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D16-010-76



# RideShark.com

... Ride Matching System

## RideShark Overview

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### Commuter Tracking Software

#### Executive Summary

RideShark, a division of SurveyPeople Corporation, is pleased to submit an overview of costs and services for the provision of RideShark commute management services to Huron County. The proposed service will be based on the existing RideShark modular commute management software system. RideShark is a robust and flexible system that is designed to accommodate multiple user types, circumstances and needs. It incorporates sophisticated logic that allows each module to be independent yet correlated to others. Critical core elements are flexible and can be modified as client requirements evolve or change. A centralized application guarantees each client a state-of-the-art maintenance and upgrade program. The RideShark team is comprised of transportation demand management (TDM), sustainability and IT experts – merging the fundamentals of TDM and sustainability with the technological tools to ensure its success.

The goal of this project is to facilitate the launch of an integrated commuter management system that is technically advanced, with a rock solid back-end to ensure data security and integrity while maximizing usability and functionality.

The underlying objectives are:

- To launch a rideshare site to assist students, staff and faculty in choosing sustainable travel modes
- To launch a commute management system that incorporates core ridesharing and commute tracking through a software service that offers state-of-the-art technology to enable, encourage and support the measurement, monitoring and evaluation of sustainable travel modes,
- To ensure that the system is flexible and expandable,
- To offer a service that is attractive and easy to use by participants while being technically cutting edge, and
- To provide a visible, tangible and effective demonstration of commitment to environmental sustainability.

The services outlined in this proposal are a RideShark solution.



## Section A: Component Overview

### A.1 Proposed RideShark modules

Based on RideShark's understanding of the needs of Huron County, the following RideShark modules are proposed:

1. **Core Ridematching Module:** The core ridematching module includes the following elements:
  - RideMatching for Carpool, Bike Buddy, Walking Buddy, Transit Buddy, Taxi Buddy (customized for each client)
  - Single trip matching for events, doctors' appointments, or one time trips where a carpool partner is needed.
  - Dedicated URL of clients choosing (e.g. [www.HuronCountyRideShare.com](http://www.HuronCountyRideShare.com))
  - Ability to include custom branded subsites for major employers or communities.
  - Fully hosted software as a service solution (SAS). No client side IT requirement.
  - Administration Portal providing access to data 24/7
  - Nightly Reports
  - Software maintenance and upgrades to installed modules.
  - Data backups
  - URL and Security certificate (https) renewals
  - Bandwidth charges
  - Technical support
  - Text modifications to existing pages performed by our staff at your request
  - Rate guaranteed for 3 years
2. **Commute Tracking Module:** The commute tracking module allows for registrants to input their daily commute mode to/from work. Emission, cost and health benefits are calculated to provide interactive feedback to the registrant. The client administration portal allows for the summary of commute tracking data.

Of course, RideShark offers ongoing strategic advice on how to market and promote the service to the public, key employers and stakeholders. Other available RideShark modules that can be added at any time to the core ridematching services.

#### A.1.1 Core ridematching

The core ridematching functionality allows users to search for compatible carpool partners. Match results are available in both tabular and mapped format. Users may filter matches based on personal preferences (e.g. male/female, passenger/driver, etc.). A simple click is all that is required to email a potential match. All data is private – only the first name is visible. Until both parties agree to share information and discuss carpool arrangements user privacy is guaranteed.

**Find Matches**

Go to My Rideshare Save Preferences Edit My Route Refine Matches

Carpool  Bike  Transit **Select a commuting mode**

Drive / Ride: Driver Or Passenger **Filter Matches**

Gender: Male or Female **Filter Matches**

Smoker: Smoker or Non-Smoker **Filter Matches**

Origin is within 1.0 Miles of my Origin  
 Work is within 0.5 Miles of my Work  
 Live and Work within 0.5 Miles of my drive route

Show Routes  (Uncheck to see table of matching commuters) **Displays custom routes when checked (i.e. Vanpool routes, transit routes, bike paths, etc)**

Matched Commuters		First Name	Passenger	Driver	Gender	Smoker	Commuting Days	Schedule Match
		Tom					M T W Th F	80%
		Jill					M T W Th F	100%
		Sue					M T W Th F	80%
		Frank					M T W Th F	80%

**Contact this user**

**Click on markers to see user's profile**

Single trip matching allows users to find a match for a one time trip (e.g. to a doctor's office, hockey game, event, etc).

