

REPORT 2017



GeauxRideNOLA

RIDE. SHARE. CONNECT.

PREPARED UNDER
RPC TASK NUMBER: CM 3609
STATE PROJECT NUMBER: H.004746

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1.0 Introduction

1.1 Study Overview

New Orleans Regional Planning Commission (NORPC) contracted The Villavaso Group (TVG), LLC and BMM Communications as the consultant team to research and study specific topics related to the transportation needs in low-income communities, carless population, employees and how people can benefit from the ride-sharing service. In addition, to the rebranding from GreenRide to GeauxRide NOLA increase the visibility and connect commuters with the geauxridenola.com a web-based rideshare matching service through marketing and outreach efforts.

1.2 Study Area

Jefferson, Orleans, Plaquemines, St. Bernard, and St. Charles Parishes.

Demographic info by census tract Subject Areas: Population, Percentage of Families Below, Poverty Level and Percentage of Households Without Cars.

1.3 Study Purpose

NORPC is commissioned to identify and address challenges among commuters in our region. In 2011, the RPC increased its suite of travel demand management (TDM) techniques with the addition of a commuter assistance program, GreenRide Connect, a web-based rideshare matching service.

The GreenRide Connect service was launched in an effort to supplement the regional public transit system and to develop an innovative strategy to reduce Single Occupancy Vehicle (SOV) trips and Vehicle Miles Travelled (VMT) in order to improve air quality and manage peak congestion. The population in the greater New Orleans region has continued to grow and a number of businesses have expanded operations by opening new plants in our target area, i.e., Jefferson, Orleans, St. Bernard and St. Charles Parishes.

With a limited ability to address supply issues, such as greatly expanding road capacity, it is essential that the NORPC address the demand side of the equation to ensure that employees can reach their job sites while also maintaining – if not improving – the region’s air quality and overall level of service.

1.4 Project Tasks

Task 1: Identification of Community Need

May 5, 2016, kicked off the project with a collaborative discussion with NORPC staff and gathered existing data. Areas of discussed will include:

- Coordination and communication protocols and confirmation of reporting procedures.
- Data support from NORPC
- Schedule regular update meetings with NORPC

- o Governmental tax incentives for employers' and commuters to participate in the ridesharing program,
- o Possible incentives for users to sign-up. When we present the program to employers, we could ask the businesses if they can provide incentives for their employees to sign-up for the program.

Our team completed this task by collaborating with NORPC staff, utilize and analyze GIS data to identify target market areas of carless populations and low-income communities that would benefit from the ridesharing service. Throughout the process TVG studied and evaluated the following:

- o Population size
- o Distribution of density
- o Distribution of low-income housing developments
- o Distribution of carless households
- o Distribution of major employment sectors
- o Transit service access (bike and walking distances) and schedules.

The gathered information helped to determine how the ridesharing service relates to the identified market, how will the market likely benefit from the ridesharing service and become new registrant on the Green Ride Website.

The team conducted a thorough overview to identify unmet transportation needs in the region and determine if the ride sharing service can improve connectivity between carless households and low-income communities to employment centers, by identifying and collaborating with transportation advocacy groups and also collaborating with Louisiana Workforce Commission and New Orleans Job 1 Program.

Task 3: Development of an Advisory Committee

For the success of this project it was important to have diverse participation and solicit input by forming a region-wide coalition. Therefore, the TVG team identified and invited civic leaders across the study area with expertise and citizens who are interested in transportation equity to have to be a partner in the process forming an advisory committee.

This advisory committee role was to focus specific topics related to the transportation needs in low-income communities, carless population and how people can benefit from the ridesharing service. In addition, the committee has helped to guide the study and monitor the success of the Green Ride Program and to spread the word about the program.

Over one hundred (100) Invitations were sent to study area's City Council, governmental agencies and transportation advocacy, business, civic and neighborhood organizations, inviting them to participate or to appoint someone to the committee. Out of the 100 invitations the following forming the committee.

Advisory Committee Members

Full Name	Affiliation
Sharon Wegner	Jefferson Workforce
Jeana C. Wiser	Life City
Tammie Washington	City of New Orleans Workforce
Jennifer Barnett	Region 1-Workforce
Brandon Rapp	Greater New Orleans, Inc.
Nik Richard	New Orleans Regional Planning Commission
Jacqueline Brock	JOB 1
Dawn Hebert	ENONAC
Matthew Rufo	Asakura Robinson
Jeffery Simno	Jefferson Parish Council District 5
Matt Hendrickson	Ride New Orleans
Alfred Marshall	New Orleans Workers' Center for Racial Justice – Stand With Dignity

Advisory Committee Meetings Held

Meeting Date	Meeting Location	Number of Attendees
July 14, 2016	NORPC -10 Veterans Blvd. New Orleans, LA 70124	9
August 4, 2016	NORPC -10 Veterans Blvd. New Orleans, LA 70124	3 – Corinne Villavaso, Editha Amacker and Nik Richard
August 17, 2017	NORPC -10 Veterans Blvd. New Orleans, LA 70124	3 – Corinne Villavaso, Editha Amacker and Nik Richard
September 20, 2016	NORPC -10 Veterans Blvd. New Orleans, LA 70124	9
June 6, 2017	NORPC -10 Veterans Blvd. New Orleans, LA 70124	6



Editha Amacker Sr. Planner -TVG
Presenting at Advisory Committee Meeting

Task 4: Marketing and Outreach

At the commencement of the project BMM Communications' and TVG's teams met with the RPC team to establish benchmarks and develop and launch an overall effective marketing plan and outreach strategy that included messaging, designing of print and electronic marketing materials such as PowerPoint presentations, posters, e-flyers, brochures, electronic newsletters, media releases and social media and e-blast campaign.

Once the research team identified the needs and target market, the communication team reached out to various neighborhood associations, organizations, businesses and employers to present information specific to the transportation challenges for many low-income and carless citizens and how commuters can potentially benefit from the Green-Ride program by connecting them to employment opportunities.

The communication team ensured neighborhood participation by presenting to neighborhood organizations. In an effort to more effectively engage constituents the communication team worked collaboratively with the Mayor's Office of Neighborhood engagement, City Planning Commission and Neighborhood Partnership network.

The communication team developed an effective social media and an e-blast campaign used to engage, inform and register partakers on the GreenRide website. Collectively, our team members utilized thousands of friends and followers on Facebook, Twitter and Instagram, this allows for an opportunity to engage other constituents on these social media outlets. Utilizing TVG data base of thousands of permission-based email addresses, thus providing direct access into the communication devices of this targeted audience through the use of automated and coordinated email campaigns.

In an effort to engage the workforce the Communication Team will ensure participation from employers through hosting onsite meetings or lunch and learn at the work place. However, this intent was unsuccessful. Employers were not open or available to accommodating events on the job site, regarding the ridesharing program. We were able collaborative with Louisiana Workforce Commission, New Orleans Regional Black Chamber of Commerce and the New Orleans Business Alliance.

The research team examined the ways to effectuate, improve coordination for data sharing among Baton Rouge and New Orleans for the ridesharing program. We analyzed compiled relevant information and data and identified potential requirements and resources that may be needed to and determine what kind of information would be most useful and compelling to potential carpool and vanpool formations.

On June 27, 2016, TVG team participated in a MPO roundtable discussion. The purpose of the roundtable was an opportunity to discuss how vanpooling may be implemented under federally funded programs. Brandon Buckner with the Louisiana Division of FHWA will help us understand the applicable regulations and best practices. More, importantly for the team to become acquainted with the Baton Rouge team.

The communications team informed citizens about the rideshare service and encouraged them to register with the above listed approaches and because the news media plays an important role in disseminating information to the public, particularly the constituency we were unable to reach, the communication team implemented a media relation program designed to keep key reporters up to date by submitting news releases, requesting and coordinating media interviews and responding to media requests.

2.0 Data Collection

2.1 GreenRide Website Survey

The New Orleans Regional Planning Commission contracted with The Villavoso Group, LLC (TVG) to inform the launch of Metro New Orleans GreenRide, a ridesharing program. This report includes the results and recommendations from an online survey distributed to the project’s advisory committee to assess the following website, <http://norpc.greenride.com/> and other aspects of the GreenRide program.

Methodology

The survey was developed by TVG using Google Forms and distributed via email to advisory committee members. Advisory committee members were given approximately two weeks to complete the online survey. Two emails were sent as a reminder to complete the survey. Overall, there were fourteen respondents (n=14). An analysis of the responses is compiled in this report. Additionally, feedback heard from advisory committee members during the Advisory Committee Meeting in July 2016 is also included in this report.

Website Design

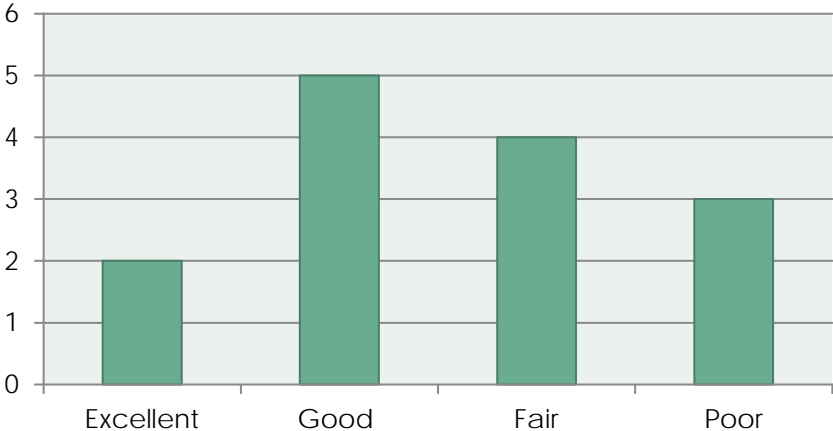
Respondents were asked questions about the website’s graphics, messaging, and ease of use. Fifty percent of respondents rated the overall website design as excellent (n=2, 14.3%) or good (n=5, 35.7%), while the other 50% of respondents rated the overall website design as fair (n=4, 28.6%) or poor (n=3, 21.4%). Generally, the results indicate that the website’s design could be improved to appeal to a wider audience.

Text & Graphics

The website could be more reflective of New Orleans. Respondents recommend that the website include imagery and language that is reflective of and more engaging to the New Orleans community.

For example, photos could depict the diversity of New Orleans and represent people from different backgrounds that include people of various race/ethnicity, gender, and socioeconomic status.

Website Design



Additionally, respondents would like to see clickable graphics and icons that guide users through the site. There is a consensus among respondents that the website’s text could be larger and have variations in size, color, and/or style so that more important text can stand out. Instead of relying on

text, the website could have more graphics and an interactive map. Basically, respondents suggest a dynamic interface that uses Flash/Shockwave would be more aesthetically pleasing and user friendly.

Messaging

According to survey respondents, the website’s messaging is confusing. Respondents expressed that they were unclear about the service, the incentive to participate, and what happens after registration.

There could be clear, succinct messaging about:

- What this service is and what it is not: The website could clearly state that it is a *social networking site* to link drivers and riders for ridesharing.
- How this service adds value to the community and/or addresses the users’ needs: Highlight the benefits to our community if drivers participate in this ridesharing program. Respondents suggest that the message should target what is important to users. Less emphasis needs to be put on the environmental impact.
- Strategies for user privacy and safety: There are currently safety concerns about entering personal data on the website for public viewing and riding with strangers.
- How users will receive ridesharing requests: Will users receive requests via apps, texts, emails, and/or phone calls?
- What are the costs/costs savings: Identify costs and savings associated with ridesharing. Are the driver and rider sharing costs associated with the commute? Identify rates if there are any.
- What are the benefits/incentives: Why should the user participate as a driver or rider?

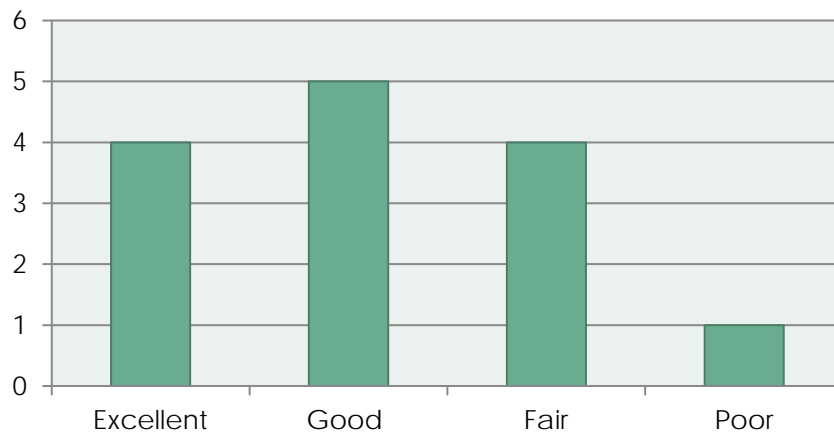
Ease of Use

The fourteen respondents rated the website for ease of use as follows:

- Excellent (n=4, 28.6%)
- Good (n= 5, 35.7%)
- Fair (n=4, 28.6%)
- Poor (n=1, 7.1%)

One major issue that arose with ease of use is malfunctioning links. Respondents recommend that the website be tested to ensure that all links work. Many of the ease of use issues can be addressed through the recommended changes in the website’s design. Additionally, respondents recommend that the platform(s) used for the service should be as fun and user friendly as possible. Use of this site should not be labor inten

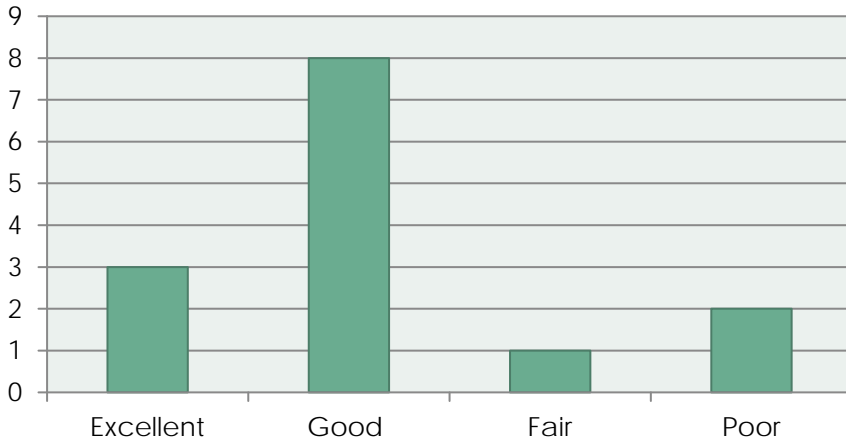
Ease of Use



GreenRide Tutorial

Before registering, respondents express that users need clarification on the issues brought up in the Messaging section of this report. Also, they would like to know what the registration requirements are before signing up.

GreenRide Tutorial



Currently, the website has a link to the GreenRide Tutorial, which provides a guide for users to understand what is required to register for the service in text format.

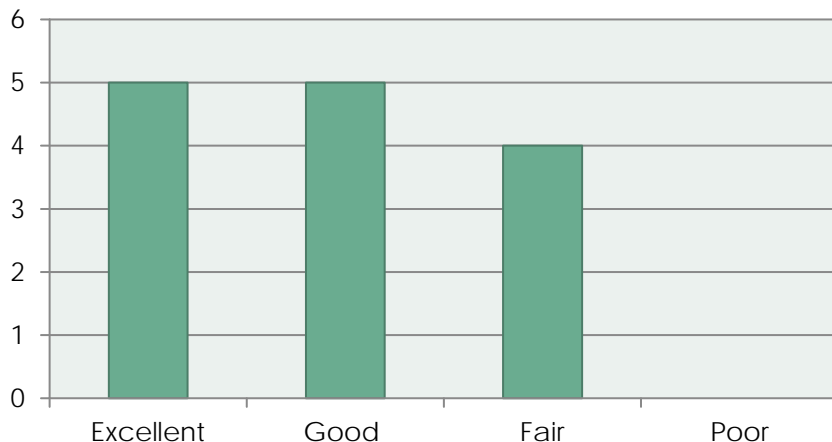
Three respondents (21.4%) rate the GreenRide Tutorial as excellent. Eight respondents (57.1%) rate the tutorial as good, and three respondents rate the tutorial as fair (n=1, 7.1%) or poor (n=2, 14.3%)

It is recommended that the website use a video tutorial in lieu of the current one. Additionally, the website could be enhanced by frequently asked questions (FAQ) in video and searchable text formats.

Registration Process

Respondents rate the registration process as excellent (n=5, 35.7%), good (n=5, 35.7%), and fair (n=4, 28.6%). Overall, the registration process was rated excellent or good by 71.4% (n=10) of respondents.

Registration Process



Privacy Policy

Survey respondents rate the privacy policy as:

- Excellent (n=2, 14.3%)
- Good (n=7, 50%)
- Fair (n=2, 14.3%)
- Poor (n=1, 7.1%)
- No Response (n=2, 14.3%)

Privacy Policy Messaging

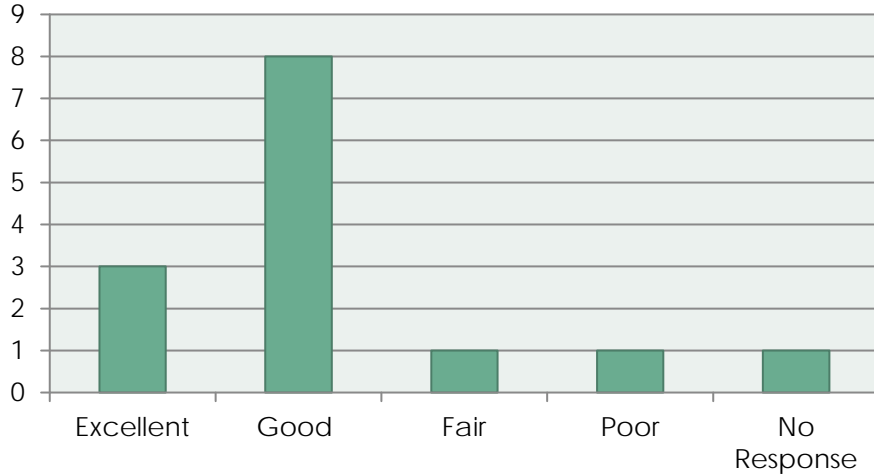


In addition to the privacy policy in its current form, respondents would like to see clear, succinct messages about the privacy policy wherever the user has to input personal information. Video messaging may also be helpful here since many people do not read the privacy policy. Additionally, users need to clearly know how their information will be used to assuage user concerns about the privacy of their information. Perhaps, allowing users to determine their own privacy settings would be beneficial.

Terms of Service

The quantitative and qualitative data collected from respondents about the terms of service are divergent. The quantitative data is favorable, while the qualitative data highlights several concerns.

Terms of Service



The terms of service are rated as excellent (n=3, 21.4%), good (n=8, 57.1%), fair (n=1, 7.1%), or poor (n=1, 7.1%). One respondent did not rate the terms of services.

Currently, the terms of service is one paragraph that does not clearly articulate important information that users need to trust that the service will be beneficial, cost-effective, and safe. Respondents raise questions about what happens after registration and how

the service works.

Respondents want to know:

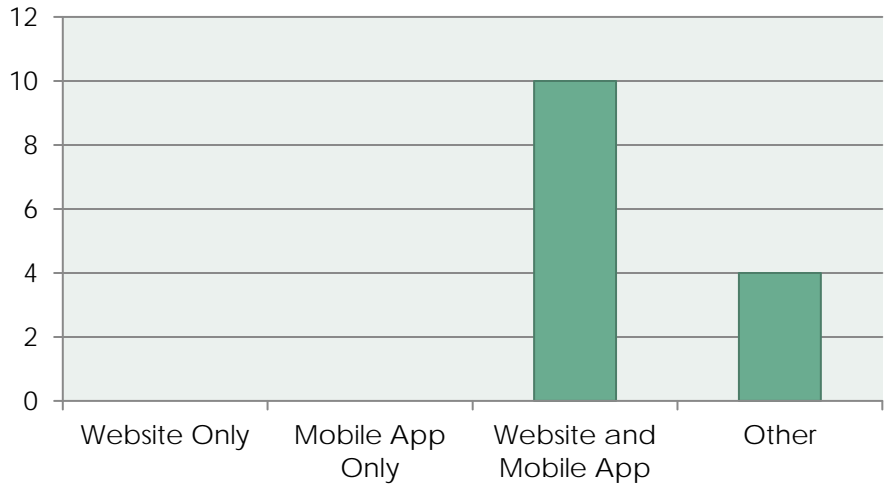
- What happens after registration?
- How do linkages happen?
- How much will this cost?
- What are the safety measures?

Basically, respondents believe more information is necessary to ensure that users are clear about what the service is and how it works. Additionally, the service must be easy to use.

GreenRide Platforms

According to the survey respondents, GreenRide could benefit from using multiple platforms to access the service. Ten (71.4%) respondents recommend that the service have a website and a mobile app. Additionally, four (28.6%) respondents suggested that GreenRide also incorporate a text service (n=1, phone dial in (n=1), or social media platforms (n=2) in conjunction with a website and mobile app. Respondents also suggest that the mobile app needs an interactive GreenRide Map with estimated wait time for the driver as well as an estimated time of trip and arrival time like Uber and Lyft.

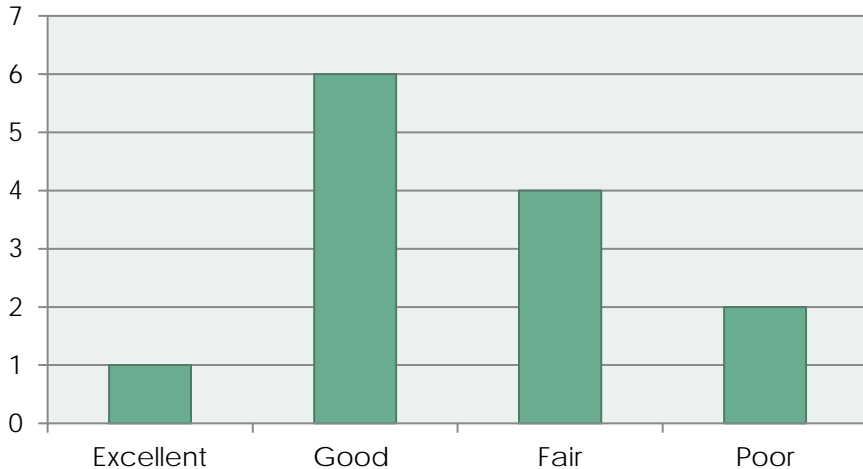
GreenRide Platforms



Zip Code Matching Link

Respondents were asked to rate the effectiveness of the zip code matching link to connect drivers and riders. One (7.1%) respondent believes that this is an excellent way to link drivers and riders. Six (42.9%) respondents rate the zip code matching link as good. Four (28.6%) respondents rate it as fair, and two (14.3%) respondents rate it as poor.

Zip Code Matching Link



Driver-Rider Linkages

Respondents were also asked to suggest what they believe would be the most effective method of linking drivers and riders. One (7.1%) respondent believes that it is most effective to link drivers and riders by street name only. Seven (50%) respondents believe that the most effective way to link drivers and riders is the street name and zip code. Two (14.3%) respondents suggest using the full address, three (21.4%) recommend other methods, and one respondent did not provide a response to how drivers and riders should be linked. Alternative linkages recommended include the street Intersection (n=1) and travel routes by neighborhood with landmarks and stops (n=2). Ultimately, how drivers and riders are linked depends on the platform's setup.

Driver-Rider Link Options



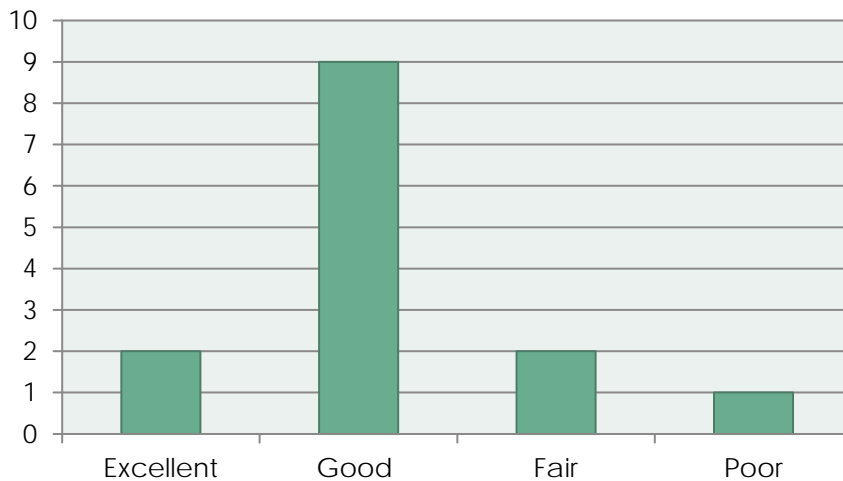
The Rideshare Agreement

Once riders and drivers connect, there should be a method to track the agreements created around ridesharing that includes schedules and fees for services, whether the driver and rider will share costs or alternate driving. Perhaps, these questions could be included in the registration process.

Service Costs and Cost Savings

Currently, the website has a commute cost calculator that helps potential users see how much they spend annually on transportation. After which, there is a brief message about other cost saving options. Respondents were asked to rate the effectiveness of using this method to communicate the cost savings benefits of this service. Respondents rated this feature of the website as excellent (n=2, 14.3%), good (n=9, 64.3%), fair (n=2, 14.3%), or poor (n=1, 7.1%).

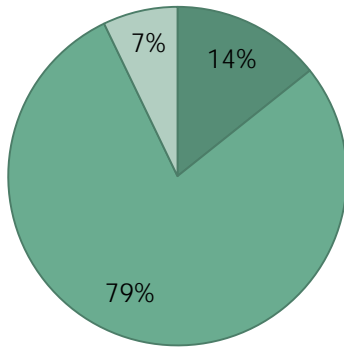
Commute Cost Calculator



Seventy-nine percent of respondents believe that drivers should not be required to drive without compensation, and 57% of respondents believe that costs should be regulated. The terms of ridesharing need to be clear from the onset to minimize the possibility of misunderstandings or economic burden on the driver or the rider. Respondents suggest that before launching the service, the committee should review local parish ordinances for laws governing paid transportation services to ensure that local laws are included in the regulatory process. If the compensation is an incentive like free parking or gas cards, this should also be regulated.

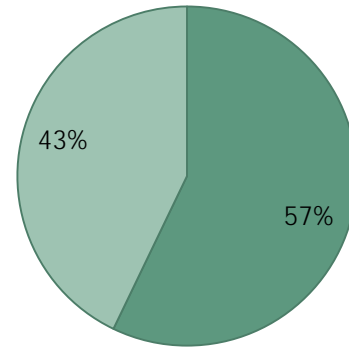
Drive for Free

■ Yes ■ No ■ No Response



Cost Regulations

■ Yes ■ No



Safety

In response to the question about strategies to improve the safety of the service, survey respondents suggested the following:

- Include safety features in the terms of service and user platforms
- Require a photograph of the driver or passenger be added in the user profile
- Require the profile to include age range of drivers/passengers and work hours
- Provide ability to rate drivers and riders
- Provide ability for other users to see ratings
- Provide feedback system where drivers and riders can comment about their experiences
- Use Facebook profiles to populate GreenRide profile information, identify common friends
- Parishes could employ safe rideshare zones where people can meet to carpool
- Install security cameras in rideshare zones/Establish safe rideshare zones near police substations
- If established, cut grass at GreenRide stops and ensure there is adequate lighting
- Minimize access to private information
- Include active GreenRide Maps with estimated wait time like Uber and Lyft
- Add the ability share your rideshare data with others

Marketing

This section contains all of the information about the marketing strategy for GreenRide.

Target Audience

Currently, the messaging targets riders. The advisory committee suggests that the target population is drivers who need convincing to participate in this service.

Branding/Messaging

Branding and imagery should reflect New Orleans culture. The service needs a short, catchy slogan, and the name needs to be short while conveying the purpose of the service.

Logo

The current GreenRide Logo is a leaf with wheels. Respondents were asked to rate the current logo for its effectiveness of conveying the purpose of the service. One (7.1%) respondent rated the logo as excellent, eight (57.1%) respondents rated the logo as good, and five (35.7%) respondents rated the logo as fair.

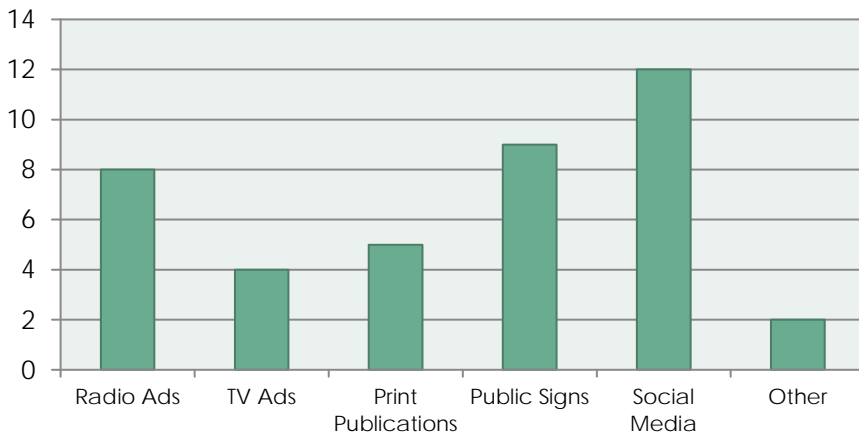
GreenRide Logo



Marketing Mediums

All of the respondents expressed that GreenRide would benefit from a variety of marketing mediums. A graph showing the frequency that each respondent choose a marketing medium is to the left of this

GreenRide Marketing Mediums



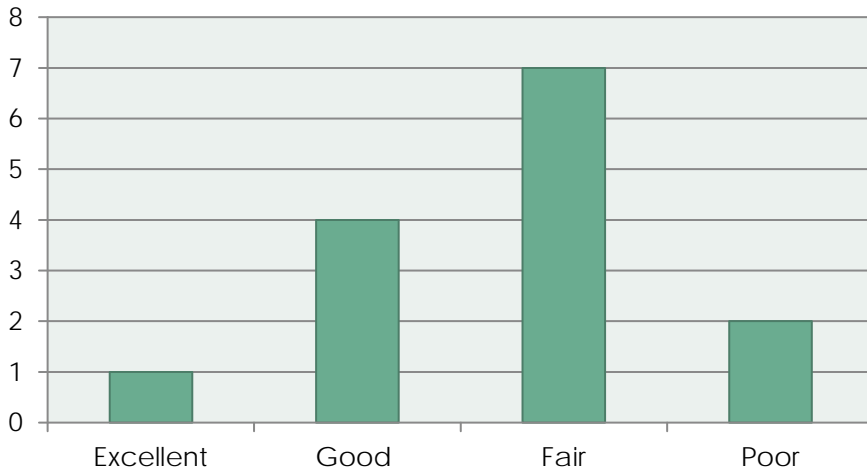
text. Social media had the highest frequency followed by public signs, radio ads, print publications, TV ads, and other marketing mediums. Respondents also suggested other mediums that could also be categorized as public signs: transit shelter and bus advertisements. Additionally, respondents suggest ads at local businesses as well as work and union centers, job training facilities, and community centers

Referral

The GreenRide website also includes the tell a friend link. Respondents rate the tell a friend link as follows:

- Excellent (n=1, 7.1%)
- Good (n=4, 28.6%)
- Fair (n=7, 50%)
- Poor (n=2, 14.3%)

Tell a Friend Link



Conclusion

Analysis of the GreenRide launch survey and the conversation at the advisory board meeting suggest that some work could be done to the GreenRide website to make it more reflective of the New Orleans community and user friendly as well as improve marketability. It may be important to analyze Facebook and other social media sites to use some of the features that make them popular and user friendly. For example, the ability to comment and upload information is what makes Facebook interesting and fun for users. If the GreenRide website is designed to be a social networking site, it should have social networking features.

Also, the respondents recommend the use of community-relatable graphics, less text, and clear messaging to improve the website's design and ease of use. The terms of service needs to be expanded and the privacy policy could be more prominent. Decisions need to be made regarding how the service will be set up, safety features, incentives, costs, and cost regulations before the service is launched. It is important to clearly express how the service is to be used so the service can operate efficiently and effectively.

Additionally, it is critical to analyze and benefit from the features of Uber and Lyft apps. It is important to understand services that are similar to GreenRide. To ensure that people use the service, it should be easy to use and safe; therefore, it should be set up to automatically track trips. Automatically

tracking trips may alleviate safety concerns, ensure that rideshares are regulated, and allow the New Orleans Regional Planning Commission to track indicators it deems important without requiring users to do additional tasks. Furthermore, tracking how linkages happen and rides would allow the NORPC to analyze the impact of the service, which is something that would be missing if the service launches without this feature.

Limitations

The information in this report has a number of limitations that must be considered when reading the data:

- The survey respondents may not be a representative sample: The survey respondents may not be representative of the city of New Orleans or the people who would use the GreenRide service.
- The participants in the survey were not selected at random: The survey respondents were chosen from a select group contacted to serve as advisory board members to prepare for the launch of the GreenRide service.
- The response rate is low: There are approximately 40 to 50 advisory board members. Only fourteen members responded to the survey.

These data represented in this report are the thoughts and opinions of those who chose to respond to the survey.

2.2 GeauxRide NOLA Rider and Driver Surveys

Surveys were prepared for the future evaluation of Riders and Drivers for NORPC use.



3.0 Mapping Analysis

3.1 Purpose of GIS Mapping analysis

The purpose of the mapping analysis was to best identify communities and employers that would benefit the most from the Green Ride program via demographic and economic data. This task was done in collaboration with NORPC, using census and socio-economic data to identify potential user groups, i.e., carless populations and low-income communities who could potentially benefit from the ridesharing service.

3.2 Methodology

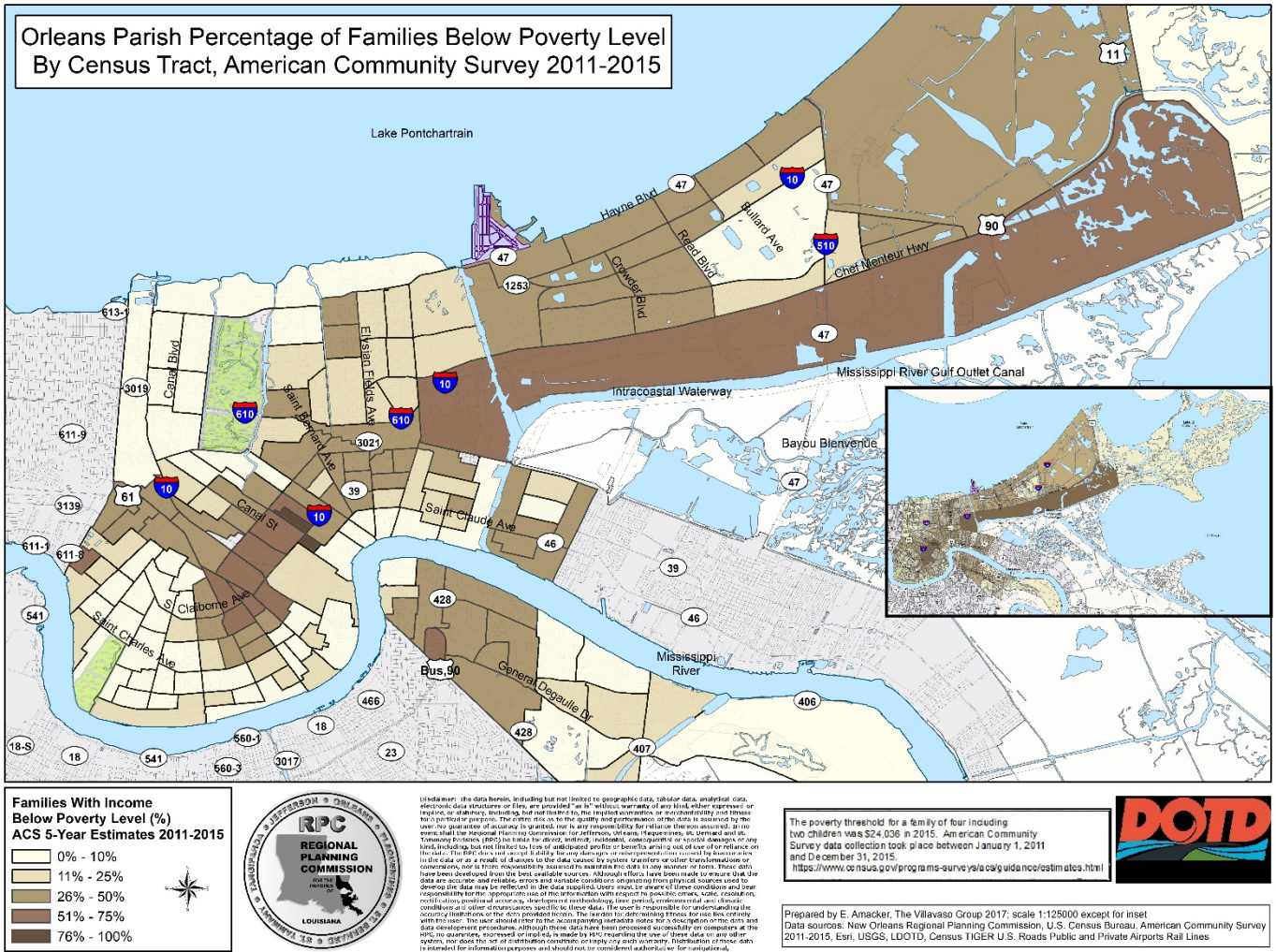
The 5-Parish demographic study focused on Orleans, Jefferson, St. Bernard, St. Charles and Plaquemines parishes. Each parish was evaluated for population, poverty levels, and household access to vehicles by census tract in order to view this data at the community level. The data came from the U.S. Census Bureau American Community Survey (ACS) 5-year Estimates for 2015. The American Community Survey data for 2015 was collected between January 1, 2011 and December 31, 2015¹. This data was available to the public September 2016. The 2010 Census Tracts are used because ACS data uses the geographic areas from the 2010 Census.

