

Glossary of Terms for Administrators of *SmartRideshare** Online Systems

Black = Terms used in the current administrators' manual

Blue = Terms specific to the administrators' online functions

Green = Terms specific to the SmartRideshare system* for end users

* Throughout this document, we have used the name "SmartRideshare" to refer to both administrators' and end users' online ridematch/trip reduction system. When you read "SmartRideshare system," please interpret that to mean your own branded system, whether RideshareOnline, I-Way, Drive Less Save More, Choose Your Way Bellevue, or another. SmartRideshare actually supports multiple ridematch/trip reduction systems, which have different names, for a variety of jurisdictions and several states.

Active trip—A trip for which a user is currently seeking a rideshare or bike partner within the *SmartRideshare* system.

Addresses—A function in the *SmartRideshare* system (accessed through Addresses on the navigation bar) that allows administrators to add or delete addresses and "friendly names" for locations to which users may commonly travel.

Administrator—An *ETC* or other person who creates and/or manages a *network* in the *SmartRideshare* system.

Administrator approval—A process for helping users join a network in which the administrator reviews and approves membership requests individually. Users may join Organization, University, Program, and School networks in this manner.

Associate—A term that may be found used in two ways:

- To join a *network*. Example: The Enter Association Details box in the program allows you to select different ways (private email *domain*, *passcode*, request) that your users may be associated with (become members of) the network.
- To interact with the *network*. Example: Users may associate (interact) with the network when they log in to a particular URL.

Batch Match—A function in the *SmartRideshare* system (accessed through Users on the navigation bar) that allows School network administrators to generate a list of ride matches and email or mail the list to parents associated with the School network.

Benefits—A function in the *SmartRideshare* system (accessed through Benefits on the navigation bar) that allows administrators to manage *Emergency Ride Home* programs and to set up prize drawings, *incentive* programs, and *rewards* to encourage ridesharing and use of alternatives to single-occupancy vehicles.

Branding—A feature of *SmartRideshare* that allows each network to be associated with its own program content and logo, *incentive* campaigns, commute services, and communications (such as email and network announcements). Three categories of branding provide different levels of customization. Standard branding is available to all administrators at no cost; express and full branding offer further graphic customization (such as custom headers, footers and colors) and custom URL, but also require contract with and payment to the SmartRideshare company.

Bulk import—A process by which the administrator may import a *CSV file* of employee names, phone numbers, and email addresses into the *SmartRideshare* system in order to pre-enroll employee accounts. Once the import process completes, employees will receive an email with a validation link and temporary password, to which they must respond to complete the enrollment process. This process is available to administrators of Organization/Employer, University, Program, Worksite, and School networks.

Calendar—A monthly chart (accessed through Calendar on the navigation bar) on which *SmartRideshare* system users record their *modes* of travel for commute and other trips. Trips must be recorded on this calendar to be eligible for *incentives* and *rewards*. Users can also generate reports listing their trips and calculating the savings gained through using alternative modes.

Child network—A *network* in the *SmartRideshare* system that has a network above it in the hierarchy. For example, a county or city network may be a child to a regional network; people in the county and city networks will also be members of the larger regional network. The network above the child network is called a *parent network*.

Compressed work week—A formal arrangement in which an employee works the same number of hours in fewer days, such as working four 10-hour days instead of five 8-hour days.

County (network)—A *network* established to support and encourage fewer drive-alone trips among people who live or work within a particular county.

CSV file—Comma-separated values. A file in CSV format stores tabular numbers and text in plain-text form that can be easily written and read in a text editor. Traditionally, lines in the text file represent rows in a table, and commas separate the columns. The *Bulk Import* function requires files in CSV format. Microsoft Excel is a commonly used program that can export (and import) files in CSV format.

CTR—Commuter Trip Reduction. The Washington State Legislature passed the Commuter Trip Reduction Efficiency Act in 2006, requiring local governments in urban areas with traffic congestion to develop programs that reduce drive-alone trips and vehicle miles traveled per capita. CTR eases congestion and helps the transportation system operate more efficiently by encouraging people to ride the bus, vanpool, carpool, walk, bike, work from home, or compress their work week.

Division (network)—A *network* established to support and encourage fewer drive-alone trips among people who work within a sub-unit, such as a department or office, of an *Organization, University, or Program network*.

Domain Name—The portion of a person’s email address that indicates the location and owner of the email server. It is found after the @ sign in the email address. For example, in the email address jane.doe@gmail.com, the domain name is @gmail.com. Private domain names are often used in the *SmartRideshare* system as a simple way to associate individuals with networks linked to specific companies or organizations, such as @acme.com.

