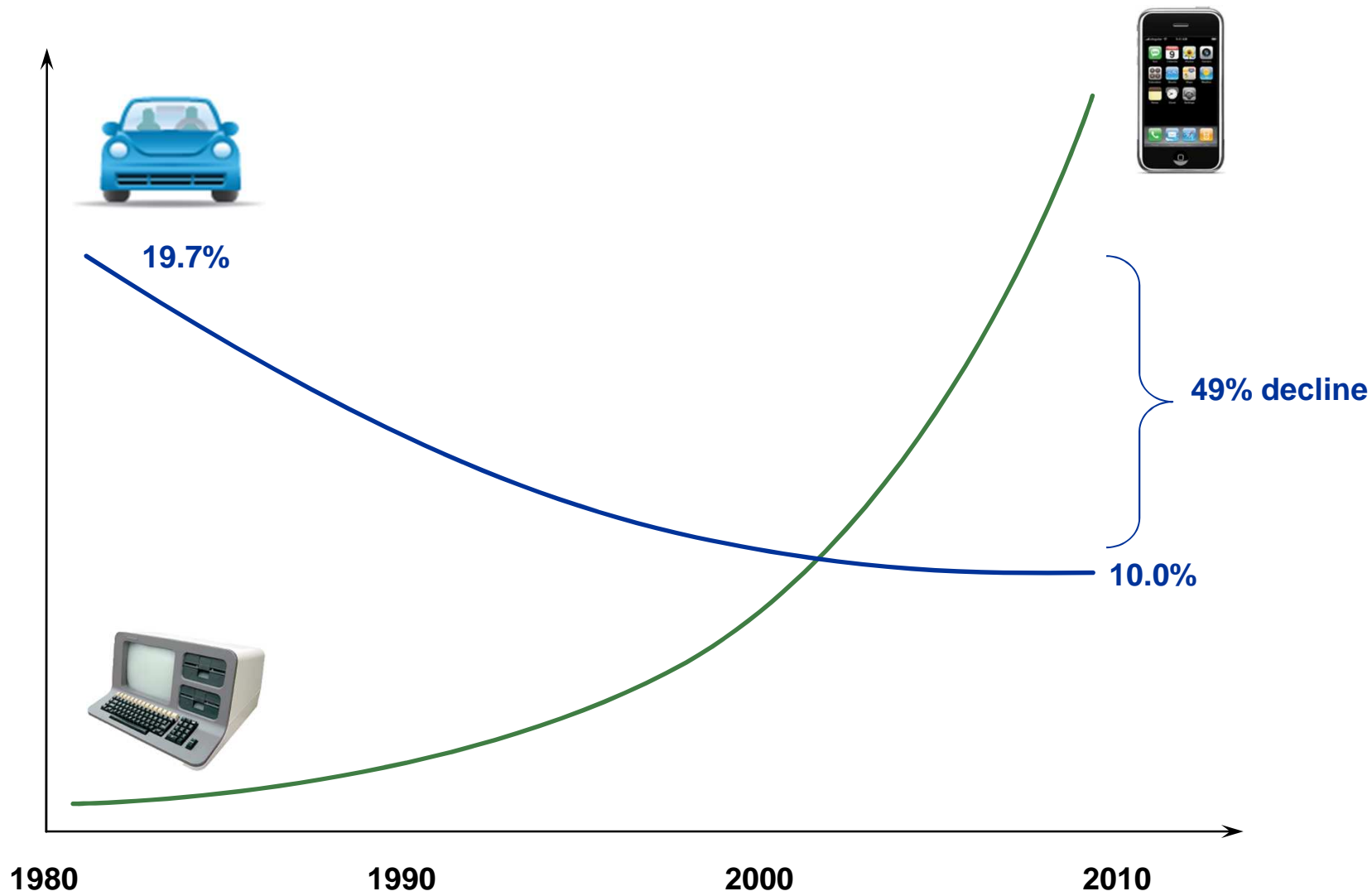
Reducing Driving & Emissions by Rewarding the Right Behavior

8th Annual Sustainable
Energy Conference
Raleigh, NC
Apr 26, 2010

Rick Steele
NuRide, Inc.



