A photograph showing the interior of a car. A male driver in a blue and white uniform is in the foreground on the right, looking towards the back seat. Two female passengers are seated in the back, smiling. The car has light-colored leather seats. The background shows green trees through the windows.

# RIDESHARE: A transportation tool connecting people and jobs.

**Wisconsin Tribal Transportation Conference**

*Wednesday, November 8, 2016 | Green Bay, WI 54313*

Liz Callin, Economic Development Planner – WisDOT Southeast Region



# What is RIDESHARE?

- It is a **totally free service** provided by WisDOT and Madison MPO that connects commuters through an online platform for carpooling, bike commuting and provides information about public transit connections.
- The **convenient online platform tracks transportation savings** and can be used by employers to **incentivize carpooling**.
- RIDESHARE provides workforce development agencies, employers and non-profit organizations with resources to help **address job access challenges in Wisconsin**.



*FEELIN' BETTER ALREADY!*

# What are some benefits of RIDESHARE?



RIDESHARE **supports access to employment** for people who do not have access to a vehicle or do not to drive for a variety of reasons.

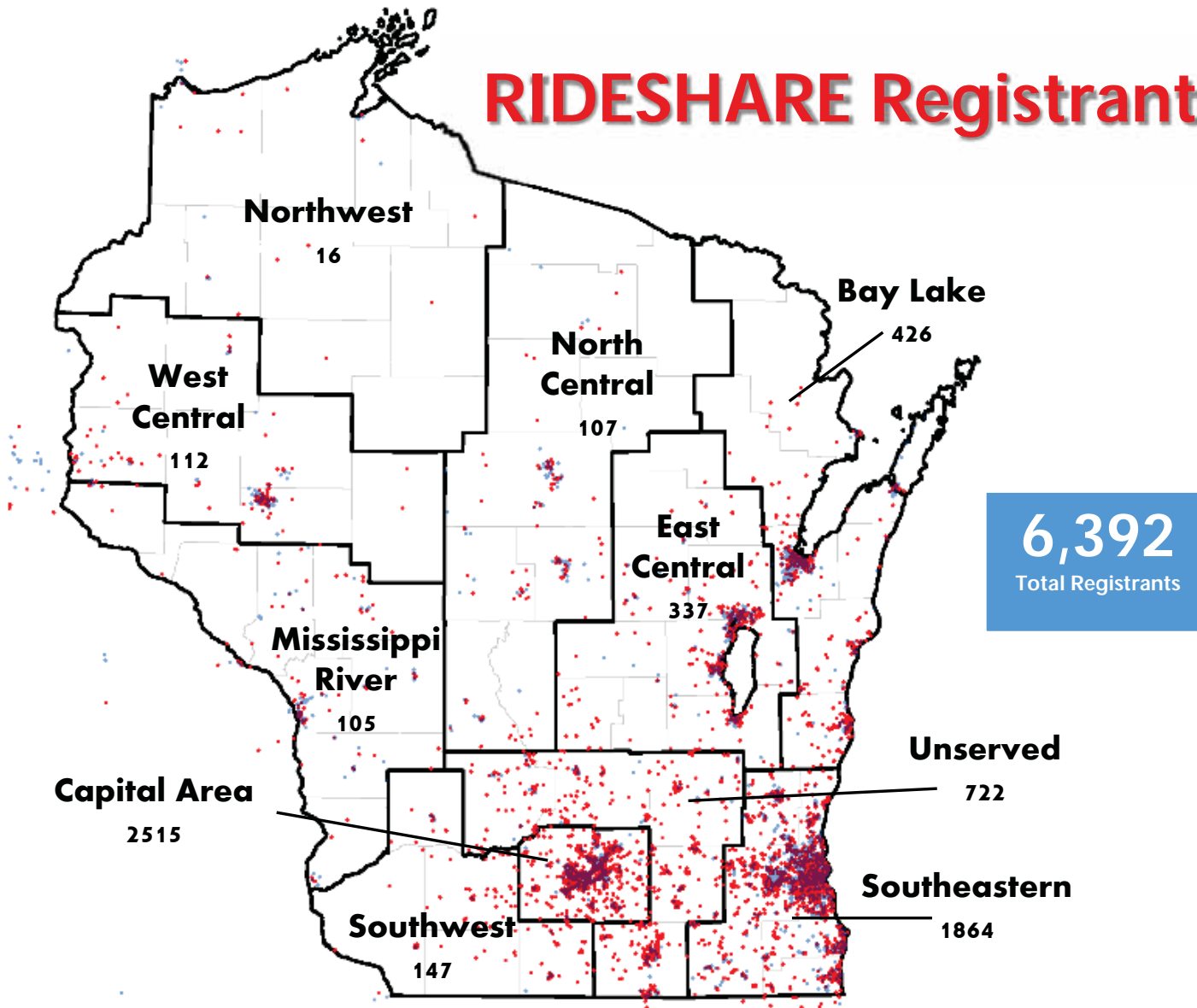


RIDESHARE helps individuals and employers **save on transportation costs**, putting more money back into the economy for housing, education, wages or entertainment.



RIDESHARE helps participating employers **recruit and retain talent** by providing more transportation options to their employees. Employers and employers who participate can also qualify for **tax incentives**.