The Population 2015 maps are showing the population by census tract from the 2015 ACS 5-year estimates. The population density maps use the population 2015 info to show the number of persons per square mile by census tract. The density maps do not reflect population count but rather shows the census tracts that have, comparably, more people clustered in smaller areas. For the carless households maps, this data is from households that reported not having access to a vehicle. The maps showing poverty level and carless households are showing normalized data within each census tract. For the poverty level maps, it is showing the number of families below poverty level out of the total number of families in each census tract in percentage. It is the same process for the carless households maps, except this data is based on number of households.

¹ "Distinguishing Features of ACS 1-year, 1-year supplemental, 3-year, and 5-year estimates" <https://www.census.gov/programs-surveys/acs/guidance/estimates.html>.

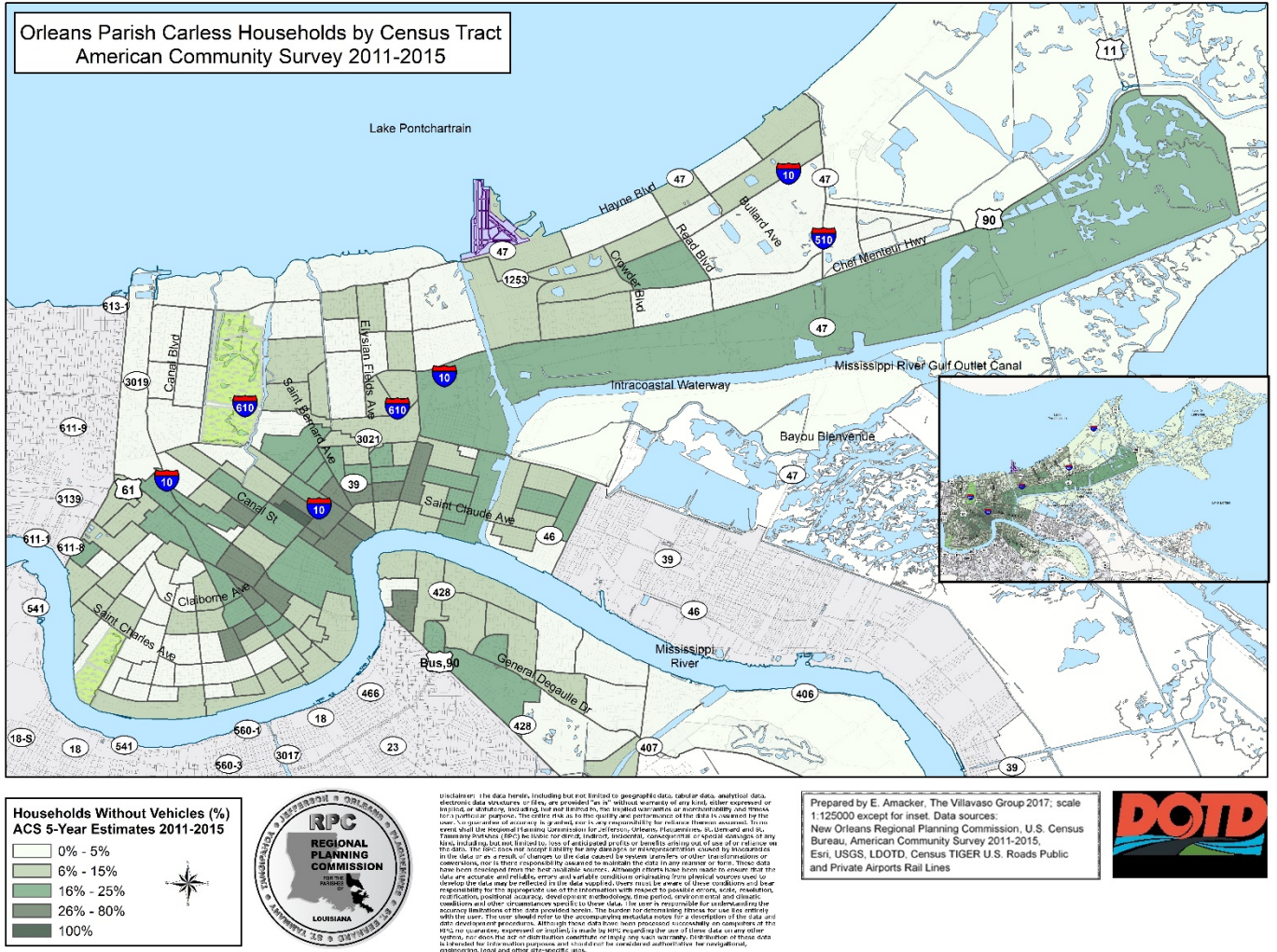
3.3.2 Orleans Parish Percentage of Families Below Poverty Level

The data on this map shows the percentage of families with income below poverty level for each census tract. Orleans Parish has some census tracts with poverty rates higher than any of the parishes in the study. Orleans Parish is the only parish with poverty rates in the 76%-100% range. The neighborhoods with the highest poverty levels are Faubourg Lafitte and Iberville Housing Development. Other high poverty areas are Central City, lower mid-city, the Desire area, Pidgeon town, Fisher housing development and the area between Chef Menteur Hwy and the Intracoastal Waterway, which is mostly industrial.



3.3.3 Orleans Parish Carless Households

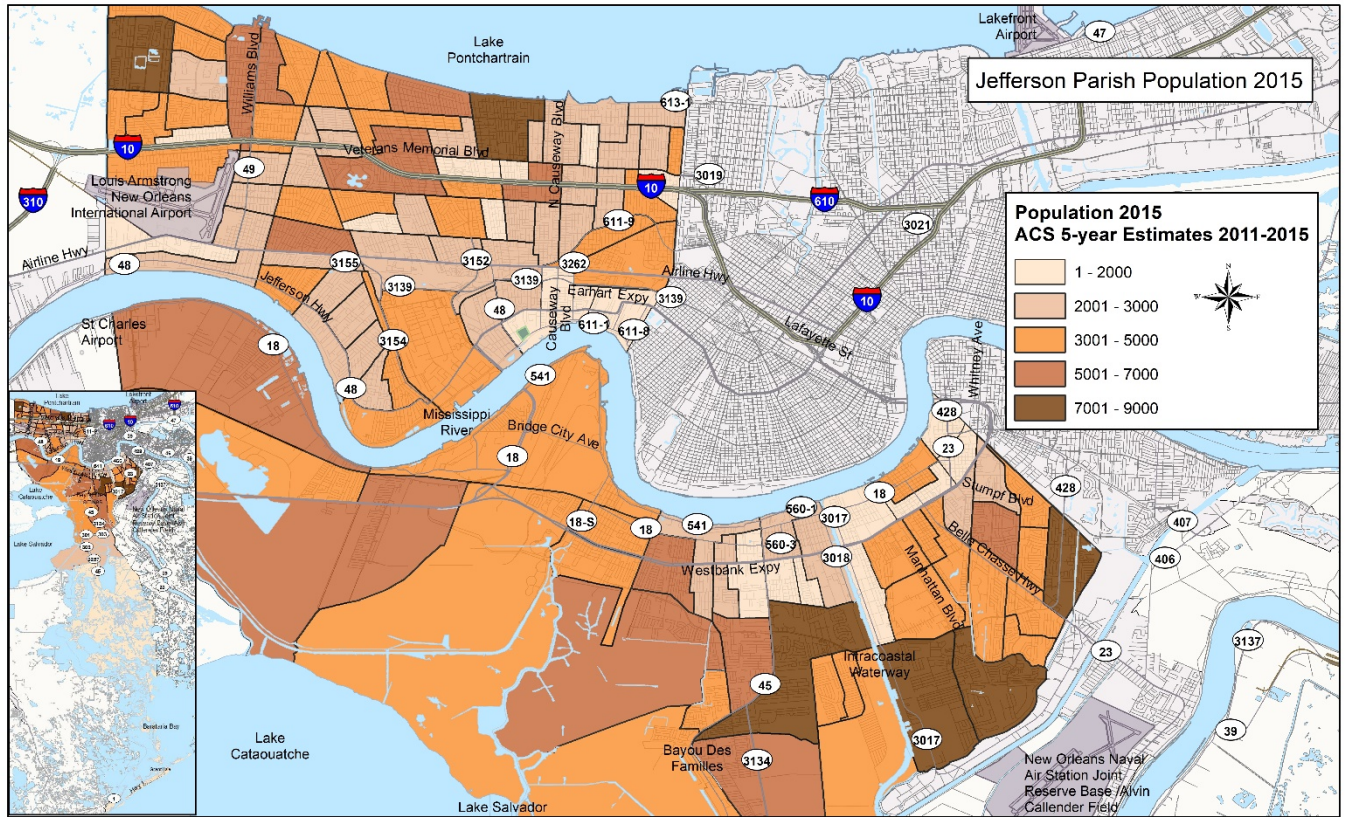
This map shows the percentage of households without vehicles by census tract. Many of the neighborhoods in Mid-City, downtown and near the Fairgrounds have high rates of carless households. This could be due to income, where the carless rate correlates with the poverty level for that same area, or by choice due to access to bike paths and high frequency transit routes.



3.4 Jefferson Parish

3.4.1 Jefferson Parish Population and Density 2015

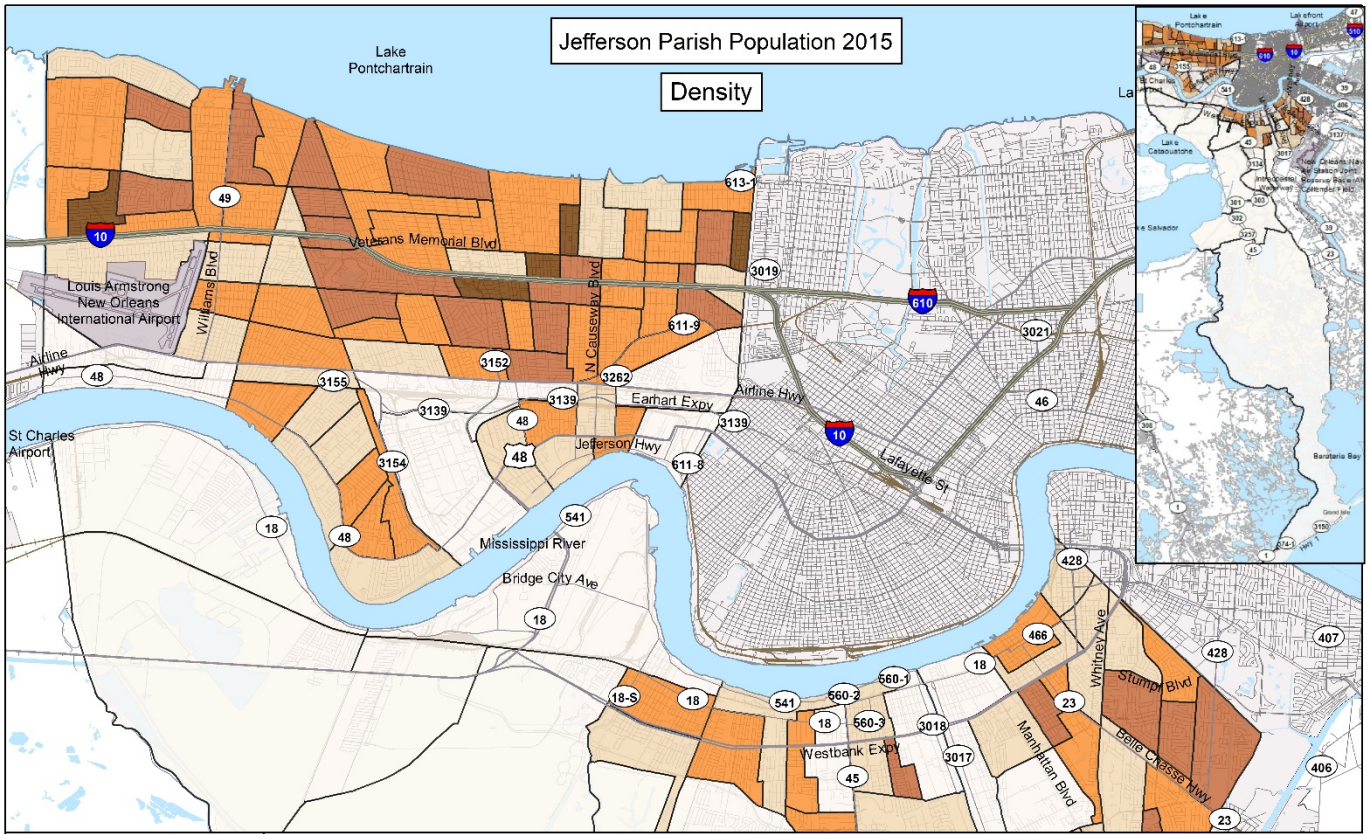
Jefferson Parish has the highest population in the study area. It covers a large land area, extending from Lake Pontchartrain to the Gulf of Mexico. Most people live in Metairie, Kenner and the westbank communities of Harvey, Gretna and Marrero. Within the higher populated areas, subdivisions are clustered in small census tracts while the census tracts towards the Gulf of Mexico are much larger and contain multiple small towns and communities. On the Population Density map, small census tracts in Kenner and Metairie which had mid-range populations are within the highest tier for density.



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Population Density by Census Tract (persons per sq. mi.) ACS 5-year Estimates 2011-2015

- 0 - 2500
- 2501 - 5000
- 5001 - 7000
- 7001 - 10500
- 10501 - 18000



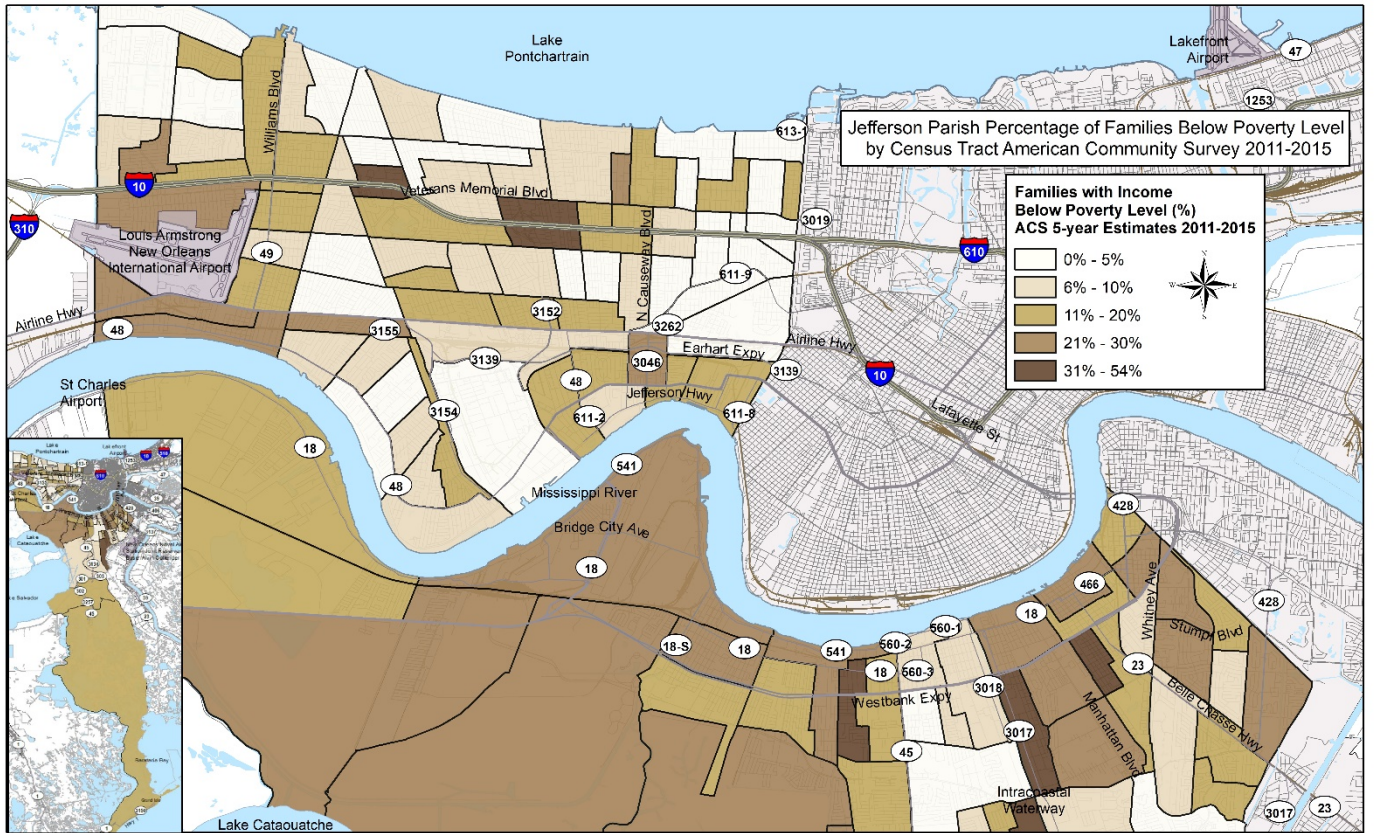

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3.4.2 Jefferson Parish Percentage of Families Below Poverty Level

This map shows the percentage of families with income below poverty level within each census tract. The highest poverty rate for a single census tract in Jefferson Parish is 54%. The tracts with the highest poverty rates are in two neighborhoods in Metairie, and several on the Westbank in Woodmere, Harvey, Marrero and Terrytown.



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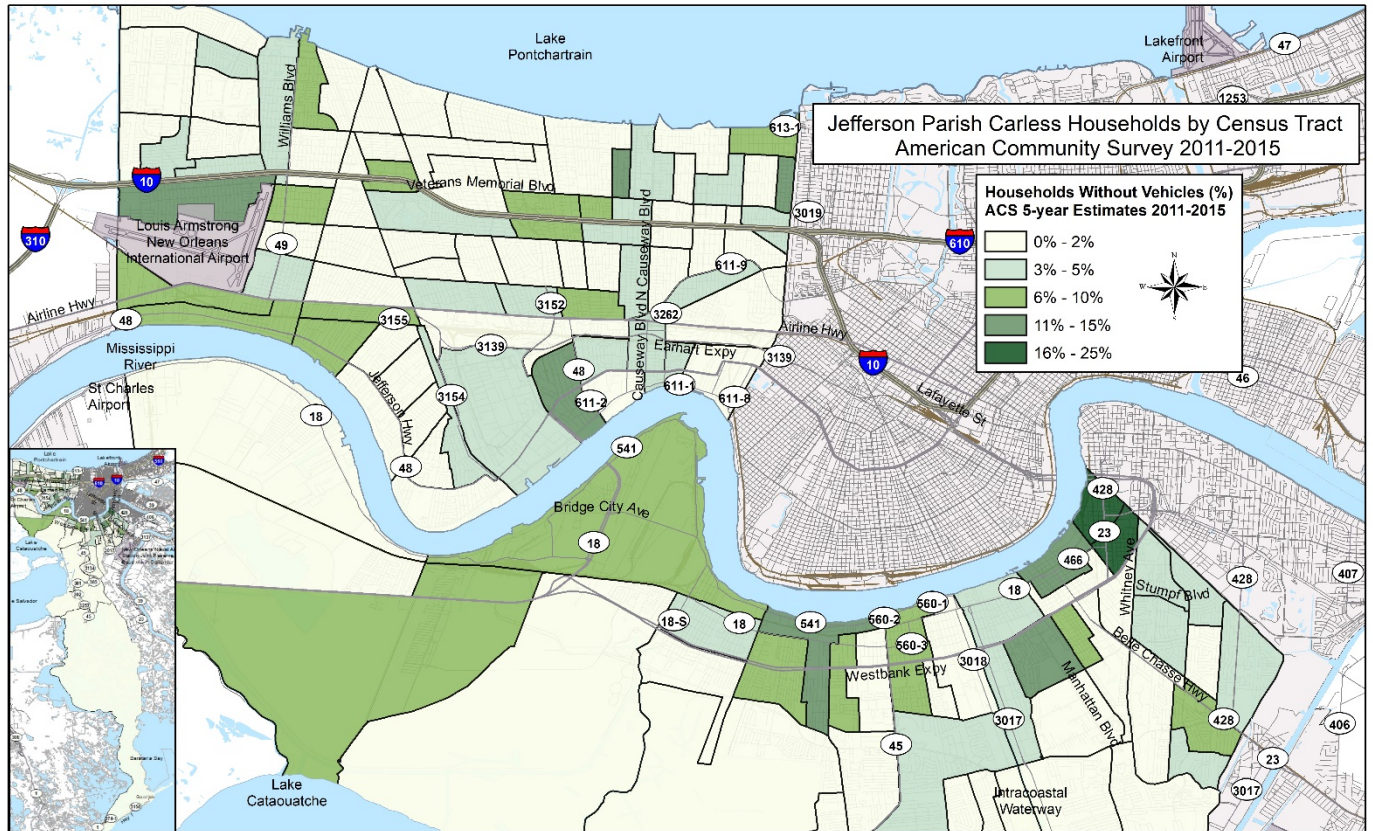
The poverty threshold for a family of four including two children was \$24,036 in 2015. American Community Survey data collection took place between January 1, 2011 and December 31, 2015.
<https://www.census.gov/programs-surveys/acs/guidance/estimates.html>



Prepared by E. Amacker, The Villavaso Group 2017; scale 1:125000 except for inset
 Data sources: New Orleans Regional Planning Commission, U.S. Census Bureau, American Community Survey 2011-2015, Esri, USGS, LDOTD, Census TIGER U.S. Roads Public and Private Airports Rail Lines

3.4.3 Jefferson Parish Carless Households

This map shows the percentage of carless households within each census tract. In Jefferson Parish, most households have vehicles. The highest carless rate for these communities is 25%. The highest carless rate is in two areas around Gretna and Terrytown on the Westbank.



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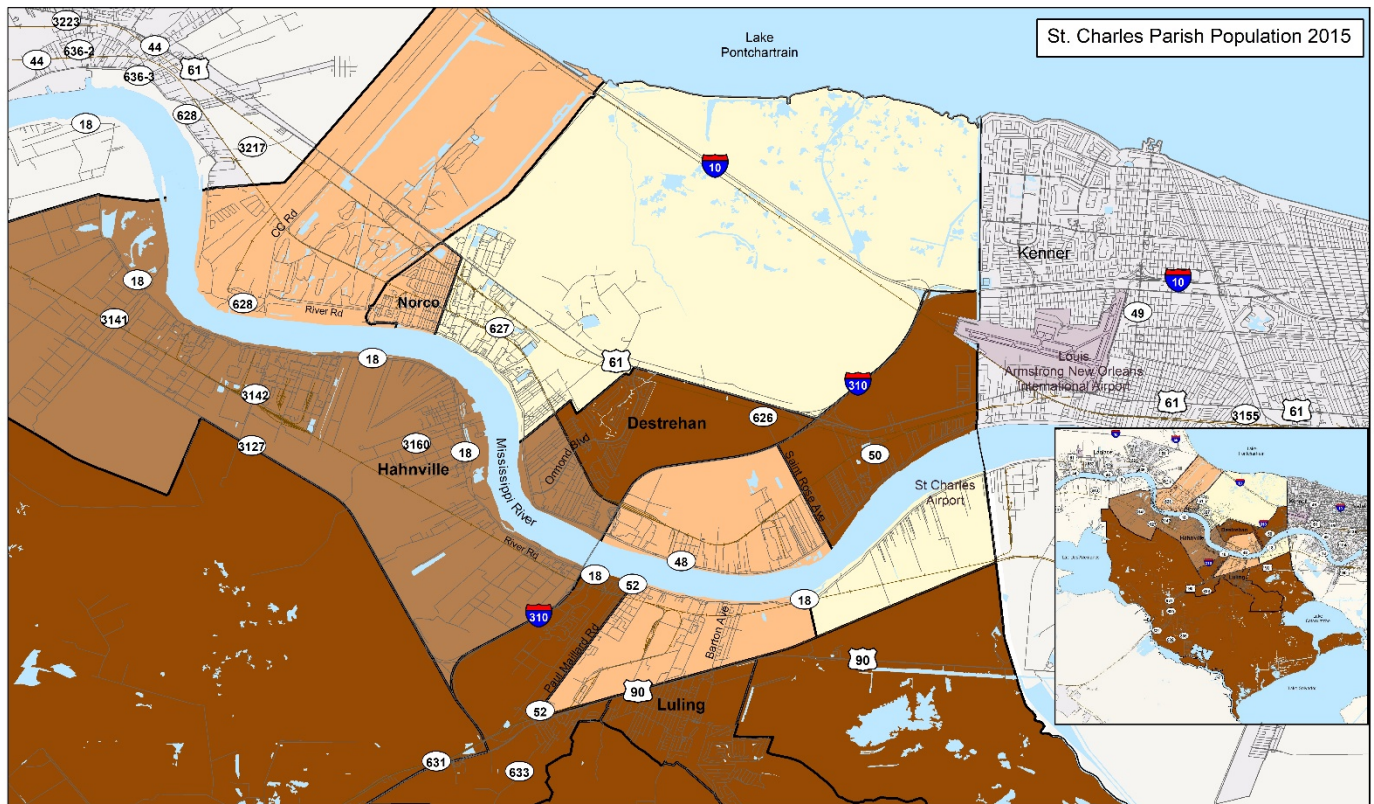
Prepared by E. Amacker, The Villavaso Group 2017; scale 1:125000 except for inset. Data sources: New Orleans Regional Planning Commission, U.S. Census Bureau, American Community Survey 2011-2015, Esri, USGS, LDOTD, Census TIGER U.S. Roads Public and Private Airports Rail Lines



3.5 St. Charles Parish

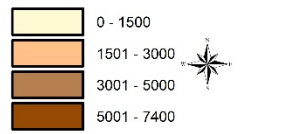
3.5.1 St. Charles Parish Population and Density 2015

The population of St. Charles Parish is divided into large census tracts which cover small cities and their adjacent areas. One large census tract includes the population near Bayou Des Allemands and Lake Cataouatche. The areas with the higher populations are near the Louis Armstrong New Orleans International Airport, Luling and Destrehan. Norco and the part of Destrehan along the Mississippi river had mid-range population, but they are high density areas for St. Charles Parish. This is many due to the comparably smaller size of those census tracts.



St. Charles Parish Population 2015

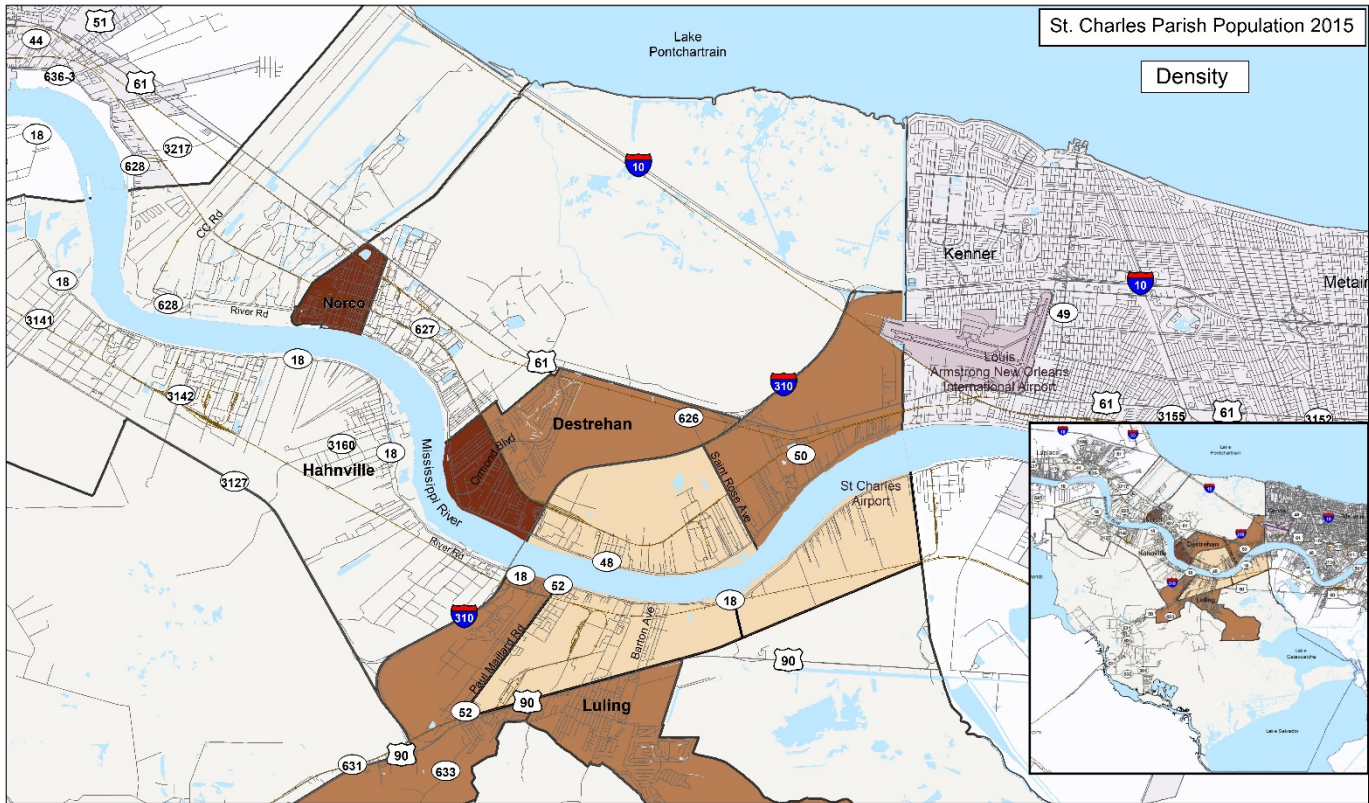
Population 2015
ACS 5-year Estimates 2011-2015



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St. Charles Parish Population 2015

Density

Population Density by Census Tract (persons per sq. mi.) ACS 5-year Estimates 2011-2015

	32 - 200
	201 - 600
	601 - 1400
	1401 - 3000



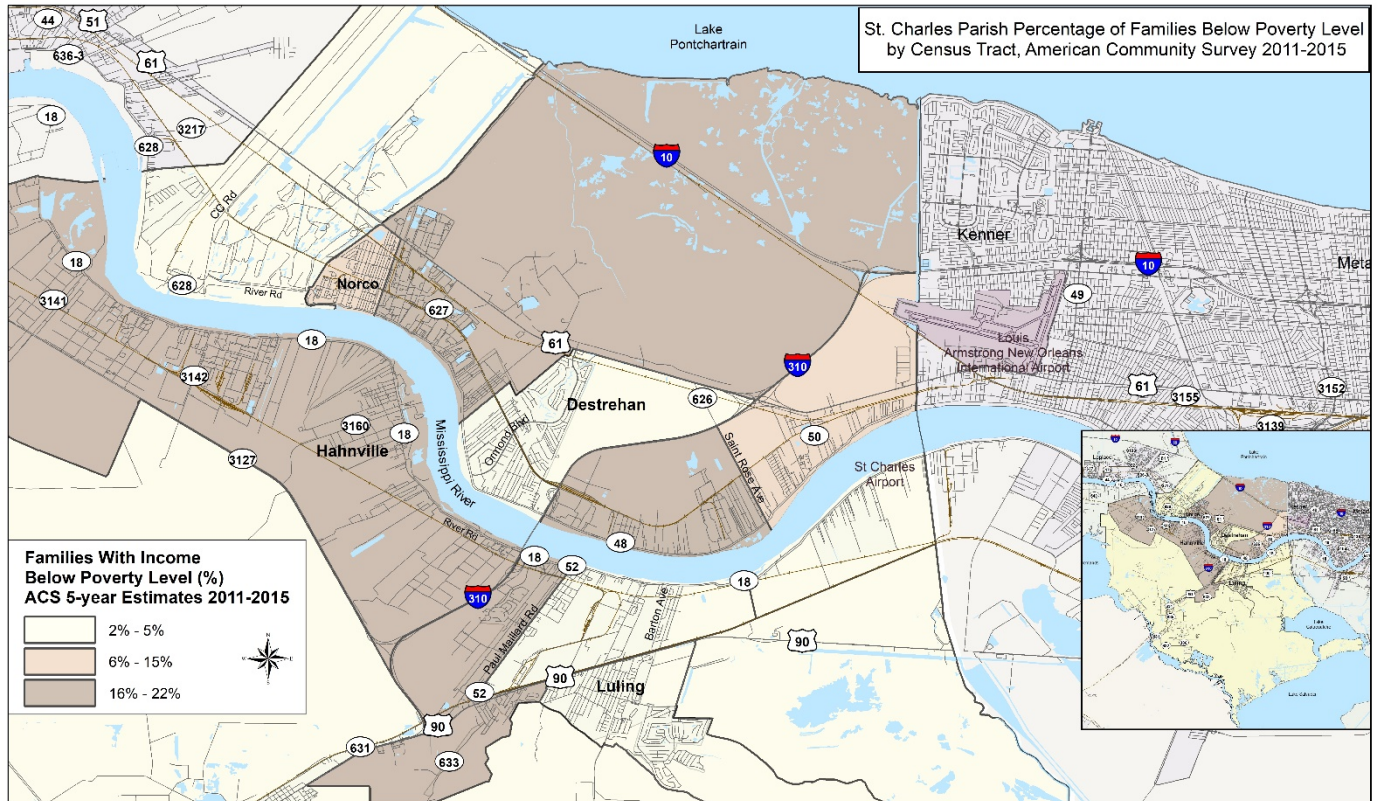
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3.5.2 St. Charles Parish Percentage of Families Below Poverty Level

Poverty rates are relatively low in St. Charles Parish. The census tracts with the highest poverty rates for families was 22%. The areas with the higher poverty rates are in Hahnville, New Sarpy, Killona, Taft and Saint Rose.