### Single Trip Finder

The Single Trip Finder is a tool used to find partners to share rides for occasional, one off trips. Share a taxi to a meeting, catch a ride home early, or carpool to a conference or event.

### My Trips - Create New Trip! (You Have 2 Current Trips)

**Jack** 555-444-3333  
Date: Thursday, December 23, 2010  
From: Maple St & Lowell Leave At: 4:00 pm  
To: ABC University Main Campus

- Search
- Map
- Comments
- Edit
- Copy
- Cancel Trip
- Share



**Jack** 555-444-3333  
Date: Wednesday, December 29, 2010  
From: Maple St & Lowell Leave At: 6:00 pm  
To: ABC University Main Campus

- Search
- Map
- Comments
- Edit
- Copy
- Cancel Trip
- Share



Bookmark & Share

- Facebook
- LinkedIn
- Email
- Myspace
- Print
- Google
- Favorites
- Digg
- Delicious
- StumbleUpon
- Messenger
- More... (322)

Get AddThis for Chrome Privacy AddThis

### Browse Trips In Your Area

Dates:  Any Date  Date Range  Specific Date

Origin

Or

- Maple St & Lowell
- ABC University - Main Campus : 100 Water St., Boston

Destination

Or

- Maple St & Lowell
- ABC University - Main Campus : 100 Water St., Boston

### Search Preferences

Search For:  Drivers  Passengers  Shared Taxi

Gender:

Origin is within:

Units of my Origin

Smoker:

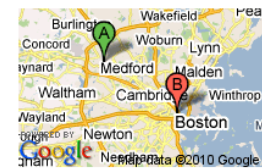
Destination is within:

Units of my Work

### Trips Posted By Others

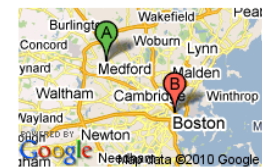
**Janet** 666-677-8888  
Date: Thursday, December 23, 2010  
From: Waltham & Mass Ave. Leave At: 7:00 am  
To: ABC University Main Campus