Electronic fulfillment/reward—A method of *reward* redemption. Users redeem a reward within the *SmartRideshare* system by following instructions to access another website, where a gift code, or *redemption code*, allows them to order their reward. An example may be a link to an online retailer with a code worth \$10 or \$25 toward a purchase on that retailer’s site.

Email domain—A method for *associating* users with a particular network. An administrator may assign one or a few private *domain names* to a particular network, and anyone who signs up with those domain names will be associated with that network. Users can join Organization, University, and School networks in this manner.

Emergency Ride Home (ERH)—Also known as Guaranteed Ride Home, a program that encourages employees to carpool, use transit, bike, or walk to work by assuring them a ride home in the event that they cannot use the same mode to return home because of unforeseen circumstances or personal emergency. An example is issuing a voucher to pay for a taxi ride home if an employee has to work late or return home early to care for a sick child.

Emergency Ride Home—A function in the *SmartRideshare* system (accessed through Benefits on the navigation bar) that allows administrators to configure and administer guaranteed/emergency ride home services.

Emission Savings widget—A small *SmartRideshare* software application that you place on your own company or agency website that allows your website visitors to see a list of achievements/savings that the system calculates from the ridesharing efforts recorded in the trip calendars of your network members. These achievements include savings in money, gasoline used, carbon dioxide emitted, and number of trips taken, as well as miles not driven alone.

Employer (network)—See Organization/Employer.

ETC—Employee Transportation Coordinator. An ETC is a company or agency employee who oversees the design, implementation, and administration of programs that encourage employees or members to commute more efficiently. For instance, an

employer ETC manages programs that encourage employees to ride the bus, vanpool, carpool, walk, or bike to and from work, or work from home or compress their workweek. The ETC may also serve as the liaison among the company/agency, employees, and local transportation providers and planners, and as a primary contact for the *SmartRideshare* rideshare system.

Events/Events—A function in the *SmartRideshare* system (accessed through Events in the navigation bar) that allows both administrators and end users to record and share details of an upcoming activity or gathering so that *network* members have the opportunity to arrange ridesharing to/from that activity. Events can be specific to an employer or worksite, such as a meeting or company picnic, or to a larger network, such as a concert or ballgame that might be attended region-wide.

Event widget—A small *SmartRideshare* software application that you place on your own company or agency website that allows your website visitors to view a list of *events* you have input within the *SmartRideshare* system and whether others have requested a trip to/from the same event. This helps users to more easily arrange ridesharing to/from a specific event.

External fulfillment/reward—A method of *reward* redemption. Users collect a physical reward directly from the administrator or another vendor, external to the *SmartRideshare* system. For example, the ETC may hand a prize winner a gift card or a T-shirt.

Geographically defined boundary—A method by which the *SmartRideshare* system associates users with certain types of networks. While registering, the user types in a work and/or home address. The *SmartRideshare* system associates them with the network on the basis of a customized geographic-based boundary (created by *SmartRideshare*) that can encompass non-incorporated areas or pieces of adjacent cities/counties as appropriate. This association method applies to Jurisdiction and TMA networks.

GTEC—Growth and Transportation Efficiency Center. A geographic area designated by a jurisdiction (such as city or county) for special attention to accelerated growth and improvements in transportation efficiency. Washington state's GTEC program is part of its Commute Trip Reduction law. Designated GTECs may receive help in developing *CTR* programs, tailored to the unique characteristics of individual communities, that encourage people to ride transit, vanpool, carpool, walk, bike, or work from home to ease traffic and reduce greenhouse gas emissions.

SmartRideshare—The computer program platform that supports multiple ridematching and trip reduction systems, including RideshareOnline, I-Way, Drive Less Save More, ChooseYourWayBellevue, and others, for various jurisdictions and several states

Import accounts—A process for pre-enrolling network user accounts. See *Bulk import*.

Incentive—A program intended to encourage users to make *trips* using alternatives to single-occupancy vehicles (ride transit, vanpool, carpool, walk, bike, or work from

home). Incentive programs require users to record their trips in their *SmartRideshare* system *calendars* to become eligible for *rewards*. (The *calendar* information is then used to generate data important for *CTR* reporting purposes).

See also:

- Repeated level incentive
- Rolling/ongoing incentive

Jurisdiction/city (network)—A *network* established to support and encourage fewer drive-alone trips among people who live or work within a particular city or other geographically defined area.

Location/designation—A method by which the *SmartRideshare* system associates users with certain types of networks. Network members may be associated with the network on the basis of the user’s specified state, city, or zip code (work or home). This association method applies to State, Regional, County, Jurisdiction, and TMA networks. The system also associates users to Worksite networks on the basis of their worksite address (plus users’ explicit selection of a Worksite network).