Technology has not increased carpooling



NuRide rewards you for taking “greener” trips

Firefox

NuRide - the Rewarding Way to Go

http://www.nuride.com

Google

member log in

nuride

Get Rewards for Greener Trips

Get rewards when you walk, bike, telecommute, carpool, vanpool, take a subway, train, bus, ferry or even work a compressed week. It's free and easy to do!

- 59,024 NuRide members
- 39,125 walking trips
- 67,060 biking trips
- 66,717 telecommutes
- 3,895,873 carpool & vanpool trips
- 390,366 bus trips
- 118,208 subway, light rail & train trips

sign up today!

see rewards

- Select Region -

f t

“Greener” trips include



**carpooling and
vanpooling**



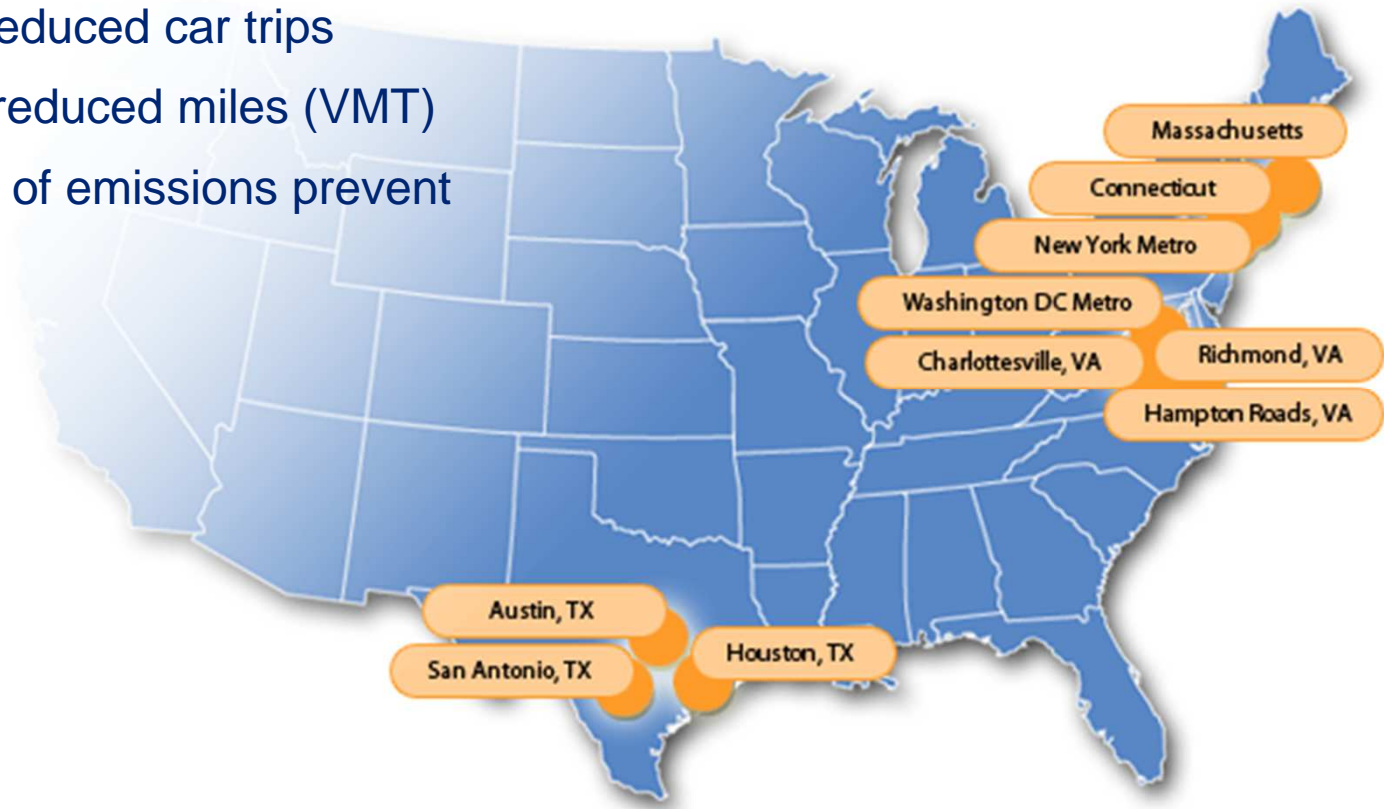
**taking public
transportation**



**walking, biking and
telecommuting**

The nation's largest rewards program for greener trips

- 10 U.S. markets
- 59,000 commuters
- 5.2 million reduced car trips
- 135 million reduced miles (VMT)
- 62,000 tons of emissions prevent



\$2.5 million in rewards provided by 400+ terrific sponsors



[View video](#)