- Email
- Map
- Comments



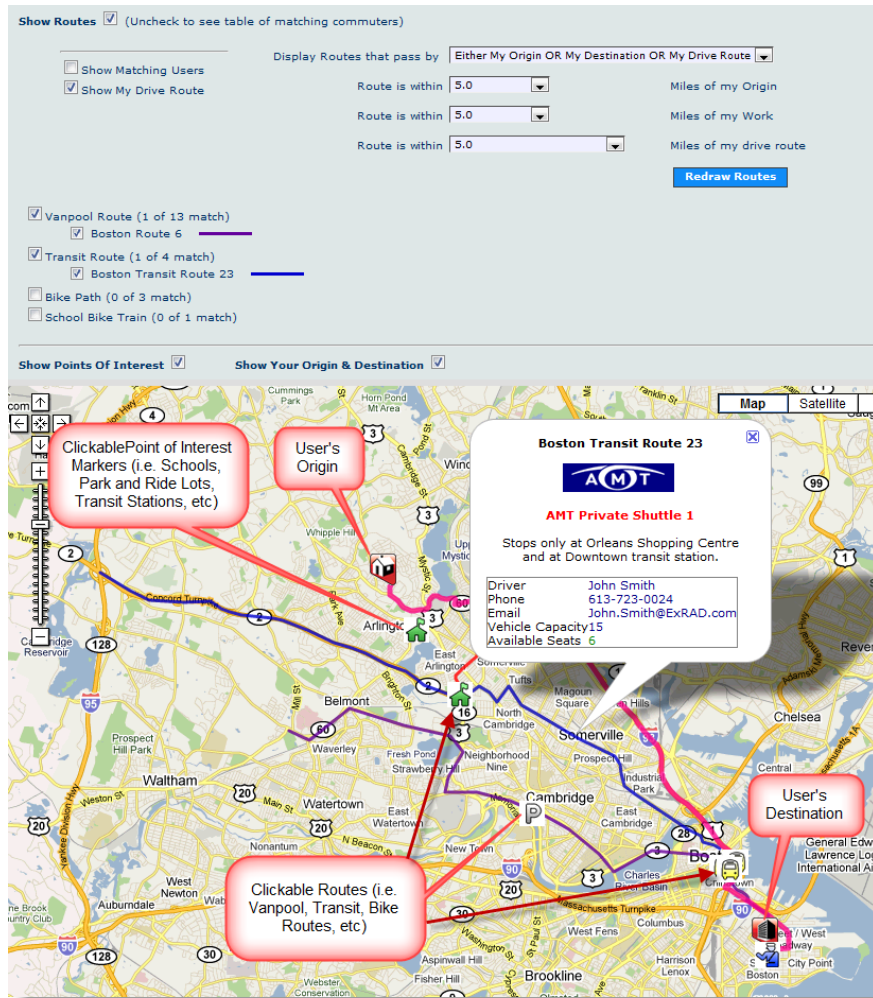
**Mark** 555-444-3333  
Date: Friday, December 31, 2010  
From: Near 2A Intersection Leave At: 6:00 pm  
To: ABC University Main Campus

- Email
- Map



The ability to integrate bike trails or other points of interest is embedded into the system functionality. The RideShark system is a full travel portal – allowing users access to information on sustainable mode use at a glance.





### A.1.2 Commuter Tracking

Both users and the County have an interest in tracking, monitoring and reporting on sustainable travel use. The commute tracker allows users to log their commute, with emissions, costs and health benefits automatically calculated.

**Log My Commute** [Go to My Rideshare](#)

The Commute Tracker enables users to track their commute modes and qualify for various commuter rewards.

**Your Origin:** [Add Origin](#) [Delete Origin](#)  
 Home : 19 Lansdowne Rd, Arlington

**Your Destination:** [Add Destination](#) [Delete Destination](#)  
 Harvard School Of Education : 4 Apian Way, Cambridge MA  
 Dest:City Hall Boston : 123 East 1st Street, Boston

**Commuting Mode applies to:**  
 Same mode both directions  
 Different modes

**What was your Commuting Mode**

Commute Mode	Distance (Edit)
*** Please Select ***	9.3 miles
*** Please Select ***	
Drove alone (car or motorcycle)	
Drove a carpool	
Passenger in a carpool	
Single Passenger in a taxi	
Passenger in a shared taxi	
Drove a vanpool	
Passenger in a vanpool	
Public Transit	
Bicycle, roller blade	
Walking, jogging	
Telework (work from home)	
Day Off - Compressed Work Week	
Drove Alone Special (Administrator Approved)	
Day Off	
Out of Office (Business Travel)	

Wide range of available commute modes including Compressed Work Week, Day Off, Telework, Transit, Business Travel, etc.  
 Additional Modes can be easily created.

**My Commute**

Distance (Round Trip) 9.3 miles

**My Incentives**

Points Accumulated 483

[Enter Contests](#)

[Purchase Rewards](#)

Points expire after 365 days

**Stats for August 2010**

Distance Commuted	65 miles
Fuel Saved	3.5 gal
Fuel Burned	0.6 gal
Money Saved	\$12.69
Calories Burned	2,344 cal
Points Earned	48 points

**Other Emissions**

Emissions (grams)	Saved	Produced
GHG (lbs)	69	12
Volatile Organic Compounds (VOC)	95	15
Nitrogen Oxides (NOx)	23	4
Carbon Monoxide (CO)	285	45
Particulate Matter (PM)	4	1
Non-Methane Organic Gases (NMOC)	14	2
Formaldehyde (HCHO)	1	0
Sulphur Dioxide (SO2)	0	0