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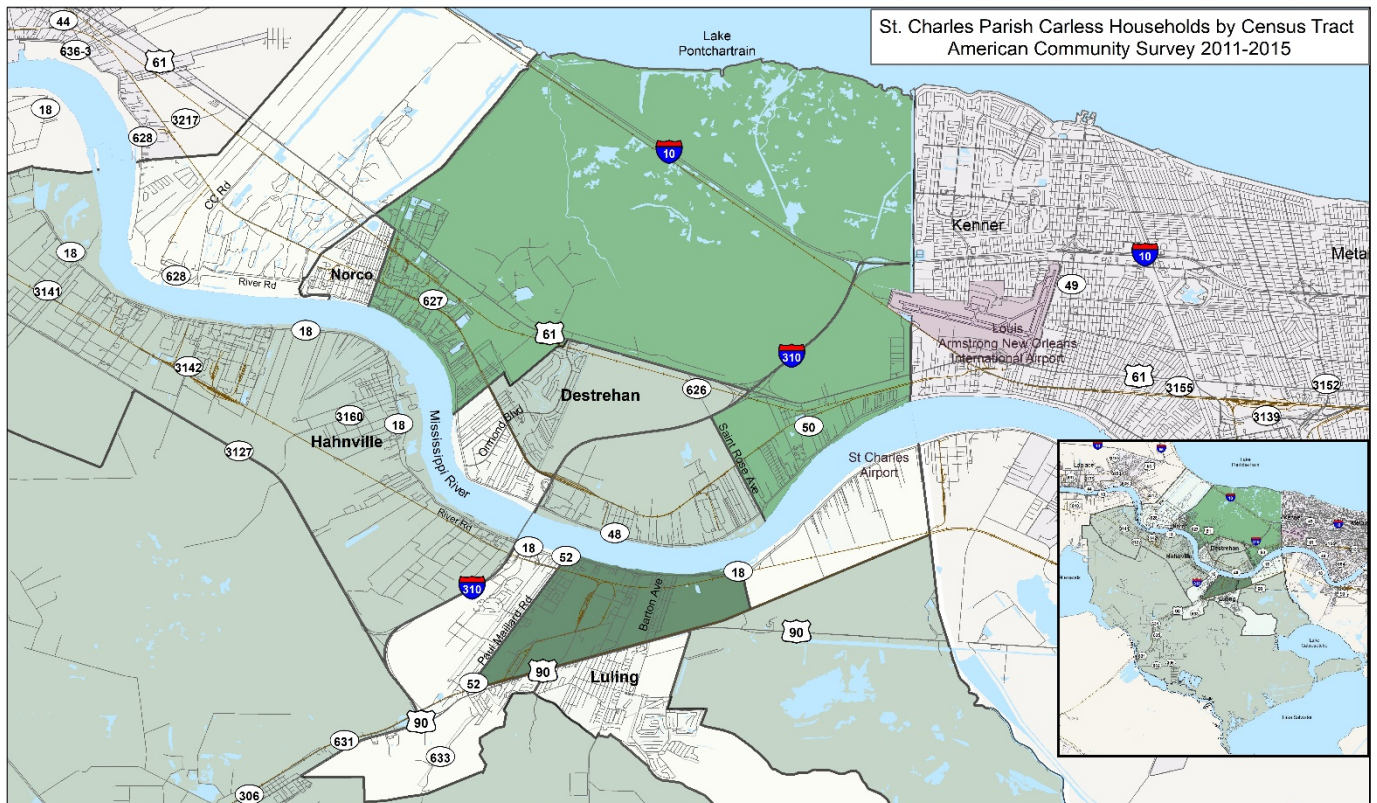
The poverty threshold for a family of four including \$24,036 in 2015. American Community Survey data collection to place between January 1, 2011 and December 31, 2015. <https://www.census.gov/programs-surveys/acs/guidance/estimates.html>



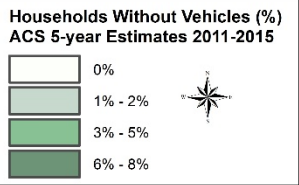
Prepared by E. Amacker, The Villavaso Group 2017, scale 1:125000 except for inset
 Data sources: New Orleans Regional Planning Commission, U.S. Census Bureau, American Community Survey 2011-2015, Esri, USGS, LDOTD, Census TIGER U.S. Roads Public and Private Airports Rail Lines

3.5.3 St. Charles Parish Carless Households

The majority of households in St. Charles Parish have access to a vehicle. The highest rate of carless households is 8%. The neighborhoods with the highest percentage of households without access to a vehicle are in Luling.



St. Charles Parish Carless Households by Census Tract
American Community Survey 2011-2015



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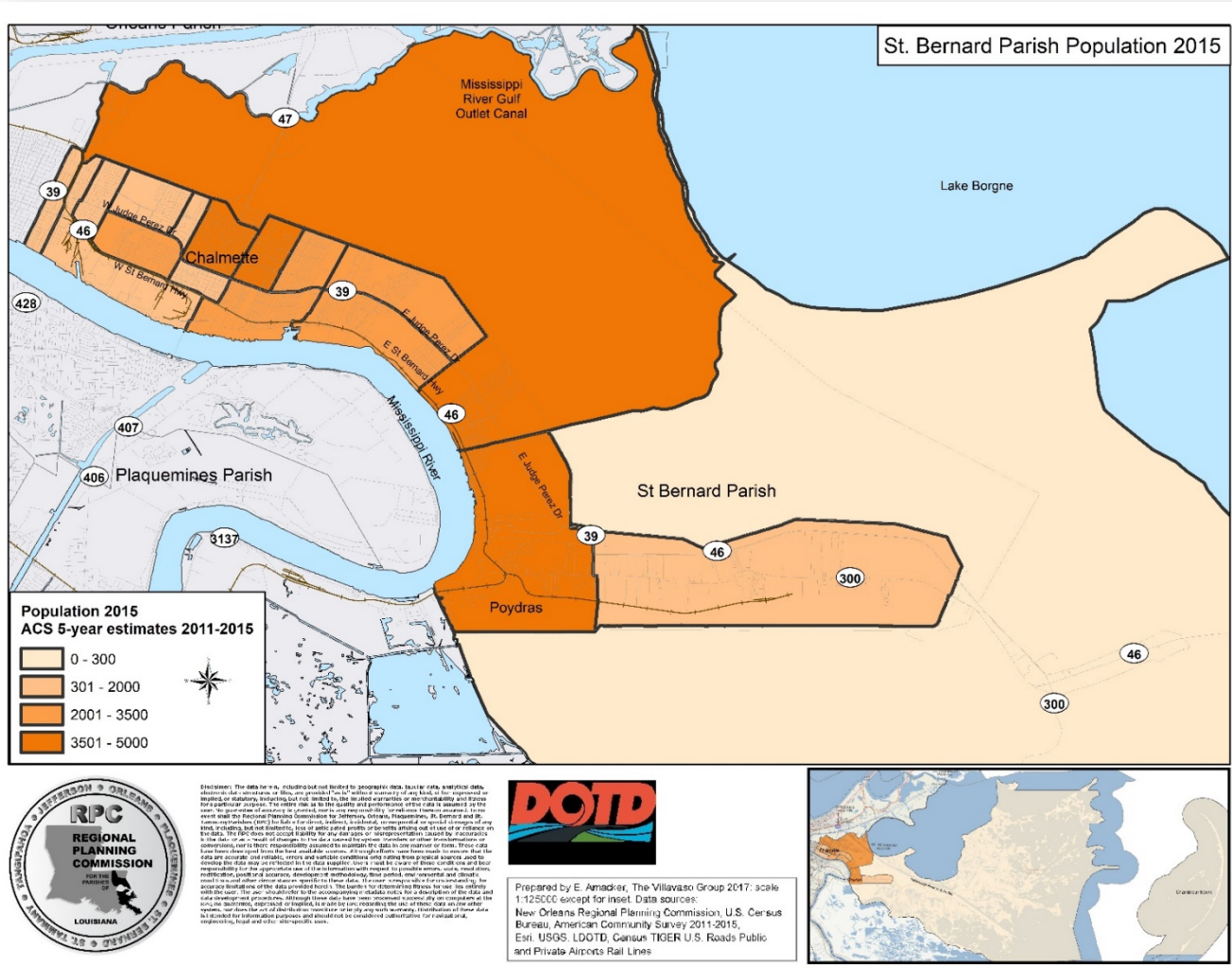


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3.6 St. Bernard Parish

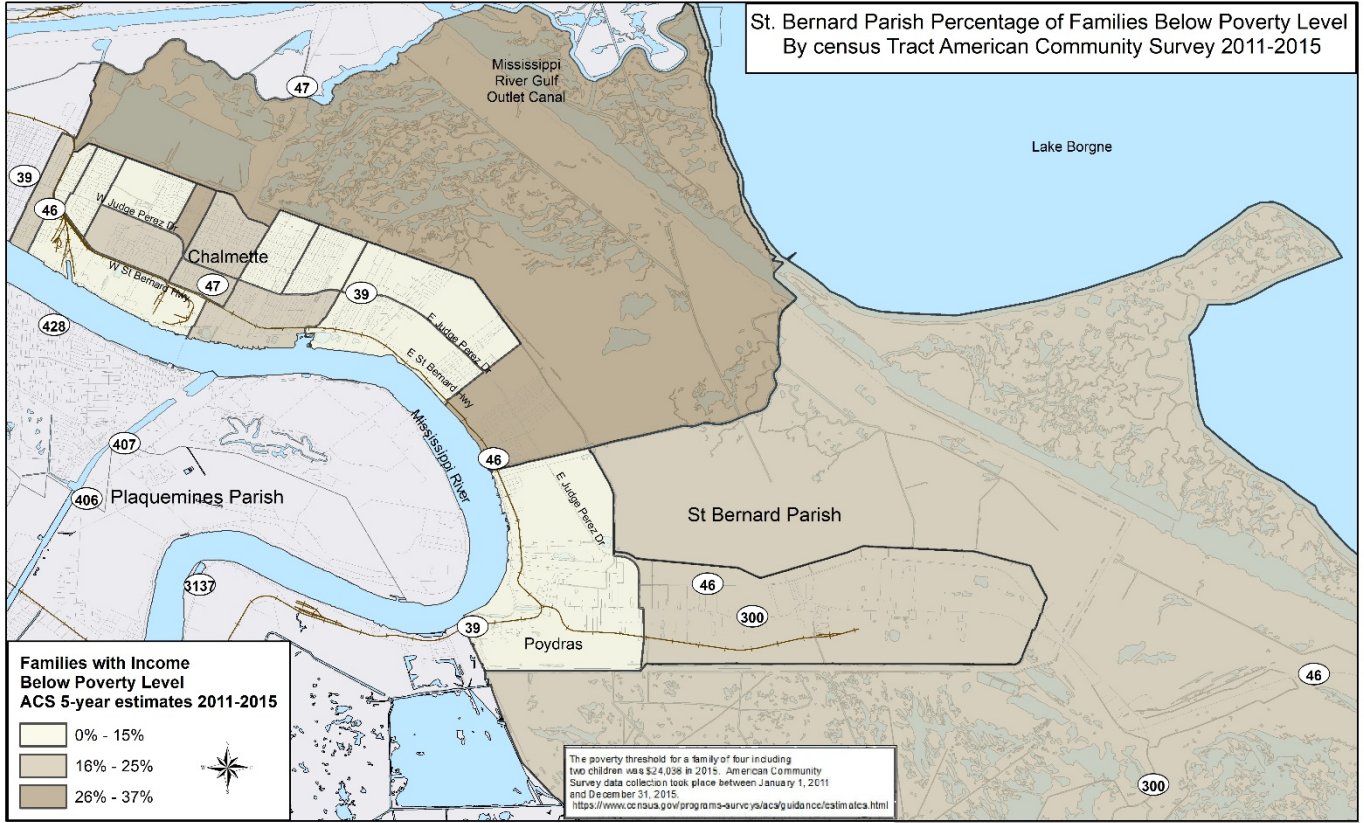
3.6.1 St. Bernard Parish Population and Density 2015

St. Bernard Parish covers a large area – from the Orleans Parish line to the Chandeleur Islands in the Gulf of Mexico. The neighborhoods with higher population and density are in Chalmette. Most of the population of St. Bernard Parish is in communities along the Mississippi River from Arabi and Chalmette down river to Poydras.



3.6.2 St. Bernard Parish Families Below Poverty Level

The highest family poverty level is 37% for communities in St. Bernard Parish. The communities within the highest range are in Violet and a neighborhood in the middle of Chalmette.



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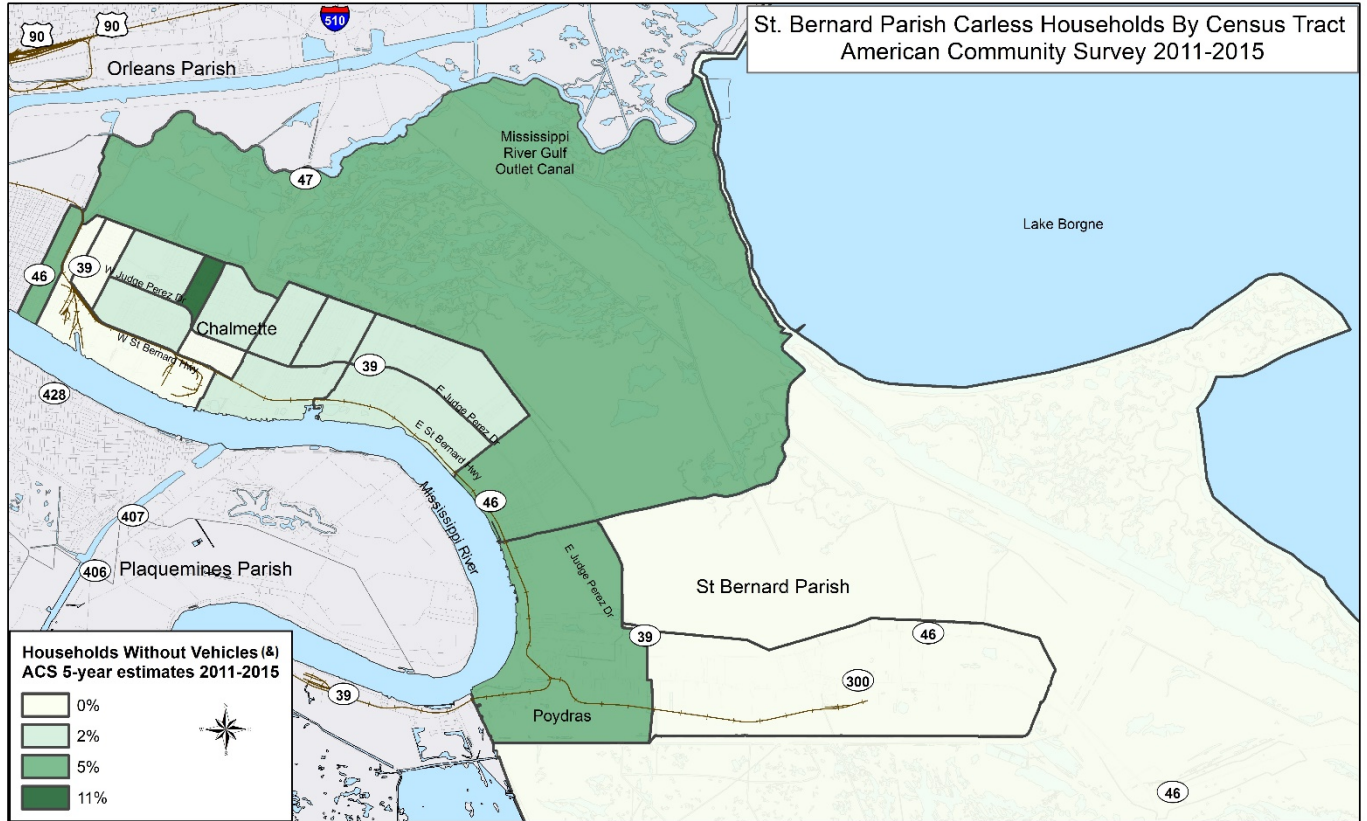


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3.6.3 St. Bernard Parish Carless Households

The majority of households in St. Bernard Parish have access to a vehicle. The community with the highest rate of carless households is in a neighborhood in the middle of Chalmette. The percentage of carless households for that neighborhood is 11%.



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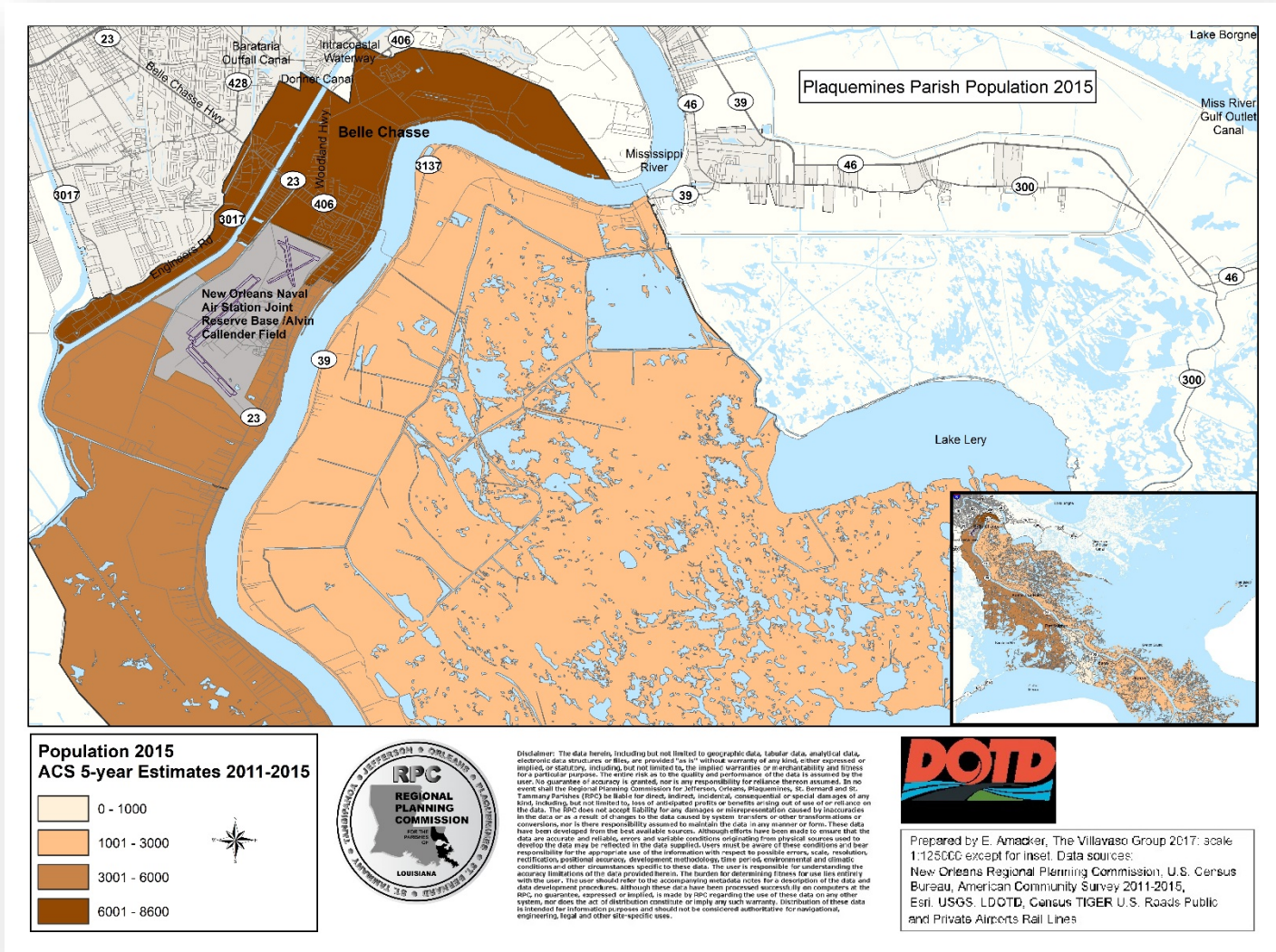
Prepared by E. Anadkar, The Villavaso Group 2017; scale 1:125000 except for inset. Data sources: New Orleans Regional Planning Commission, U.S. Census Bureau, American Community Survey 2011-2015; Esri, USGS, LDDOT, Census TIGER U.S. Roads Public and Private Airports Rail Lines

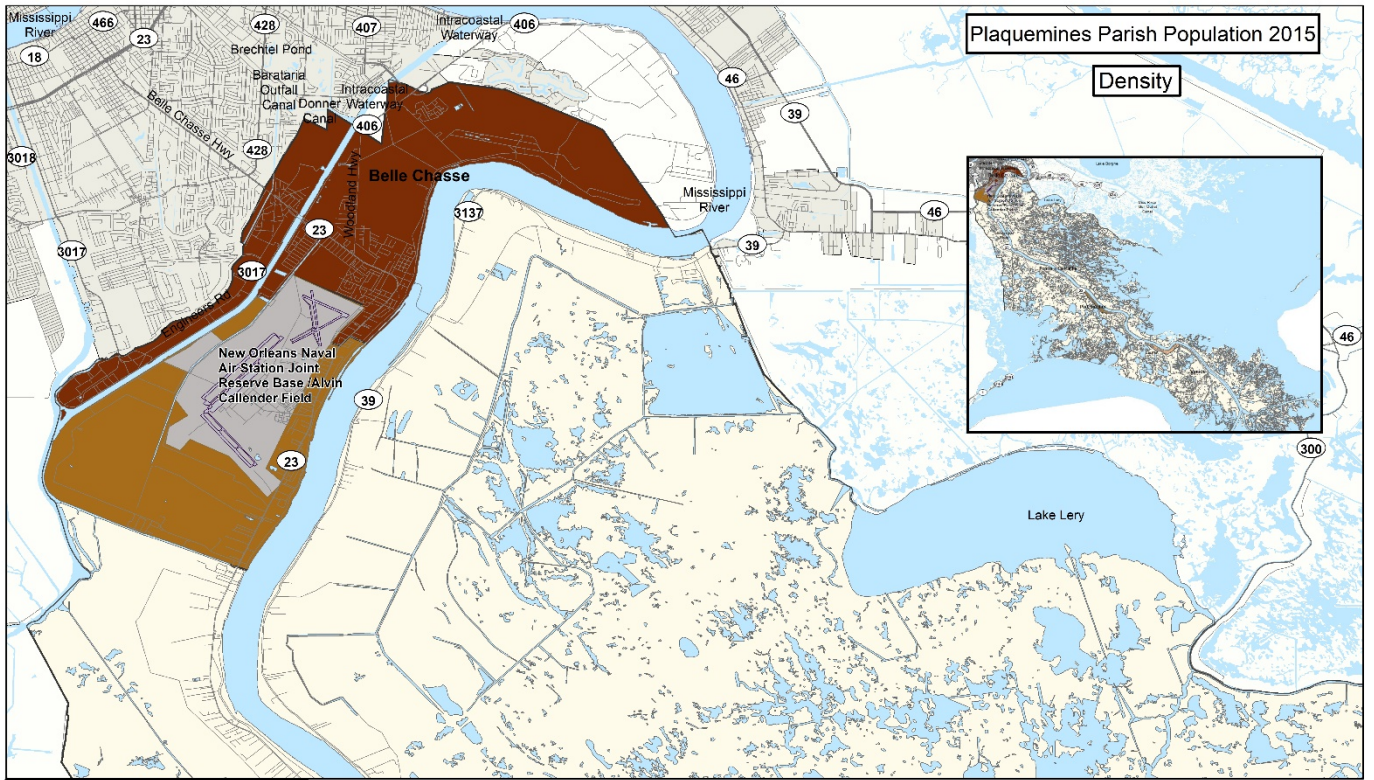


3.7 Plaquemines Parish

3.7.1 Plaquemines Parish Population and Density 2015

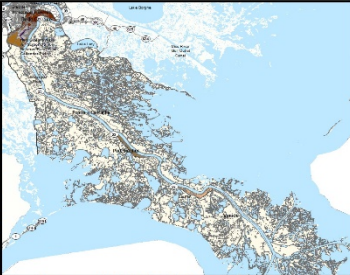
The population of Plaquemines Parish is divided into large census tracts. The land area extends from the Orleans Parish line on the Westbank to the mouth of the Mississippi River and the Gulf of Mexico. Most people live on the Westbank of Plaquemines Parish. The communities with the largest population and density are in Belle Chasse.






Plaquemines Parish Population 2015

Density



Population Density by Census Tract (persons per sq. mi.) ACS 5-year Estimates 2011-2015

4 - 25
26 - 250
251 - 425
426 - 700



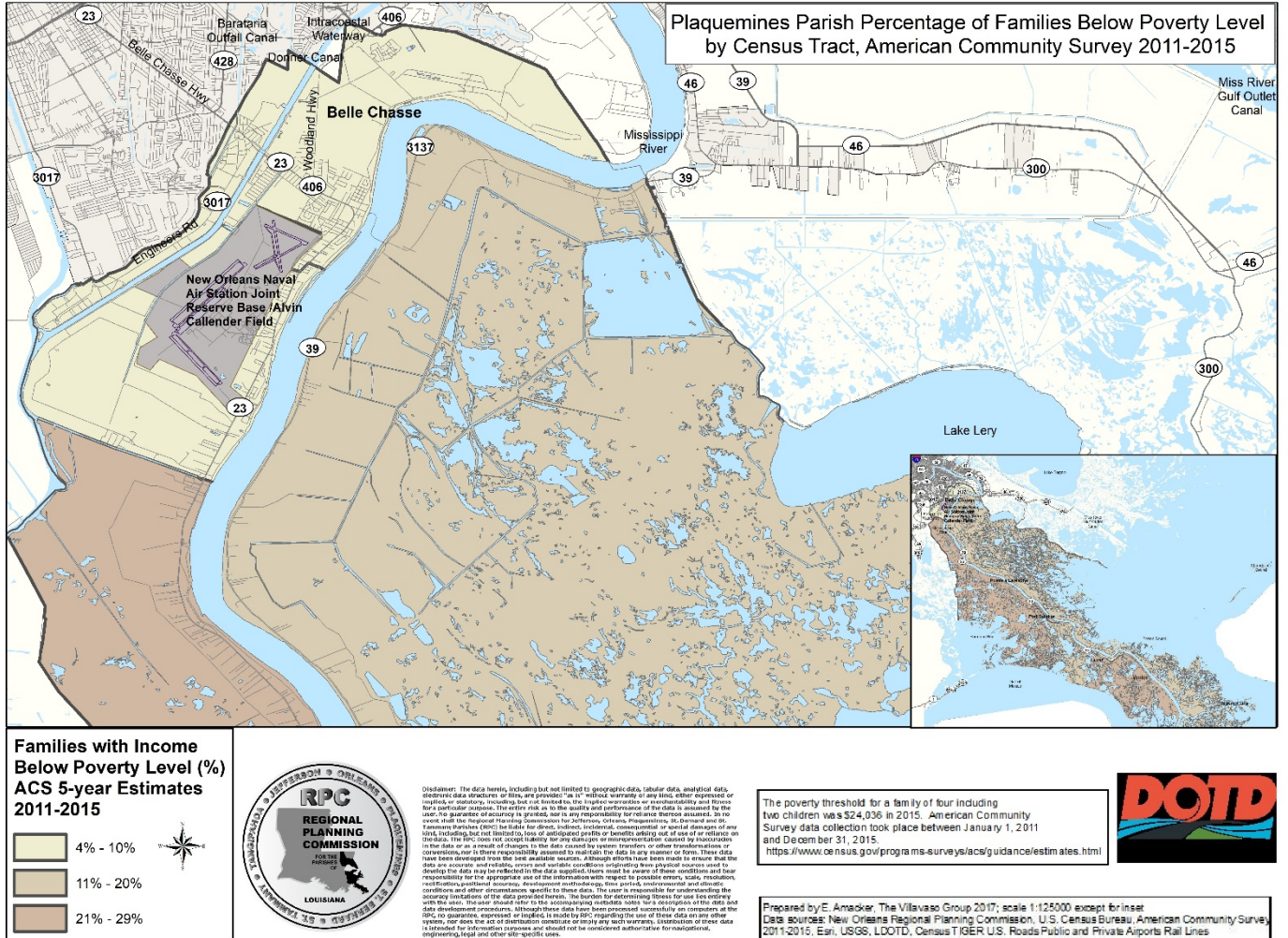

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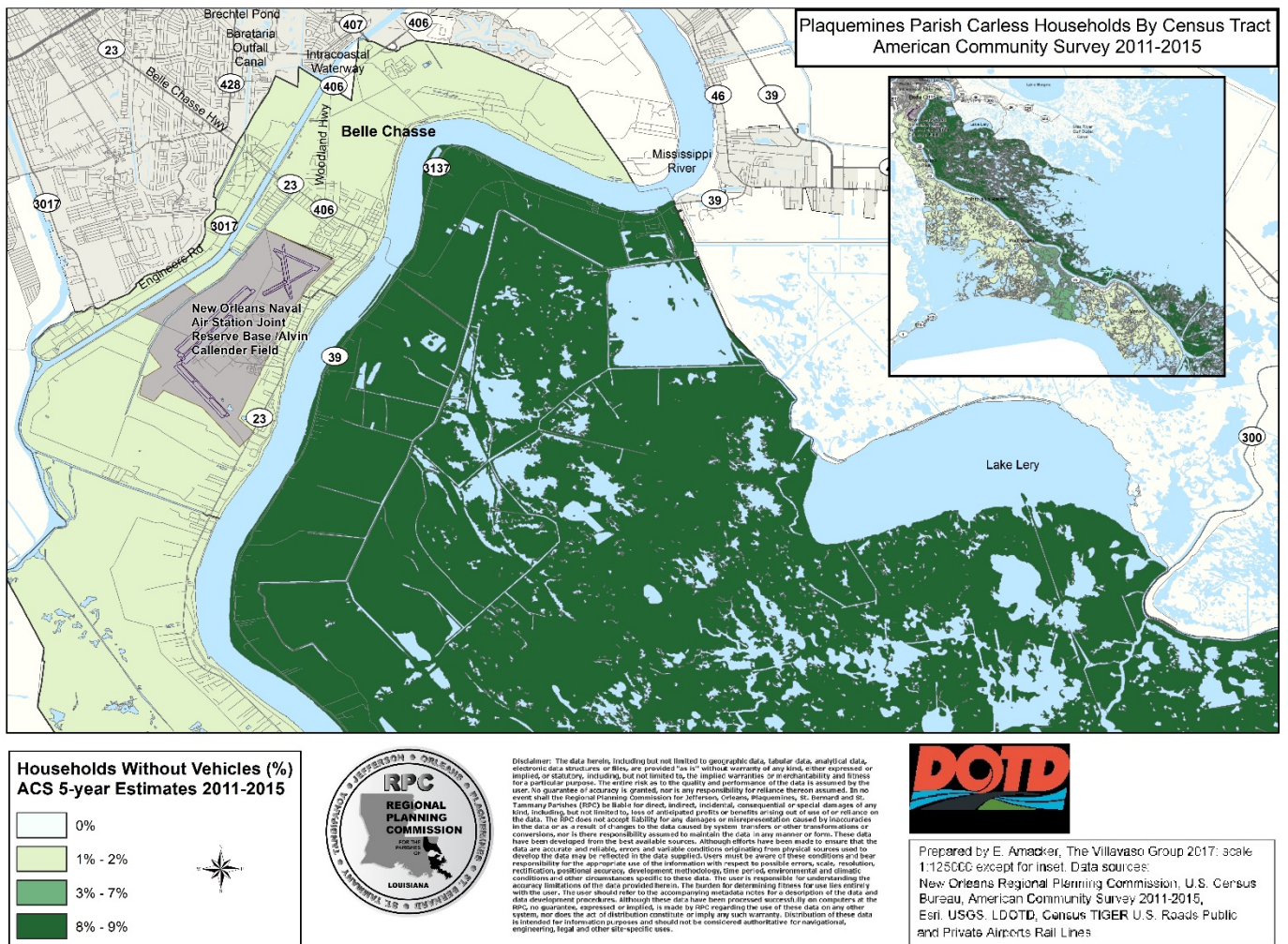
3.7.2 Plaquemines Parish Families Below Poverty Level

A large census tract below the Navy Base has the highest poverty which is 29%. The lowest poverty rate is in the Belle Chasse.



3.7.3 Plaquemines Parish Carless Households

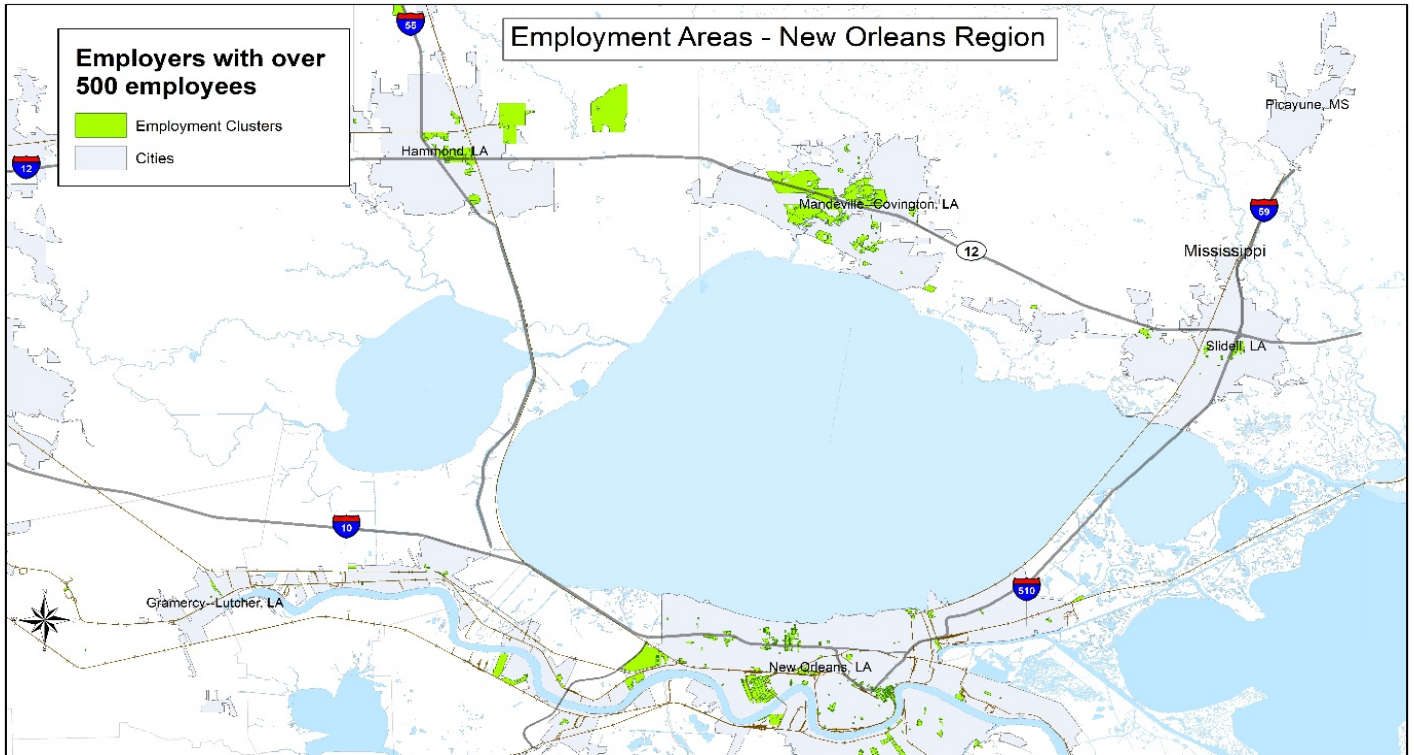
Most households in Plaquemines Parish have access to a vehicle. The highest carless rate for a census tract in Plaquemines Parish is 9%. That census tract is on the Eastbank of the Mississippi River and extends to the mouth of the river.



3.8 Regional Maps

3.8.1 Employment Centers

This is a regional map showing the location of employers with 500 or more employees. The data is provided at the Census Block level. So, individual businesses show up as dots or small areas depending on the footprint of the facilities for the business. The clusters that are seen on this map indicate locations where there are many large employers.



Disclaimer: The data herein, including but not limited to geographic data, tabular data, analyzed data, electronic data structures or files, are provided "as is" without warranty of any kind, either expressed or implied, or statutory, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose. The entire risk as to the quality and performance of the data is assumed by the user. No guarantee of accuracy is granted, nor is any responsibility for reliance thereon assumed. In no event shall the regional planning commission for Jefferson, Calcasieu, St. Landry, Iberville and St. Tammany parishes (RPC) be liable for direct, indirect, incidental, consequential or special damages of any kind, including, but not limited to, loss of anticipated profits or benefits arising out of use of or reliance on the data. The RPC does not accept liability for any damages or misrepresentation caused by inaccuracies in the data or as a result of changes to the data caused by system transfers or other transformations or conversions, nor is there responsibility assumed to maintain the data in any manner or form. These data have been developed from the best available sources. Although efforts have been made to ensure that the data are accurate and reliable, errors and variable conditions originating from physical sources used to develop the data may be reflected in the data supplied. Users must be aware of these conditions and bear responsibility for the appropriate use of the information with respect to possible errors, scale, resolution, restriction, positional accuracy, development methodology, time period, environmental and climatic conditions and other circumstances specific to these data. The user is responsible for understanding the accuracy limitations of the data provided herein. The burden for determining fitness for use lies entirely with the user. The user should refer to the accompanying metadata notes for a description of the data and data development procedures. Although these data have been processed successfully on computers at the RPC, no guarantee, expressed or implied, is made by RPC regarding the use of these data on any other system, nor does the act of distribution constitute or imply any such warranty. Distribution of these data is intended for information purposes and should not be considered authoritative for navigational, engineering, legal and other site-specific uses.

