



# SANTA MONICA COLLEGE

*"RideAmigos is not only well versed in the technical aspects of online date management of commute behavior and programs, but their customer service is outstanding."*

*"The staff worked closely with SMC to provide hands on support and guidance during the transition, including troubleshooting, guidance and several unforeseen system improvements"*

- Genevieve Bertone, Director of Sustainability, SMC

## Trip Tracking, Rewards Distribution & Workflow Management

### Case Study

**Client:** Santa Monica College

**Need:** trip tracking, rewards distribution & workflow management

**Project Date:** 2011 - Present

### Story and Goals

RideAmigos COO, Evan Meyer, met with the Sustainability Director of Santa Monica College (SMC), Genevieve Bertone, to analyze how trips and awards were being tracked, and assess whether or not a streamlined solution could be provided under a limited budget. SMC had proven success with sustainability efforts and city compliance in the past, and RideAmigos was ready to take this one step farther.

### Problem

- Current rewards tracking system was using three disparate spreadsheets, being passed through multiple departments, in order to aggregate, verify, and payout commuters based on applicable trip data.
- Paper trip log forms were being handed in monthly by commuters to Human resources
- Massive amount of manual, redundant effort, and a very time consuming process.
- Too many opportunities for human error
- No easy way to audit

### Solution

- Worked closely with SMC staff to augment the RideAmigos' trip tracking module, which now tracks employee rewards & streamlines SMC workflow management.
- Re-envisioned processes that eliminate all paper forms
- New visibility of commuter data and history with data points to help make more informed decisions on future techniques to incite behavior change to alternative modes of transportation

*"We highly recommend them for any municipal, for profit, or public sector rideshare matching program"*

*"We look forward to accomplishing our local and regional goals with the assistance of RideAmigos"*

- Santa Monica College

The screenshot shows the RideAmigos Trip Log interface. It includes fields for Commute Type (set to Bike), Departure Times (8:30 AM and 5:00 PM), One-Way Distance (5 miles), and buttons for ONE WAY and ROUND TRIP. To the right is a calendar for October 2012 titled "Trip History and Reports". The calendar highlights specific dates with checkmarks.

October 2012						
S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15✓	16✓	17✓	18	19	20
21	22	23✓	24✓	25✓	26	27
28	29✓	30✓	31✓			