[Other Useful Info](#)

September 20 is the last day to enter commuting data for August

## A.2 RideShark differentiation

The technical and functional attributes of RideShark are significant. RideShark is built on the premise that a ridematching application must equal or exceed the technology platforms and security that people are used to using in their everyday use of online applications for banking, shopping or other online commerce applications. In addition it must be responsive to ever changing needs and innovations derived from both the technology platform or client requirements.

RideShark's most critical and important success factor lies in its core fundamental commitment to innovation and improvement. What was innovative in ridesharing five years ago is now legacy technology – and old technology discourages participation. The evolution of a ridesharing application happens when the product is driven forward to meet ever changing and dynamic technology or TDM innovations. Here's why RideShark has leapt ahead of all competitors:

- Multitenant architecture:** RideShark was built as a Multi-tenant system, one in which all users and applications share a single, common infrastructure and code base that is centrally maintained. All clients are therefore running the same, most current, up-to-date application. Therefore the system County launches in 2011 will continue to be upgraded so it has all the same new features as a client launching in 2014.





- **Client partnership.** Our Clients are our partners. Our Users are our sounding board. To understand how a system is working you need to listen to both the client and the User. RideShark excels at both. Our clients are what are driving our program forward. If they have a suggestion that has merit, we'll implement it – it's as simple as that. The result is a better ridesharing product for everyone. Similarly, if our users are experiencing any difficulty or confusion, we'll fix that as well –prioritizing upgrades if more than one individual comments on the same issue. All system feedback is tracked through the site itself (and fully available to the client as well), so both the client and RideShark can work to resolve, improve and innovate.
- **Technical excellence in software database design and TDM knowledge.** RideShark combines a global level standard of excellence of technical expertise through our Microsoft Gold Partner certification with recognized transportation demand management expertise – providing an unparalleled commute management system based on the fundamental in-depth understanding of transportation demand management principles, practices and strategies.
- **Data privacy and security.** RideShark is the undisputed leader in rideshare data protection privacy and security protocols. Microsoft Gold Certified Partner status, and pending ISO27001/ ISO27002 information security certification, assures the client that the personal data being collected is kept to international data protection standards. RideShark has withstood the intense scrutiny of client security experts in the military, banking and insurance fields.

### A.3 Customer Support

RideShark provides extensive guidance, support and training. The application is intuitive, easy to use and as a result RideShark experiences a technical user support rate of only 0.15% of people registering. All support is tracked and monitored through the RideShark system, Extensive support and training is also provided to the multiple potential administrators of the system. There are multiple administration levels of authority feasible and each level has defined and specific access to data. RideShark conducts one-on-one training by WebEx and teleconference on the use of the system. RideShark consistently receives acclamations on the high level of support, training and guidance that is received by clients.

All members of the project team have extensive, direct and relevant experience in delivering targeted sustainable travel marketing advice and strategic support. The following key principles provide the fundamental strategic focus of RideShark customer support:

- **Inclusion of subject matter experts.** The RideShark team members provide the unique combination of dedicated transportation demand management expertise with unparalleled software development competency.
- **International real life experience.** Innovations are happening globally in sustainable transportation. Members of the project team are internationally connected and have a solid handle on what's happening globally to promote, encourage and support ridematching and other sustainable modes. Our global client base brings international best practices and innovations back to our customers and ensures the continual evolution and upgrading of the RideShark system. We're working with the most advanced sustainable mobility experts in the world and our goal is to develop the IT commute management portal that delivers the tools, resources and information needed to support, encourage and promote alternatives to driving alone.
- **Provision of a rock solid ridematching technology foundation.** The RideShark system is the most all inclusive, technically sound car sharing system on the market globally. This solid technical foundation is critical as the marketing and strategic growth of car sharing will leverage new innovations and upgrades to the system – all further promoting, encouraging and supporting sustainable travel.