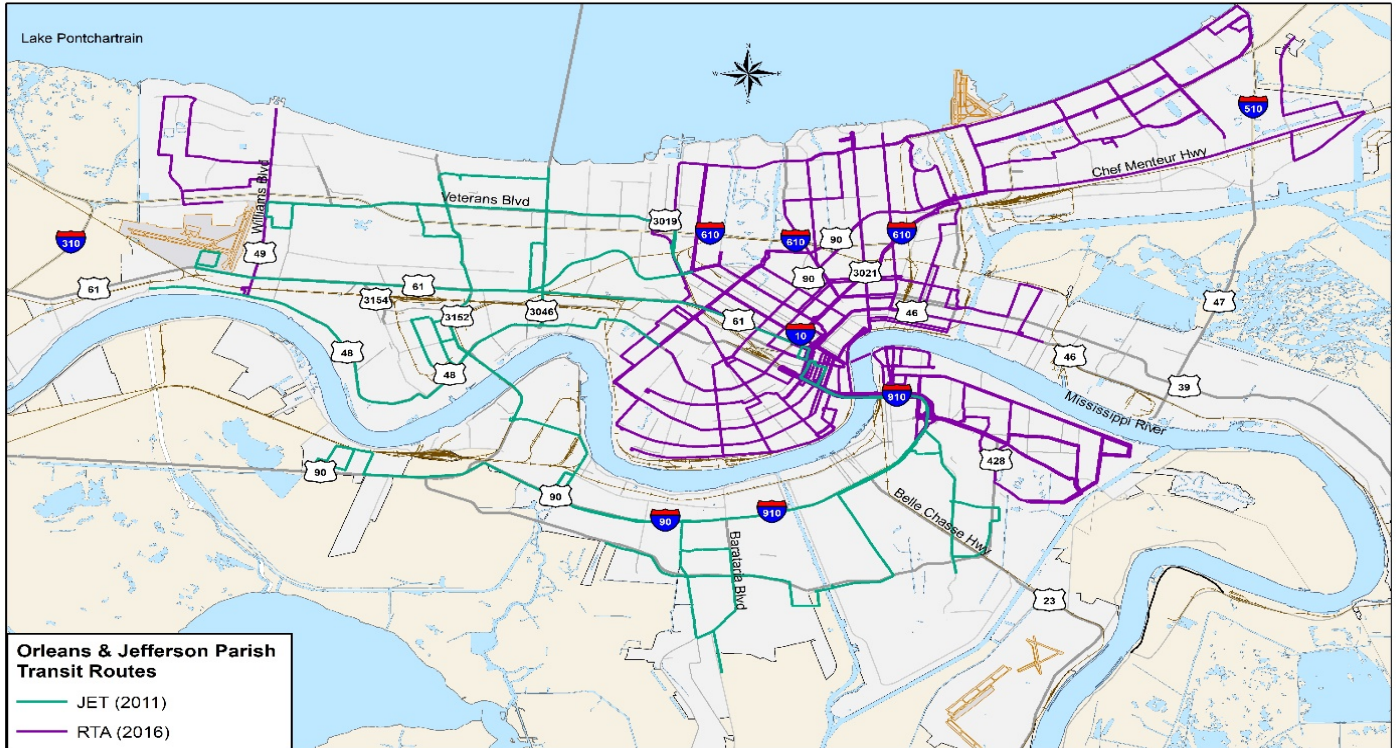


"InfoUSA from Infogroup is a business source database Purchased by the Regional Planning Commission for traffic modeling and economic development analysis. The data was received, cleaned to date and spatially enabled by the RPC in 2017. These data sets are available for purchase from Infogroup."

Prepared by E. Amacker, The Villavaso Group 2017, scale 1:500,000 except for inset
 Data sources: New Orleans Regional Planning Commission, U.S. Census Bureau, American Community Survey 2011-2015, Esri, USGS, LDOTD, Census TIGER U.S. Roads Public and Private Airports Rail Lines

3.8.1 Orleans and Jefferson Parish Transit Routes

This map shows transit routes for Orleans (RTA) and Jefferson (JET) Parishes. Transit routes cover most of the urban area in Orleans Parish. However, there are noticeable gaps along major roads in New Orleans East, the Lower 9th Ward and Algiers. The Jefferson Parish transit routes are mainly located along State Highways, US Routes and US highways within the urban areas between Marrero and Lake Pontchartrain.



Disclaimer: The data herein, including but not limited to geographic data, tabular data, analytical data, electronic data structures or files, are provided "as is" without warranty or any kind, either expressed or implied, or statutory, including but not limited to, the implied warranties of merchantability and fitness for a particular purpose. The entire risk as to the quality and performance of this data is assumed by the user. No guarantee of accuracy is granted, nor is any responsibility for reliance thereon assumed. In no event shall the Regional Planning Commission for Jefferson, Orleans, Rapides and St. Landry and St. Tammany parishes (RPC) be liable for direct, indirect, consequential or special damages of any kind, including, but not limited to, loss of anticipated profits or benefits arising out of use of or reliance on the data. The RPC does not accept liability for any damages or misrepresentation caused by inaccuracies in the data or as a result of changes to the data caused by system transfers or other transformations or conversions, nor is there responsibility assumed to maintain the data in any manner or form. These data have been developed from the best available sources. Although efforts have been made to ensure that the data are accurate and reliable, errors and variable conditions originating from physical sources used to develop the data may be reflected in the data supplied. Users must be aware of these conditions and bear responsibility for the appropriate use of the information with respect to possible errors, scale, resolution, rectification, positional accuracy, development methodology, time period, environmental and climatic conditions and other circumstances specific to these data. The user is responsible for understanding the accuracy limitations of the data provided herein. The burden for determining fitness for use lies entirely with the user. The user should refer to the accompanying metadata notes for a description of the data and data development procedures. Although these data have been processed successfully on a computer at the RPC, no guarantee, expressed or implied, is made by RPC regarding the use of these data on any other system, nor does the act of distribution constitute or imply any such warranty. Distribution of these data is intended for information purposes and should not be considered authoritative for navigational, engineering, legal and other site-specific uses.



Prepared by E. Amac
 1:125000 except for inset. Data sources:
 New Orleans Regional Planning Commission
 Bureau, American Community Survey 2011
 Esri, USGS, LDOTD, Census TIGER U.S. Roads Public
 and Private Airports Rail Lines



4.0 Emergency Ride Home (ERH)

Emergency Ride Home provides participants in a ridesharing program with a ride to their home from work in case of an emergency; otherwise known as Guaranteed Ride Home or Home Free Guarantee.

The TVG team conducted a peer city and program research and evaluation to determine successful methods to establish ERH (or Guaranteed Ride Home) Program. What was determined through the conducted research, that ERH program is only available to commuters enrolled or registered in an associated ridesharing program and to registered users who use any mode of transportation for commuting that is logged in the ridesharing program. SOVs are particularly excluded.

Typically there is no cost to the participant through vouchers, reimbursements, or use of a designated service provider (such as a taxi company)

ERH programs are ran by the ridesharing program itself, private companies, state or regional public agencies. To avoid abuse, some programs have specific rules like you have to carpool a certain number of days a week or there is a list of qualifying emergency situations and situations that do not qualify for the ERH program.

4.1 Summary of Findings

4.1.1 Eligibility

- Users of rideshare program
- Situation that initiates need for emergency ride home
- Driver leaves early, before the rider is able to leave.
- Rider has an emergency and must leave early.

4.1.2 Qualified emergencies

- Emergency ride options
 - User hires taxi or alternative ride service
 - User takes public transportation
 - User gets a ride from another coworker
- ERH program service
 - User contacts their Human Resources Department
 - Human Resources Department arranges ride with designated transportation service
 - Public agency who manages the area ridesharing program should establish a contract with a transportation service.



4.1.3 Ride cost coverage

- User submits receipts to Human Resources Department for reimbursement of taxi, ride service or public transportation
- User requests reimbursement for coworker who gave them a ride home
- Contracted transportation service bills the managing public agency

4.1.4 Limitations on frequency of use

- EHR can be used up to 2-3 times per year by an individual user.

For RPC ridesharing program to be successful, Emergency Ride Home program should be designed where users will feel confident that they will have a fail-safe when they choose to save money, decrease traffic congestion and help the environment by participating in a ridesharing program.

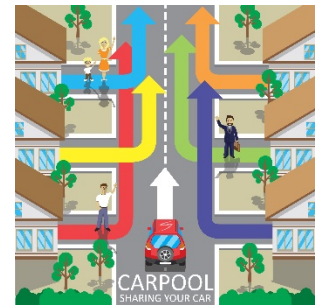
5.0 Peer City Review

The TVG team Identified, reviewed and compared several of New Orleans’ peer cities ridesharing services and identify their best practices related to ridesharing services for the development of a summary ways to improve information sharing for potential rideshare commuters going between Baton Rouge and New Orleans accompanied with recommendations for strategies, tools and or protocols to enhance public outreach for those commuters.

This is a review of cities with similar characteristics to New Orleans that have ridesharing programs with an Emergency Ride Home or Guaranteed Ride Home component.

New Orleans

population – 384,320
 MSA population – 1,337,726
 Avg Commute Distance – 6.2 mi.
 Avg Commute Time – 26 min.



Characteristics of peer cities

1. City population (300,000-400,000)
2. MSA population (1,000,000-1,500,000)
3. Must be a principal city in its MSA
4. Average commute distance and time (6-10 miles; 20-30 minutes)

These cities are similar to New Orleans in population and are principal cities within their Metropolitan Statistical Area (MSA).

Table 5.0: Peer City Population and Commuters’ Patterns

	Population	MSA population	commute time	commute distance
Tampa, FL	335,709	278,3243	27	8.5
Richmond, VA	204,214	1,258,251	21.7	8.7
Baton Rouge, LA	229,493	802,484	26.9	8
St. Louis, MO	319,294	2,812,896	23.9	10

5.0.1 Tampa Bay, Florida -Tampa Bay Area Regional Transportation Authority

The Tampa Bay Area has a ridesharing service which includes an Emergency Ride Home for registered participants who use alternatives to driving alone at least twice a week. This program is provided by the local transportation authority (Tampa Bay Area Regional Transportation Authority).

The screenshot shows the TBARTA website homepage. At the top left is the TBARTA logo with the text "TBARTA Commuter Services". To the right is a photograph of a busy highway bridge. Below the logo and photo is a navigation menu with links: HOME, SERVICES, TOOLS, PARTNERS, FAQs, SOCIAL MEDIA, MULTIMEDIA, ABOUT US, and CONTACT. A prominent blue banner below the menu reads "Click here for information about TBARTA and the Regional Transportation Master Plan." The main content area is divided into three columns. The left column contains a "Ridematching" section with buttons for "Online Ridematching", "Bike Buddy", "Emergency Ride Home", and "Commute Calendar". The center column features a "Welcome to Tampa Bay Area Regional Transportation Authority (TBARTA)" header, a "STARTUP275" logo with a lightbulb icon, and a "Current Headlines:" section. The headline reads "Calling all Carpools Traveling the I-275 Construction Zone Area!" followed by a paragraph of text about a carpool contest. Below this is a link to "www.StartUp275.com" and a "Scroll down and begin exploring your options!" instruction. The right column contains an "ENews Sign-up!" section with a "Join the TBARTA Mailing List" button and a "Twitter-Feed" section.

5.0.2 St. Louis, Missouri – Ride Finders

The Metropolitan area for St. Louis, MO has a ridesharing program for carpooling and vanpooling. The program is managed by the local transit district (Madison County Mass Transit District). The Guaranteed Ride Home program has two separate services. Commuters from participating organizations can use the guaranteed ride home up to four times a year for taxi rides with a maximum fare \$125. The Ridefinders site also administers a Guaranteed Ride Home program for express bus passengers if they miss their bus because of working late, leaving early for an emergency or school/daycare ends early.

RideFinders FIND A CARPOOL OR VANPOOL REGISTER A CARPOOL EMPLOYER & COLLEGE INFO ABOUT US ETC

DISCOVER SUSTAINABLE COMMUTING.

DRIVE CHANGE IN ST. LOUIS →

Commuter Login Make Your Vanpool Payment

Making Great Communities Better

RideFinders provides a free carpool and vanpool ridematching service for commuters in the St. Louis Region. By sharing the ride instead of driving alone, commuters save money, reduce traffic congestion and improve air quality – making the already great communities in the St. Louis region even better places to live, work and study.

All RideFinders Vanpools are open to the public.

2016 REGIONAL SUSTAINABILITY AWARD 2016 RECIPIENTS

Carpool

Learn how to rideshare to work or college with RideFinders using your personal vehicles.

Vanpool

Learn how to rideshare to work using RideFinders-provided vans for a low monthly fare.

Guaranteed Ride Home

Get free taxi rides home from RideFinders by carpooling, vanpooling or riding MCT Express.

Find us on: **facebook.**

RideFinders • One Transit Way • P.O. Box 7500 • Granite City, IL 62040-7500
 (800) 847-7433 (800-VIP-RIDE) In Missouri or Illinois
 (618) 797-4600 Outside Missouri or Illinois

A SERVICE OF **M Madison County Transit**

5.0.3 Baton Rouge Louisiana – Geaux Ride

Baton Rouge, LA has a ridesharing program that uses the same web-based service as GeauxRideNOLA. This service is managed by the local MTO (Capital Region Planning Commission). Their Emergency Ride Home program uses vouchers from Uber to provide emergency rides for program participants.



Sign In or Register >

Home

Home

GreenRide's multiple award-winning rideshare solution allows you to create a commute profile to **find carpool matches** and smart commute options specifically for you. Online tools allows you to track your commuting and see the actual money savings and **environmental benefits**.

GreenRide also provides information on vanpooling, bicycling, public transportation, and telecommuting that can help you save money and make a measurable environmental impact.

5.0.4 Richmond Virginia – Team Ride Finders

The Richmond, VA area Ridefinders service is administered by the local regional transit authority (Greater Richmond Transit Commission). An Emergency Ride Home program is available for registered commuters who ride the bus, vanpool, bike or carpool at least three times a week. The emergency ride is provided by taxi or car rental service.

LOG IN | SIGN UP Search Select Language Powered by Google Translate

TEAM RIDEFINDERS

HOME NEWS ABOUT RIDESHARING COMMUTER RESOURCES EMPLOYER RESOURCES IMPROVE OUR ENVIRONMENT ABOUT US

INTRODUCING THE OFFICIAL RIDEFINDERS MOBILE APP!

- LOCATE NEARBY PARK & RIDE LOTS
- RECEIVE PUSH NOTIFICATIONS FOR VANPOOL AVAILABILITY, AIR QUALITY FORECASTS & NEWS

Available on the iPhone App Store ANDROID APP ON Google play

LOG IN OR REGISTER
Track your commute with our Emergency Ride Home program.

JOIN A VANPOOL
The perfect solution to saving money instead of driving alone.

OZONE ALERTS
Get current updates on the air conditions in Richmond.

5.1 Recommendations for NORPC ERH Program

NORPC and TVG sought a partnership with Uber and Lyft on NORPC ERH Program, we requested complementary codes for an one-time use. However, they do not issue free codes for a ERH program, however they do have typical structure in place to assist transportation or MPO agencies with the ERH program it is as is as follows:

They provide coupon codes to the agency, which could have been distributed to eligible participants. At the end of the month, the agency will be invoiced by the them for the dollar amount of credits used by participants in the prior month. Further, depending on needs of the employee commute program, they are able to create custom geo-fenced program areas, which limits credit usage to rides taken from a specified pick-up or drop-off location, or within a targeted zone.

TVG recommends that NORPC solicit and contract various qualified transportation services in the area as stand-by or on-call emergency ride home. In which the company can invoice NORPC and/or enter into an agreement with Lyft and Uber.

6.0 Incentives for users, drivers and employers

Incentives to register for and participate in the Greenride Ridesharing program as a driver:

Users who drive are those who registered on the Greenride website and indicated that they will be a driver. Incentives may be necessary to encourage people to sign-up as drivers. These users (as well as all users) need to log their commutes on the website in order to generate data that shows how they are using the website regularly and will also use the website's features to show the positive economic and environmental impacts of participating in the ridesharing program.

Incentives for employers to set up a portal and encourage their employees to sign-up for the program, use the website, participate in ridesharing and log their commutes regularly:

This free website is set up so that a company can have a portal, through which their employees will sign-up for the program and will be matched with other employees for carpooling, van pooling, joining a group that bikes to work, etc. For optimal use of the website, companies will use their personnel to manage use of the portal and communicate information to users through MyPage. Employers may need information about incentives for their use of a ridesharing service and for encouraging their employees to register for the service, log commutes, and carpool with other registered employees.

Table 6.0 : Incentives for users, drivers and employer

Drivers	Riders	For Employers
Cost savings by sharing costs w/passengers	Transportation to work.	Employees who carpool will be on time for work.
Federal Commuter tax credits	Not having to wait for a bus in inclement weather or long walks to the bus stops.	Increased social interaction amongst carpoolers helps morale.
Participating employers can provide incentives such as paid parking for carpool drivers' downtown.		The health benefits for employees who walk, bike or use public transit will decrease healthcare costs.
		No costs for ridesharing matching software.

7.0 Summary of New and Existing User Registrations

7.0.1 Early registrants

The first user registered on the Greenride site in February 2011. This project started in May 2016, at which time 217 people were registered². 98 of these users never logged in after registering on the website. When the user logs in after registering, they can review their personal information, check for matches and explore functions of the website. Users who do not log in

² This includes 10 users with invalid email addresses but have valid home addresses and/or employer info and worksite.

after registration may have lost interest in using the website. Follow up emails to welcome the new user and periodic emails with new information could help users maintain interest in using the website. Users would also log-in more often if employers encouraged their employees to participate in ridesharing and use the website.

7.0.2 New Users

From May 2016 to September 30, 2017, 60 new users registered on the website. All but one of these new users have logged in after they registered. 6 of early registrants continued to log-in on the website after May 2016. These aforementioned users have shown interest in using the website and more engaged people need to register so users can find matches.

As of September 30, 2017, there are 277³ users registered on the rebranded GeauxRideNOLA site. Following rebranding of the website, public outreach took place during summer 2017 (June 2017-September 2017). It is anticipated that the impact of outreach during the summer will result in more new user registrations in the next few months. In addition to neighborhood organizations, public outreach included business organizations and large employers. If employers set up their own portals on the website and encouraged employee participation, user registration would increase and the website could be used at its optimal level.

Table 7.0

Registration Dates	Number of Users	Active following registration
February 2011 to May 2016	217	119
May 2016 to September 30, 2017	60	59
Total	277	178

³ 307 users are listed but 30 of these registrations were spam.

8.0 Outreach, Marketing and Media Relations

8.0.1 Outreach Methods Utilized

Established relationships for the distribution of print and electronic marketing materials with the following employment centers, technical assistances programs and business organizations:

Table 8.0a: Organizations and Affiliations

✓ New Orleans Regional Black Chamber	✓ New Orleans Chamber of Commerce	✓ The Collaborative
✓ New Orleans Office of Supply and diversity.	✓ Urban League of Greater New Orleans	✓ Southern University of New Orleans (SUNO) Small Business Center
✓ Good Work Network	✓ Tulane University	✓ Xavier University
✓ Dillard University	✓ University of New Orleans	✓ Our Lady of Holy Cross College
✓ Delgado Community College	✓ Tulane Medical Center	✓ Tulane Lakeside Hospital
✓ University Medical Center	✓ LSU Health Sciences Center	✓ VA Hospital
✓ Ochsner campuses – Main and Baptist	✓ Touro Hospital	✓ Children’s Hospital
✓ SMG – Superdome and Convention Center staff	✓ Harrah’s Casino (Ceaser Entertainment)	✓ City of New Orleans – City Hall
✓ Louis Armstrong International Airport	✓ New Orleans Hotel/Motel Association	✓ Greater New Orleans Hotel & Lodging Association
✓ Louisiana Restaurant Association	✓ Associated General Contractors of Louisiana	✓ Downtown Development District
✓ The Jefferson Parish Economic Development Commission (JEDCO)	✓ Churchill Technology & Business Park	✓ New Orleans Regional Business Park
✓ SEIU	✓ Lowes Hotel Union	✓ StayLocal
✓ Chamber of Commerce – New Orleans, Jefferson parish	✓ Young Leadership Council	✓ Good Work Network
✓ Cafe Reconcile	✓ Liberty Kitchen	✓ Lakeview Mall Merchant Association
✓ Vietnamese Business Community – VAYLA-New Orleans and Mary Queen of Vietnam CDC (MQVN)	✓ Latino Business Community - Hispanic Chamber of Commerce of Louisiana	✓ Jefferson Parish Government
✓ New Orleans Business Alliance	✓ Walmart on Bullard Ave. New Orleans	✓ New Orleans East Hospital
✓ Ride NOLA	✓ Life City	

Twelve hundred (1200) flyers and palm cards were disseminated via the above agencies; in addition to the random distribution to various neighborhood barber shops, hair salons, cafes, restaurants and small businesses.



8.0.2 MARKETING AND OUTREACH STRATEGY

- Researched and identified GreenRide target clients.
- Designed, an attractive new logo and marketing collateral posters, flyers, Brochures, palm cards and presentations slides.
- Developed separate messages for two audiences – people with cars and people without cars
Determined benefits of using the program
 - Ridesharing is good for the environment.
 - Users can save money on gas.
 - For employers, their employees can save money on gas for commuting, rideshare users will get to work on time, and participation in the program would improve morale among employees.
 - Compared cost savings for ridesharing compared to public transit and Uber, add results to the presentation.
- Hosted 4 Advisory Committee meetings.
- Surveys

8.0.3 Outreach Meetings

Table 8.3a Meetings:

Date	Organization	Parish	Comments
September 20, 2016	Jefferson Parish Career, Louisiana Workforce Commission, Business Solutions Centers and City Of New Orleans Workforce Development	Orleans and Jefferson	
June 6, 2017	Faubourg St. John Neighborhood Association	Orleans	
June 12, 2017	Mid City Neighborhood Organization	Orleans	
July 13, 2017	Faubourg St. Roch Improvement Association	Orleans	
August 8, 2017	East New Orleans Neighborhood Advisory Committee	Orleans	
August 31, 2017	Gretna Community Association	Jefferson	
September 12, 2017	Suburban Terrace Civic Association	Jefferson	
September 16, 2017	Bunny Friend Association	Orleans	
September 18, 2017	Broadmoor Improvement Association /Broadmoor Development Corporation	Orleans	No Agenda Provided- Last Minute Confirmation Via Telephone Call from Ed Blouin.
September 19, 2017	Villages of The East Consortium of Neighborhood Organization	Orleans	No Agenda- Meeting was canceled due to lack of participation. Distributed flyers.
September 20, 2017	Lakeside Mall Merchant Meeting	Jefferson	
September 25, 2017	City of New Orleans City Council Transportation and Airport Committee	Orleans	
September 27, 2017	New Orleans Business Alliance	Orleans	

8.0.4 Media Outreach-Press Release

Media alerts were sent to the following media outlets on June 16, 2017 and September 12 and 29, 2017.

- WBOK 1230 AM
- Think504
- WWOE
- WWNO 89.9 FM
- Trumpet Magazine
- WWL
- City Business
- Times Picayune
- New Orleans Agenda
- NOELA News
- Jambalya News
- Fox 8 Live
- KGLA
- The Messenger (Uptown/Gentilly)
- The Advocate
- KTLN 99.5 FM
- WDSU

8.0.5 Media Coverage

- Guest Appearance
 - May 19, 2017 WBOK Talk Radio Show
 - Rebroadcasted May 24, 2017, May 31, 2017, June 6, 2017, June 12, 2017 and June 26, 2017.
- Featured in local Newspaper (s)
 - October 3, 2017 Gambit
 - www.bestofneworleans.com/thelatest/archives/2017/10/03/new-orleans-free-rideshare-service-relaunches-as-geauxride-nola
- Nik Richard was interviewed by WDSU- News (Channel 6/CBS) reporter Kellie Brown Aired on October 5, 2017 12pm, 4pm and 6pm broadcasts.



Courtesy of WDSU News

8.0.6 Community and Neighborhood Meetings Summary

TVG team began each meeting with a community specific presentation which included information about ridesharing concepts, modes of transportation and the environmental as well as financial benefits of participating in ridesharing -- benefits to drivers and employers. A description of how sign up and website functions-- matching people for ridesharing and allowing users and/or employers to track how they get to work. The presentations included demographic information and mapping analyses for each area demonstrating how the data showed the potential benefits of using the GeauxRideNOLA web-site. The attendees received flyers and posters were available as well.



The FAQ questions at meetings are as follows:

Q1: Will carpoolers would have designated, free or parking privileges.

A1: The people who are carpooling will decide for themselves where to park and how to get to their workplace. Also, it is up to the employer to offer special parking privileges to carpoolers.

Q2: How people are connected after they sign-up through the website.

A2: If someone wants to carpool with you, you will receive a message in your account with their email address. You have the option to respond. I also explained that employers can set up a page for their employees to find carpool matches within the company.

Q2: Verification that this service was free.

A2: Presenter(s) confirmed that use of the website is free and managed by the New Orleans Regional Planning Commission.

Q1: Provide clarification about ridesharing tax benefits for employers and employees.

A1: Tax benefits are based on tracking your commutes to work and whether you used a mode of transportation other than single-occupancy vehicle. The records of your commutes can be used for tax credits by you and your employer who is promoting ridesharing for their employees.

Q2: Will the tax credits continue under our current federal administration.

A2: Everyone should take advantage of the tax credits that are available now.

8.0.7 Social Media and Email marketing

- September 14 and September 29, 2017 Sponsored Face Book Ads
 - 2, 234 people reached
- September 12 and September 30, 2017 New Orleans Agenda Electronic New Letter, Received over 10,000 views



8.0.8 **Tools and Measures used to evaluate progress**

Targeted groups, organizations, parish government and City Council for Orleans, Jefferson, St. Bernard and Plaquemines Parishes.

Activities	Expected Outcomes	Comments/ Progress
Create a list of 8-10 organizations per target areas to contact; invite to meetings or request to present at their secluded meetings	Establish contacts with key community organizations	Emailed and Telephoned over 100 registered community and business organizations/associations including parish government offices, and City Council for parishes and municipalities within the study area.
Narrow this list to 4 high-traffic, high-importance organizations serving small biz.	Build partnerships with at least various organizations.	Distributed flyers to visible places and email blasts to their contacts.
Meetings and Events	Promote, educate, outreach to increase awareness and users.	Presented neighborhood specific presentations at 12 public community meeting(s) in strategic and accessible parts of the study area such as Neighborhood, Civic and Business Organizations.



City Of New Orleans City Council Transportation and Airport Committee Meeting
http://cityofno.granicus.com/MediaPlayer.php?view_id=7&clip_id=2760

8.0.9 Measure of Effectiveness

Type of Activities/ Method	Indicators that Helped to Measure Efforts
Printed Materials Distribution (fliers, posters)	Number of: <ul style="list-style-type: none"> • Incoming and Outgoing Calls • Email correspondences • Face-to-face meetings • Evaluated Website traffic following the distribution of marketing material.
Presentations	Number of: <ul style="list-style-type: none"> • Calls received • Face-to-face meetings • People in the audience • Presentations given • Presentation location *It is important for the evaluation process to ask the location of the presentation (church, school, organization, etc.) and capture the name of the institution where presentation was given.
Events	Number of: <ul style="list-style-type: none"> • Events held • Participants at event • Materials distributed at the event
Partnership Development	<ul style="list-style-type: none"> • Organizations helping you with your goal • Referrals made to organizations (keep track of the name of the institution) • Referrals received and by whom
Earned media efforts	Number of: <ul style="list-style-type: none"> • Articles and stories (print and online) about issue • Consultant Team participate in Radio and TV program • Calls received or other notable outcomes post survey • Television stories that feature your outreach

8.1 Challenges and Community Concerns

8.8.1 Challenges

The major challenges gathered from commuters were trust, safety and liabilities.

Drivers:

Drivers were concerned about riders not being screened or having a criminal background check performed. They believed that carpooling an uninsured and carless rider, will subject them to increased premiums for additional bodily injury coverage. Because, if they are underinsured at the time of an accident while carpooling, they are running a risk of being personal sued. Many drivers thought if they participate in the program than NOPRC should assume liability and/or be compensated for their higher premium payments. Overall, since there are no HOV lanes and toll bridges in the area and the of increase insurance coverage, potential drivers did not believe that there are any true cost savings incentives for them to benefit from.

Riders:

We discovered that they are two (2) types of riders. Rider 1. Not carless or carless by choice. Rider 2. low-income and carless.

Rider 1. Concern was that there was no Mobile App associated with the program.

Rider 2. No internet service to participate or a mobile phone with data usage.

Both riders were equally concern about criminal background checks on the driver and whether or not the driver holds a valid drivers license.

We advised those commuters that is was probably best that they match with others that may know or work with.

In an effort to gain assistance in relieving some of the concerns and to better match commuters in their work place. We made several attempts to collaborate with large employment centers listed on **Table 8.1a: Organizations and Affiliations**) of this report, unfortunately they were not receptive. As an alternative we provided them with marketing material and reached out to the various business organizations and local chamber of commerce chapters within the study area and we were allowed

9.0 Recommendations

9.0.1 Continue engagement

- Link or post an article about how employers and workers can get access to tax credits for ridesharing
- Host annual workshops for employers and GeauxRideNOLA users where a CPA will provide information and answer questions about using federal commuter tax credits (reasons – the federal tax code changes every year, and users need guidance on how to use their commuting stats to access the tax credits.)

9.0.2 Improve Website

- Include information on the website that explains ridesharing, commuting and modes of transportation
- Provide users with information about tax credits.

- The administrator tools for altering the homepage are restrictive, not user-friendly and do not function as shown in the instructional videos. The provider needs to address these issues so the website will be easier to update and maintain. Issues with the website are as follows:
 - Problems include only being able to post one image in the background space;
 - Text can only be placed in a text box that cannot be moved, reduced or expanded;
 - Allow editing within the full home page section, including an area under the background image which is blank and cannot be edited;
 - though the text editor had tools for adding images and webpage links, they were not functional;
 - Allow administrator to alter the banner or footer; and
 - Explore options with the provider about including a mobile app and a mobile version of the website.

9.0.3 Attracting users for the website

Redesign the website creating a more user-friendly site with a mobile app component.

Present the GeauxRideNOLA website to organizations with job training programs and schedule a regular workshop, based on their graduation cycle, where program participants will receive instructions and assistance with registering on the website. Send periodic updates and information to users to maintain interest in using the website.

9.0.4 One-time Trips

Riders can choose to find a match for a one-time trip. This can be used to find a ride or carpool for special events where parking and traffic is problematic such as festivals like JazzFest. Downtown workers can use one-time trips to carpool to/from work during events such as Monday and Thursday Night NFL home games when traffic is much heavier and parking garages in the CBD require monthly contract holders to pay event parking. One-time trips are a way that new users can try using the site once, then search for matches for daily commutes.

10.0 Deliverables

The research team has identified the number of new users on the website by comparing the number of users on the site before and after the project. An excel files with a complete list of the users, including registration information, compiled at the beginning of the project and at the end was generated and made part of this report.

The TVG team has provided technical reports incorporating the results of the need assessment, data analysis and an outline of outreach events/forums, targeted neighborhoods, employment sectors, key messages and timelines. Included in the report are sign-in sheets, hand out material, agendas and notes from each meeting or event. A compiled summary of engagement activities and input received during meetings has been incorporated into the report.

The TVG team will conducted a peer review of other programs and analyzed their components, noting what did/did not work for their areas. Based on the research, we were able to identify components and program structures that are the best fit for the region. Determined by our findings a summary of results on literature search and peer to peer exchange regarding successful methods to establish ERH (or Guaranteed Ride Home) Program.

The TVG team Identified, reviewed and compared several of New Orleans’ peer cities ridesharing services and identify their best practices related to ridesharing services for the development of a summary ways to improve information sharing for potential rideshare commuters going between Baton Rouge and New Orleans accompanied with recommendations for strategies, tools and or protocols to enhance public outreach for those commuters.

Table 10.1 Deliverables Task Description

TASK DESCRIPTION
<p>Oversite Committee Meeting</p> <ul style="list-style-type: none"> • Receive feedback on website • Identify Outreach opportunities from members • Identify Potential Interviewees and Focus Groups participants.
Complete necessary revisions to website based on findings from oversight Committee Meeting.
Have committee to review updated website and provide feedback via email.
Launch Web-site
Finalize the development of outreach marketing material and presentations.
Launch meeting advertisement e-blasts, social media, news media and etc.
Media Appearances
Hosted Advisory Committee Meetings
Present evaluated data collected from surveys and meetings to the Advisory Committee.
Provide City with detailed report and first draft.
<p>Advisory Committee Meeting:</p> <ul style="list-style-type: none"> • Receive feedback on website and program • Evaluate Survey responses related to the Website • Identify Outreach opportunities from members
Complete necessary revisions to website w/ new Logo based on findings from initial Committee Meeting. Information and recommendations will be provided by the consultant team to be updated on the website by RPC’s website administrator.
Have committee to review updated website and provide feedback via email.
Finalize the development of marketing material, mapping presentations, survey and website.
Launch Marking campaign with large meeting inviting all stakeholders and business that was discussed during the Kick Off meeting. (This will count as an Advisory Committee meeting)
Launch Advertisement e-blasts, social media and placement of advertisements in businesses and employment centers. (have to further discuss printing cost)
Presentations at neighborhood associations, community organization and employment centers, as well as conduct a survey.
Present evaluated data collected from surveys and meetings to the Advisory Committee.
Provide RPC with detailed report.

Appendices

Appendix A – References

Appendix B – Advisory Committee Outreach and Meeting Materials

- *Meeting material without sign in sheets and meeting notes, there were no attendance at those meetings.*

Appendix C – Community Meeting Outreach and Meeting Materials

Appendix D- Rider, Driver and survey instructions

Appendix E - RPC Geaux Ride Nola -Riders and Drivers Registrants Report

Appendix F – Print Media Coverage, Email Blasts and Facebook.

Appendix G – GeauxRide Nola Flyer



Appendix A

References

References

Population in Households, Families, and Group Quarters: 2010 - United States -- Metropolitan and Micropolitan Statistical Area, in Principal City, Not in Principal City, and County; and for Puerto Rico. U.S. Census Bureau, 2010 Census.

Wikipedia

City populations rankings

Accessed 5/18/16 2:10pm

https://en.wikipedia.org/wiki/List_of_United_States_cities_by_population

"ICYMI: How Does Tampa Area Commute Compare to Rest of Florida?: New U.S. Census survey looks at the trip time to work for drivers in Tampa area, including info on larger counties and cities", Greg Hambrick (Patch National Staff), Tampa Patch, Updated October 2, 2016 9:28 am ET. <https://patch.com/florida/southtampa/how-does-tampa-area-commute-compare-rest-florida>.

"Baton Rouge has worse commuter time than national average", The Associated Press, The Times-Picayune, Updated on June 29, 2015 at 11:11 AM Posted on June 29, 2015 at 11:10am. http://www.nola.com/traffic/baton-rouge/index.ssf/2015/06/baton_rouge_traffic_worse_has.html.

"Here are the typical commutes for every big metro area", Steve Goldstein, Market Watch, Published: March 25, 2015 11:04 a.m. ET, <http://www.marketwatch.com/story/here-are-the-typical-commutes-for-every-big-metro-area-2015-03-25>.