Rewards influence behavior change



58% joined because of rewards



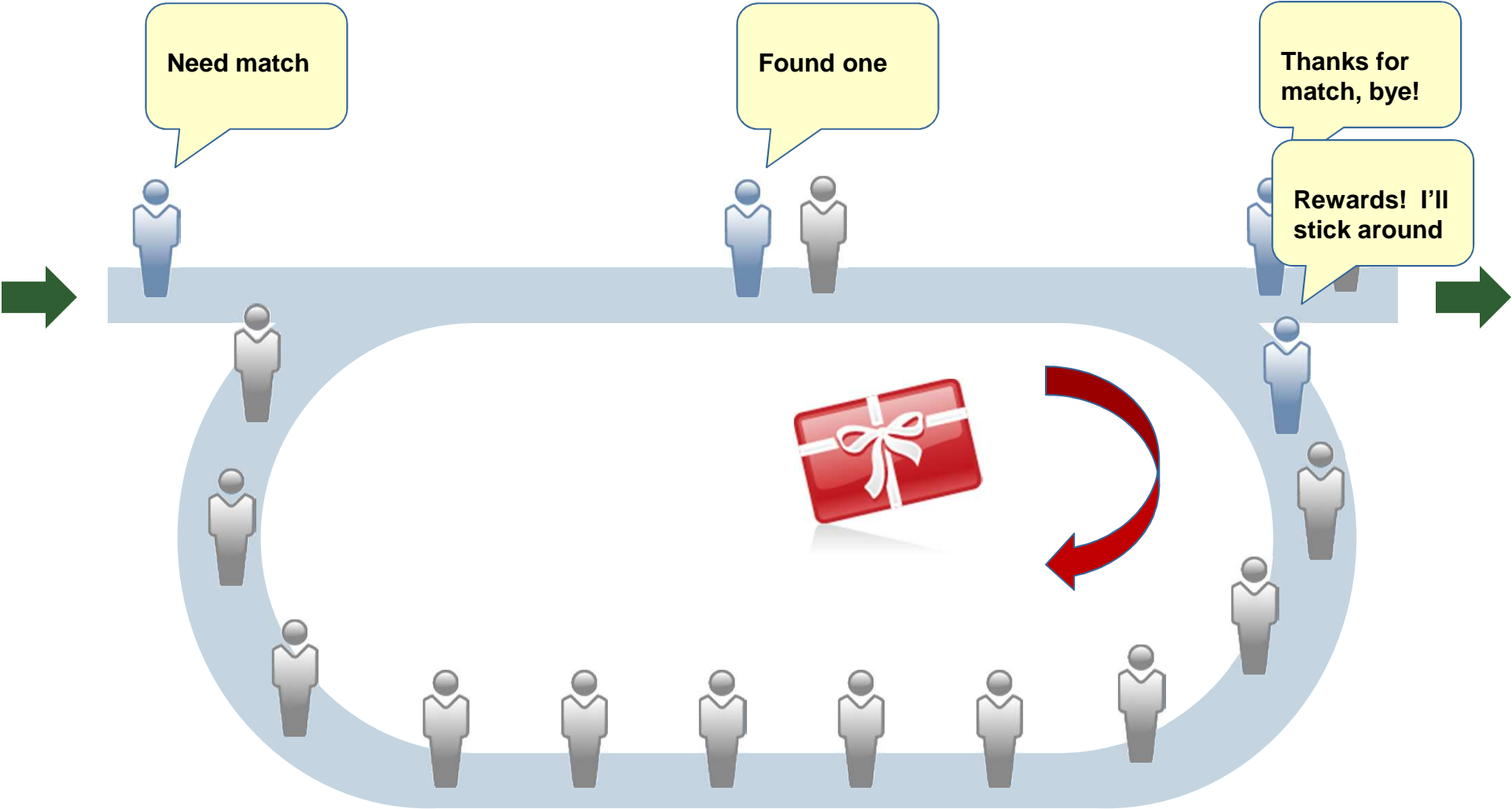
48% previously drove to work alone

Rewarding all modes results in a bigger database



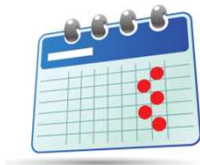
~50% of members take non-carpool trips