- **Multi-modal approach and the delivery of an integrated commute management system.** While the primary focus is on ridematching, the RideShark commute management system allows for cross promotion of all sustainable travel modes through its modular system supporting vanpooling, commute tracking, incentives, ERH, carpooling and commuter surveys.
- **Focus on marketing innovation.** The RideShark system may be the most advanced ridematching system in the world, but it will be marketing innovation that drives sustainable travel behavior change forward. The RideShark system will be foundation through which the marketing program delivered by MARC achieves success.
- **Collaborative approach.** Behavior change arises through collaboration, engagement and multi-disciplinary stakeholder involvement. The project team will strive to maximize collaboration between all key stakeholders, using the RideShark system to empower private user groups whilst leveraging the visibility of the public interface.

## A.4 Ridematching Service Delivery Qualifications

### Demonstrated project experience

RideShark has extensive experience with both public, private and non-profit sector clients and therefore understands the unique values and needs from both a corporate and government perspective. It delivers those realities in the RideShark product.

The RideShark team has been working on ridematching applications for over 12 years – longer than any other ridematching organization in the world. In addition, the project manager maintains international contacts on emerging TDM initiatives globally and participates in TDM associations and research committees.

The following list provides client examples that demonstrate the diverse nature of RideShark’s client base. It shows how leading Fortune 500 companies are turning to RideShark for their dedicated internal systems – a clear illustration of the level of security, privacy and database integrity built into the system. It is also a significant indication of just how vital it is to launch a **public system**, with available custom sub-sites, that conforms **to the expected security, privacy and functionality demanded by private corporations.**

*An important element to note is that each and every RideShark client has established their own unique identity – through a dedicated unique URL, branding and colours. This serves to maximise marketing opportunities and ownership of the program.*

Raytheon Company  
www.RaytheonOnTheGo.com



Metroplan, A Council of Local Governments, Little Rock AR (pop ~200,000)  
www.arkRIDE.com



ABC TMA, Boston  
http://abctma.rideshark.com



Tufts Health Plan  
www.tuftshealthplanridematching.com



Unilever  
www.EverRideUnilever.com



Vanderbilt Medical Center,  
Nashville  
www.vmcridematch.com



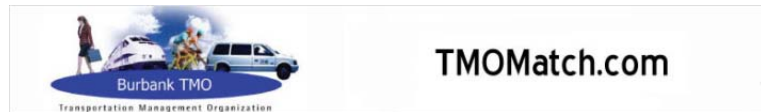
Florida Gulf Coast University  
www. Ride2FGU.com



Ozarks Transportation  
Organization (pop ~100,000)  
www.OzarksCommute.com



Burbank TMO  
www.TMOMatch.com



Valley Metro, Phoenix  
(pop ~3,500,000)  
http://sharetheride.valleymetro.org



Sears  
www.SearsRideShare.com



Microsoft  
www.MSCommute.com



Twin Cities, MN  
(pop ~500,000)  
www.eworkplace-commutetool.com



European Space Agency,  
www.ESTECcarpool.com



Quebec,  
Population (~7,500,000)  
www.covoiturage.amt.qc.ca



London, England,  
Population(~8,500,000)  
<http://London.RideShark.com>



San Luis Obispo, CA  
[www.iRideshare.org](http://www.iRideshare.org)



## A.5 TimeLine to Launch

RideShark can generally be launched within two weeks from the time of provision of the final files and/or information from the client. RideShark will assist with the direction and format of the required information, but it should be recognized that for a site to have the look and feel the client desires there is a need for the client to feedback and review related to setting up the system. Required information includes the following:

