

takeamate Community Carpooling

- ARTA Workplace Travel Plan Process
- No Public Transport in parts of Rodney
- 2006 census data indicated high SOV
- Large distances being travelled = \$\$\$
- Strong media links – targeted marketing

NZ TRANSPORT STRATEGY → 2008 TARGET & GPS TARGET

Reduce the kilometres travelled by single-occupancy vehicles, in major urban areas on weekdays, by ten percent per capita by 2015 compared to 2007

Software choice

- Easy to use
- Low maintenance
- Local support
- Good statistics – measure the marketing
= **Greenride**



Local launch using local talent

- School competition with ipod prizes
- Launch at the local Kowhai Festival
- Incentives
- Community group focus
- Relaunched using local success stories
- Included in the July rates bill





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RDC Making a positive difference

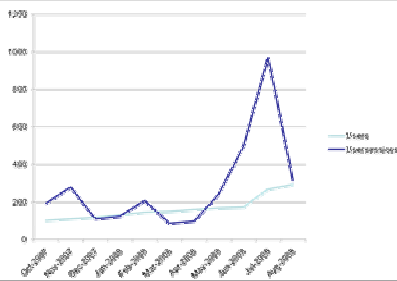




RDC Making a positive difference




The effectiveness of marketing

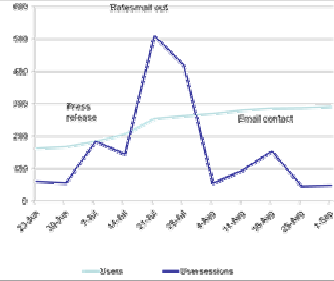


Month	Users	User sessions
Oct-2006	100	200
Nov-2006	100	300
Dec-2006	100	150
Jan-2007	100	150
Feb-2007	100	150
Mar-2007	100	150
Apr-2007	100	150
May-2007	100	150
Jun-2007	100	150
Jul-2007	100	150
Aug-2007	100	150
Sep-2007	100	150
Oct-2007	100	150
Nov-2007	100	150
Dec-2007	100	150
Jan-2008	100	150
Feb-2008	100	150
Mar-2008	100	150
Apr-2008	100	150
May-2008	100	150
Jun-2008	100	150
Jul-2008	100	1000
Aug-2008	100	300
Sep-2008	100	300

RDC Making a positive difference




The effectiveness of marketing



Date	Users	User sessions	Press releases	Email contact
12-Jul	100	100	100	100
18-Jul	100	150	100	100
24-Jul	100	150	100	100
30-Jul	100	500	100	100
6-Aug	100	150	100	100
13-Aug	100	150	100	100
20-Aug	100	150	100	100
27-Aug	100	150	100	100
3-Sep	100	150	100	100
10-Sep	100	150	100	100
15-Sep	100	150	100	100

RDC Making a positive difference



My learnings and other stats

- High maintenance baby
- Lots of one on one attention
- Predominantly middle aged and woman 58%
- Most are doing it for \$\$\$ saving
- Implementation never ends

www.takeamate.greenride.com

RDC Making a positive difference