Logged trip—A commute or other trip that a user has entered into the *SmartRideshare* system *calendar* by recording the date and *mode* of travel.

Modes—Forms of transportation. Used in the context of the *SmartRideshare* system to distinguish single-occupancy vehicle (drive alone) roadway travel from modes carrying more than one traveler, such as carpool, vanpool, bus, and train, as well as other lower impact travel methods, such as biking and walking.

Network—A grouping of people defined in the *SmartRideshare* system by an administrator. Each grouping is managed by one or more administrators and may be associated with its own program content and logo, *incentive* campaigns, commute services, and communications (email or network announcements, etc.).

Networks are defined in a hierarchy of levels; the highest and largest are jurisdictions that include (in descending order) the state, regional, county, and city levels. Still smaller networks may comprise employees of or people affiliated with a particular *TMA*, *organization*, *university*, or *school*. These networks may exist on their own or as sub-networks of the higher jurisdictions. *Worksite*, *division*, and *program* networks must be created by, and sub-networks of, one of the higher level networks.

See also:

- Parent network
- Child network
- County
- Division
- Jurisdiction/City
- Organization/Employer
- Program
- Regional/Agency
- School

State TMA
University
Worksite

Networks—A function in the *SmartRideshare* system (accessed through Networks in the navigation bar) that allows administrators to view *parent* networks of and add *child* networks to an existing network, as well as to locate, review, and manage existing networks.

Organization/Employer (network)—A *network* established to support and encourage fewer drive-alone trips among people who work for a particular business or agency.

Parent network—A *network* in the *SmartRideshare* system that includes networks below it in the hierarchy. For example, a regional network may be a parent to county and city networks; people in the county and city networks will also be members of the parent regional network. An employer or building network may be a parent to worksite networks. Networks below the parent network are called *child networks*.

Passcode—A confidential code that an administrator devises and provides to prospective network members that allows them to sign up with a particular *SmartRideshare* system network. Passcodes may be helpful for people who do not use an email address with the private *domain name* that the administrator has associated with the network. The administrator must configure the network to accept a passcode. Users may join Organization, University, Program, and School networks in this manner.

Personal email client—An application that runs on a personal computer or workstation and enables someone to send, receive, and organize email. It's called a client because email systems are based on a client-server architecture. Mail is sent from many clients to a central server, which re-routes the mail to its intended destination

Profile—A function in the *SmartRideshare* system (accessed through Profile in the navigation bar) that allows end users to view the networks they belong to and join others, record locations to which they commonly travel, enter details about their vehicle, and manage personal information related to their account.

Program (network)—A *network* established to support a short-term promotional campaign or effort, such as Bike to Work Month or a seasonal trip reduction drive. A program network must be a sub-network of one of the higher-level networks.

Proxy functionality—The *SmartRideshare* system allows network administrators to create accounts for users and to access child networks and existing users' accounts on their behalf to help with ridematching, solve account problems, and assist with administrative tasks.

Proxy registration—A method for helping users join a network. This process is available to administrators of Organization/Employer, University, Program, Worksite, Division, and School networks, as well as to administrators of higher-level networks. See *Proxy functionality*.

Quick Search widget—A small *SmartRideshare* software application that you place on your own company or agency website that allows visitors to your website, whether or not they are members of your network, to input start and end locations for a trip and receive an indication of the potential number of matches they could find within the *SmartRideshare* system.

Redeem code—A code provided to electronic *reward* recipients that allows them to order their reward electronically from a third party.

Regional/agency (network)—A *network* established to support and encourage fewer drive-alone trips among people who live or work within a particular region (defined by zip code) or area served by a government agency such as a transit agency.

Repeated level incentive—An *incentive* program intended to encourage travelers to use alternative modes a specific number of times, which may be repeated through the program period. For example, users may receive a *reward* for every 20 trips they log, regardless of how frequently or infrequently they log trips, during the length of the incentive program.

Reports—A function in the *SmartRideshare* system (accessed through Reports in the navigation bar) that allows administrators to generate standardized reports about users (new registrations, lists of *active* and *logged* trips, user subsidies), alternative transportation *mode* usage, vanpools and Emergency Ride Home, and *incentive* programs.

Reward—Physical goods (such as T-shirts or coffee mugs), physical vouchers, or electronic certificates that are given to people who meet the eligibility requirements of *incentive* programs.

See also:

- Electronic fulfillment/reward
- External fulfillment/reward
- Reward instances

Reward instances—The number of a particular external *reward* available for an incentive program (for example, the number of T-shirts to be awarded).

Rewards—A function in the *SmartRideshare* system (accessed through Rewards in the navigation bar) that allows end users to view current *incentive* programs offered by their networks, pending *rewards*, and their personal reward history, which includes directions for redeeming electronic rewards.