1. URL selection. The client is able to define a unique site URL for their ridematching system of their choosing (e.g. [www.HuronCountyRideshare.com](http://www.HuronCountyRideshare.com)).
2. Legal waiver of liability (or approval from client legal counsel that the RideShark standard waiver, terms and conditions and privacy policy are acceptable).
3. Banner graphics, customized icons (if desired), color selection, etc.
4. Customized text for main page and all other pages, as required.
5. Customized text for side bar informational content, as desired, or sign off that standard RideShark text can be used (FAQ, Carpooling tips, benefits, etc.).
6. Provision of external links and/or new content for main page, as desired.
7. Provision of contact information for automatic emails, site administration, etc.
8. Sign off on default trigger timing within the RideShark system (e.g. inactivity reminder, deactivation notice, admin notices, etc.).
9. Provision of full destination site addresses, including common site name to facilitate ease of location selection in the dropdown menu.

Following, concurrent or in advance of site launch (as per client wishes), RideShark will conduct administrator training sessions by WebEx so the client has full access to all their data and is proficient at using the administration portal. Note that there is no requirement for the client to use the Admin Portal – they system runs itself.

## A.6 Training and support

RideShark provides ongoing support throughout the duration of the relationship with the client. This includes email, telephone and WebEx type of support for client administrators. All user contacts, support requests or questions are tracked through the system. RideShark assumes that the client will respond to any program related requests. Where warranted, RideShark will support end users directly, or through the client administrator if no direct contact is desired, for any system based issues or requests. Training is provided to administrators by email, telephone and WebEx. Support is available 24/7 with response generally within 24 hours. There are no additional costs associated with training. No travel to the client site is assumed in this proposal.



## A.7 Ongoing hosting and maintenance

Maintenance and hosting fees are implemented as soon as the system is live for users in the production environment. As RideShark is a centralized application, maintenance and site updating occurs on a continual basis. This updating might reflect changes that occur outside the scope of control of the application (e.g. Google or MapPoint mapping services) and as a result system changes are required to update the Ridesharing Matching and Administration Software to accommodate these external changes. Similarly updates to existing browsers or introduction of new browsers might require general system maintenance to ensure users of new systems can access the Ridesharing Matching and Administration Software.

## A.8 System Warranty

RideShark is backed up nightly both to the server and a remote server. In the event of a failure at the primary hosting facility, it would take approximately 24 hours to restore the system. To date there has been a 99.9% system uptime. All updates are done during periods of inactivity. System support is available by email (to end users) and by telephone, email and WebEx to administrators.

RideShark warranties the system from commencement of it being offered live to users. The system has had a reliability/uptime in excess of 99.9%. . All updates are done during periods of inactivity. System support is available by email (to end users) and by telephone, email and WebEx to administrators. The following table outlines RideShark's protocols on system downtime.

Instance	Severity Level	Allowed Downtime	Estimated Downtime	Comments
Single	Web server, raid array, firewall, network switch, database server, email (SMTP) server malfunction	1 hours	0	Failover Protected
Multiple	Web server, raid array, firewall, network switch, database server, email (SMTP) server malfunction	12 hours	4 hours	Inactive unit will be Installed
Single	Data Center Disaster	72 hours	48 hours	New hardware launched

*RideShark has 4 hours response contracts with Dell on most of its equipment. In addition, standby (inactive) hardware is available*

## A.9 Proposed Costs

Table 1 below provides a summary of set-up and ongoing hosting, maintenance fees for the RideShark system modules.

**Table 1 –RideShark Costs (\$CAD)**

RideShark Ridesharing Setup	Set-up Cost	Monthly Fee	Additional Monthly Fee
Core RideSharing	\$10,000	\$400	Core ridesharing for carpools, bike, walking and transit buddies; single trip matching, Facebook integration. Custom branded sub sites. Administration portal. Support.
Commuter Tracking	included in core ridesharing	included in core ridesharing	Allows for users to enter their sustainable commute mode on a calendar. Tracks environmental, health and economic benefits.