TBARTA Commuter Services

Accessed 9/26/17 3:59pm

<http://www.tampabayrideshare.org/>

St. Louis RideFinders

Accessed 9/26/17 11:17am

<http://www.ridefinders.org/>

Baton Rouge Geauxride

Accessed 9/26/17 4:28pm

<https://geauxride.greenride.com/>

Appendix B

Advisory Committee Outreach and Meeting Materials

- *Meeting material without sign in sheets and meeting notes, there were no attendance at those meetings.*

RPC
Greenside Advisory Committee Recommendations
(Revised 6.20.16)

1. Barbara Majors-bmajor1225@yahoo.com
RTA Board member
2. Alex Posorske -alex@rideneworleans.org
Executive Director of Ride New Orleans
3. Amy Bryant - asbryant@nola.gov
Job Developer STRIVE NOLA
4. Angela Chalk -Amchalk62@gmail.com
Vice President of the 7th ward Neighborhood Association
5. Stefan Marks –Veolia Transportation – Stefan.marks@veoliatransdev.com
Director of Planning and Scheduling
6. Wanda Davis- wjpdavis925
Transportation advocate
7. Jackie Dadakis – Jackie@rideneworleans.org
Board President
8. Bria Sims-briatsims@hotmail.com
Bus rider –upper 9th ward resident
9. Colette Tippy -ctippy@nowcrj.org-
Lead Organizer with Stand with dignity
10. Ruby Melton-rubymelt@gmail.com-
Vice President of Bunny Friend Neighborhood Association
11. Naomi Doerner
naomi.doerner@gmail.com
Appointed by Council at Large Jason Williams
12. Linda Williams
Rosedale
Letrky3@yahho.com
Appointed by Councilmember James Gray District E
13. Tammy Washington
LA Workforce / JOB|ONE
tfwashington@nola.gov

14. Dawn Hebert
New Orleans Levee Board Non-Flood
Dhebert28@cox.net
15. Minh Nguyen
VAYLA New Orleans
minhnguyen@vayla-no.org
16. Ed Blouin
Villages of The East
Edblouin@cox.net
17. Yolanda Rodriguiz
Former CPC Director
18. Jennifer Ruley
Transportation Engineer
City Of New Orleans
Louisiana Public Health Institute
jeruley@nola.gov
19. Flozell Daniels, Jr.
President and CEO
Foundation for Louisiana
20. Andrea Chen
Propeller
achen@GoPropeller.org
21. Liz Shepard
Life City
Liz@mylifecity.com
22. Jackie Dadkis
Green Coast Enterprises
Jackie@Greencoastenterprises.com
Recommended By Council Member Susan Guidry
23. Roy Arriso
District A
transrep@hotmail.com
Recommended By Council Member Susan Guidry
24. Matt Hendrickson
Advocacy Program Coordinator RIDE
matt@rideneworleans.org
Recommended By Council Member Susan Guidry
25. Matt Rufo, matt.rufo@gmail.com
Former Senior Planner in Urban Transportation and Design at GCR Inc.
Former Board President, Friends of Lafitte Greenway
Recommended By Council Member Susan Guidry

26. Alli DeJong, allidejong@gmail.com
Planner, GCR, Inc.
Former Board Member, Friends of Lafitte Greenway
27. Timothy "Teedy" Antoine
majiktda@aol.com



Corinne Villavaso <villavasogroup@gmail.com>

New Orleans Regional Planning Commission (NORPC) Ride-sharing Advisory Committee

30 messages

Corinne Villavaso <villavasogroup@gmail.com>

Tue, Jun 28, 2016 at 1:33 PM

Bcc: bmajor1225@yahoo.com, alex@rideneworleans.org, asbryant@nola.gov, Amchalk62@gmail.com, Stefan.marks@veoliatransdev.com, Jackie@rideneworleans.org, briatsims@hotmail.com, ctippy@nowcrj.org-, rubymelt@gmail.com-, naomi.doerner@gmail.com, Letrky3@yahoo.com, "Tammie F. Washington" <tfwashington@nola.gov>, Dawn Hebert <Dhebert28@cox.net>, minhnguyen@vayla-no.org, Edblouin@cox.net, jeruley@nola.gov, achen@gopropeller.org, Liz@mylifecity.com, transrep@hotmail.com, matt@rideneworleans.org, matt.rufo@gmail.com, allidejong@gmail.com, majiktada@aol.com, Daniels Flozell <fdaniels@foundationforlouisiana.org>, Lacey Bordelon <lbordelon@jedco.org>, Jackie@greencoastenterprises.com, shead@nola.gov, jtharris@nola.gov, cmsimmons@nola.gov, "Lauren R. Hotard" <lrhotard@nola.gov>, blacenkeller@nola.gov, cdgendusa@nola.gov, jasonwilliams@nola.gov, aaclark-rizzio@nola.gov, "Katie D. Hunter-Lowrey" <kdhunter-lowrey@nola.gov>, kdlampkin@nola.gov, cjwilliams@nola.gov, "Susan G. Guidry" <sgguidry@nola.gov>, "Vanessa A. Spinazola" <vaspinazola@nola.gov>, "Mary B. Cunningham" <mbcunningham@nola.gov>, tylgibson@nola.gov, ldupre@nola.gov, jdpourciau@nola.gov, jfeltus@nola.gov, bscornelison@nola.gov, lbbryan@nola.gov, Anna Nguyen <annguyen@nola.gov>, lcantrell@nola.gov, districtc@nola.gov, kyjohnson@nola.gov, Alena Stewart <lestewart@nola.gov>, aamaklansky@nola.gov, frking@nola.gov, sgthomas@nola.gov, "Domonique C. Dickerson" <dcddickerson@nola.gov>, tdnevans@nola.gov, pcwaggonner@nola.gov, Councildistrictd@nola.gov, mcbaird@nola.gov, dlverner@nola.gov, mnfontenot-smith@nola.gov, mmtio@nola.gov, bmoliver@nola.gov, JPCitizensAffairs@jeffparish.net, JPTransit@jeffparish.net, swegner@jeffparish.net, ChrisRoberts@jeffparish.net, DBonano@jeffparish.net, CynthiaLeeSheng@jeffparish.net, GGiangrosso@jeffparish.net, RickyTemplet@jeffparish.net, TJTalamo@jeffparish.net, PaulJohnston@jeffparish.net, BSTCyr@jeffparish.net, MarkSpears@jeffparish.net, CJumpiere@jeffparish.net, BenZahn@jeffparish.net, JZapata@jeffparish.net, enniferVanVrancken@jeffparish.net, JSimno@jeffparish.net, l.saulny@sbparish.com, ctaylor@ppgov.net, jbarthelemy@ppgov.net, wblack@ppgov.net, klepine@ppgov.net, ijuneau@ppgov.net, brousselle@ppgov.net, cburt@ppgov.net, asalvant@ppgov.net, jedgecombe@ppgov.net, nwilliams@ppgov.net, kcallais@sbpg.net, rlewis@sbpg.net, gmccloskey@sbpg.net, ngorbaty@sbpg.net, hluna@sbpg.net, walcon@sbpg.net, mmontelongo@sbpg.net, radams@sbpg.net, katherineprevost <kepkat@yahoo.com>, Katherine Prevost <kprevost@jphsa.org>, Editha Amacker <evamacker@gmail.com>, Vincent Sylvain <sylvainsolutions@msn.com>, Nik Richard <nrichard@norpc.org>, Courtney Thomas <courtney.thomas@bammcommunications.com>, Brandon Armant <brandon.armant@bammcommunications.com>, LaDonya Williams <williamsladonya@gmail.com>

Dear Leader,

We are reaching out to you because over the past years post Hurricane Katrina, you have shown an interest and been engaged in discussions about important issues that are opportune to establishing a sustainable workforce and transposition system for New Orleans residents.

The New Orleans Regional Planning Commission (NORPC) is commissioned to identify and address challenges among commuters in our region. In 2011, RPC increased its suite of travel demand management (TDM) techniques with the addition of a commuter assistance program, GreenRide Connect, a web-based rideshare matching service.

The GreenRide Connect service was launched in an effort to supplement the regional public transit system and to develop an innovative strategy to reduce Single Occupancy Vehicle (SOV) trips and Vehicle Miles Traveled (VMT) in order to improve air quality and manage peak congestion. The population in the greater New Orleans region has continued to grow, and a number of businesses have expanded operations by opening new plants in our target area, i.e., Jefferson, Orleans, St. Bernard and St. Charles Parishes. With a limited ability to address supply issues, and such as greatly expanding road capacity, it is essential that the (NORPC) address the demand side of the equation to ensure that employees can reach their job sites while also maintaining – if not improving – the region's air quality and overall level of service.

On behalf of the (NORPC), we are forming an Advisory Committee (committee). In collaboration with City Councilmembers in the region we have identified civic leaders from across the study area with expertise, and citizens who are

interested in transportation equity to be a partner in the process. I am writing to you, in the hope that you will assist us with this endeavor by serving on the committee.

For the success of this project it is important to have diverse participation and solicit input by forming a region-wide coalition. This committee will focus on specific topics related to the transportation needs in low-income communities, carless population, employees and how people can benefit from the ride-sharing service. In addition, the committee will help guide the study and monitor the success of the GreenRide Program. The committee will meet with the consultants, The Villavaso Group (TVG) up to four (4) times in 2016.

On occasion, if you are unable to attend you may still participate via email, with responses, comments and suggestions.

We hope that that we can count on you as a partner in this process. If you are interested in serving on the committee, please email a note of acceptance to Mrs. Corinne M. Villavaso at villavasogroup@gmail.com and Nik Richard, NORPC at nrichard@norpc.org. If you have any questions feel free to contact Mrs. Villavaso by the above email or by phone 504-905-2892.

The first committee meeting is scheduled for **July 14, 2016 at 5:30pm in the NORPC 1st Floor Conference Room 10 Veterans Blvd, New Orleans, LA 70124.**

If you are unable to serve, please recommend a representative from your organization to work with us on this important committee we look forward to hearing from you soon.

Sincerely,

Corinne M. Villavaso

President

The Villavaso Group

Mail Delivery Subsystem <mailer-daemon@googlemail.com>

Tue, Jun 28, 2016 at 1:33 PM

To: villavasogroup@gmail.com

Delivery to the following recipient failed permanently:

ctippy@nowcrj.org-

Technical details of permanent failure:

DNS Error: 98101212 DNS type 'mx' lookup of nowcrj.org- responded with code NXDOMAIN

Domain name not found: nowcrj.org-

----- Original message -----

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Corinne Villavaso <villavasogroup@gmail.com>

New Orleans Regional Planning Commission Green Ride (ride-sharing) Program Advisory Committee

8 messages

Corinne Villavaso <villavasogroup@gmail.com>

Tue, Jun 21, 2016 at 1:18 PM

Bcc: JPCitizensAffairs@jeffparish.net, JPTransit@jeffparish.net, swegner@jeffparish.net, ChrisRoberts@jeffparish.net, DBonano@jeffparish.net, CynthiaLeeSheng@jeffparish.net, GGiangrosso@jeffparish.net, RickyTemplet@jeffparish.net, TJTalamo@jeffparish.net, PaulJohnston@jeffparish.net, BSTCyr@jeffparish.net, MarkSpears@jeffparish.net, CJumpiere@jeffparish.net, BenZahn@jeffparish.net, JZapata@jeffparish.net, enniferVanVrancken@jeffparish.net, JSimno@jeffparish.net, lbordelon@jedco.org, lsaulny@sjbparish.com, ctaylor@ppgov.net, jbarthelemy@ppgov.net, wblack@ppgov.net, klepine@ppgov.net, ijuneau@ppgov.net, brousselle@ppgov.net, cburt@ppgov.net, asalvant@ppgov.net, jedgecombe@ppgov.net, nwilliams@ppgov.net, kcallais@sbgp.net, rlewis@sbgp.net, gmcloskey@sbgp.net, ngorbaty@sbgp.net, hluna@sbgp.net, walcon@sbgp.net, mmontelongo@sbgp.net, radams@sbgp.net

Good Afternoon,

By way of introduction my name is Corinne M. Villavaso, the owner of The Villavaso Group, LLC. We were recently awarded the Green Ride (ridesharing) contract with the New Orleans Regional Planning Commission (NORPC).

NORPC is commissioned to identify and address challenges among commuters in our region. In 2011, RPC increased its suite of travel demand management (TDM) techniques with the addition of a commuter assistance program, GreenRide Connect, a web-based rideshare matching service.

The GreenRide Connect service was launched in an effort to supplement the regional public transit system and to develop an innovative strategy to reduce Single Occupancy Vehicle (SOV) trips and Vehicle Miles Travelled (VMT) in order to improve air quality and manage peak congestion. The population in the greater New Orleans region has continued to grow, and a number of businesses have expanded operations by opening new plants in our target area, i.e., Jefferson, Orleans, St. Bernard and St. Charles Parishes. With a limited ability to address supply issues, and such as greatly expanding road capacity, it is essential that the (NORPC) address the demand side of the equation to ensure that employees can reach their job sites while also maintaining – if not improving – the region's air quality and overall level of service.

For the success of this project it is important to have diverse participation and solicit input by forming a city-wide coalition. This committee will focus on specific topics related to the transportation needs in low-income communities, carless population, employees and how people can benefit from the ride-sharing service. In addition, the committee will help guide the study and monitor the success of the GreenRide Program. The committee will meet with the consultants, The Villavaso Group (TVG) up to four (4) times in 2016.

We would like your assistance in helping us to identify and designate committee members from your respective district. It would be great if you can email your recommendations to us by June 27, 2016.

The first committee meeting is scheduled for July 14, 2016 at 5:30pm in the NORPC 1st Floor Conference Room 10 Veterans Blvd, New Orleans, LA 70124.

We are extremely excited about this endeavor and are looking forward to working with you and your staff on this initiative.

If you have any questions feel free to contact me via email or by phone 504-905-2892.

Thanks,

Corinne M. Villavaso

Mail Delivery Subsystem <mailer-daemon@googlemail.com>
To: villavasogroup@gmail.com

Tue, Jun 21, 2016 at 1:18 PM

Delivery to the following recipient failed permanently:

JPCitizensAffairs@jeffparish.net

Technical details of permanent failure:

Google tried to deliver your message, but it was rejected by the server for the recipient domain jeffparish.net by us-smtp-inbound-2.mimecast.com. [207.211.30.221].

The error that the other server returned was:

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----- Original message -----

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iqbw==

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Kick Off Meeting Notes

May 4, 2016 RPC Ridesharing Program

Attendees:

RPC – Nik Richard and Walter Brooks

BAMM Communications – Brandon Armant, Courtney Thomas, Nathaniel Colin, Jr.

The Villavaso Group – Corinne Villavaso, and Editha Amacker

Discussion:

The goal of the program is to education and outreach for the GreenRide service.

1. Incentivizing the program

We discussed possible incentives for users to sign-up. When we present the program to employers, we could ask the businesses if they can provide incentives for their employees to sign-up for the program.

-Question for RPC

Are there any tax incentives for people that sign-up for a ridesharing program?

2. Improve the website

-switch to a simpler web address

-make the website content available in other languages besides English (such as Spanish and other languages used in our region)

-Question for RPC

Can we create a portal so that users can sign-up within their organization?

3. Market pitch and strategy

-develop separate messages for two audiences – people with cars and people without cars
-determine benefits of using the program

Ridesharing is good for the environment. Users can save money on gas.

For employers, their employees can save money on gas for commuting, rideshare users will get to work on time, and participation in the program would improve morale among employees.

Note – compare cost savings for ridesharing compared to public transit and Uber, add results to the presentation.

-See what works in other areas

-Contact environmental groups and ask them to promote the program among their members.

Slogan ideas – Give Your Tank A Break, Catch A Ride

-present the program to employers at a luncheon with a guest speaker

-Councilmember Stacy Head has expressed interest in helping with this program

She could contact some of the employers and encourage them to attend the luncheon.

-Questions for RPC

Are there existing logos, colors, and/or a style guide that we need to use?
If your ride isn't available and you do not have your vehicle, is there a back up ride?

Discussed how is the information of those who register kept secure and private? ex. zip codes. Because, Some people may have reservations about having their general location information being disclosed to other potential riders.

RPC advised the team that the website allows businesses to have a portal for their employees that sign up.

4. List of employers/outreach organizations

Tulane University
Xavier University
Dillard University
University of New Orleans
Our Lady of Holy Cross College
Delgado Community College
Tulane Medical Center
Tulane Lakeside Hospital
University Medical Center
LSU Health Sciences Center
VA Hospital
Ochsner campuses – Main and Baptist
Touro Hospital
Childrens' Hospital
SMG – Superdome and Convention Center staff
Harrah's Casino
City of New Orleans – City Hall
Armstrong International Airport
USDA
Avondale Shipyards
Federal City
Naval Air Station JRB
Michoud

Organizations

New Orleans Hotel/Motel Association
Downtown Development District
SEIU
Lowe's Hotel union
StayLocal
Chamber of Commerce – New Orleans, Jefferson parish
Young Leadership Council

5. Final Goals.

- Increase registrants
- Partner with transportation advocacy groups
- Establish relationships with neighborhood organizations to present at neighborhood meetings

RPC GreenRide – Questions
Kick Off Meeting
5/4/2016

1. What is the target area for the program? Within the Scope of Services, there is a reference to Jefferson, Orleans, St. Bernard and St. Charles Parishes. Are those four parishes the target area or the eight parishes within the MSA or the five parishes in the PDD?

2. Does the program include 'back up rides' or any other contingency if your ride is not available due to an emergency?

3. Can the website be modified to allow businesses to have a portal for their employees that sign up? Can we create a portal so that users can sign-up within their organization?

4. How is the information of those who register kept secure and private? ex. zip codes. Some people may have reservations about having their general location information being disclosed to other potential riders.

5. Is there an opportunity for tax incentives for individuals or businesses?

6. Are there existing logos, colors, and/or a style guide that we need to use?

7. Can we switch to a simpler web address something catchy and memorable? Implement translation component?

RPC GreenRide – Discussion Topics
Kick Off Meeting
5/4/2016

GOAL

- The goal of the program is to education and outreach for the GreenRide service and increase registrants by 200

INCENTIVIZING THE PROGRAM

- Are there any governmental tax incentives for employers' and commuters to participate in the ridesharing program?
- Possible incentives for users to sign-up. When we present the program to employers, we could ask the businesses if they can provide incentives for their employees to sign-up for the program.

MARKETING AND OUTREACH STRATEGY

- Host an Event for employers center around Green Transportation, have the Dr. Shawn Wilson DOTDs Secretary, followed by a lunch in learn for employees.
- Partner with transportation advocacy groups
- Establish relationships with neighborhood organizations to present at neighborhood meetings
- Design Print marketing materials i.e. Posters (elevators and breakrooms) Flyers, Brochures, Power point presentations and etc.
- Ad Placement at key bus stops
- Develop separate messages for two audiences – people with cars and people without cars
- Determine benefits of using the program
- Ridesharing is good for the environment. Users can save money on gas.
- For employers, their employees can save money on gas for commuting, rideshare users will get to work on time, and participation in the program would improve morale among employees.
- Note – compare cost savings for ridesharing compared to public transit and Uber, add results to the presentation.
- See what works in other areas
- Contact environmental groups and ask them to promote the program among their members.
- Slogan ideas – Give Your Tank A Break, Catch A Ride
- Present the program to employers at a luncheon with a guest speaker
- Councilmember Stacy Head has expressed interest in helping with this program. She could assist in contacting some of the employers and encourage them to attend an event.

LIST OF EMPLOYERS/OUTREACH ORGANIZATIONS

- Tulane University
- Xavier University
- Dillard University
- University of New Orleans
- Our Lady of Holy Cross College
- Delgado Community College

- Tulane Medical Center
- Tulane Lakeside Hospital
- University Medical Center
- LSU Health Sciences Center
- VA Hospital
- Ochsner campuses – Main and Baptist
- Touro Hospital
- Childrens' Hospital
- SMG – Superdome and Convention Center staff
- Harrah's Casino
- City of New Orleans – City Hall
- Armstrong International Airport
- USDA
- Avondale Shipyards
- Federal City
- Naval Air Station JRB
- Michoud
- Organizations
- New Orleans Hotel/Motel Association
- Downtown Development District
- SEIU
- Lowes Hotel union
- StayLocal
- Chamber of Commerce – New Orleans, Jefferson parish
- Young Leadership Council
- Good Work Network
- Cafe Reconcile
- Liberty Kitchen

New Orleans Regional Planning Commission (NORPC)
Ridesharing “Green-Ride” Program Advisory Committee Meeting
10 Veterans Blvd, New Orleans, LA 70124
Thursday, July 14, 2016 ~ 5:30pm
Agenda

5:30-5:35pm

Greeting

*Corinne Villavaso, The Villavaso Group, LLC
(TVG)*

5:35-5:40pm

**Opening Remarks and Consultant Team
Introductions**

*Corinne Villavaso, The Villavaso Group, LLC
(TVG)*
Brandon Armant, BAMB Communications

5:40-5:50pm

Green-Ride Overview and Background

Nik Richard, RPC

5:50-6:00pm

Introduction of Committee Members

- Individual/Organizational Visions and Goals
- Individual/Organizational Accomplishments
- Individual/Organizational work completed or ongoing initiatives

6:00pm-6:05pm

Website Survey Results

LaDonya Williams, TVG

6:05-6:20pm

**Peer City
Emergency Ride Home or Guaranteed Ride
Home**

Editha Amacker, TVG

6:20-6:50pm

Facilitated Discussion

- Opportunities, advantages and challenges of commuters, employees and employers,
- Branding and Marketing
- Establish some beneficial goals.

Development

- Identify Committees and job descriptions or tasks for each participating member
- Establish on fixed meeting date, time and location

Corinne M. Villavaso, TVG

Katerine Prevost, TVG

6:50pm

**Identify Engagement Opportunities and
schedule next meeting date**

Closing Remarks, and dismissal

Greenride Advisory Committee Meeting
Thursday July 14, 2016
5:30pm-6:55pm

- I. Introductions by Corinne and Nik
- II. Brandon Armant (BAMM) presented the new logo for Greenride
- III. Nik Richard explained the background of how RPC began using the Greenride website. He explained that the website can link drivers with other drivers for carpooling and connect non-car commuters with drivers in their neighborhood. The program was provided through a federal grant and the goal is to promote sustainability, decrease pollution and traffic. He noted that there is also a need to coordinate this service with public transit. Alfred Marshall, Stand With Dignity, explained that his members have been offered jobs outside of New Orleans, in locations such as Houma, but they can't get there because they do not have vehicles.
- IV. The committee members introduced themselves and provided information about their backgrounds, accomplishments, goals and information about organizations they represented.
Dawn Hebert – East New Orleans Neighborhood Advisory Commission (ENONAC)
Matt Hendrickson – RIDE New Orleans
Matt Rufo – transportation advocate
Jeffrey Simoneaux – Jefferson Parish District 5
Lacey Bordelon – (JEDCO)
Alfred Marshall – Stand With Dignity
Jacquelyn Brock – City of New Orleans Office of Workforce Development

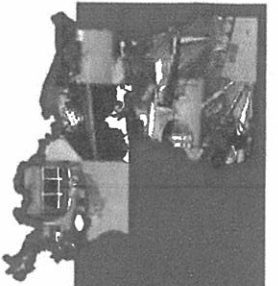
For this project, Nik Richard explained that we need the committee to help us identify neighborhoods and demographic groups to focus on and provide critiques and suggestions. Jeffrey Simoneaux noted that marketing should be focused on drivers. People who need rides will find the program.

- V. LaDonya Williams went over the survey results. A larger sample size is needed. There were 14 responses out of the 40 people who received the request. Overall the website was fair-poor and the logo was good. For the written responses, respondents said that some of the links didn't work, information should include the age of drivers, and Safe Ride Zones should be setup in our area. A committee member said that a driver would only do this because they are a good person. The service should include the website and a mobile app. The driver should be paid. Nik Richard noted that the company does not offer app support.
- VI. Emergency Ride Home (ERH)
Editha Amacker went through an example of how the Greenride website works and features available to users. The committee received a handout explaining the features of an ERH program. A subcommittee was formed to further explore the options available for creating

an ERH program for our area. This committee will also generate ideas for creating incentives for drivers.

VII. Next Steps

Thursday evening is not a good meeting time for many of the people who were invited to join the committee. The 2nd Wednesday of the month was suggested for the next meeting. The employer/company luncheon is tentatively set for August 30th. It was suggested that we include the owners of large apartment complexes. There will be separate marketing for drivers and non-drivers.



Regional Planning Commission

Jefferson, Orleans, Plaquemines,
St. Bernard, St. Tammany & Tangipahoa Parishes

GreenRide Advisory Committee – 7/14/16 – 5:30 p.m.

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Name	Representing	Phone	E-mail
Nik Richard	NORPE	483.8535	NRichard@norpe.org
Jacqueline Broek	SOB1 / OFFICE OF WORKFORCE DEV	658-4553	JBROEK@NORPE.GOV
Dawn Hebert	Lake Willow / ENCORE	875 0352	dhebert@encore.org
Lacey Bordelon	JEDCO	875-3919	lbordelon@jedco.org
Mattie Rife	Asclara Parish	301-5542	matt@asclara-parish.com
Jeffrey Sims	Jefferson Parish Council District 5	736-6634	jsims@jeffparish.net
Walt Handricka	RIDE New Orleans	214-8414	walt@r-jeffneworleans.org
Alfred Matthews	Stroud w/ Dignity	504/655-6089	amath@stroudw.org
Ladonya Williams	Villavoso Group	504.338.8541	williamsladonya@gmail.com

New Orleans Regional Planning Commission (RPC)

Emergency Road Home and Incentives Subcommittee Meeting

10 Veterans Memorial Blvd, New Orleans LA 70124

Thursday, August 4, 2016 start time 6:00pm

Agenda

6:00pm – 6:15pm

Introductions

Name and organization or interest

6:15pm – 6:30pm

Committee Goals

Editha Amacker, The Villavaso Group, LLC (TVG)

6:30pm – 7:00pm

Components of an Emergency Road Home Program

(What works for the New Orleans Metro Area?)

Editha Amacker, TVG

7:00pm – 7:20pm

Finding Incentives

Editha Amacker, TVG

Corinne Villavaso, TVG

7:20pm – 7:30pm

Next Steps

Report at next advisory committee meeting

Date/time for next subcommittee meeting

Emergency Ride Home (ERH) and Incentives Subcommittee Meeting 8-4-16

Committee Goals

We discussed the committee goals as stated in the handout. It was noted that we need to find incentives for drivers and employers to participate.

Components of an ERH Program

Who can use the ERH program?

We decided that to use the EHR program you have to be registered on the Greenride website to verify that you are a participant in the ridesharing program. To make sure the program is not abused we suggested finding a way to get verification from the carpooling driver that they cannot give the person a ride home as planned for that day. It was also suggested that we decide on a limitation for the number of times per year that a user can request an emergency ride home. We also need to decide what is/is not an emergency.

Who will provide the emergency ride when a user makes a request?

The program in Baton Rouge uses vouchers from Uber. For our area, Uber is limited because they cannot pick up passengers in Jefferson¹ and St. Tammany parishes where Uber is not authorized. So we would have to include another option, such as a taxi or van service. We also need a funding mechanism to pay for cab rides and also, to reimburse a coworker if they provide the ride home for a user. Reimbursements in the form of gas cards were suggested.

We identified questions that we need to answer about how to operate an ERH Program. We plan to contact Uber to discuss how to get vouchers for the ERH program. We will also talk to our contacts at Capital Region Planning in Baton Rouge to ask who monitors their ERH program, who receives the calls from users when they need an emergency ride, and how many vouchers did they get from Uber?

Finding Incentives

Employers can incentive carpooling by providing a parking space for carpoolers in downtown parking garages. Editha Amacker will research incentives for employers and drivers then send this to the subcommittee members for comments and suggestions.

Next Steps

We will report our findings to the Advisory Committee at the next meeting on August 17, 2016.

¹ On September 21, 2016, Jefferson Parish Council enacted licensing laws which provided a way for Uber and Lyft to legally operate.

Emergency Ride Home (ERH) Program



So you are participating in a Ridesharing Program, but what if you have an emergency and need to get home? Or your ride has an emergency and can't bring you home?

To help people in emergencies, ridesharing programs offer an Emergency Ride Home.

Emergency Ride Home (ERH) Program:

Provides participants in a ridesharing program with a ride to their home from work in case of an emergency.

ERH programs are typically:

- Only available to people enrolled or registered in an associated ridesharing program
- Available to registered users who use any mode of transportation for commuting that is logged in the ridesharing program, except single-occupancy commuting
- No cost to the participant through vouchers, reimbursements, or use of a designated service provider (such as a taxi company)

Other names used for this program include Guaranteed Ride Home and Home Free Guarantee



ERH programs are run by the ridesharing program itself, private companies, state or regional public agencies. To avoid abuse, some programs have specific rules like you have to carpool a certain # of days a week or there is a list of qualifying emergency situations and situations that do not qualify for the ERH program.

For our ridesharing program to be successful, we need to design an Emergency Ride Home program so users will feel confident that they will have a fail-safe when they choose to save money, decrease traffic congestion and help the environment by participating in a ridesharing program.

If you would like to help design an ERH program for our ridesharing program, please sign up for the committee or contact Editha Amacker at evamacker@gmail.com, or call (504) 919-1006.

Greenride

Incentives for users, drivers and employers

Incentives to register for and participate in the Greenride Ridesharing program as a driver

Users who drive are those who registered on the Greenride website and indicated that they will be a driver. Incentives may be necessary to encourage people to sign-up as drivers. These users (as well as all users) need to log their commutes on the website in order to generate data that shows how they are using the website regularly and will also use the website's features to show the positive economic and environmental impacts of participating in the ridesharing program.

Incentives for employers to set up a portal and encourage their employees to sign-up for the program, use the website, participate in ridesharing and log their commutes regularly

The website is set up so that a company can have a portal, through which their employees will sign-up for the program and will be matched with other employees for carpooling, van pooling, joining a group that bikes to work, etc. For optimal use of the website, companies will use their personnel to manage use of the portal and communicate information to users through MyPage. Employers may need information about incentives for their use of a ridesharing service and for encouraging their employees to register for the service, log commutes, and carpool with other registered employees.

For Users who Drive	For Employers
Cost savings by sharing costs w/passengers	Employees who carpool will be on time for work.
Federal Commuter tax credits	Increased social interaction amongst carpoolers helps morale.
Participating employers can provide incentives such as paid parking for carpool drivers downtown.	The health benefits for employees who walk, bike or use public transit will decrease healthcare costs.

New Orleans Regional Planning Commission (NORPC)
Ridesharing "Green-Ride" Program Advisory Committee Meeting
10 Veterans Blvd, New Orleans, LA 70124
Wednesday, August 17, 2016 ~ 5:30pm
Agenda

6:00pm

Greeting

*Corinne Villavaso, The Villavaso Group, LLC
(TVG)*

6:00-6:05pm

Opening Remarks and Introductions

*Corinne Villavaso, The Villavaso Group, LLC
(TVG)*

Advisory Committee Members

6:05-6:15pm

**Overview and Recommendation for Emergency
Ride Home options. Driver and Employer
incentives.**

6:15pm-6:50pm

Workforce Mobility

- Discuss the challenges of commuters, employees and employers.
- Identify Who? Where? And Why?
- Identify a method of communication between the unemployed community to employers and how this service can meet both their needs.
- LA. Workforce Development
- HireNola Ord.

6:50pm-7:00pm

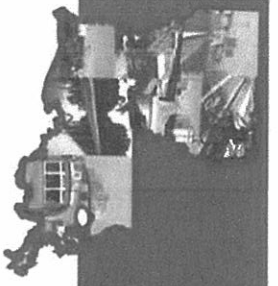
Revised Logo Review

7:00pm-7:05pm

Closing Remarks, and dismissal

New Orleans Regional Planning Commission (NORPC)
Ridesharing “Green-Ride” Program –Workforce Development
10 Veterans Blvd, New Orleans, LA 70124
Tuesday, September 20, 2016
Agenda

- I. Greeting
Corinne Villavaso, The Villavaso Group, LLC (TVG)
Opening Remarks and Introductions
- II. Corinne Villavaso, The Villavaso Group, LLC (TVG)
 - a. Advisory Committee Members
 - b. Overview and Recommendation for Emergency Ride Home options. Driver and Employer incentives.
- III. Workforce Mobility
 - a) Discuss the challenges of commuters, employees and employers.
 - b) Identify Who? Where? And Why?
 - c) Identify a method of communication between the unemployed community to employers and how this service can meet both their needs.
 - d) LA. Workforce Development
 - e) HireNola Ord.



Regional Planning Commission

Jefferson, Orleans, Plaquemines,
St. Bernard, St. Tammany & Tangipahoa Parishes

GreenRide – 9/20/16 – 2:00 p.m.

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Name	Representing	Phone	E-mail
Mr Richard	RR	504.483.8535	MrRichard@verge.org
Sharon Negner	Jefferson Workforce	504-227-1283	suegner@jeffwork.net
Ladonya Williams	Villavaso Group	504.338.8541	williamsladonya@gmail.com
Lorinne Villavaso	The Villavaso Group	504-905-7892	Villavasograpp@gmail.com
Tammie Washington	City of New Orleans Div 5082	(504) 658-4541	HWashington@nola.gov
Editha Amacker	The Villavaso Group	504-919-1006	Eamacker@gmail.com
Jennifer Bennett	Region 7 - Clark Parish	858-3322	Barnett.Jennifer@gmail.com
Brandon Repp	Greater New Orleans, Inc.	504-527-6919	BRepp@gnoinc.org
WALTER BROOKS	RPC	504-483-8525	WBrooks@NORPC.org

Workforce Development committee mtg
9/20/16

I. Introductions

Walter - background information about the grant, website, ridesharing in the 80s and now

Problem – get people who don't have jobs to jobs

Give people information about jobs that are available

Train from N.O. to B.R. provide opportunities to get to jobs at plants along the river, i.e. st. Charles parish

From group – he wants solutions to getting info to jobseekers and using ridesharing to help people

Talking to Uber about emergency rides for carpoolers

Nik – ridesharing site managed by employers for their employees, RPC management ends before you get to emergency ride home. Any ideas about organizations, such as your own, that can manage the emergency ride homes. Emergency ride is free for user with limitations on # of times to use it.

Do you all have any ideas about how

II. Sharon

Jefferson, and Orleans are stand alone and others are regional

Funding goes to mayor for new Orleans, jeff parish president

Companies/employers registered with local area office; job information sent to the local office; handled through each workforce dev

Jennifer

Eight centers

36,000 posted online

Internal/external jobs; users can access any of the jobs online

Can search by zipcode, parish

Louisianaworks.net

250,000 users of website

Website can direct people to the local centers

Unemployment recipients have to report to centers to maintain their unemployment insurance

One in slidell, two downtown, two in Jefferson, luling, laplace, st Bernard ...

Fillout online, go to center for additional help

Corinne – is there a map of the centers? Can we get a few bulletpoints about how the centers work? Could the center give an applicant info about ridesharing program while helping them?

Sharon - the parish monitors and blocks sites on their computers; centers along bus lines; haven't received questions from employers about transportation.

Corinne – possibly no questions right now bc jobseekers and employers accept the limitation and just get by. If transportation options offered, would expand the options jobseekers look into. They don't ask centers for help bc they work it out for themselves

Jennifer – post flyers in the centers

Construction connection – she can change the website and add content and links

4000 hits last 18 months

Regiononeworks.net for region one issues

Sharon – if someone uses the site, is there anyone that can help them?

Corinne – we need to get access to employers; they can have employees with cars enroll as drivers; then they will be available

Jennifer – is this better for the business retention team? Integrate this program into their business? Her reps have targeted

Will be hard for businesses with hr depts. To do this. They need to see specific values for using this program

Corinne – going to present to employers; outreach to drivers separately; get drivers to register; needs to happen before we enroll large groups of people who need rides.

Sharon – how do we address liability? Is there a waiver that people sign?

Corinne – [reviewed the benefits for the ridesharing program – from powerpoint]

Sharon – have we gotten feedback from companies?

Corinne – we have gotten feedback from jobseekers/organizations

Walter – rta is beginning strategic planning process; ochsner beginning major construction; jet contacted rta about facilitating access directly to ochsner

To clarify – you all have not gotten feedback about transportation problems?

Jennifer – construction companies have noted the issue; interns have to have own transportation and they lose the position if they are seen carpooling. Can send information to respondents who noted lack of transportation?

Tammie – we provide bus tokens

Walter – huge spurt in construction gearing up in next 18 months. Working with Jefferson parish on upcoming construction process

For the state, working on raising taxes from oil&gas for transportation. If goes through, billions of dollars will be available for construction projects.

Some construction companies have informal, carpooling with people they know.

Need to talk to VA and have been talking to Ochsner.
Companies could add participation in ridesharing program in posted job descriptions.

Corinne - Need door-openers for us to talk to employers.

Walter – do we need to educate people on how to use/access the website?
Jennifer – we hear this concern anecdotally; less intimidating if they can access it on a phone

Walter – we could partner with gno inc to present to community organizations

Corinne – what are our takeaways?

Nik – ERH

Jennifer – we can support it but can't managed it. Can't add hours for staff.

Sharon – we can post info about the centers when there are drivers enrolled

Brandon – business retention team – are one on one meetings with employers
Economic development org can get info from employers about their challenges
Mtgs take place throughout the year
You could present to the team and they can

Jennifer – can include the ridesharing program in marketing material for employers
For sponsorship

Corinne – [me – map the employment centers, get address for the centers

Sharon – most seekers on westbank and jobs on eastbank

Corinne – do you have anything that restrict referring the jobseeking organization
Send me a bullet points on what your centers can provide

Sharon, tammie, Jennifer – absolutely

Jennifer – find a one-page brochure

Corinne – include la. Workforce centers in presentations to organizations with jobseekers

Jennifer – send us the link to ridersharing website
How do other cities address liability issue?

Walter to nik – find out what protections we have as a govt agency

Brandon – can we include mentorship program to ridesharing?

Corinne – site will be geauxnola.com; marketing agency producing materials; we can include the info received today.

Corinne – some contractors who have contracts with city say they can't find locals bc they can't get to work. How hirenola being enforced and monitored?

Tammie – hirenola just starting with employers. We haven't heard about many issues.

Corinne – a major company has said they don't think its fair to exclude workers outside the parish who have the skills and reliable transportation. [business owner making this an issue before if it is an issue bc he's lining up his excuses]

Jennifer – address this by continuing

Walter – do you all meet wit boh bros, etc.