Bigger database results in more carpool matches



Rewards result in happy, loyalty commuters

83% share rides “more” or “much more”



56% of have been active > 1 yr

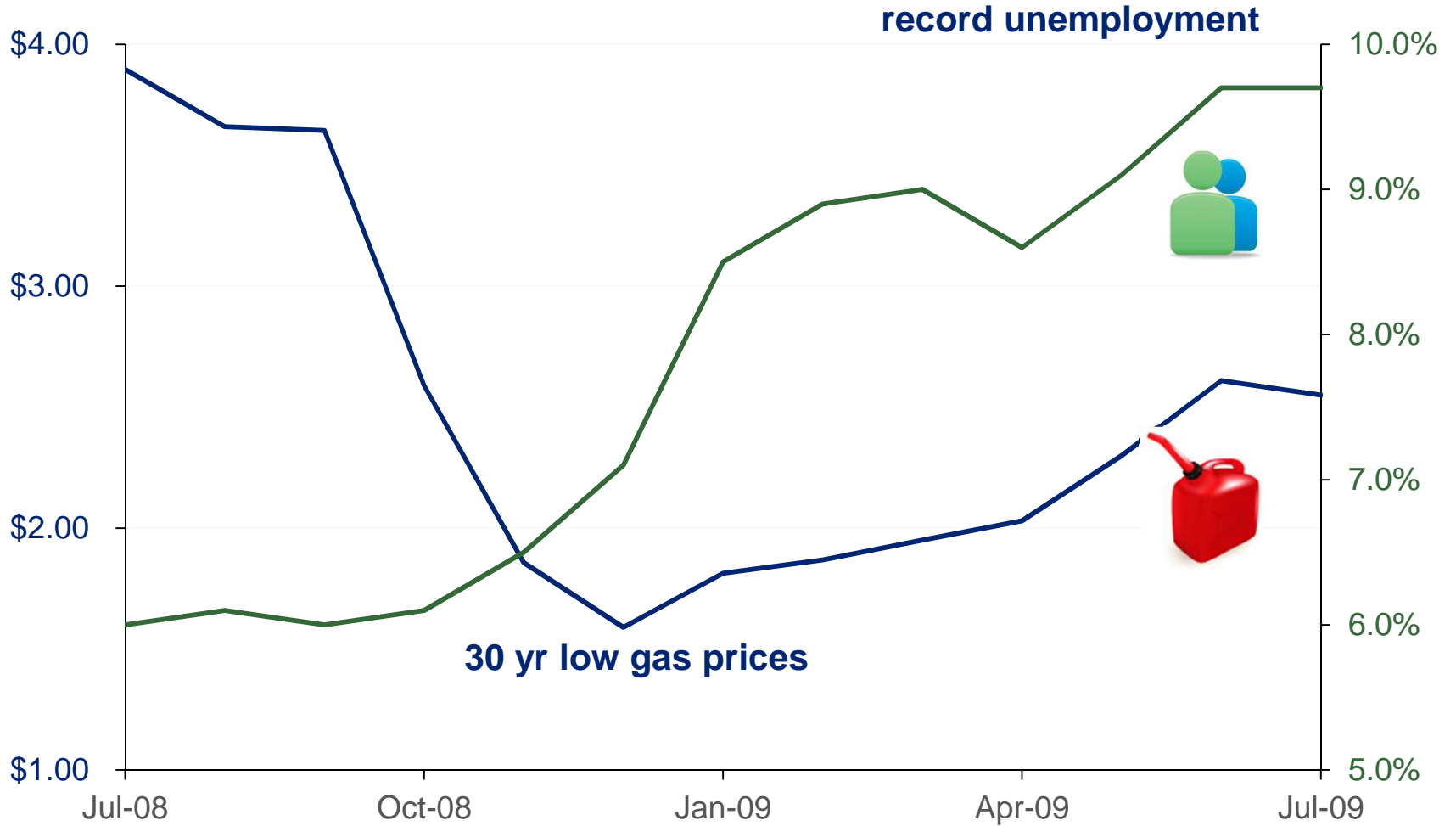
Loyal happy commuters refer their friends