Ride Match—A function in the *SmartRideshare* system (accessed through Ride Match in the navigation bar) that allows end users to set up and manage trips for which they desire a rideshare partner, as well as to receive responses and requests for ridesharing.

Ridematch system—An online transportation management program, in this case the *SmartRideshare* platform, that supports multiple ridematching and trip reduction efforts. The programs supported by *SmartRideshare*, such as RideshareOnline, I-Way, Drive Less Save More, and ChooseYourWayBellevue, provide ridematching for daily commutes, one-time trips, and real-time (dynamic carpool) trips, as well as multimodal trip calendaring, commute services, and integrated communications and incentives through networks, or groups, of users.

Rolling/ongoing incentive—An *incentive* program that gives out a *reward* on a regular or ongoing basis, such as a reward for commuting by alternative mode each month.

School—A secure network for parents with children who attend K-12 schools established to help schools organize and manage *SchoolPool* ridesharing groups

SchoolPool—A group of parents who rideshare to drop off/pick up their children at the same or a nearby school

Settings—A function of the *SmartRideshare* system (accessed through Settings in the navigation bar) that allows administrators to create and modify the identifying information about a network and its administrator.

Smart Transportation—An online forum, knowledge base, and resource, established by the Washington State Department of Transportation, that allows *SmartRideshare* system administrators to ask questions, receive answers, share tips and tools, and make comments and complaints. <http://smartransportation.ning.com/>

State (network)—A *network* established to support and encourage fewer drive-alone trips among people who live or work within a particular state.

TMA—Transportation Management Association. An organization typically comprising local employers, public sector representatives, and others that promotes transportation efficiency and other transportation-related goals by conducting a range of activities to achieve those goals, including encouraging people to use alternatives to single-occupancy vehicles.

TMA (network)—A *network* established to support and encourage fewer drive-alone trips among people who live or work within the jurisdictional boundaries, defined by zip code, city, or geographic designation, of a particular *Transportation Management Association*.

TMO—Transportation Management Office.

Trip—Travel from one location to a second location.

See also:

- Active trip
- Logged trip
- Trip destination
- Trip log
- Trip origin

Trip destination—Ending location/address for a trip.

Trip origin—Starting location/address for a trip.

Trip reduction programs—Formally organized efforts to support *CTR* objectives and encourage travelers to make fewer drive-alone trips by riding the bus, vanpooling, carpooling, walking, biking, working from home, or participating in a *compressed work week*.

University (network)—A *network* established to support and encourage fewer drive-alone trips among faculty, staff, and/or students of a particular college or university campus.

Users—A function in the *SmartRideshare* system (accessed through Users in the navigation bar) that allows administrators to manage different aspects of a network associated with a particular member, including communicate with users, find and access the accounts of network users, register new users, and import accounts from CSV files.

User association—If users register with a network that has established Divisions, they will be invited to select a Division network from a drop-down menu. Users can also select a Division after registration by going to their user Profile.

Vanpool—A function in the *SmartRideshare* system (accessed through Vanpool in the navigation bar) that allows *Regional network* administrators to manage their vanpool program, including processing pending applications, adding new vans to the fleet, modifying program settings, and locating vanpool vehicles in the system.

Vanpool Seat Finder widget—A small *SmartRideshare* software application that you place on your own company or agency website that allows visitors to your website, whether or not they are network members, to input commute start and end locations and search for existing vanpools relevant to those addresses.

Widget—A small software application that can be installed within a Web page and executed by an end user.

See also:

- Emission Savings widget
- Event widget
- Quick Search widget

Vanpool Seat Finder widget

Wirewrap—The graphic customization for branding purposes (such as custom logo, headers, footers, and colors) that *SmartRideshare* users may find when they log in to a particular URL, such as for RideshareOnline, I-Way, Choose Your Way Bellevue, Drive Less Save More, or another. Optionally, you may set up the wirewrap so that when users register with *SmartRideshare* through it, the system associates them with that particular network through the wirewrap domain. This association method may be used for Program networks as well as State, Regional, County, Jurisdiction, and TMA networks.

Worksite (network)—A *network* established to support and encourage fewer drive-alone trips among people who work at a particular geographic location, such as a building, campus, business park, or retail outlet. Worksite networks may be set up to address two different situations: 1) One organization may have multiple Worksite networks for different locations/addresses (for example, Microsoft and the Washington State Department of Transportation have offices in multiple cities and locations). 2) One Worksite network may contain, and have affiliated with it, multiple employers (if, for example, a particular building is shared among several businesses that all agree to subscribe to the same network). A Worksite network must be a sub-network of a *Jurisdiction, Organization, or University* network.

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