Jennifer – yes, want to reconvene with contractors on airport project



Corinne Villavaso <villavasogroup@gmail.com>

Following up: RPC Ride-sharing Meeting

Jennifer <jbarnett.laworks@gmail.com>

Mon, Sep 26, 2016 at 9:30 AM

To: Corinne Villavaso <villavasogroup@gmail.com>

Cc: wbrooks@norpc.org, SWegner@jeffparish.net, tfwashington@nola.gov

Corinne,

I am following up from last week's meeting. I am looking forward to receiving the link to the ride-sharing program. If possible, I would like to share the ride-sharing information and link with our regional business services team at a meeting this afternoon, as well as an upcoming leadership meeting. Additionally, here is the link to all of the workforce center addresses within the region: http://www.regiononeworks.net/contact_us Please feel free to share with the other meeting attendees.

I look forward to hearing from you.

Jennifer B. Barnett

Regional Business Strategies & Industry Sector Coordinator

Region One Workforce Development Board Partnership

21489 Koop Rd. #7

Mandeville, LA 70471

(985) 869-3322

www.regiononetworks.net

www.louisianaworks.net



From: Google Calendar [mailto:calendar-notification@google.com] **On Behalf Of** Corinne Villavaso

Sent: Tuesday, September 13, 2016 8:57 AM

To: jbarnett.laworks@gmail.com; tfwashington@nola.gov; derek.chisholm@aecom.com; agardere@nola.gov; lbordelon@jedco.org; swegner@jeffparish.net; evamacker@gmail.com; williamsladonya@gmail.com; brapp@gnoinc.org; nrichard@norpc.org; villavasogroup@gmail.com

Subject: [Update] Meeting RPC Executive Director Walter Brooks

Reminder

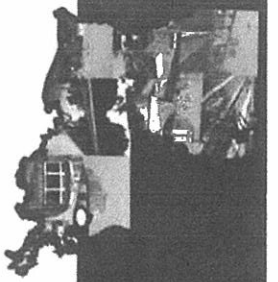
Meeting RPC Executive Director Walter Brooks

When Tue Sep 20, 2016 3pm – 4pm Central Time

Where 10 Veterans Blvd, New Orleans, LA 70124, USA (map)

Who • Corinne Villavaso - organizer

- derek.chisholm@aecom.com
- swegner@jeffparish.net
- lbordelon@jedco.org
- evamacker@gmail.com
- LaDonya Williams
- agardere@nola.gov
- Jennifer Barnett
- nrichard@norpc.org
- tfwashington@nola.gov



Regional Planning Commission

Jefferson, Orleans, Plaquemines,
St. Bernard, St. Tammany & Tangipahoa Parishes

GreenRide PMC Meeting – 6/5/17 – 11:00 a.m.

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Name	Representing	Phone	E-mail
Jeana Wiser	LifeCity	541-510-3554	Jeana@mylifecity.com
Emily Patnode	Life City	703-298-9411	Emily@mylifecity.com
Matthew Henderson	Ride New Orleans	504-244-0419	mat@rideneworleans.org
Mary McMiller	Workforce Connection Jeff Parish	504 2241283	MaryMcMiller@JeffParish.org
Nik Richards	KPD	483-8535	Nrichards@kpd.org
Timolynn Sams Sumter	KPD IPN / Neighborhood Partnership Network		timolynn@small.com timolynn@ipn.org

GeauxRide NOLA Advisory Committee Meeting
New Orleans Regional Planning Commission
10 Veterans Boulevard

Monday June 5, 2017
11:00am – 12:00pm

Attendees:

Nik Richard, Corinne Villavaso, Editha Amacker, Timolynn Sams-Sumpter, Jeana Wiser, Emily Patnode, Matthew Hendrickson, Mary McMiller

Ms. Villavaso and Ms. Amacker gave the presentation which will be used at neighborhood association and business organization meetings. Ms. Villavaso asked for any contacts with business or merchant organizations and large employers we have not reached. She said that she will email the organization list to the committee members. She noted that the meeting presentations will be completed in September.

Benefits of Using Greenride for Drivers and Employers

Subtitle

BENEFITS FOR EMPLOYERS

- Enhance company image
- Improve employee morale
- Cost savings

ENHANCE COMPANY IMAGE

- Participation in ridesharing is consistent with sustainability & environmentally conscious corporate policy
- Providing designated carpool parking meets one of the requirements for LEED Certification
- Use Greenride statistics to show positive environmental impact from employee participation

IMPROVE EMPLOYEE MORALE

- Ridesharing increases social interaction among employees
- Health benefits for employees who use the Greenride site to match with neighbors who are walking or biking to work

FINANCIAL BENEFITS

- Tax incentives (varies by state; federal)
- Better employee morale => better productivity => more profits

BENEFITS FOR DRIVERS

- Cost Savings
- Incentives from employers
- Social Interaction

COST SAVINGS

- Split cost of gasoline and tolls with rider
- Tax Incentives

SOCIAL INTERACTION

- Meet colleagues who live in your area
- Make beneficial work connections
- Get recognition on the Greenride site for environmental impact

Appendix C

Community Meeting Outreach and Meeting Materials



Corinne Villavaso <villavasogroup@gmail.com>

Meeting Request For RPC Ride-Sharing Program

66 messages

Corinne Villavaso <villavasogroup@gmail.com> Wed, Jun 28, 2017 at 12:42 PM
Bcc: Katherine Prevost <bunnyfriendassoc@gmail.com>, bywaterpresident@gmail.com, johnkoeferi@gmail.com, wthomasceo1@aol.com, secretary@enonac.org, edgewood@yahoo.com, president@faubourgmarigny.org, St.RochImprovementAssociation@gmail.com, mdoylejohnston2@gmail.com, mae2009@yahoo.com, grrob1207@aol.com, ljackson_9w@hotmail.com, sdebacher@gmail.com, kenilworthNOLA@gmail.com, zacharyjgeorge@yahoo.com, dherbert28@cox.net, emobley@coxmail.com, lowerninestakeholders@gmail.com, info@l9wha.org, laura@lowernine.org, veramcfadden414@yahoo.com, thisisin@aol.com, julienola@gmail.com, sbrady@entergy.com, mcpc@att.net, onemarigny@gmail.co, winterchase@aol.com, letrky3@yahoo.com, adaste7840@aol.com, hello@stclaudes.org, pcj3dhj@yahoo.com, madj8768@gmail.com, pastorjrw@aol.com, Nik Richard <nrichard@norpc.org>, minhnguyen@vaylano.org, bjohnson@neworleanschamber.org, Norris@vote-nola.org, Kelisha Garrett <Kelisha.garrett@norbchamber.org>, Kelder Summers <ksummers@cafereconcile.org>, Bhale123@cox.net, kkatsanis@bellsouth.net, Hop2ituall@aol.com, ivgarvey@bellsouth.net, Jimbee24@gmail.com, info@bonnabel.org, lapetpalace@gmail.com, ychesser@cox.net, mzstollright@att.net, mikesigur@cox.net, civicorg@chateaufetates.org, taylordel@cox.net, rbevans@cox.net, Deeno_03@hotmail.com, Rogerperkins10011942@gmail.com, Louise6677@aol.com, Barb.clinton@gmail.com, info@crestmontpark.com, Dick.watson@lincolntrust.com, Aculotta46@aol.com, Dpca640066@yahoo.com, epcametairie@gmail.com, Joyshannon636@bellsouth.net, ferran.courtland.civic@gmail.com, 1feinmn1@cox.net, genesausse@cox.net, sgrayrealestate@aol.com, stockylarry@gmail.com, Sadd3143@bellsouth.net, Browneyegirl530@cox.net, Gjems5@bellsouth.net, Rthompson280@cox.net, Cruz8@cox.net, pcoustejr@yahoo.com, rsantora@millinglaw.com, Louis.belanger@bellsouth.net, help@ojnabr.com, paulinc@eaganins.com, pgcivassn@yahoo.com, HaroldP625@aol.com, ronaldjgillen@att.net, sbkcivic@gmail.com, Lois539@yahoo.com, amkland@aol.com, whitneycecileassn@bellsouth.net, whitneyplace@bellsouth.net, cleve@hmiacomt, Barkley.info@barkleyestates.org, vcoles@kencoil.com, rudysmith@bellsouth.net,

Dedwards32@cox.net, P_tjr@bellsouth.net, president@terrytownla.org, emily@jeffersonchamber.org, "Quentin L. Messer, Jr." <qmesser@nolaba.org>, Lynette Lapeyrolerie <llapeyrolerie@gcrincorporated.com>, csreuther@stbernardchamber.org, "Landrum, Aziza LMSW" <Aziza.Landrum@noehospital.org>, dana@staylocal.org

Good Afternoon,

By way of introduction I am Corinne M. Villavaso. I am reaching out to you today because we would like an opportunity to present to you and your membership at your next scheduled meeting about the Ridesharing program "**GeauxRide NOLA**" that is being launched by the Regional Planning Commission.

The presentation also includes neighborhood specific GIS Mapping analysis of transportation trends, and demographics.

Our outreach window is from July-September, 2017. Any date between these months would be great.

Getting Folks To and From Work!!!

We looking forward to hearing from you and meeting with you soon.

Thanks,

Corinne Villavaso

The Villavaso Group, LLC

504-905-2892



LOG ON TO
GEAUXRIDENOLA.COM
TO GET CONNECTED
TO PEOPLE IN YOUR
AREA.

1

SHARE RIDES TO AND
FROM WORK.

2

GET TO YOUR
DESTINATION, BE
ECO-FRIENDLY, AND
CONNECT.

3

RIDE. SHARE. CONNECT.

<p>EMPLOYERS</p> <ul style="list-style-type: none"> ENHANCE COMPANY IMAGE IMPROVE EMPLOYEE MORALE TAX INCENTIVES 	<p>DRIVERS</p> <ul style="list-style-type: none"> SHARED GAS & TOLLS WITH RIDERS INCENTIVES FROM EMPLOYERS SOCIAL INTERACTION 	<p>RIDERS</p> <ul style="list-style-type: none"> MEET COLLEAGUES FROM YOUR AREA MAKE BENEFICIAL WORK CONNECTIONS RECOGNITION ON GEAUXRIDENOLA.COM FOR ENVIRONMENTAL IMPACT
--	---	--

GEAUX RIDE NOLA IS AN ONLINE RIDESHARING (CARPOOLING) MATCHING AND SCHEDULING SERVICE MAINTAINED BY THE NEW ORLEANS REGIONAL PLANNING COMMISSION (RPC) FOR THE PURPOSE OF ESTABLISHING SUSTAINABLE TRANSPORTATION SYSTEM ALTERNATIVES FOR THE REGION'S RESIDENTS.

PREPARED UNDER:
 RPC TASK NUMBER: CM 3609
 STATE PROJECT NUMBER: H.004746

TO SIGN UP FOR GEAUX RIDE NOLA VISIT GEAUXRIDENOLA.COM
 FOR MORE INFORMATION VISIT NORPC.ORG OR CALL 504-483-8535
 • GUARANTEED EMERGENCY RIDE HOME •



Geaux Ride NOLA Poster_12x18_graphic_print.jpg
991K

My name is Lisa Loup and I am president of Suburban Terrace Civic Association. We would be happy to have you come to our General Membership meeting for September 12, 2017 at 7:00 p m. We have our meeting at Jefferson Playground in the Golden Age Center. Please let me know if this will be a good time for you.

Lisa G Loup

-----Original Message-----

From: Corinne Villavaso <villavasogroup@gmail.com>

To: undisclosed-recipients;

Sent: Wed, Jun 28, 2017 2:42 pm

Subject: Meeting Request For RPC Ride-Sharing Program

[Quoted text hidden]



Geaux Ride NOLA Poster_12x18_graphic_print.jpg 991K

Saint Roch

<st.rochimprovementassociation@gmail.com>

To: Corinne Villavaso <villavasogroup@gmail.com>

Fri, Jul 7, 2017 at 2:44

PM

Hi Corinne,

We would love to have you all. Our next meeting is this Thursday, 7/13 at 6pm, we meet at St. Roch Community Church(1738 St. Roch Ave)

How long do you all need to present?

Troy

On Jun 28, 2017, at 2:42 PM, Corinne Villavaso <villavasogroup@gmail.com> wrote:

Good Afternoon,

By way of introduction I am Corinne M. Villavaso. I am reaching out to you today because we would like an opportunity to present to you and your membership at your next scheduled meeting about the Ridesharing program “**GeauxRide NOLA**” that is being launched by the Regional Planning Commission.

The presentation also includes neighborhood specific GIS Mapping analysis of transportation trends, and demographics.

Our outreach window is from July-September, 2017. Any date between these months would be great.

Getting Folks To and From Work!!!

We looking forward to hearing from you and meeting with you soon.

Thanks,

Corinne Villavaso

The Villavaso Group, LLC

[504-905-2892](tel:504-905-2892)

<Geaux Ride NOLA Poster_12x18_graphic_print.jpg>

<Geaux Ride NOLA Poster_12x18_graphic_print.jpg>

Ben Johnson <bjohnson@neworleanschamber.org> Thu, Jul 13, 2017 at 1:13 PM
To: Corinne Villavaso <villavasogroup@gmail.com>

Corinne,

I am sorry, your email slipped through and then I was on vacation.

Our Chamber board meetings are packed all the way into 2018 due to the coming elections. Need to pass on your offer.

Hope you are doing well, Ben

G. Ben Johnson

President & CEO

New Orleans Chamber

1515 Poydras Street, Suite 1010

New Orleans, Louisiana 70112

O [504-799-4260](tel:504-799-4260)

C 504-452-6694

<http://www.neworleanschamber.org/2nd-quarter-calendar-of-events>



From: Corinne Villavaso [mailto:villavasogroup@gmail.com]
Sent: Wednesday, June 28, 2017 2:43 PM
Subject: Meeting Request For RPC Ride-Sharing Program

Good Afternoon,

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Thu, Jul 13, 2017 at 2:10 PM
To: Ben Johnson <bjohnson@neworleanschamber.org>

Hello Ben,

I certainly understand.

I am well, Thanks for asking.

Corinne

[Quoted text hidden]

amkland@aol.com <amkland@aol.com>
To: villavasogroup@gmail.com

Mon, Jul 24, 2017 at 2:15 PM

[Quoted text hidden]



Geaux Ride NOLA Poster_12x18_graphic_print.jpg
991K

Corinne Villavaso <villavasogroup@gmail.com>
To: Lisa Loup <amkland@aol.com>

Mon, Jul 24, 2017 at 2:20 PM

Got it

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com>
To: Val Coles <vcoles@kencoil.com>

Mon, Jul 31, 2017 at 9:12 AM

Hello Val,

I am following up on us coming to present at [Gretna Community Assoc. Thursday Aug 24th at 7PM.](#)

Corinne

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com>
To: Norris Henderson <norris@vote-nola.org>

Mon, Jul 31, 2017 at 9:13 AM

Hello Mr. Henderson,

Are you able to accommodate us at your August meeting?

Corinne

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Mon, Jul 31, 2017 at 9:15 AM
To: Kelisha Garrett <Kelisha.garrett@norbchamber.org>

Hello Kelisha,

Following up, do you have any space on your August agenda for the GeauxRide Presentation?

Corinne M. Villavaso

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Mon, Jul 31, 2017 at 9:17 AM
To: Katherine Prevost <bunnyfriendassoc@gmail.com>

Good Morning Katherine,

Thank you so much for attending the Gala on Saturday, it was a pleasure seeing you.

I was following up are we on your August agenda for the GeauxRide presentation?

Corinne

On Wed, Jun 28, 2017 at 5:43 PM, Katherine Prevost
<bunnyfriendassoc@gmail.com> wrote:

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Mon, Jul 31, 2017 at 9:17 AM
To: "amkland@aol.com" <amkland@aol.com>

Hello Lisa,

We will be there.

Corinne

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Mon, Jul 31, 2017 at 9:19 AM
To: Nik Richard <nrichard@norpc.org>

[Quoted text hidden]

Nik Richard <nrichard@norpc.org> Mon, Jul 31, 2017 at 9:25 AM
To: Corinne Villavaso <villavasogroup@gmail.com>

Corinne,

Do we have the meeting schedule for August finalized? Also, have you been able to get the logo on the website and begin printing the materials?

-Nik

From: Corinne Villavaso [mailto:villavasogroup@gmail.com]

Sent: Monday, July 31, 2017 11:20 AM

To: Nik Richard

Subject: Fwd: Meeting Request For RPC Ride-Sharing Program

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Mon, Jul 31, 2017 at 9:28 AM
To: Nik Richard <nrichard@norpc.org>

Norris Henderson <norris@vote-nola.org> Mon, Jul 31, 2017 at 12:20 PM
To: Corinne Villavaso <villavasogroup@gmail.com>

Sorry for the delayed response. We are using our monthly meeting to partner with Step Up Louisiana to host a candidate forum on August 2nd.

Norris Henderson
Executive Director

VOTE *From Chains to Change.*
2022 St. Bernard Ave., Suite 307
New Orleans, LA 70116
[504.453.4819](tel:504.453.4819) | vote-nola.org
Norris@vote-nola.org

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Social Activism is not a hobby: it's a Lifelong Commitment

-s. e. anderson

Support the civic leadership of Formerly Incarcerated Persons, [DONATE](#)
through our [“Donate Now”](#) page.

From: Corinne Villavaso <villavasogroup@gmail.com>
Sent: Monday, July 31, 2017 11:13:37 AM
To: Norris Henderson
Subject: Re: Meeting Request For RPC Ride-Sharing Program

[Quoted text hidden]

Kelisha Garrett

Mon, Jul 31, 2017 at 2:14 PM

<Kelisha.garrett@norbchamber.org>

To: Corinne Villavaso <villavasogroup@gmail.com>

Are you asking if you can make a presentation to the members or the board?

Also, is there a flyer or piece of collateral that explains the program?

Sincerely,

Kelisha Garrett, Executive Director

New Orleans Regional Black Chamber of Commerce

6600 Plaza Drive, Suite 305

New Orleans, LA 70127

[\(504\) 948-0991](tel:(504)948-0991) (Office)

[\(504\) 812-9299](tel:(504)812-9299) (mobile)

kelisha.garrett@norbchamber.org

www.norbchamber.org



Moving Business Forward

From: Corinne Villavaso <villavasogroup@gmail.com>
Sent: Monday, July 31, 2017 11:15 AM
To: Kelisha Garrett
Subject: Re: Meeting Request For RPC Ride-Sharing Program

[Quoted text hidden]

Lisa Loup <amkland@aol.com> Mon, Jul 31, 2017 at 8:17 PM
To: Corinne Villavaso <villavasogroup@gmail.com>

Thank you Corinne! Look forward to meet you. About how much time do you need ? And we also have a large screen we can set up for you if needed?

Lisa G Loup

Sent from my iPhone

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Wed, Aug 9, 2017 at 11:58 AM
To: Kelisha Garrett <Kelisha.garrett@norbchamber.org>

Hello Kelisha,

Thanks for responding Yes it would be great if we can present before your membership.

The flyer is attached and for additional information I am attaching the PowerPoint.

Thanks,
Corinne
[504-905-2892](tel:504-905-2892)

[Quoted text hidden]



GeauxRide Nola Flyer.pdf
188K

Corinne Villavaso <villavasogroup@gmail.com> Wed, Aug 9, 2017 at 12:06 PM
To: bunnyfriendassoc <bunnyfriendassoc@gmail.com>

What time?

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Wed, Aug 9, 2017 at 12:06 PM
To: Norris Henderson <norris@vote-nola.org>

Do you have any space in September?

[Quoted text hidden]

Kelisha Garrett
<Kelisha.garrett@norbchamber.org>
To: Corinne Villavaso <villavasogroup@gmail.com>

Wed, Aug 9, 2017 at 12:41
PM

Corinne,

We will share the flyer with the membership though our newsletter.

We don't have a membership meeting until Dec.

Sincerely,

Katherine Prevost <bunnyfriendassoc@gmail.com>, bywaterpresident@gmail.com, johnkoeferi@gmail.com, wthomasceo1@aol.com, secretary@enonac.org, edgewood@yahoo.com, president@faubourgmarigny.org, St.RochImprovementAssociation@gmail.com, mdoylejohnston2@gmail.com, meee2009@yahoo.com, grrob1207@aol.com, ljackson_9w@hotmail.com, sdebacher@gmail.com, kenilworthNOLA@gmail.com, zacharyjgeorge@yahoo.com, dherbert28@cox.net, emobley@coxmail.com, lowerninestakeholders@gmail.com, info@l9wha.org, laura@lowernine.org, veramcfadden414@yahoo.com, thisisin@aol.com, julienola@gmail.com, sbrady@entergy.com, mcpc@att.net, onemarigny@gmail.co, winterchase@aol.com, letrky3@yahoo.com, adaste7840@aol.com, hello@stclaudes.org, pcj3dhj@yahoo.com, madj8768@gmail.com, pastorjrw@aol.com,
Nik Richard <nrichard@norpc.org>, minhnguyen@vayla-no.org, bjohnson@neworleanschamber.org, Norris@vote-nola.org,
Kelisha Garrett <Kelisha.garrett@norbchamber.org>, Kelder Summers <ksummers@cafereconcile.org>, Bhale123@cox.net, kkatsanis@bellsouth.net, Hop2ituall@aol.com, ivgarvey@bellsouth.net,

Jimbee24@gmail.com,
info@bonnabel.org,
lapetpalace@gmail.com,
ychesser@cox.net,
mzstollright@att.net,
mikesigur@cox.net,
civicorg@chateautates.org,
taylordel@cox.net,
rbevans@cox.net,
Deeno_03@hotmail.com,
Rogerperkins10011942@gmail.com,
Louise6677@aol.com,
Barb.clinton@gmail.com,
info@crestmontpark.com,
Dick.watson@lincolntrust.com,
Aculotta46@aol.com,
Dpca640066@yahoo.com,
epcametairie@gmail.com,
Joyshannon636@bellsouth.net,
ferran.courtland.civic@gmail.com,
1feinmn1@cox.net,
genesausse@cox.net,
sgrayrealestate@aol.com,
stockylarry@gmail.com,
Sadd3143@bellsouth.net,
Browneyegirl530@cox.net,
Gjems5@bellsouth.net,
Rthompson280@cox.net,
Cruiz8@cox.net,
pcoustejr@yahoo.com,
rsantora@millinglaw.com,
Louis.belanger@bellsouth.net,
help@ojnabr.com,
paulinc@eaganins.com,
pgcivassn@yahoo.com,
HaroldP625@aol.com,
ronaldjgillen@att.net,
sbkcivic@gmail.com,
Lois539@yahoo.com,
amkland@aol.com,
whitneycecileassn@bellsouth.net,
whitneyplace@bellsouth.net,
cleve@hmia.comt,

Barkley.info@barkleystates.org,
vcoles@kencoil.com,
rudysmith@bellsouth.net,
Dedwards32@cox.net,
P_tjr@bellsouth.net,
president@terrytownla.org,
emily@jeffersonchamber.org,
 "Quentin L. Messer, Jr." <qmesser@nolaba.org>,
 Lynette Lapeyrolerie <llapeyrolerie@gcrincorporated.com>,
csreuther@stbernardchamber.org,
 "Landrum, Aziza LMSW" <Aziza.Landrum@noehospital.org>,
dana@staylocal.org

----- Forwarded message -----

From: **Corinne Villavaso** <villavasogroup@gmail.com>
 Date: Wed, Jun 28, 2017 at 12:42 PM
 Subject: Meeting Request For RPC Ride-Sharing Program

[Quoted text hidden]



Geaux Ride NOLA Poster_12x18_graphic_print.jpg
991K

Corinne Villavaso <villavasogroup@gmail.com> Thu, Aug 24, 2017 at 8:06 AM
 To: Nik Richard <nrichard@norpc.org>

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Thu, Aug 24, 2017 at 8:07 AM
 To: Nik Richard <nrichard@norpc.org>

I followed up by phone and i was told they will call me back if they are going to meet in September.

----- Forwarded message -----

From: **Katherine Prevost** <bunnyfriendassoc@gmail.com>
Date: Wed, Jun 28, 2017 at 5:43 PM
Subject: Re: Meeting Request For RPC Ride-Sharing Program
To: Corinne Villavaso <villavasogroup@gmail.com>

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Thu, Aug 24, 2017 at 8:08 AM
To: Nik Richard <nrichard@norpc.org>

Done!

----- Forwarded message -----

From: **Saint Roch** <st.rochimprovementassociation@gmail.com>
Date: Fri, Jul 7, 2017 at 2:44 PM
Subject: Re: Meeting Request For RPC Ride-Sharing Program
To: Corinne Villavaso <villavasogroup@gmail.com>

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Thu, Aug 24, 2017 at 8:08 AM
To: Nik Richard <nrichard@norpc.org>

----- Forwarded message -----

From: **Ben Johnson** <bjohnson@neworleanschamber.org>
Date: Thu, Jul 13, 2017 at 1:13 PM

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Thu, Aug 24, 2017 at 8:09 AM
To: Nik Richard <nrichard@norpc.org>

----- Forwarded message -----

From: **Norris Henderson** <norris@vote-nola.org>
Date: Mon, Jul 31, 2017 at 12:20 PM
Subject: Re: Meeting Request For RPC Ride-Sharing Program

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Thu, Aug 24, 2017 at 8:10 AM
To: Nik Richard <nrichard@norpc.org>

----- Forwarded message -----

From: **Kelisha Garrett** <Kelisha.garrett@norbchamber.org>
Date: Wed, Aug 9, 2017 at 12:41 PM
Subject: Re: Meeting Request For RPC Ride-Sharing Program

[Quoted text hidden]

Corinne Villavaso <villavasogroup@gmail.com> Tue, Sep 12, 2017 at 3:42 PM
To: Lisa Loup <amkland@aol.com>

If its not to short of a notice I will need a screen and projector. I will only need 5 minutes.

[Quoted text hidden]



Corinne Villavaso <villavasogroup@gmail.com>

Re: Meeting Request For RPC Ride-Sharing Program

6 messages

Michael Fein <1feinmn1@cox.net>

Thu, Jun 29, 2017 at 2:02 PM

To: Corinne Villavaso <villavasogroup@gmail.com>

Cc: "Sanders, Gina" <GinaSanders@iheartmedia.com>

Hi Corinne,

Thanks for including the Forest Hills Civic Association in your outreach. I am secretary of the organization, but we rarely have full blown face meetings. We have a pretty good email contact list of our Board, residents, and property owners. I am very unsure if we would get enough Board members together for a face meeting. However, from a previous public meeting, I understand the aging demographics within Metairie.

While on the surface this sounds like an interesting concept, which some companies may already be using, I have a few questions as a taxpayer that perhaps you may or may not have considered. I do not ask acrimoniously, they are what comes to my mind.

First, I assume that this is a taxpayer-funded initiative. Is that correct?

Second, I presume that this has the approval of all the parish and city councils under the NORPC umbrella. Correct?

Third, will the drivers of the vehicles be subject to the same laws recently enacted to regulate Uber and Lyft that made them "competitive" with taxis?

Fourth, the liability questions: Will participants be vetted by each Parish in which they reside, or the NORPC? Given the nut cases in any given area, when a driver or passenger commits some form of crime while in the act of driving or riding, will the taxpayers be on the hook for damages a member of this program might cause? How will you know if the driver is insured to cover an injured passenger, whether it is the driver's fault or not?

Fifth, is your database server secure?

Sixth, how do you calculate the fee a non-driver pays? How is that enforced?

Seventh, why has the NORPC chosen to compete against private enterprise, as well as existing public transportation?

Again, I am not for or against this plan. I am retired, so it does not affect me, per se. But in such a litigious society, this concept needs thorough vetting.

Thanks much.

mike
Secretary, FHCA

On Jun 28, 2017, at 2:42 PM, Corinne Villavaso
<villavasogroup@gmail.com> wrote:

Good Afternoon,

By way of introduction I am Corinne M. Villavaso. I am reaching out to you today because we would like an opportunity to present to you and your membership at your next scheduled meeting about the Ridesharing program “**GeauxRide NOLA**” that is being launched by the Regional Planning Commission.

The presentation also includes neighborhood specific GIS Mapping analysis of transportation trends, and demographics.

Our outreach window is from July-September, 2017. Any date between these months would be great.

Getting Folks To and From Work!!!

We looking forward to hearing from you and meeting with you soon

Thanks,

Corinne Villavaso

The Villavaso Group, LLC

504-905-2892

<Geaux Ride NOLA Poster_12x18_graphic_print.jpg>

<Geaux Ride NOLA Poster_12x18_graphic_print.jpg>

Corinne Villavaso <villavasogroup@gmail.com>
To: Nik Richard <nrichard@norpc.org>

Fri, Jun 30, 2017 at 7:57 AM

How would you like to respond?

[Quoted text hidden]

Nik Richard <nrichard@norpc.org>
To: Corinne Villavaso <villavasogroup@gmail.com>

Fri, Jun 30, 2017 at 8:38 AM

I can respond directly.

From: Corinne Villavaso [mailto:villavasogroup@gmail.com]
Sent: Friday, June 30, 2017 9:57 AM
To: Nik Richard
Subject: Fwd: Meeting Request For RPC Ride-Sharing Program

[Quoted text hidden]

Nik Richard <nrichard@norpc.org> Fri, Jun 30, 2017 at 8:50 AM
To: Corinne Villavaso <villavasogroup@gmail.com>, "1feinmn1@cox.net"
<1feinmn1@cox.net>, "GinaSanders@iheartmedia.com"
<GinaSanders@iheartmedia.com>

Hi Mike,

GeauxRide is a ride sharing service that RPC has been operating for many years that we are currently trying to rebrand. The service is funded through the Federal Highway Administration. GeauxRide is a website that is designed to facilitate ride sharing. The purpose of this is to allow neighbors or coworkers to set up their own carpooling schedules to and from work or other services with the intention of sharing transportation costs, or taking advantage of incentives provided by employers (such as premier parking, etc.) GeauxRide is not a taxi service, so it differs from Uber and Lyft. Any monetary exchange, if there is one, is agreed upon by the divers/riders - you are operating as a citizen giving your neighbor or coworker a ride. RPC currently maintains the website that allows riders and drivers to connect with each other, and we are responsible for the "emergency ride home" – a backup plan in the event a regular user does not have a ride home – but we do not do any vetting of users, the connections are made user to user. Ideally, you would connect with people you live close to or work with so you will have some familiarity with them. Think social media for carpooling. The server is secure. I hope this helps answers you questions. Feel free to contact me if you have any more. Thanks.

Nik Richard
Regional Planning Commission
Transportation Planner/Title VI Coordinator
504-483-8535

Communications to and from this e-mail address are subject to provisions of the State of Louisiana Public Records Act.

From: Corinne Villavaso [mailto:villavasogroup@gmail.com]
Sent: Friday, June 30, 2017 9:57 AM
To: Nik Richard
Subject: Fwd: Meeting Request For RPC Ride-Sharing Program

[Quoted text hidden]

Michael Fein <1feinmn1@cox.net> Fri, Jun 30, 2017 at 9:04 AM
To: Nik Richard <nrichard@norpc.org>
Cc: Corinne Villavaso <villavasogroup@gmail.com>,
"GinaSanders@iheartmedia.com" <GinaSanders@iheartmedia.com>

Hi Nik,
Thanks much for a comprehensive response. I had no idea this even existed, even when I worked in the CBD. I will be glad to forward Corinne's email to our email list, as well as your explanation to me.
Mike

On Jun 30, 2017, at 10:50 AM, Nik Richard
<nrichard@norpc.org> wrote:

Hi Mike,

GeauxRide is a ride sharing service that RPC has been operating for many years that we are currently trying to rebrand. The service is funded through the Federal Highway Administration. GeauxRide is a website that is designed to facilitate ride sharing. The purpose of this is to allow neighbors or coworkers to set up their own carpooling schedules to and from work or other services with the intention of sharing transportation costs, or taking advantage of incentives provided by employers (such as premier parking, etc.) GeauxRide is not a taxi service, so it differs from Uber and Lyft. Any monetary exchange, if there is one, is agreed upon by the divers/riders - you are operating as a citizen giving your neighbor or coworker a ride. RPC currently maintains the website that allows riders and drivers to connect with each other, and we are responsible for the “emergency ride home” – a backup plan in the event a regular user does not have a ride home – but we do not do any vetting of users, the connections are made user to user. Ideally, you would connect with people you live close to or work with so you will have some familiarity with them. Think social media for carpooling. The server is secure. I hope this helps answers you questions. Feel free to contact me if you have any more. Thanks.

Nik Richard
Regional Planning Commission
Transportation Planner/Title VI Coordinator
504-483-8535

Communications to and from this e-mail address are subject to provisions of the State of Louisiana Public Records Act.

From: Corinne Villavaso [<mailto:villavasogroup@gmail.com>]
Sent: Friday, June 30, 2017 9:57 AM
To: Nik Richard
Subject: Fwd: Meeting Request For RPC Ride-Sharing Program
[Quoted text hidden]

Nik Richard <nrichard@norpc.org> Fri, Jun 30, 2017 at 9:18 AM
To: Michael Fein <1feinmn1@cox.net>
Cc: Corinne Villavaso <villavasogroup@gmail.com>, "GinaSanders@iheartmedia.com" <GinaSanders@iheartmedia.com>

No problem. That's why we are here, to let people know this exists as a resource to them. And if you or your neighbors have any ideas on how we can make this service better then feel free to send us those comments as well. Thanks.

-Nik

From: Michael Fein [<mailto:1feinmn1@cox.net>]
Sent: Friday, June 30, 2017 11:04 AM
To: Nik Richard
Cc: Corinne Villavaso; GinaSanders@iheartmedia.com

[Quoted text hidden]



Corinne Villavaso <villavasogroup@gmail.com>

Re: Meeting Request For RPC Ride-Sharing Program - VOTE NEEDED

2 messages

Winterchase@aol.com <Winterchase@aol.com> Wed, Jun 28, 2017 at 3:25 PM
To: villavasogroup@gmail.com
Cc: ctreaudo@yahoo.com, emontalbano@bellsouth.net, winterchase@aol.com, turner1596@gmail.com, pattersonlois@bellsouth.net, clarencemoret@bellsouth.net, yschap@yahoo.com, barnesgwendlyn@gmail.com, dambarnes@yahoo.com, Dwight.Barnes@crescentcrown.com, leeateman8@gmail.com

Dear Corinne,

I received your request and am forwarding it to our Board of Directors via this reply. I ask the Board members to let me know if they would like to invite you to make your presentation.

Our meetings are held when needed and none are scheduled at present. If the Board agrees to you request, We can let you know the date, time, and place of our next meeting.

Thank you for the invitation.

Ed

Ed Castille, Manager
Regency Park Townhomes

7300 Downman Rd
New Orleans, LA 70126
504-241-1191
winterchase@aol.com

cc: Board of Directors

In a message dated 6/28/2017 2:42:35 P.M. Central Daylight Time, villavasogroup@gmail.com writes:

Good Afternoon,

By way of introduction I am Corinne M. Villavaso. I am reaching out to you today because we would like an opportunity to present to you and your membership at your next scheduled meeting about the Ridesharing program "**GeauxRide NOLA**" that is being launched by the Regional Planning Commission.

The presentation also includes neighborhood specific GIS Mapping analysis of transportation trends, and demographics.

Our outreach window is from July-September, 2017. Any date between these months would be great.

Getting Folks To and From Work!!!

We looking forward to hearing from you and meeting with you soon.

Thanks,

Corinne Villavaso

The Villavaso Group, LLC

504-905-2892

Corinne Villavaso <villavasogroup@gmail.com> Thu, Jun 29, 2017 at 8:28 AM
To: Winterchase@aol.com

Good Morning Ed,

Thanks for responding. That will be great. Just Let me know.

Thanks,
Corinne

[Quoted text hidden]

FSJNA GENERAL BOARD MEETING MINUTES – June 2017

Tuesday, June 6, 2017

I. The meeting was held at the Fairgrounds Black & Gold Room and called to order by VP Jim Danner at 6:35 p.m.

II. The attendees are noted on the sign-in sheets. A quorum was present.

III. The Meeting Rules included in the Agenda were noted.

IV. Guests/Topics

Keith Twitchell – Keith Twitchell, president of the Committee for a Better New Orleans, discussed the amendments to the Master Plan the City Council is considering and encouraged residents to submit comments to the council.

NOPD – First District Commander Hans Ganthier reported that 4 teenagers, ages 14-15, were arrested following a June 1 armed robbery near Fortier Park in which a man was beaten and injured. Commander Scott reported there was 1 car theft in May and no house burglaries.

Ridesharing -- Representatives of the New Orleans Regional Planning Commission discussed a ride-sharing serving available to residents. Details are available at www.geauxridenola.com.

Odyssey House – Dean Arnett from Odyssey House discussed the opioid problem in New Orleans.

District A Update – Councilmember Susan Guidry provided updates on a number of topics affecting FSJ, including:

- The McDonogh #31 development appears to be moving forward, with the City Planning Commission recommending approval of a plan to include 26 units.
- The city has recently started enforcing new regulations on short-term rentals.
- Bids for the planned renovation of the Magnolia go out in July with work expected to begin next fall.
- Plans to upgrade the playground at Desmare Park have been held up because the city requires soil remediation at cost of 40-50K. Councilmember Guidry said she would look into potential funding sources with the city budget.