### RideShark Integrated Services

- Core rideshare matching for finding carpool partners – secure, data protection and privacy. **No personal data released by the system.**
- Matching for bike, walking and transit buddies – promote modes other than carpooling
- **Single trip matching** for events or local business trips
- **Incentive management** – promote sustainable travel modes through the integrated incentives
- **Cost calculator** – helping employees understand the cost of their commute
- **Commute calendar** - employees log their commute. Organizations report on GHG emission savings through the simple Admin Portal.
- **Dedicated corporate admin portal for full access to your data 24/7.**

## Technology at work for you

CONNECTING YOUR BUSINESS TO THE TECHNOLOGY RESOURCES YOU NEED TO PROMOTE, ENCOURAGE AND SUPPORT SUSTAINABLE TRAVEL BY YOUR EMPLOYEES

RideShark supports a community based system by providing the technology through which employees and residents can access a full SECURE commute management portal.

## DESIGNED TO MEET BUSINESS NEEDS

DATA SECURITY, PRIVACY AND THE ABILITY TO MONITOR RESULTS

### RIDESHARK UNDERSTANDS WHAT COMPANIES NEED

RideShark has been working with large employers for over a decade. The fundamental design of the RideShark system integrates and addresses the key concerns of businesses:

- **Data protection.** Encouraging employees to enter their personal information (home or origin address) means that the database design and information storage must be secure. RideShark is a Microsoft Gold Certified Partner. All data is stored in a Triple A data centre with biometric access. Your data will not be compromised.
- **Privacy.** No personal information is revealed until both parties looking for a ride match agree. Only first names are shown. Addresses are programmatically adjusted so as to never indicate an actual house on a map. The zoom functionality on a map is restricted.
- **Ability to limit searches to own employer group.** Each user has the ability to limit searches to only colleagues within their own company – essentially providing a private dedicated service within a community wide offering.
- **Ability to establish a custom branded employer site.** For companies wanting to integrate their own corporate look and feel, there is the ability to create custom subsites with restricted access to only their employees, as confirmed by authenticated email domains.
- **Commute calendar.** Employers looking to report on GHG emission savings can encourage employees to complete the commute calendar. It instantly calculates emissions, cost and health benefits. Employers can roll up this data for annual reporting.
- **Integrated commute calendar and incentive management.** Run events, promotions and offer incentives for sustainable travel mode use. Track, monitor and report on emission, cost and health benefits.
- **Community wide and employer level administration portal.** While the client administrator monitors the activity of all participating organizations, each employer is able to have access to their own data.
- **Ongoing updates and improvements.** Our clients are our partners. If there is functionality you want to see in the system just let us know. All RideShark system innovations have been driven by our international client stakeholders.



# RideShark – delivering comprehensive integrated security and privacy protection

## Database integrity.

RideShark, a division of SurveyPeople Corporation achieved Microsoft Gold Certified Partner status for ISV Software Solutions in 2006 and has maintained this level of competency since that date. This is a significant and important designation as it provides clients with the knowledge that the database application has been built to current, state-of-the-art protocols and that the organization has first level access to new innovations, updates and news on software development.

- Microsoft Certified Partners have demonstrated expertise.
- Microsoft Certified Partners have a broad-range of experience.
- Microsoft Certified Partners have direct support from Microsoft.
- Microsoft Certified Partners offer a real world perspective to your technology strategies.

**RideShark has proven competency in developing and marketing packaged software solutions based on Microsoft technologies.**

## Physical security.

System users can elect to search for matches only within their company. The use of authenticated emails ensures that people can choose to restrict matches to only their own colleagues.

This increases both system participation and ridematching success.

## System security.

The powerful RideShark network is exclusively dedicated to running the RideShark application. All components of the network are Failover (redundant) protected. The sophistication of the network is such that the application has experienced 100% uptime in the past 18 months.

## Disaster recovery procedures and service continuity protocols.

RideShark warrants the system from commencement of it being offered live to users. Since launch in 2006, the RideShark system has had a reliability/uptime in excess of 99.9%.

## Physical security.

All RideShark servers are corporately owned and are collocated in a secured and monitored cabinet in a telco "Class A" datacenter facility.