30% of new members
came from referrals and they were ...

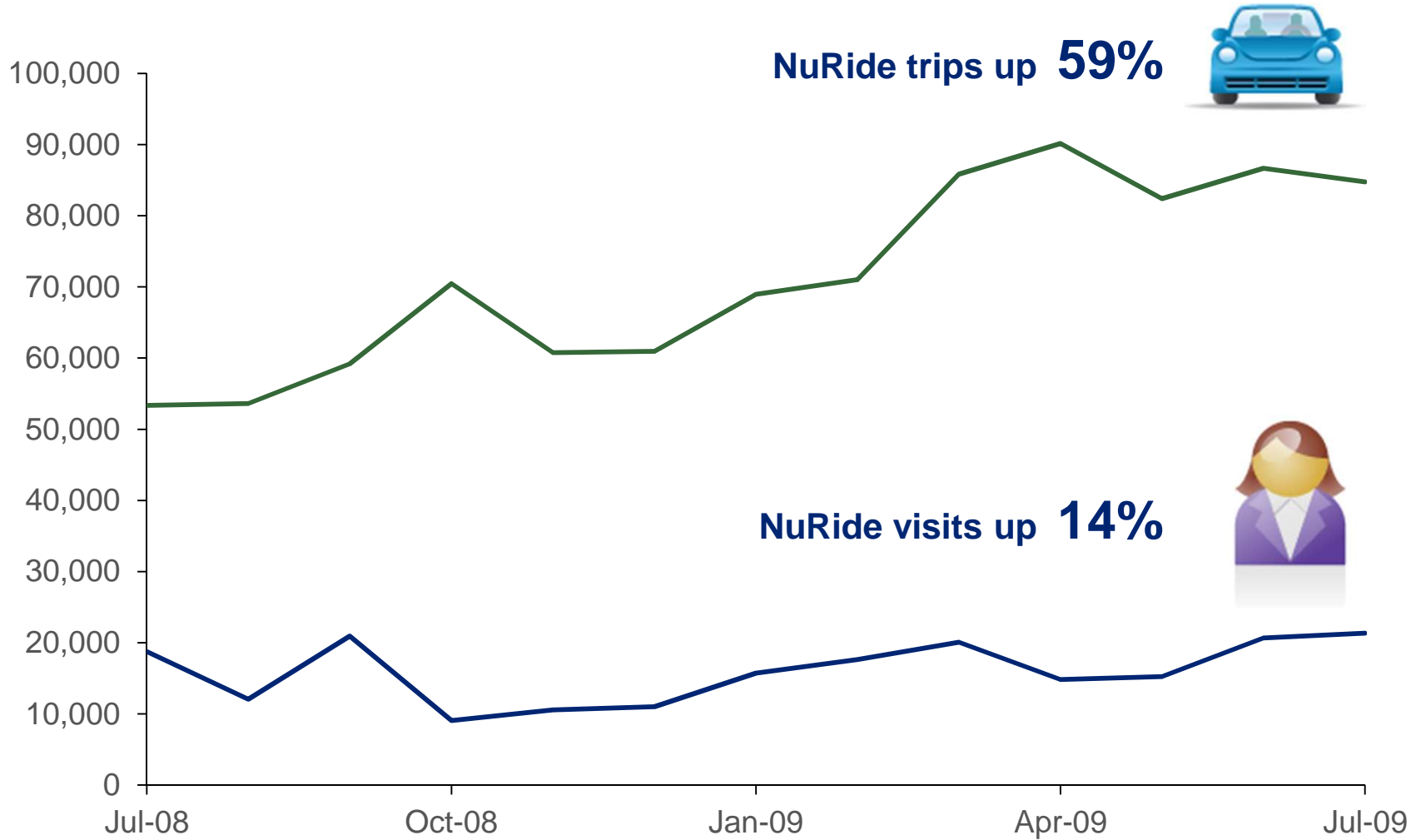


45% more active than non-referrals

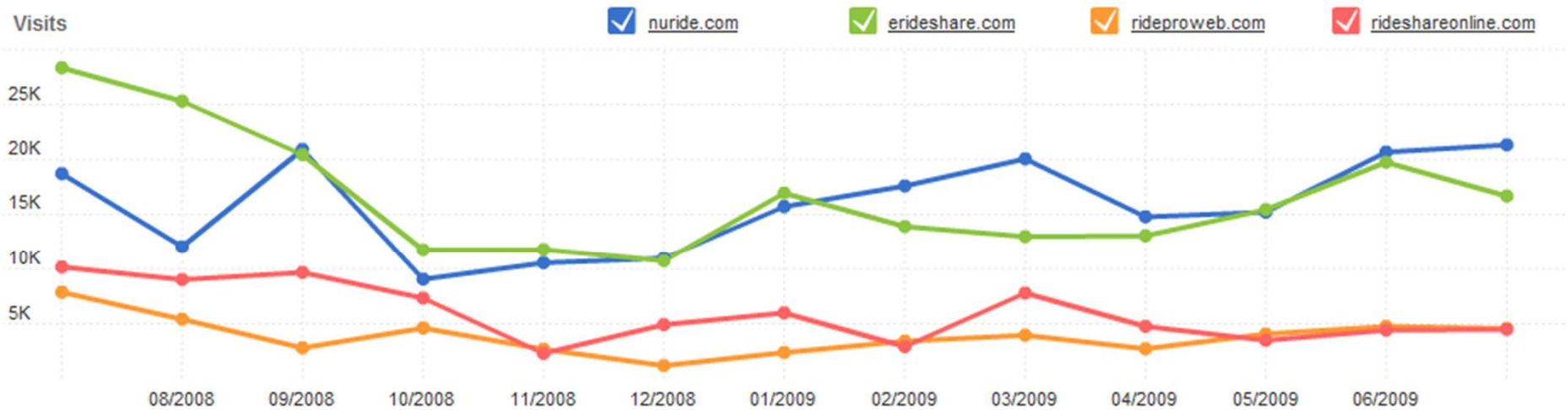
Rewards = loyalty ... even in bad times



Rewards = loyalty ... even in bad times



Rewards = loyalty ... even in bad times



nuride.com	+ 14%
erideshare.com	-41%
rideproweb.com	-42%
rideshareonline.com	-56%