Deutsches Haus -- FSJNA VP Jim Danner, who is also on the board of Deutsches Haus, announced DH will host Oktoberfest on the bayou next October over 3 consecutive weekends between Oct. 6-21.

V. Treasurer's Report: Treasurer Matt Amoss was unable to attend.

VI. FSJNA Updates: Events chair Linda Landesberg reported that the Bayou Boogaloo daiquiri booth will bring in more than \$7,000 and thanked volunteers for their hard work. Also, the next "Bounty on the Bayou" event in Fortier Park is scheduled for Tuesday, October 31 from 5:30 to 7:30.

VII. Old Business – Linda Landesberg made a motion to approve the February minutes. Brenda London made the second and it passed by unanimous consent.

VIII. New Business -- None

IX. Adjournment - A motion to adjourn was made by Greg Jeanfreau. Linda Landesberg made the second and it passed by unanimous consent.

FSJNA QUARTERLY EXECUTIVE BOARD MEETING MINUTES – June 2017

Tuesday, June 6, 2017

Motion by Greg: To give \$351 to FSJ Merchant Association, Security for Bastille Day, 2nd by Gloria, passed - all in favor, no abstains.

Motion by Brenda: FSJNA does not object to Deutches Haus CBC request for variance to park 127 cars on it Moss St. property. 2nd Gloria, passed – all in favor, no abstains.

Motion by Joan Ellen: Linda can electronically generate and approve FSJNA payments on BillPay.com in Matt's absence. 2nd Greg, passed – all in favor, no abstains.

Motion by Greg: Boogaloo Daiquiri Booth Revenue \$2,000 to fund Bounty on the Bayou 2017, \$2,000 to fund Feed the First 2018, Balance of revenue (approx. \$3,000 +) to be allocated at next meeting. 2nd Kerry, passed – all in favor, no abstains.

FAUBOURG
ST. ROCH
IMPROVEMENT ASSOCIATION

General Membership Meeting Agenda

www.FaubourgSaintRoch.org

Thursday, July 13th, 2017
1738 St. Roch Ave.
6-7:30pm

Agenda:

Call to Order- Troy Glover – President, FSRIA

- I. Welcome
- II. RTA Strategic Planning Update – Shana Hartmann
- III. Business Spotlight – New Orleans Boulder Lounge, Eli Klarmin
- IV. Crescent Care Update – Anna Labadie
- V. Ridesharing “GeauxRide NOLA” – Corinne Villavaso
- VI. St. Roch Fest -- J.B. Watkins, Julie Whiteman
- VII. General Announcements

FSRIA Mission and Vision

- Our **mission** is to promote a safe community of engaged residents and businesses in the Faubourg Saint Roch neighborhood.
- Our **vision** is to utilize community partnerships to advocate for businesses and residents, promote housing rental and homeownership that is affordable for all income levels, and facilitate adequate recreational opportunities in the neighborhood through green space for all adults and children.

Adjournment



Corinne Villavaso <villavasogroup@gmail.com>

Fwd: Mid-City Neighborhood Organization agenda for this evening

5 messages

Timolynn Sams <timolynn@npnola.com>
To: villavasogroup@gmail.com

Mon, Jun 12, 2017 at 10:06 AM

FYI see below

Sent from my iPhone

Begin forwarded message:

From: Patrick Armstrong <patrick.n.armstrong@gmail.com>
Date: June 12, 2017 at 12:01:08 PM CDT
To: Patrick Armstrong <patrick.n.armstrong@gmail.com>
Cc: Mid-City Neighborhood Organization
<president@mcno.org>, vp@mcno.org
Subject: Mid-City Neighborhood Organization agenda for this evening

Good afternoon, everyone,

Tonight's agenda will be pretty packed. We look forward to seeing you. While we try to keep the agenda as close to "on schedule" as possible, sometimes the number of questions from attendees can push things ahead or behind.

Thanks so much!

-Patrick Armstrong

MCNO Secretary

MCNO General Meeting

Monday, June 12 | 6:30PM - 8PM

Warren Easton HS Cafeteria

SNACKS from Nameese! (Spring rolls & papaya salad)

6:30 – 7PM Community Presentations

- Timolyn Sams – RPC Rideshare
- Chip Verges – 3801 Canal Street proposal
- Jeff Williams - 4534 Banks Demo Request
- Jim Olsen MCSD
- Tulane Avenue Businesses
- NOPD 1st District & 3rd District

7PM – City Council Staff Districts A & B, City Department of Safety & Permits

715PM – Shana Hartmann – RTA Strategic Plan

730PM – Jared Zeller – Bayou Boogaloo 5 Year CEA

745PM – Dean Arnett - Odyssey House Louisiana

Corinne Villavaso <villavasogroup@gmail.com> Mon, Jun 12, 2017 at 11:26 AM

Gretna Community Association

General Membership Meeting

August 31, 2017

Agenda

- Opening
 - Prayer
 - Pledge
- Old business
 - Prayer dinner
 - Community Awareness Days
- New business
 - Upcoming Gretna events
 - Next meeting Oct 26th

- Program
 - Transit Mileage
 - GeauxRideNola
 - Taravella Gardens
 - La Volunteers

- Social

« All Events

This event has passed.

September 2017 Suburban Terrace Civic Association Meeting

September 12 @ 7:00 pm - 9:00 pm

Golden Age Center, 4100 South Drive, 1st Floor @ 7pm.

Open to all residents, and businesses within our boundaries.

Speakers include:

Corinne M Villavaso GeauxRide Nola Rideshare

Tyler Dugas Sewerage Department Capital Improvement Program

Mira Montes Self Defense Presentation

Crime Start report from JPSO

+ GOOGLE CALENDAR

+ ICAL EXPORT

Upcoming Events

TUE
14
November 2017
Suburban Terrace Civic
Association

[View More...](#)



BIA GENERAL MEETING
September 18, 2017 @ Wilson Charter School
Meeting Agenda
7:00PM

- I. Call to Order and Roll Call
- II. President's Report
 - a. President's Leave of Absence
 - b. Introduction of New Executive Director
- III. Executive Director's Report (Timolynn Sams)
 - a. Introduction to Community
- IV. Upcoming Programs & Events
 - a. Eatmoor (Oct 24 and Nov 24)
 - b. Tree Planting (November 4th)
- V. Geaux Ride Presentation
 - a. Corinne Villavaso – The Villavaso Group, LLC
- VI. Meeting Adjourned

A printed agenda was not available. This is an image of the meeting sign-in sheet with my name.

9/15/2017

Bunny Friend Neighborhood Association
Sign In Sheet

Name	Address	Phone Number
Peggy Lee Williams	4727 Stemway Dr. NOLA 70124	504-416-3017
Byron Miao	City Council	504-653-1090
Ruby Melton	1809 Gables N.O., LA 70117	(504) 837-4179
GAIL PIRMAN	3630 RUE MADINE ST NOLA 70131	504-756-7387
Kathleen Simmons	1940 Gallier St 70117	504-221-0837
Rita J. Jones	3009 N. Delaney St	504-943-1578
1200 N. Hill	2020 Claret St	504-300-0914
Harold O. [unclear]	2018 Congress St. NOLA 70117	504-650-2422
Edith Amacker	4917 South Robertson St NOLA, LA	504-919-1006
William Pharis	1512 Congress St	504-943-0846



**NOTICE OF MEETING AND AGENDA
OF THE BOARD OF DIRECTORS OF THE NEW ORLEANS BUSINESS ALLIANCE**

Wednesday, September 27, 2017 at 8:00 AM, 935 Gravier Street, Suite 2020, New Orleans, LA 70112

Our Mission

To unite a diverse community of stakeholders to catalyze job growth, create wealth, and build an equitable and sustainable economic future for New Orleans.

Our Vision

To reposition New Orleans as the next great American city for business investment, quality of life and economic opportunity.

NOTICE IS HEREBY GIVEN that a meeting of the Board of Directors for the New Orleans Business Alliance has been called and will be held at the location and on the date and time specified above. The agenda for the meeting follows.

- | | |
|---|-------------------------------|
| 1. Call to Order and Approval of Minutes | Henry L. Coaxum Jr., Chairman |
| 2. GeauxRide NOLA | Corinne Villavaso |
| 3. Chairman's Update | Henry L. Coaxum Jr., Chairman |
| 4. CEO Update | Quentin L. Messer, Jr. |
| 5. Finance and Operations Update | Quentin L. Messer, Jr. |
| 6. Investor Relations Update | Quentin L. Messer, Jr. |
| 7. Executive Session (if needed) | Henry L. Coaxum Jr., Chairman |
| 8. New Business | Henry L. Coaxum Jr., Chairman |
| 9. Old Business | Henry L. Coaxum Jr., Chairman |
| 10. Public Comment | Henry L. Coaxum Jr., Chairman |
| 11. Adjournment | Henry L. Coaxum Jr., Chairman |



PUBLIC NOTICE

TRANSPORTATION AND AIRPORT COMMITTEE MEETING
Monday, September 25, 2017 at 10:00 a.m.

The **rescheduled** New Orleans City Council Transportation and Airport Committee will meet on **Monday, September 25, 2017 at 10:00 a.m.** in the City Council Chamber on the first floor of City Hall.

The agenda will include the following items:

- I. Pedestrian and Bicycle Safety Advisory Committee Report**
- II. GeauxRide NOLA administered by the Regional Planning Commission**
Presenters: Corinne Villavaso, Editha Amacker, Brandon Armant, and Nik Richard

CITY COUNCIL TRANSPORTATION AND AIRPORT COMMITTEE

Councilmember Jared C. Brossett, Chair
Councilmember Jason Rogers Williams, "At-Large"
Councilmember Susan G. Guidry, District "A"
Councilmember Nadine M. Ramsey, District "C"
Councilmember James A. Gray, District "E"

FOR MORE INFORMATION PLEASE CONTACT:
REKITTA PETERS, 504-658-1095

This meeting is accessible to people with disabilities. Should you require any accommodation to participate fully, please contact Rekitta Peters at 504-658-1095 (Voice); TTY: 711, LA Relay Service or by email to rapeters@nola.gov at least 18 hours prior to this event. This communiqué is available in alternative formats upon request.



Geaux Ride NOLA

RIDE. SHARE. CONNECT.



THE VILLAVASO GROUP, LLC



A COMPREHENSIVE COMMUNICATIONS AGENCY

THE TEAM



Corinne Villavaso
The Villavaso Group
President & CEO
Subject Matter Expert



Timolynn Sams Sumter
The Villavaso Group
NPN/Associate
Lead Outreach Coordinator



Editha Amacker
The Villavaso Group
Principal Planner
GIS Mapping



Brandon C. Armant
BAMM Communications
President & CEO
Lead Creative



Nathaniel Colin, Jr.
BAMM Communications
Chief of Staff
Creative Director

WHAT IS RIDESHARING ?

- GreenRide Connect service is a web-based rideshare matching service for commuters, managed by the NORPC.
- Green Ride Connect has been rebranded to Geaux Ride NOLA



WHY RIDESHARING ?

- This initiative was launched in response to the continuing population growth in the greater New Orleans' region, due to a number of businesses expansion adding new employment centers.



WHY RIDESHARING ?

- To develop an innovative strategy to reduce Single Occupancy Vehicle (SOV) trips and Vehicle Miles Travelled (VMT) in order to improve air quality and manage peak congestion.
- With a limited ability to address supply issues, such as greatly expanding road capacity, it is essential that the (NORPC) address the demand side of the equation to ensure that employees can reach their job sites while also maintaining – if not improving – the region’s air quality and overall level of service.



BENEFITS FOR EMPLOYERS

- Enhance company image
- Improve employee morale
- Financial Benefits



IMPROVE EMPLOYEE MORALE

- Ridesharing increases social interaction among employees.
- Health benefits for employees who use the Greenride site to match with neighbors who are walking or biking to work.



ENHANCE COMPANY IMAGE

- Participation in ridesharing is consistent with sustainability & environmentally conscious corporate policy.
- Providing designated carpool parking meets one of the requirements for LEED Certification.
- Use Greenride statistics to show positive environmental impact from employee participation.



FINANCIAL BENEFITS

- Tax incentives (varies by state; federal)
- Better employee morale => better productivity => more profits
- Cost Savings - Do not have to purchase Rideshare Software and Server



BENEFITS FOR DRIVERS

COST SAVINGS

- Split cost of gasoline and tolls with rider
- Tax Incentives

SOCIAL INTERACTION

- Meet colleagues who live in your area
- Make beneficial work connections
- Get recognition on the Greenride site for environmental impact



- What The Numbers Are Telling Us?
 - Is Ridesharing a Need?



Mapping Analysis Study

Study Area

- Jefferson, Orleans, Plaquemines, St. Bernard, and St. Charles Parishes

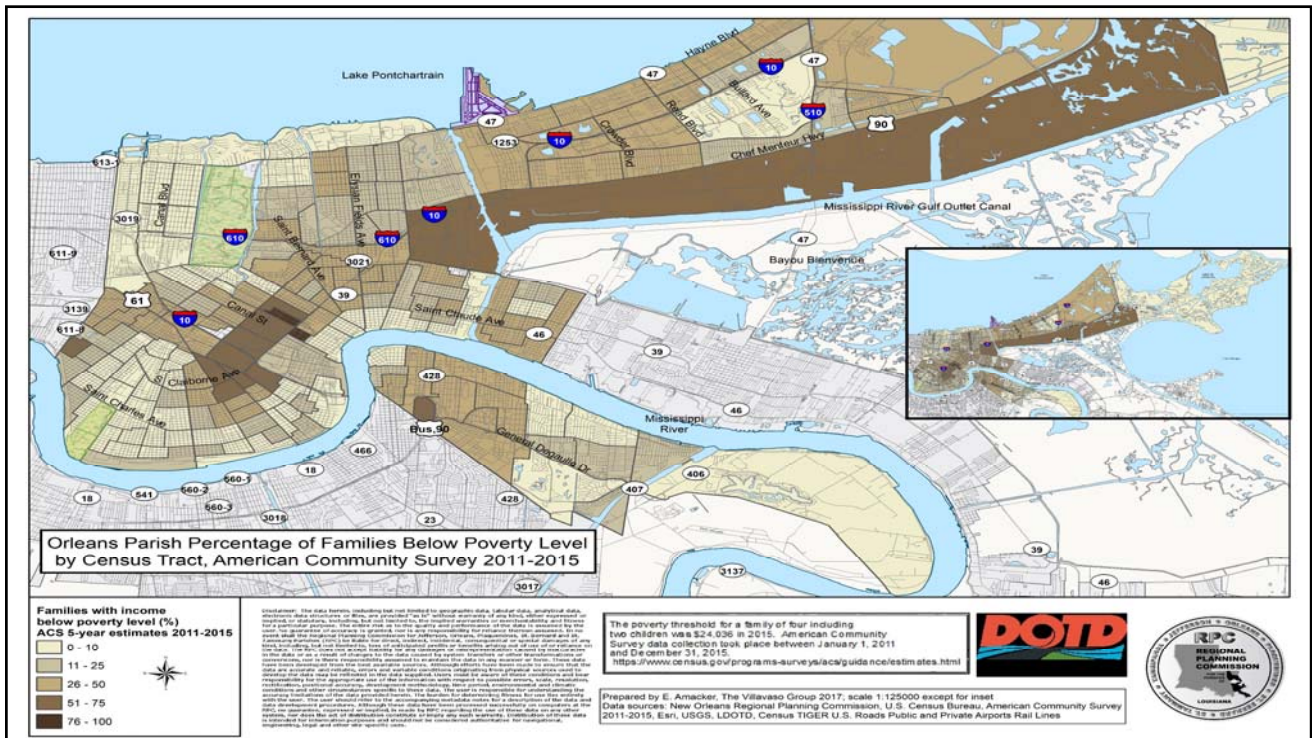
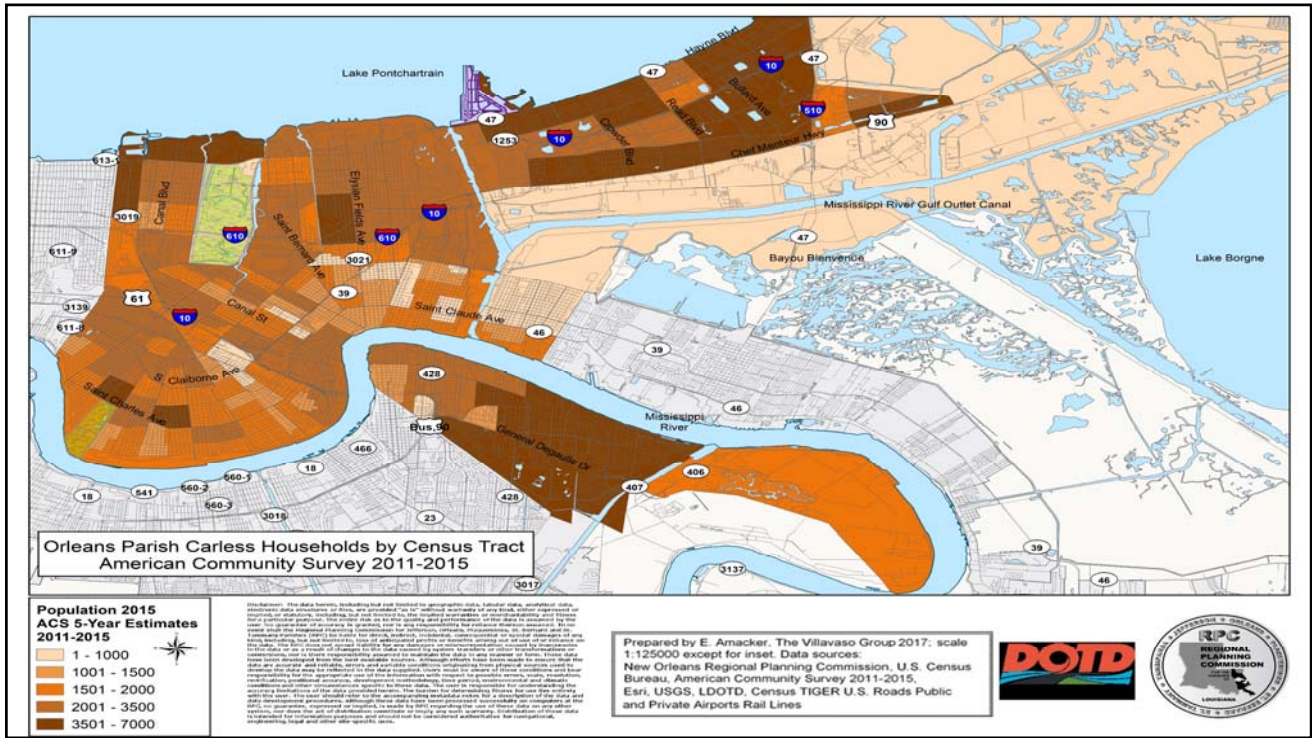
Demographic info by census tract

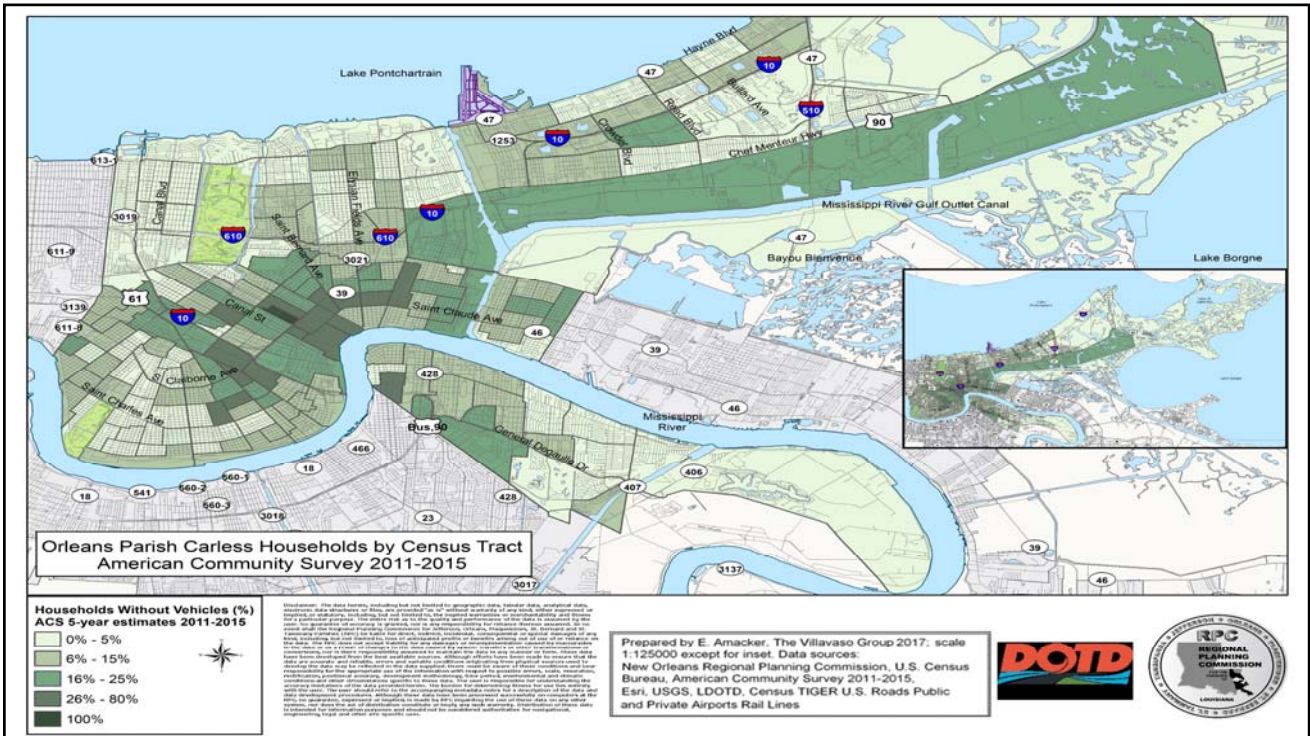
Subject Areas:

- Population
- Percentage of Families Below Poverty Level
- Percentage of Households Without Cars

Source: U. S. Census Bureau – American Community Survey 2011 – 2015; Louisiana Dept of Transportation & Development; New Orleans Regional Planning Commission; InfoUSA







How Can GeauxRideNOLA Help?

- New Orleans is a socio-economically diverse city with opportunities for commuters in various job locations to find healthy, environmentally friendly, cost-effective ways to get to work.
- Many New Orleans residents already use cost effective, eco-friendly modes of transportation - walking, biking, carpooling, using public transit, and telecommuting.
- GeauxRideNOLA can provide a way for more commuters to start carpooling and ridesharing.
- GeauxRideNOLA lets eco-friendly commuters track their commutes to see their positive environmental impact and collect data for potential tax credits.

WHO IS RIDESHARING FOR?



“How To Sign Up?”

Happy You Asked.... Please Go To....



GEAUXRIDENOLA.COM



Already registered? Sign In:

Email:

Password:

[Need Password?](#)

Stay signed in

Sign In

Or, Sign In with Facebook

Link to your Facebook account and show your friends how much you care about your environment.

Sign In with Facebook

New user? Register for free:

It's as easy as 1-2-3

Step One
Create a new account by providing your name, email address, and some basic profile information.

Step Two
Provide your address and commute preference information.

Step Three
Connect with rideshare matches and commute services specific to your commutes.

Register >

Or, Register with Facebook

Link to your Facebook account and show your friends how much you care about your environment.

Register with Facebook

GeauxRideNOLA

Register

Thank you for your interest in GreenRide Connect, you will be able to register a new account within **10 minutes**, simply start by creating an account with the form below and we'll walk you through the registration steps. You will be asked to enter personal information on occasion, this will allow us to deliver the best rideshare and commute information to you. Please remember that we are committed to your privacy and security, for more information please read our [Privacy Policy](#). Enjoy!

Create Account > **Employer Selection** > **Home Address** > **Commute Profile**

First Names: ■ Required

Last Names: ■

Email: ■

Password: ■

Confirm Password: ■

Language: English ▾

Gender: Female
 Male

Units: Miles, Pounds
 Kilometers, Kilos

I have read and agree to the [Terms of Service](#) and [Privacy Policy](#).

Continue

GeauxRideNOLA

Q & A

CONTACT



THE VILLAVASO GROUP, LLC

The Villavaso Group

villavasogroup@gmail.com

504-905-2892



Nik Richard

NORPC

504-483-8535



GeauxRideNOLA

GEAUXRIDENOLA.COM



Appendix D

Rider and Driver surveys with instructions

NOTE: There are questions on the back of this page. Please turn over to complete this survey.

8. Which incentives would you want to receive for participating in this program? [Please **CHECK ALL** that apply.]
 Cost Sharing/Cost Savings Drive Sharing Parking Benefits Gas Card
 Discounts at local businesses Other (*Specify:* _____)
9. How often would you like to receive incentives for driving? [Please select **ONLY ONE** response.]
 Per Trip Per Day Per Week Bi-Weekly (2 times per month) Monthly Annually
10. Who would you feel most comfortable transporting in your car? [Please select **CHECK ALL** that apply.]
 Colleagues/Coworkers Family/Friends Friends of Friends Neighbors
 Strangers who live or work near where I work or live Other (*Specify:* _____)
11. What safety concerns would you like answered before you sign up and use a ride sharing program? _____

12. What other questions (excluding safety concerns) would you need answered before signing up to use a ride sharing program? _____

13. How would you like to be linked to your riders to coordinate (or set up) rides? [Please select **CHECK ALL** that apply.]
 GeauxNOLA Website App Phone (Call/Text) Email In-person (@ work)
 Other (*Specify:* _____)
14. How often would you drive? [Please select **ONLY ONE** response.]
 5 – 7 Days a Week 3 – 4 Days a Week 1 – 2 Days a Week
 Several Times a Month Once a Month
15. How many people would you ride in your car at one time? [Please select **ONLY ONE** response.]
 1 2 3 4 Other (*Specify:* _____)

Rider Specific Questions

This set of questions is about whether you would use GeauxNOLA and the reasons behind your decision.

9. How would the following factors influence your decision to use GeauxNOLA? [Please check **ONLY ONE** per row.]

	I would seriously consider using GeauxNOLA	I might consider using GeauxNOLA	I would still want to travel to and from work by myself
Reduce Commute Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce Commute Costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Avoid Heavy Traffic Congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve Air Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve My Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guaranteed Ride Home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. What safety concerns would you like addressed before you sign up and use a ride sharing program? _____

11. What other questions (excluding safety concerns) would you need addressed before signing up to use a ride sharing program? _____

12. Would you be willing to share costs with the driver for a safe ride sharing service?

Yes No

13. Would you be willing to alternate driving?

Yes No

14. How would you like to be linked to your driver to coordinate (or set up) rides?

GeauxNOLA Website App Phone (Call/Text) Email In-person (@ work)

Other (Specify: _____)

15. How often would you use the service?

5 – 7 Days a Week 3 – 4 Days a Week 1 – 2 Days a Week

Several Times a Month Once a Month Other (Specify: _____)

Thank you for your participation!

Survey Administration and Data Entry Instructions

Survey Administration

The attached paper-based surveys (Rider and Driver versions) can be printed two-sided on one sheet of paper.

I recommend pastel colors because they are not too bright and will make it easy to differentiate between surveys.

- Blue – Rider Survey
- Green – Driver Survey

*or any pastel color combination you prefer.

Please ensure that you communicate the eligibility for each survey.

Driver Survey

- At least 18 years old
- Has a valid Driver's License
- Owns a safe, reliable car
- Primarily drives

Rider Survey

- At least 18 years old
- Does not own a safe, reliable car
- Primarily does not drive/Uses public transportation (bus/streetcar) or alternative transportation such as walking, biking, paid driver (taxi, Uber, Lyft)

Please encourage respondents to complete the survey fully. Have your team walk the room to assist as necessary.

Online option...

The survey can also be found in online form at:

bit.ly/gr3n0ds– Driver Survey

bit.ly/gr3n0rs – Rider Survey

Please note that bit.ly links are case sensitive. If anyone would like to complete the survey online (It may be more difficult to attract respondents to the online survey without a major effort, but it is available if needed.)

Data Entry

Once completed paper-based surveys are collected, number the forms R-001 and so forth (i.e., R-001, R-002, R-003, etc. and D-001, D-002, D-003, etc.) on the front and back of the form. Once this is complete, data can be entered via online surveys for data entry.

I have created two Google Forms for data entry (one for each survey).

bit.ly/gr30DDE – Driver Survey (Data Entry)

bit.ly/gr30RDE – Rider Survey (Data Entry)

The surveys are exactly as the paper-based versions, but the multiple choice answers include a Decline to Answer option in the event that respondents did not answer one or more question(s). These online forms are for data entry only. Do not distribute them for respondent-entered data.

Please type Decline to Answer as a response to open-ended questions that are not answered.

Data can be entered directly in the form. The person must click submit after each complete entry. Please verify that all information is entered correctly in the form before hitting submit.

Please scan all completed surveys to me at ladonya@brilliantbulbsllc.com once all data is entered so that I may verify that the data was entered correctly. This is standard protocol. I have confidence that your employees are capable of correctly entering data; however, all data entry must be verified by a third party before data analysis.

Once all data is entered and scanned to me. While it may be more time consuming, please scan the surveys so that I get the front and back page of each survey in order. Thanks!

Please allow two weeks for data verification, analysis and the final report.