The screenshot displays the 'Ridematching System' web interface. At the top, there are navigation links like 'Log Out', 'Language' (set to English), and 'Font Size' (set to normal). Below this is a 'Find Matches' section with buttons for 'Go to My Rideshare', 'Save Preferences', 'Edit My Route', and 'Refine Matches'. There are radio buttons for 'Carpool', 'Bike', and 'Walk', and a checked box for 'Email ends with @exrad.com'. Search filters include 'Commuters working at: All Users', 'Origin is within 1.0 Miles of my Origin', 'Gender: Male or Female', 'Work is within 1.0 Miles of my Work', 'Smoker: Smoker or Non-Smoker', and 'Live and Work within 1.0 Miles of my drive route'. A 'Show Routes' checkbox is present. Below the filters is a table of 'Matched Commuters' with columns for 'First Name', 'Passenger', 'Driver', 'Gender', 'Smoker', 'Commuting Days', and 'Schedule Match'. The table lists several users with their respective icons and match percentages. At the bottom, there is a map view showing a route between two points, with a callout for 'Susan' indicating an 80% match.

Matched Commuters	First Name	Passenger	Driver	Gender	Smoker	Commuting Days	Schedule Match
	John	<input type="checkbox"/>	<input checked="" type="checkbox"/>	M	<input checked="" type="checkbox"/>	M W Th F Sa	40%
	Frank	<input checked="" type="checkbox"/>	<input type="checkbox"/>	M	<input checked="" type="checkbox"/>	M T W Th F	60%
	Jack	<input checked="" type="checkbox"/>	<input type="checkbox"/>	M	<input checked="" type="checkbox"/>	M T W Th F	80%
	Susan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	M	<input checked="" type="checkbox"/>	M T W Th F	80%
	Tom	<input checked="" type="checkbox"/>	<input type="checkbox"/>	M	<input checked="" type="checkbox"/>	M T W F	40%
	Tom	<input checked="" type="checkbox"/>	<input type="checkbox"/>	M	<input checked="" type="checkbox"/>	M T W Th F	80%
	Jack	<input checked="" type="checkbox"/>	<input type="checkbox"/>	M	<input checked="" type="checkbox"/>	M T W Th F	70%
	Jill	<input checked="" type="checkbox"/>	<input type="checkbox"/>	M	<input checked="" type="checkbox"/>	M T W Th F	80%

# Comprehensive security protocols

## RideShark corporate policies drive excellence in data protection.

### Data backup

RideShark has three levels of encrypted backup for Data

- SQL Server Database Backup
- Disk Image backups of the Database Hard Drives Array
- The SQL Backup is encrypted nightly using AES 256 and uploaded over FTP to an external server

### Encryption

All RideShark sites are secured by separate SSL Certificates. RideShark is a 100% web based application, and is only accessible by client browsers. All web pages which contain any personally identifiable information are automatically (without option to the client) navigated to https. The database is only accessible through a CISCO VPN using AES 256 Bit Encryption.

### Password and access controls

Access to the VPN is controlled by Failover Cisco 525 Firewall/VPN devices. Session Security is through Session State which is stored in an SQL Server 2005 database for every page. If Session State is lost, or if identified as inconsistent, the user's session is aborted and the user is redirected to the login page.

### Controls against malicious software

RideShark incorporates numerous defense mechanisms against web based attacks. The application is SQL Intrusion attack aware, and able to identify and protect against such attacks. In addition, the RideShark network is protected by SonicWall Intrusion Protection Devices which monitor all traffic packets for malicious content, and hacking attempts

**“OUR EMPLOYEES CAN CHOOSE  
TO SEARCH FOR CARPOOL  
PARTNERS ONLY WITHIN OUR  
COMPANY OR THROUGHOUT THE  
TMA SYSTEM.”**

**RideShark.com**  
*... Ride Matching System*

RideShark

P: 1-877-743-3717

E: info@RideShark.com

www.RideShark.com