Visits to competing web sites were down at least **40%**

Rewards = valuable measurement for regional reporting

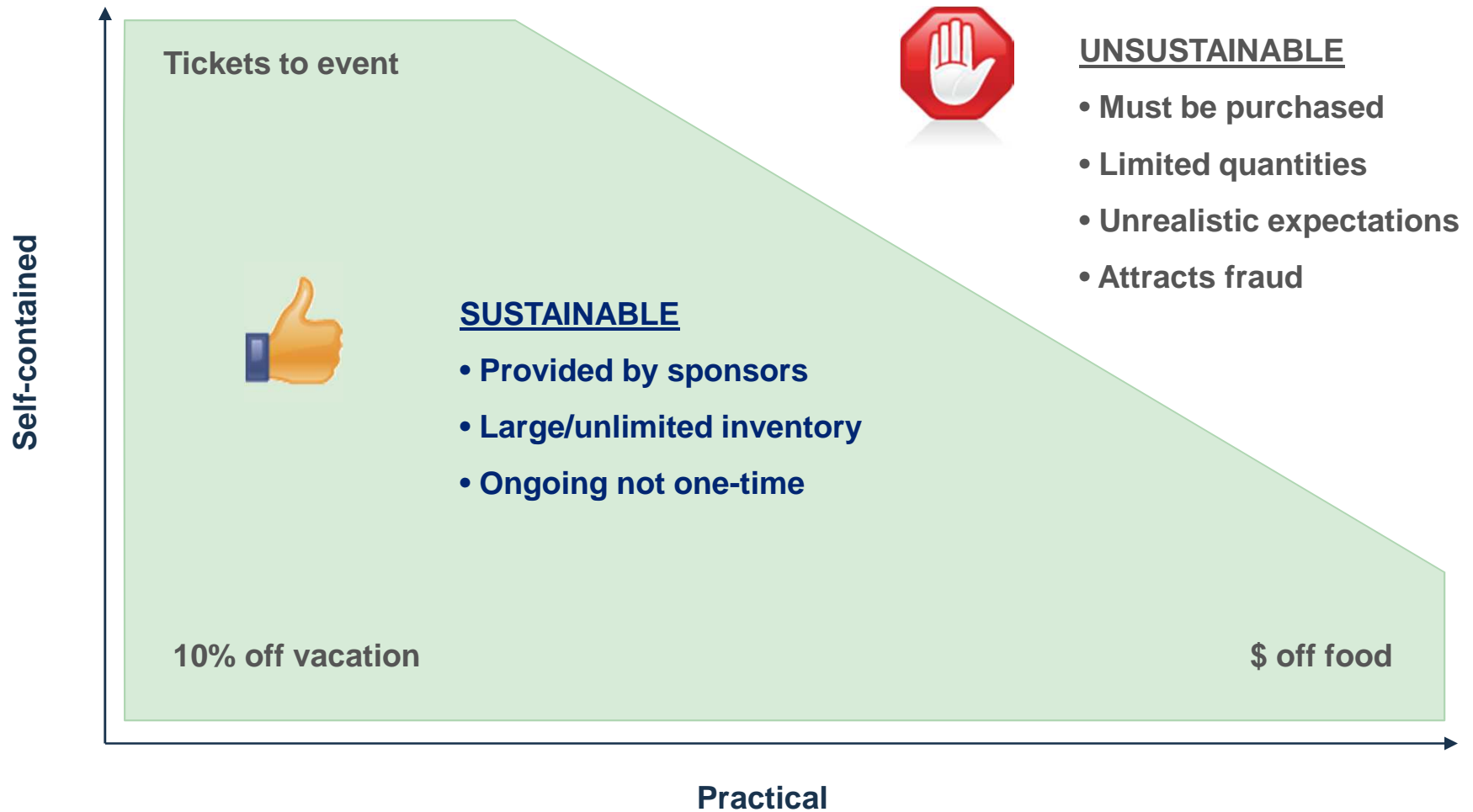


Recorded trip

From: Home
To: Work
Mode: Carpool
Vehicle: 2004 Honda Civic
Passengers: Bill & Tom
Company: IBM
Date: 12/15/10
Time: 8:05 am

Reward: 100 points!

Sustainable rewards are sponsored – *not* purchased



Periodic raffles and prizes do not constitute a rewards program



15% of active members
entered a raffle whereas ...

60% redeemed a reward

Sponsored rewards count as CMAQ local match – saving state \$



\$583,074

**in sponsored
rewards in 2010**

Sponsored, ongoing rewards work because they ...



Influence behavior change



Build bigger databases for more carpool matches



Create happy, loyal “green” commuters who tell their friends



Result in valuable measurement



Must be ongoing & paid for by sponsors = CMAQ local match!