Appendix E

RPC Geaux Ride Nola -Riders and Drivers Registrants Report

King John	John	jking@nor	NORPC	3/16/2011	Work Com 924 N. Car 10 Veterans 924 N. Car	New Orleans LA	70119	10 Veterans	New Orleans LA	70124	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	3.420027	5	No	Yes	Male	No	Carpool	
Kitzler Michelle	Michelle	mkitzler@		6/15/2013	Michelle H 610 Lessey 901 Conve 610 Lessey	New Orleans LA	70117	901 Conve	New Orleans LA	70130	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	3.41	10	No	Yes	Female	No	Carpool	
Kushidhan Kwaku D	Kwaku	masaka_u		4/27/2011	Baton Rou Baton Rou New Orleans	Baton Rouge LA			New Orleans LA		Simple	5:00 AM - 5:00 AM	5:00 AM - 5:00 AM	5:00 AM - 5:00 AM	5:00 AM - 5:00 AM	81.01	5	No	Yes	Male	No	Carpool		
L Annalya	Annalya	annalya.le		6/7/2011	Uptown to 4736 Annu 2121 Airflr 4716 Annu	New Orleans LA	70115	2121 Airflr	Metairie LA	70001	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8.61	1.5	No	Yes	Female	No	Carpool	I don't take the route listed... I take Napoleon to Washington to Airline.
L Jahn	Jahn	jahnajavi@	University of New Orleans	1/4/2014	Daily work 6240 Wald 2121 38th 6240 Wald	New Orleans LA	70122	2121 38th	Kenner LA	70065	Simple	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	13.77	10	No	Yes	Female	No	Carpool	Looking for ride sharing from university of new orleans to kenner. If interested, reach me at 504585181	
Ladson Karen	Karen	karendad@		2/21/2017	Daily Work 335 Vallett 3421 Nortl 335 Vallett	New Orleans LA	70114	3421 Nortl	Metairie LA	70002	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	13.07	10	No	Yes	Female	No	Carpool		
Laine Erin	Erin	erik@the		11/6/2015	Daily Work 516 Wiega 500 Poydr. 516 Wiega	New Orleans LA	70094	500 Poydr.	New Orleans LA	70113	Simple	8:30 AM - 8:30 AM	8:30 AM - 8:30 AM	8:30 AM - 8:30 AM	8:30 AM - 8:30 AM	15.22	10	No	Yes	Female	No	Carpool		
Lam Stef	Stef	steflanyan		5/23/2016	Daly 29 Harry S 1201 Elmw 29 Harry S	Bridge City LA	70926	1201 Elmw	New Orleans LA	70123	Simple	4:45 AM - 4:45 AM	4:45 AM - 4:45 AM	4:45 AM - 4:45 AM	4:45 AM - 4:45 AM	216.14	10	No	Yes	Female	No	Carpool		
Lawrence Emily	Emily	lawrence@		5/20/2013	Commute 4808 Burg 4431 Eugh 4808 Burg	New Orleans LA	70125	4431 Eugh	New Orleans LA	70125	Simple	7:30 AM - 7:30 AM	7:30 AM - 7:30 AM	7:30 AM - 7:30 AM	7:30 AM - 7:30 AM	6.69	3	No	Yes	Female	Yes	Carpool		
LOCKE REVATI	REVATI	selvint@	University of New Orleans	6/25/2011	Work Com 2913 Castl 2000 Lake 2913 Castl	New Orleans LA	70119	2000 Lake	New Orleans LA	70122	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	1.346043	5	No	Yes	Female	No	Carpool		
Lowie Brian	Brian	blowet@	Tulane University	9/14/2011	Work Com Veterans 8 6823 St Ch Veterans 8	Metairie LA	70005	6823 St Ch	New Orleans LA	70118	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	6.630031	5	No	Yes	Male	No	Carpool		
Mack Mario	Mario	mrrccalli@	University of New Orleans	11/29/2011	Work Com 7019 crow 2000 Lake 7019 crow	New Orleans LA	70127	2000 Lake	New Orleans LA	70122	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	5.637701	5	No	Yes	Female	No	Carpool		
margulis raquel	raquel	raquelmrx		8/26/2011	daily comm 309 Marig 1401 Fouc 309 Marig	Mandeville LA	70448	1401 Fouc	New Orleans LA	70115	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	37.31	5	No	Yes	Female	No	Carpool		
Martin Aaron	Aaron	amartin@	Tulane University	3/25/2011	Work Com 17 Colony 6823 St Ch 17 Colony	Mandeville LA	70448	6823 St Ch	New Orleans LA	70118	Simple	7:30 AM - 7:30 AM	7:30 AM - 7:30 AM	7:30 AM - 7:30 AM	7:30 AM - 7:30 AM	35.134861	2	No	Yes	Male	No	Carpool		
Martin Sasha	Sasha	sashama		6/8/2014	Bonnaroo 35 Oak Pa New Bush 35 Oak Pa	Madisonville LA	70447	New Bush	Manchester TN	37355	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	15.9156	10	No	Yes	Female	No	Carpool		
Matthews Brendan	Brendan	brendan.n		7/21/2016	Daily Work 64 Colony 2817 Cana 64 Colony	Mandeville LA	70448	2817 Cana	New Orleans LA	70119	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	34.68	10	No	Yes	Female	No	Carpool		
May Matt	Matt	matm.m.u	Tulane University	4/7/2017	daily work 1231 Fried 1555 Poyd 1231 Fried	Gretna LA	70053	1555 Poyd	New Orleans LA	70112	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	5.74	10	No	Yes	Male	No	Carpool		
McClellan Heidi	Heidi	heidmclcl		5/16/2013	Daily Work 60143 Sou 210 Barton 60143 Sou	Lacombe LA	70445	210 Barton	New Orleans LA	70112	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	51.3	10	No	Yes	Female	No	Carpool		
McMillan Valerie	Valerie	vamcmll		9/6/2011	work 4633 Crow 1200 Perd 4633 Crow	New Orleans LA	70127	1200 Perd	New Orleans LA	70112	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8.82	5	No	Yes	Female	No	Carpool		
McNutt Rashonda	Rashonda	rashondat		8/26/2011	LOL 501 Vassar 7434 Perki 501 Vassar	Kenner LA	70065	7434 Perki	Baton Rouge LA	70808	Simple	4:45 PM - 4:45 PM	4:45 PM - 4:45 PM	4:45 PM - 4:45 PM	4:45 PM - 4:45 PM	64.95	5	No	Yes	Female	No	Carpool		
Mogg Debra	Debra	debemogg		5/6/2011	Daily Work 27255 Sne Teal St, L/ 27255 Sne	Abita Sprng LA	70420	Teal St	LA	70087	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	52.65	5	No	Yes	Female	No	Carpool	I can be flexible on the start time; can meet in Covington/Mandeville off of Hwy. 190	
Morehouse Robin	Robin	morehouse	Tulane University	6/3/2011	Work Com 1247 Aven 6823 St Ch 1247 Aven	Covington LA	70433	6823 St Ch	New Orleans LA	70118	Simple	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	38.66607	5	No	Yes	Female	No	Carpool		
Netherthed Heidi	Heidi	hnm01@		9/22/2012	Heidi Neth 4828 Folse 5300 St Ch 4828 Folse	Metairie LA	70006	5300 St Ch	New Orleans LA	70115	Simple	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	13	10	No	Yes	Female	Yes	Carpool	This is to carpool with my daughter to high school.	
Nguyen Carolyn	Carolyn	icarolyn99	Loyola University	10/8/2017	Daily Stud 2609 Kism 6363 Saint 2609 Kism	Marreiro LA	70072	6363 Saint	New Orleans LA	70118	Simple	7:10 AM - 7:10 AM	7:10 AM - 7:10 AM	7:10 AM - 7:10 AM	7:10 AM - 7:10 AM	14.18	10	No	Yes	Female	Yes	Carpool		
Nguyen Minh	Minh	minh28@		7/8/2016	Daily Work 2013 South 13235 Che 2013 South	New Orleans LA	70130	13235 Che	New Orleans LA	70129	Simple	9:00 AM - 9:00 AM	9:00 AM - 9:00 AM	9:00 AM - 9:00 AM	9:00 AM - 9:00 AM	17.76	10	No	Yes	Male	No	Carpool		
O'Connell Daniel	Daniel	dcoconn2		7/12/2011	Success Pk 810 Moss 2011 Bien 810 Moss	New Orleans LA	70119	2011 Bien	New Orleans LA	70112	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	1.88	3	No	Yes	Male	No	Carpool		
Olivier Amanda	Amanda	aoivier@	Tulane University	9/16/2011	Work Com Gretna, LA 6823 St Ch	Gretna LA	70053	6823 St Ch	New Orleans LA	70118	Simple	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	8.78	5	No	Yes	Female	No	Carpool		
Pastore Debra	Debra	sbh185@		7/14/2017	Northhor 140 Cindy 119 South 140 Cindy	Mandeville LA	70448	119 South	New Orleans LA	70119	Simple	7:30 AM - 7:30 AM	7:30 AM - 7:30 AM	7:30 AM - 7:30 AM	7:30 AM - 7:30 AM	33.69	10	No	Yes	Female	No	Carpool	7:30 - 4 is work schedule.	
Pearson Erik	Erik	eamon@		3/26/2011	Work 1443 Annu 2220 Perd 1443 Annu	New Orleans LA	70130	2220 Perd	New Orleans LA	70112	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	3.1	10	No	No	Male	No	Carpool		
penton ana	ana	luandam@		2/7/2013	New Orleans Mandeville Poydris St	Mandeville LA	70448	Poydris St	New Orleans LA	70112	Simple	7:30 AM - 7:30 AM	7:30 AM - 7:30 AM	7:30 AM - 7:30 AM	7:30 AM - 7:30 AM	103.88	10	No	Yes	Female	Yes	Carpool		
Peppson Jennifer	Jennifer	jpeppson@	NORPC	2/19/2014	Daily Work Magazine 10 Veterans Magazine 10	New Orleans LA	70130	10 Veterans	New Orleans LA	70124	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	7.13	10	No	Yes	Female	No	Carpool		
Poche Richard	Richard	richardpo	University of New Orleans	4/7/2011	Daily Work 2606 Ches 2021 Lake 2606 Ches	Metairie LA	70001	2021 Lake	New Orleans LA	70112	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	9.66	2	No	Yes	Male	No	Carpool		
Rau Kevin	Kevin	kevin.rau		4/4/2011	Daily Work Belle Chas Harahan, L	Belle Chas LA	70037		Harahan LA		Simple	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	29.12	10	No	No	Male	No	Carpool		
Rau Kevin	Kevin	kevin.rau		4/4/2011	Daily Work Belle Chas Harahan, L	Belle Chas LA			Harahan LA		Simple	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	20.93	10	No	No	Male	No	Carpool		
Rau Kevin	Kevin	kevin.rau		4/4/2011	Daily Work Gretna, LA Harahan, L	Gretna LA			Harahan LA		Simple	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	7:00 AM - 7:00 AM	15.21	5	No	No	Male	No	Carpool		
Reed Robert	Robert	rareed@	Loyola University	10/19/2017	Work Com 38298 Oak 6363 St Ch 38298 Oak	Priarville LA	70769	6363 St Ch	New Orleans LA	70118	Simple	6:30 AM - 6:30 AM	6:30 AM - 6:30 AM	6:30 AM - 6:30 AM	6:30 AM - 6:30 AM	64.15533	5	No	Yes	Male	No	Carpool		
Richard Nik	Nik	nrichard@	NORPC	10/14/2011	Daily Work 3301 Vete 10 Veterans 3301 Vete	New Orleans LA	70124	3301 Vete	Metairie LA	70002	Simple	9:00 AM - 9:00 AM	9:00 AM - 9:00 AM	9:00 AM - 9:00 AM	9:00 AM - 9:00 AM	3.79	10	No	Yes	Male	No	Carpool		
Richard Nik	Nik	nrichard@	NORPC	11/21/2017	APA 505 Travis 555 Canal 505 Travis	Shreveport LA	71101	555 Canal	New Orleans LA	70130	OneTime	3/6/2017	8:00 AM - 8:00 AM			376.55	10	No	Yes	Male	No	Carpool		
Riley Megan	Megan	meganrili	University of New Orleans	8/25/2013	Work Com London Dr 2000 Lake London Dr	New Orleans LA	70122	2000 Lake	New Orleans LA	70112	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	0.56976	5	No	Yes	Female	No	Carpool		
Ruffo Matthew	Matthew	matt.ruf		5/30/2011	Daily work 310 Lake 5 533 Boliva 310 Lake 5	Mandeville LA	70471	533 Boliva	New Orleans LA	70112	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	37.11	9.8	Yes	No	Female	No	Carpool		
Sappington Jason	Jason	jaysapping	NORPC	5/5/2011	Work Com 2847 Mau 1307 Oretl 2847 Mau	New Orleans LA	70119	1307 Oretl	New Orleans LA	70113	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	4.03	10	No	No	Male	No	Carpool		
Schwarm Matthew	Matthew	mat.schw		9/12/2017	Work Com 3424 Cam 10 Veteran 3424 Cam	New Orleans LA	70115	10 Veteran	New Orleans LA	70124	Simple	8:30 AM - 8:30 AM	8:30 AM - 8:30 AM	8:30 AM - 8:30 AM	8:30 AM - 8:30 AM	7.001611	2	No	Yes	Male	No	Carpool		
Sherchan Samendra	Samendra	ssherch@	Tulane University	7/18/2016	Daily work 2514 Daup 3900 Gene 2514 Daup	New Orleans LA	70117	3900 Gene	New Orleans LA	70125	Simple	9:00 AM - 9:00 AM	9:00 AM - 9:00 AM	9:00 AM - 9:00 AM	9:00 AM - 9:00 AM	4.83	10	No	Yes	Male	No	Carpool		
Shum Lucas	Lucas	lshum@		3/8/2014	Test Trip 1729 Burd Dalrymple 1729 Burd	Metairie LA	70001	1440 Cana	New Orleans LA	70112	Simple	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8:00 AM - 8:00 AM	8.3	10	No	Yes	Male	No	Carpool		
Soniat Meredith	Meredith	msoniat@	NORPC	3/11/2011	Work Com 7316 Winc 10 Veteran 7316 Winc	Harahan LA	70123	10 Veteran	New Orleans LA	70124	Simple	8:30 AM - 8:30 AM	8:30 AM - 8:30 AM	8:30 AM - 8:30 AM	8:30 AM - 8:30 AM	9.511329	10	No	No	Female	No	Carpool		
Soniat Meredith	Meredith	msoniat@	NORPC	7/5/2011	Daily Work 4016 Pryta 10 Veteran 4016 Pryta	New Orleans LA	70115	10 Veteran	New Orleans LA	70124	Simple	8:30 AM - 8:30 AM	8:30 AM - 8:30 AM	8:30 AM - 8:30 AM	8:30 AM - 8:30 AM	7.4	5	No	Yes	Female	No	Carpool		
SPADONI DARRYL	DARRYL	dpspa@ms		4/4/2011	Picay																			

Riders

RPC Geaux Ride Nola -Riders Registrants

LastNam	FirstNam	Email	Employe	CreatedD	Communi	StartAdd	EndAddr	StartStre	StartCity	StartStat	StartPos	EndStre	EndStreet	EndCity	EndState	EndPost	Schedule	OneTime	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Distance	SearchR	IsSmoker	NonSmokersOnly	Gender	SameGe	Modes	Comments	
Ann	Melissa	misty4127		9/18/2017	819b Hillar	819 Hillary	2630 Belle	Hillary	New Orlea	LA	70118	2630 Belle	Terrytown	LA	70056	Simple			7:30 AM -	7:30 AM -	7:30 AM -	7:30 AM -				10.12	10	No	False	Female	No	Carpool		
Appelbaur	Seth	sethappell	Tulane Un	8/25/2011	doctor's of	715 Webst	4200 Hour	715 Webst	New Orlea	LA	70118	4200 Hour	Metairie	LA	70006	OneTime	9/9/2011		7:30 AM -	7:30 AM -	7:30 AM -	12:30 PM -				13.29	5	No	False	Male	No	Carpool		
b	chelsea	simplelivin		2/14/2013	To NOLA	321 Linwo	621 Canal	321 Linwo	LaPlace	LA	70068	621 Canal	New Orlea	LA	70130	Simple			8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -				32.57	10	No	False	Female	No	Carpool		
Baer	Joshua	jebaer@gr		11/1/2011	Jeff Camp	3530 Touk	3330 N Ca	3530 Touk	New Orlea	LA	70119	3330 N Ca	Metairie	LA	70002	Simple			8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -				7.25	5	No	False	Male	No	Carpool, B		
Baer	Joshua	jebaer@gr		11/1/2011	Lakeside c	1529 Cone	2000 Lake	1529 Cone	New Orlea	LA	70115	2000 Lake	New Orlea	LA	70122	Simple			8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -				8.69	10	No	False	Male	No	Carpool, B		
Baer	Joshua	jebaer@gr		5/17/2011	to school	2202 Adan	2000 Lake	2202 Adan	New Orlea	LA	70118	2000 Lake	New Orlea	LA	70122	Simple			8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -				8.07	5	No	False	Male	No	Carpool, B		
Bennett	Peter	peterdben	University	3/31/2011	Visiting Mi	1022 Race	711 S Orct	1022 Race	New Orlea	LA	70130	711 S Orct	Madison	WI	53715	Simple										1041.25	10	No	False	Male	No	Carpool, B	I go to Madison every so often. The route shown is not what I ride. I use Paris/St. Bernard. I have a varied schedule due to classes. I ride rather fast, and heed my rights and responsibilities as a	
Bennett	Peter	peterdben	University	3/31/2011	Mid-City -	4317 Orles	2000 Lake	4317 Orles	New Orlea	LA	70119	2000 Lake	New Orlea	LA	70122	Simple			8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -				14.56	10	No	False	Male	No	Bike/Walk	
Carr	Crystal	crystalccar		9/12/2017	work comr	846 Howar	5811 Saint	846 Howar	New Orlea	LA	70113	5811 Saint	New Orlea	LA	70117	OneTime	9/12/2017		8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -				6.56	10	No	Yes	Female	No	Carpool		
Castro	Rive	ecastro@	Tulane Un	10/15/201	Daily Work	2826 Palm	1430 Tular	2826 Palm	New Orlea	LA	70119	1430 Tular	New Orlea	LA	70112	Simple			8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -				1.41	10	No	Yes	Female	No	Carpool		
Chesler	Ian	idchesler@	University	6/7/2017	Daily Work	908 North	2000 Lake	908 North	New Orlea	LA	70119	2000 Lake	New Orlea	LA	70122	Simple			8:30 AM -	6:30 AM -	6:30 AM -	6:30 AM -				5.76	10	No	Yes	Male	No	Carpool		
Chisholm	Derek	derek.chis		1/12/2017	To Conf fr	1 Saint Ma	555 Canal	1 Saint Ma	Shrevepor	LA	71101	555 Canal	New Orlea	LA	70130	OneTime	3/6/2017		8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -				325.98	10	No	Yes	Male	No	Carpool	Test Case	
Chisholm	Derek	derek.chis		7/20/2015	Derek	12 Beaura	1515 Poyd	12 Beaura	Gretna	LA	70053	1515 Poyd	New Orlea	LA	70112	Simple			7:00 AM -	7:00 AM -	7:00 AM -	7:00 AM -				3.65	10	No	Yes	Male	No	Carpool		
Chisholm	Derek	derek.chis		9/7/2016	BR Trip	1515 Poyd	333 North	1515 Poyd	New Orlea	LA	70112	333 North	Baton Rou	LA	70802	Simple			8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -				81.88	10	No	Yes	Male	No	Carpool		
Dill	Brittney	bdill@casa		4/19/2016	Work Com	4201 Pryta	1340 Poyd	4201 Pryta	New Orlea	LA	70115	1340 Poyd	New Orlea	LA	70112	Simple			8:30 AM -	8:30 AM -	8:30 AM -	8:30 AM -				3.19	10	No	Yes	Female	No	Carpool		
Dufrechou	Jean-Paul	jeanpauldf		7/21/2014	Monday th	1003 Auro	330 Maga	1003 Auro	Metairie	LA	70005	330 Maga	New Orlea	LA	70130	Simple			7:15 AM -	7:15 AM -	7:15 AM -	7:15 AM -				7.28	10	Yes	False	Male	No	Carpool	I am willing to pay someone \$35 a week for a ride to work daily.	
Dunlap	Catherine	c_o_dunla		12/8/2015	Rudolph	654 Avenu	Belle Chas	654 Avenu	Marrero	LA	70072	Belle Chas	Belle Chas	LA	70119	Simple			5:00 PM -	5:00 PM -	5:00 PM -	5:00 PM -	5:00 PM -				8.85	10	No	False	Female	No	Carpool	
First-Arai	Leanna	leanna.firs		12/21/201	Leanna Fir	1223 Nortl	Bossier Cit	1223 Nortl	New Orlea	LA	70119	Bossier Cit	LA			OneTime	12/23/201		5:00 PM -	5:00 PM -	5:00 PM -	5:00 PM -				325.88	10	No	Yes	Female	No	Carpool		
Foley	Steven	steven.fole		10/12/201	923 Tchou	1637 Seco	923 Tchou	1637 Seco	New Orlea	LA	70130	923 Tchou	New Orlea	LA	70130	Simple			9:00 AM -	9:00 AM -	9:00 AM -	9:00 AM -				1.46	10	No	Yes	Male	No	Carpool	Due to my heart condition and seizures I cannot drive.	
Ganesan	Meena	meena.ran		10/18/201	trip from a	900 Airline	3137 Mag	900 Airline	Kenner	LA	70062	3137 Mag	New Orlea	LA	70115	OneTime	10/20/201				8:00 PM -						17.19	10	No	Yes	Female	No	Carpool	
Hamlin	Lindsey	lgraveline@	University	5/11/2011	Florida	33 Fontain	4801 Ospr	33 Fontain	New Orlea	LA	70125	4801 Ospr	St Petersb	FL	33711	OneTime	8/4/2011				10:00 PM -						685.8	5	No	Yes	Female	No	Carpool	
Harris	Carmen	carmen.ha		10/3/2017	Work Com	5501 Tullis	1615 Poyd	5501 Tullis	New Orlea	LA	70131	1615 Poyd	New Orlea	LA	70112	Simple				8:25 AM -	8:25 AM -	8:25 AM -				7.61	10	No	Yes	Female	No	Carpool	I do not own a car.	
Harrison	Kevin	kevinharr	University	9/21/2012	Work Com	2919 St Ph	2045 Lake	2919 St Ph	New Orlea	LA	70119	2045 Lake	New Orlea	LA	70148	Simple			8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -				5.02	10	No	False	Female	No	Carpool, B		
Hendricks	Matthew	matt@ride		7/12/2016	Daily Work	4100 Saint	2100 Oretl	4100 Saint	New Orlea	LA	70119	2100 Oretl	New Orlea	LA	70113	Simple			9:00 AM -	9:00 AM -	9:00 AM -	9:00 AM -				4.09	10	No	Yes	Male	No	Bike/Walk		
Hobbs	Michelle	sheltise@		12/23/201	CBD Com	1315 Soutl	601 Poydr	1315 Soutl	New Orlea	LA	70125	601 Poydr	New Orlea	LA	70130	Simple			8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -				3.91	10	No	Yes	Female	No	Carpool	Will compensate driver for gas and/or parking in lieu of driving. Would like to be dropped off and picked up at Pan Am building on Poydras. I live @ Blue Plate, so it's an easy, side street commute into	

Johanson Kelly	johanson.k	5/20/2011	Daily work	2505 Uppe Drexel Dr 2505 Uppe	New Orlea LA	70115	Drexel Dr	New Orlea LA	Simple	7:00 AM -	7:00 AM -	7:00 AM -	7:00 AM -	7:00 AM -		2.69	5	No	Yes		Female	No	Carpool	B	I don't have a car but am willing to chip in for gas.
Knoll Dylan	dylanknoll	5/3/2016	Work Com	437 Bellev 1010 Com: 437 Bellev	New Orlea LA	70114	1010 Com	New Orlea LA	70112	Simple	8:15 AM -	8:15 AM -	8:15 AM -	8:15 AM -		1.87	10	No	Yes		Male	No	Carpool	B	
Kubi Rachel	rkuubi@tulane.un	1/26/2015	Daily Work	4408 Soutl 1555 Poyd 4408 Soutl	New Orlea LA	70125	1555 Poyd	New Orlea LA	70112	Simple	8:30 AM -	8:30 AM -	8:30 AM -	8:30 AM -		2.2	10	No	Yes		Female	Yes	Carpool		
Lovetro Rei	rei.lovetro	5/9/2011	Daily Work	4101 13th 546 Caron 4101 13th	Marrero LA	70072	546 Caron	New Orlea LA	70130	Simple	8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -		8.94	3	No	Yes		Female	Yes	Carpool		
Lutkewitte Caroline	clutkewitt	9/19/2017	L9W Marki	4035 Wasl 2036 Caffi 4035 Wasl	New Orlea LA	70125	2036 Caffi	New Orlea LA	70117	OneTime	9/21/2017	9:00 AM -	9:00 AM -	9:00 AM -		6.81	10	No	Yes		Female	No	Carpool		
Madej Mike	mmadej@NORPC	8/9/2011	Southeast	23515 Hw 10 Veterar 23515 Hw	Mandevill LA	70448-733	10 Veterar	New Orlea LA	70124	Simple	8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -		102.6	5.6	No	Yes		Male	No	Carpool		
Madej Mike	mmadej@NORPC	9/7/2011	School	4310 N Rai 2000 Lake: 4310 N Rai	New Orlea LA	70117	2000 Lake:	New Orlea LA	70148-000	Simple		5:00 PM -	5:00 PM -	5:00 PM -		6.7	9	No	Yes		Male	No	Carpool		
Maizelle Tammy	Tam0496@	4/20/2017	3744 aime	3744 Ame: 3521 Gene 3744 Ame:	Marrero LA	70072	3521 Gene	New Orlea LA	70114	OneTime	4/20/2017	11:00 AM -	11:00 AM -	11:00 AM -		9.49	10	Yes	False		Female	No	Carpool	B	Just need ride to Dr n bk
Marallo Haya	Hayuna@	2/12/2015	Trip to Tex	New Orlea Beaumont	New Orlea LA			Beaumont TX	OneTime	2/13/2015	8:00 AM -	8:00 AM -	8:00 AM -		263.85	10	No	Yes		Female	No	Carpool		Looking for ASAP ride to Beaumont TX to join my husband who works there. I have an 8 month old baby boy. Please if you're heading to Beaumont or Houston preferably family or female and need help with	
Mckay Catrelle	csm_7006@	6/20/2013	jobsearch	43 Carriagi 737 Paul N. 43 Carriagi	Destrehan LA	70047	737 Paul N.	Luling LA	70070	Simple	8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -		7.52	10	No	False		Female	Yes	Carpool		
MENDOZA FELIX	felixabelur	10/4/2012	ARC	1629 Wasl 925 S Laba 1629 Wasl	New Orlea LA	70130	925 S Laba	Metairie LA	70001	Simple	8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -		7.26	10	No	False		Male	No	Carpool		
O'Connell Emma	erog18@h.tulane.un	4/15/2014	Trip to Nor	6823 Saint 100 Campi 6823 Saint	New Orlea LA	70118	100 Campi	Elon NC	27244	OneTime	4/18/2014	8:00 AM -	8:00 AM -	8:00 AM -		815.47	10	No	False		Female	No	Carpool		
patne michael	jindiarie@	11/10/2011	test	6961 Mem 600 Maga: 6961 Merr	New Orlea LA	70124	600 Maga:	New Orlea LA	70130	Simple	8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -		7.51	10	Yes	False		Male	No	Carpool		
Perez Kristen	kperez887	7/1/2014	Oschner ki	1917 Paug 180 West I 1917 Paug	New Orlea LA	70116	180 West I	Kenner LA	70065	OneTime	7/1/2014	8:00 AM -	8:00 AM -	8:00 AM -		16.41	10	No	False		Female	No	Carpool		Need a ride for this evening to go to work. Would also need a ride returning home in the AM on 7-2.
Pohnan Heather	hpohnan@NORPC	5/22/2013	Work Com	1922 Broa: 10 Veterar 1922 Broa	New Orlea LA	70118	10 Veterar	New Orlea LA	70124	Simple	9:00 AM -	9:00 AM -	9:00 AM -	9:00 AM -		16.43	10	No	False		Female	No	Bike/Walk		
Pollet Jamie	jlp82no@e	5/5/2011	Work Com	127 Highw 546 Caron 127 Highw	Jefferson LA	70121	546 Caron	New Orlea LA	70130	Simple	8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -		7.95	5	No	False		Female	No	Carpool		
Posorske Alex	alex@ride	9/21/2017	Work	1622 Nortl 2100 Oretl 1622 Nortl	New Orlea LA	70116	2100 Oretl	New Orlea LA	70113	Simple	8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -		4.04	10	No	Yes		Male	No	Carpool		
Powell Soni	soni.powe	8/24/2011	Daily Work	8241 Hick 145 Rober 8241 Hick	New Orlea LA	70118	145 Rober	New Orlea LA	70124	Simple	8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -		5.64	5	No	False		Female	No	Carpool		
Reynolds Amanda	areynolds.	10/16/2011	Trip to Me	2008 Saint 3301 Vete: 2008 Saint	New Orlea LA	70113	3301 Vete:	Metairie LA	70002	OneTime	10/16/2011	8:00 AM -	8:00 AM -	8:00 AM -		7.73	10	Yes	False		Female	No	Bike/Walk		
Rojas Regina	april@laris	9/17/2012	Work Com	Herman St 1401 Fouc Herman St	Waggamar LA	70094	1401 Fouc	New Orlea LA	70115	Simple	8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -		13.32	10	No	Yes		Female	No	Carpool		I only work two days per week and the days/hours are flexible.
Soft-Jacsc Daneeta	L.daneeta@	5/9/2011	Desire Str	2011 Burg 818 Desire 2011 Burg	New Orlea LA	70116	818 Desire	New Orlea LA	70117	OneTime	5/11/2011	10:00 AM -	10:00 AM -	10:00 AM -		1.68	5	No	False		Female	No	Carpool		
Schmidt Katie	katiestrav	11/25/2011	Work Com	836 Barr: 29 McAlist 836 Barr:	New Orlea LA	70116	29 McAlist	New Orlea LA	70118	Simple	10:00 AM -	10:00 AM -	10:00 AM -	10:00 AM -		6.22	5	No	False		Female	No	Bike/Walk		
Shapiro Marissa	shapiro.m	7/22/2011	Uptown to	700 Webst 1300 Perd 700 Webst	New Orlea LA	70118	1300 Perd	New Orlea LA	70112	Simple	8:00 AM -	8:00 AM -	8:00 AM -	8:00 AM -		5.07	5	No	Yes		Female	No	Carpool		

Siddiqui Ty tubebedut	3/6/2013	Need ride 5430 Hawt Covington, 5430 Hawt	New Orlea LA	70124		Covington LA	Simple	7:00 AM - 7:00 AM - 7:00 AM - 7:00 AM - 7:00 AM -		38.22	10	No	False	Female	No	Carpool	I am starting a new job in Covington, LA but I live in Lakeview (in New Orleans) and don't have a car. This could be my dream job, if I could only get there - it would only be for 6-8 months... after that, I'll be working		
St. Cyr Linda lindaberst	9/26/2017	Daily Work Treuil Lane 909 Poydr. Treuil Lane	Belle Chas LA	70037	909 Poydr.	New Orlea LA	70112	Simple	8:00 AM - 8:00 AM - 8:00 AM - 8:00 AM - 8:00 AM -	11.26	10	No	False	Female	No	Carpool	currently have no car so need a ride until I can get some wheels. I am willing to make a long-term commitm ent and share gas and parking		
Strohmaie Katy Katjstroh	10/25/201	Commute 2001 Oak (201 Saint (2001 Oak (River Ridg LA	70123	201 Saint (New Orlea LA	70170	OneTime	10/25/201	8:00 AM -	9.85	10	No	False	Female	No	Carpool	Live in Oak Creek Apts. Work at Place St Charles in CBD. Won't always need carpool in the PM.	
Stuart Lauren lleestuartf	10/2/2013	Nola Event 617 North Lasalle Str. 617 North	Baton Rou LA	70802	Lasalle Str	New Orlea LA	70113	OneTime	10/3/2013		3:30 PM -	81.72	10	No	False	Female	No	Carpool	
Sullivan Julie julieas644	5/12/2011	"Part-Time 3204 Nanc 639 Loyola 3204 Nanc	Meraux LA	70075	639 Loyola	New Orlea LA	70113	Simple		10:00 AM - 10:00 AM - 10:00 AM -	13.03	5	No	False	Female	No	Carpool	I am looking for someone to ride with two or three days a week for work in the CBD. Will share cost of gas and so forth.	
Tio Maria Mer mmio@hr	1/7/2013	"Daily Wor 4427 Paint 1300 Perd 4427 Paint	New Orlea LA	70122	1300 Perd	New Orlea LA	70112	Simple		8:00 AM - 8:00 AM - 8:00 AM - 8:00 AM - 8:00 AM -	17.8	10	No	Yes	Female	No	Carpool		
Tolford Tara tmtolfordf University	10/21/201	Work--UNI 2477 Burgi 2000 Lake: 2477 Burg	New Orlea LA	70117	2000 Lake:	New Orlea LA	70122	Simple		9:00 AM - 9:00 AM - 9:00 AM - 9:00 AM - 9:00 AM -	5	0.5	No	Yes	Female	No	Carpool	I don't own a car, but could help share gas expenses for the drive out to UNO	
Tsao Nate s0829007@ albertisvei	6/25/2017	Daily Work West Gate 1010 Com West Gate	Metairie LA	70001	1010 Com	New Orlea LA	70112	Simple		8:00 AM - 8:00 AM - 8:00 AM - 8:00 AM -	21.63	10	No	Yes	Male	No	Carpool		
White Richard yourfriend	6/1/2011	Client - Co 4624 Toul: 2015 Rona 4624 Toul	New Orlea LA	70119	2015 Rona	Covington LA	70433	OneTime	6/1/2011	8:00 AM - 8:00 AM - 8:00 AM - 8:00 AM -	4.19	5	No	False	Female	Yes	Carpool		
	7/28/2014	Daily Work 1916 Nortl 111 Veter: 1916 Nortl	New Orlea LA	70116	111 Veter:	Metairie LA	70005	Simple		8:00 AM - 8:00 AM - 8:00 AM - 8:00 AM -	7.37	10	No	False	Male	No	Carpool		
Wilkinson Robert robertwil	4/16/2016	Daily work 833 Voisin 300 4th St. 833 Voisin	New Orlea LA	70124	300 4th St	Bridge City LA	70094	Simple		3:00 PM - 3:00 PM - 3:00 PM - 3:00 PM - 3:00 PM -	10.08	10	No	False	Male	No	Bike/Walk	Share an uber or Lyft	
Woolley Chantel chantelwo	5/16/2014	Covington 100 Northy 701 Chartr 100 Northy	Covington LA	70433	701 Chartr	New Orlea LA	70130	Simple		3:00 PM - 3:00 PM - 3:00 PM - 3:00 PM -	39.18	10	No	Yes	Female	Yes	Carpool		

Appendix F

Print Media Coverage, Email Blasts and Facebook.

The Latest

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TUESDAY, OCTOBER 3, 2017

TRANSPORTATION

New Orleans' free rideshare service relaunches as 'Ge

POSTED BY KAT STROMQUIST ON TUE, OCT 3, 2017 AT 3:43 PM



BART EVERSON / CREATIVE COMMONS 2.0

With the relaunch of its free, online rideshare service — once called GreenRide Connect, now called Geaux Regional Planning Commission (NORPC) hopes to turn New Orleans into a carpooling city.

NORPC public transportation planner Nik Richard says the program connects both potential carpoolers and drivers who live or work nearby. It's intended to help New Orleanians get to work, cut down on transportation costs, and fill the gaps in neighborhoods which are intermittently served by public transit.

"[It] give[s] folks another option, maybe where public transportation doesn't give them the needed connection, maybe a neighbor can bring them to a bus stop; maybe [a] neighbor can bring them halfway and they can catch the bus; or maybe they both have a car and they want to alternate [driving] days."

Though NORPC had a long-running ridesharing program targeting employers (who sometimes can receive tax credits for carpooling), the GeauxRide NOLA relaunch is focused on employees and job seekers. Regular transportation in parishes which don't share the same transit system, can be a challenge for workers and people looking for a ride. GeauxRide NOLA could help mitigate that problem by connecting regional commuters with potential carpool partners. The service also provides a range of opportunities available to job seekers who rely on others for rides.

The GeauxRide NOLA service is available to people traveling to and from several surrounding areas, including the parishes of St. Tammany, St. Bernard, Tangipahoa, Plaquemines, St. John and St. Charles parishes.

For users, GeauxRide NOLA functions like a very simple social network. There's a short online registration process where you provide information about yourself; you also can sign up using your existing Facebook profile. There are options to set preferences for regularly travel one route to work, and you can choose whether you'd prefer to ride with people of one specific gender, age, or if they smoke. The service then displays nearby matches based on your selections.

The match process is driven by riders, who message back and forth with one another to negotiate rides. The service should help assuage some safety concerns, and says you're most often matching with your neighbors, or people who live in the same part of the city as you do.

"You don't just click a button and somebody comes to pick you up from your house. It's not like Uber," he says. "You have to match with, and you make the decision if you want to go forward with contacting them. You get to know the person before you ride with them."

Though NORPC and New Orleans Regional Transit Authority (NORTA) operate independently of each other, the service will address challenges public transit riders may face as NORTA implements its forthcoming Strategic Mobility Plan. Consultants mentioned that the plan may include changes to and condensing of certain bus routes. GeauxRide NOLA, however, have the potential to help riders get around as the local transit system evolves.

GeauxRide NOLA is federally funded by the Department of Transportation, so there's no fee to sign up for the service. Both riders and drivers are signed up for the program, but NORPC wants to encourage more signups, both to e

toward a larger goal of cutting congestion and vehicular emissions in the city.

"In theory, there's so many different people who would be able to use this," Richard says.

Tags: transportation, public transit, commuting, carpool, geauxride nola, rideshare, new orleans regional planning commission, r
Image

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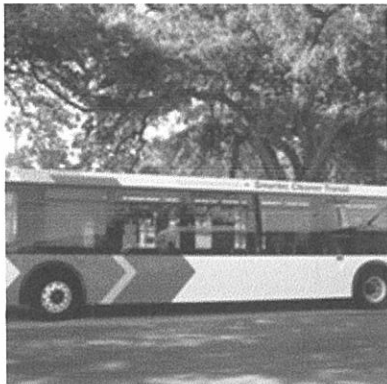
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Speaking of...



RTA: Canal Boulevard and City Park Avenue intersection to open in November
Oct 24, 2017



RTA asks for rider input via online survey
Sep 25, 2017



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The New Orleans Agenda

Tuesday, September 12, 2017

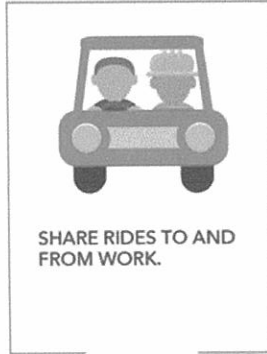
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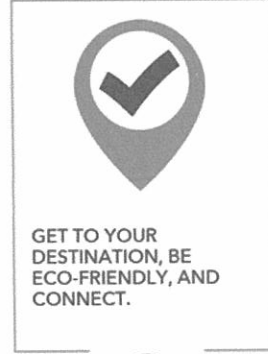
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- IMPROVE EMPLOYEE MORALE
- TAX INCENTIVES

DRIVERS

- SHARED GAS & TOLLS WITH RIDERS
- INCENTIVES FROM EMPLOYERS
- SOCIAL INTERACTION

RIDERS

- MEET COLLEAGUES FROM YOUR AREA
- MAKE BENEFICIAL WORK CONNECTIONS
- RECOGNITION ON GEAUXRIDENOLA.COM FOR ENVIRONMENTAL IMPACT

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New Orleans Regional Planning Commission (NORPC) Announces GeauxRide NOLA

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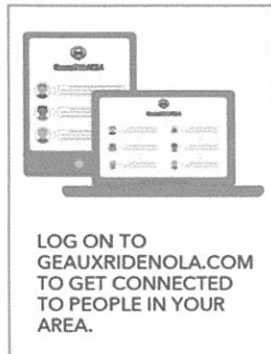
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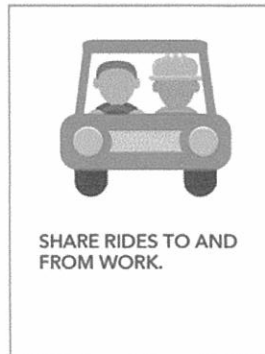
Saturday, September 30, 2017

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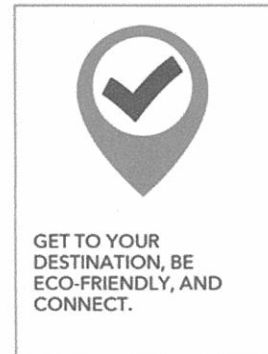
New Orleans Regional Planning Commission (NORPC) Announces GeauxRide NOLA



1



2



3


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EMPLOYERS	DRIVERS	RIDERS
ENHANCE COMPANY IMAGE	SHARED GAS & TOLLS WITH RIDERS	MEET COLLEAGUES FROM YOUR AREA
IMPROVE EMPLOYEE MORALE	INCENTIVES FROM EMPLOYERS	MAKE BENEFICIAL WORK CONNECTIONS
TAX INCENTIVES	SOCIAL INTERACTION	RECOGNITION ON GEAUXRIDENOLA.COM FOR ENVIRONMENTAL IMPACT

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NEW ORLEANS - New Orleans Regional Planning Commission (NORPC) announced immediate availability of GeauxRide NOLA, enabling commuters to connect through a web-based rideshare matching service.

New Orleans Regional Planning Commission (NORPC) are commissioned to

identity and address challenges among commuters in our region. In 2011, the RPC increased its suite of travel demand management (TDM) techniques with the addition of a commuter assistance program, GreenRide Connect, a web-based rideshare matching service.

The GreenRide Connect service was launched in an effort to supplement the regional public transit system and to develop an innovative strategy to reduce Single Occupancy Vehicle (SOV) trips and Vehicle Miles Travelled (VMT) in order to improve air quality and manage peak congestion. The population in the greater New Orleans region has continued to grow and a number of businesses have expanded operations by opening new plants in our target area, i.e., Jefferson, Orleans, St. Bernard and St. Charles Parishes. With a limited ability to address supply issues, such as greatly expanding road capacity, it is essential that the NORPC address the demand side of the equation to ensure that employees can reach their job sites while also maintaining - if not improving - the region's air quality and overall level of service.

For the success of this project NORPC contract The Villavaso Group and BMM Communications. The consultant team researched and studied specific topics related to the transportation needs in low-income communities, carless population, employees and how people can benefit from the ride-sharing service. In addition, to the rebranding from GreenRide to GeauxRide NOLA and increase the visibility and connect commuters with the geauxridenola.com a web-based rideshare matching service through marketing and outreach efforts.

Contact | Vincent Sylvain | 504-232-3499 | Vincent@SylvainSolutions.com

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October 4

The Villavaso Group and BMM Communications at our best. Special thanks to the consultant team for our success with the GeauxRide NOLA project Vincent Sylvain Brandon Armant Courtney Monique Editha Amacker Timolynn Sams Sumter. This is what we do villavasogroup.com
<https://www.bestofneworleans.com/new-orleans-free-ridesha...>



New Orleans' free rideshare service relaunches as

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We've been happy to design the marketing creative used for the New Orleans Regional Planning Commission's "Geaux Ride NOLA" ride-sharing service. Go to GeauxRideNola.com to learn more!

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#ExpectDifferent... See More

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3 GET TO YOUR DESTINATION, BE ECO-FRIENDLY, AND CONNECT.

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September 21
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Appendix G

GeauxRide Nola Flyer



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