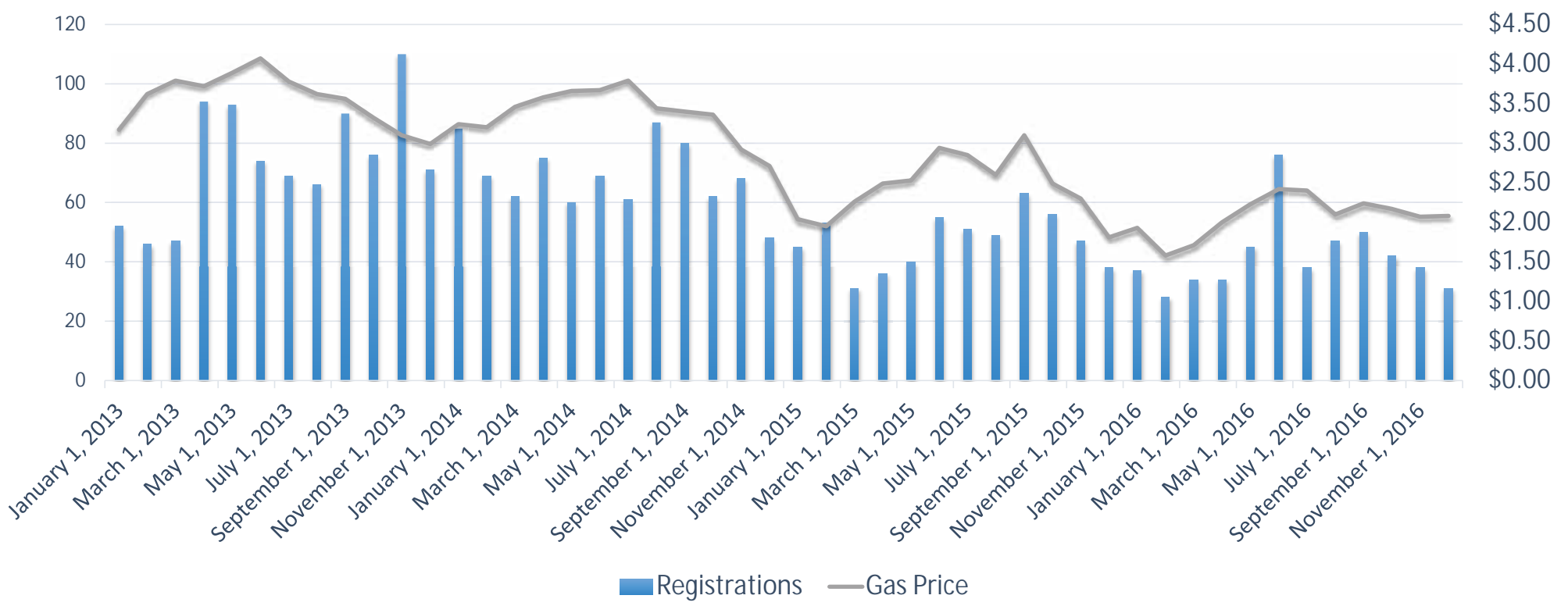
# RIDESHARE Registrants by Region



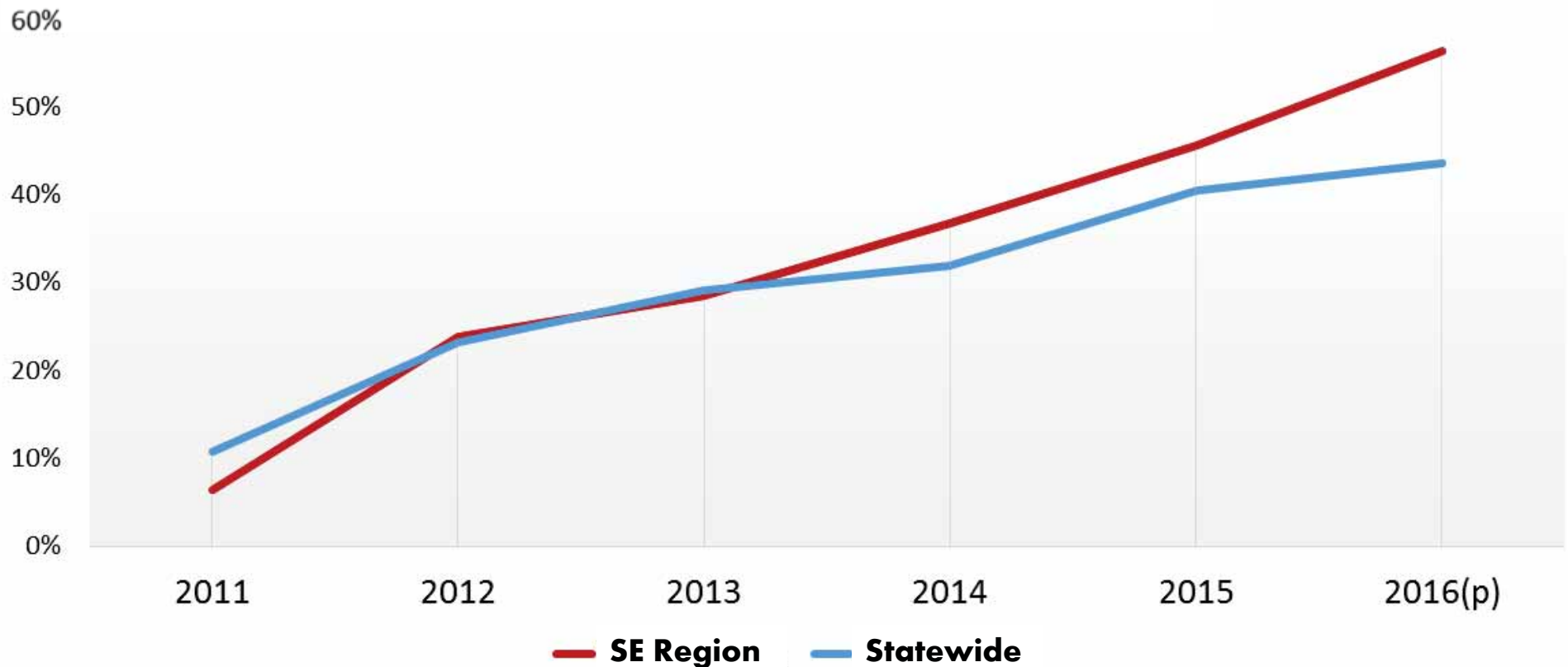
## MAP LEGEND

- 1 Registrant Work Destination
- 1 Registrant Home Destination

# RIDESHARE Registrations and Monthly Average Gas Price in Metro Milwaukee



# Percent of RIDESHARE participants WITHOUT access to a vehicle:





**How to promote RIDESHARE at your workplace or in your community**

## Provide information about RIDESHARE and related benefits:

- Hang **RIDESHARE posters** in community areas and have brochures available
- Include details about the RIDESHARE program in **orientation or on-boarding materials** for new employees
- Advertise incentives like **free parking** for carpoolers, **prizes** for logging commutes or **flexible schedules** as available
- Make complementary programs like **pre-tax transportation savings programs** and the **Emergency Ride Reimbursement Program** easily accessible





## Take advantage of pre-tax incentives:

- Federal tax provisions allow employers to contribute toward the **commuting and parking costs of your employees** as a **business cost deduction**.
- Employees can contribute to a **pre-tax savings account** or Flexible Spending Account (FSA) for **costs related to parking or transit**.



# Register for the Emergency Ride Reimbursement Program (ERRP)



- Relying on coworkers and friends for transportation in the event of an emergency, an unexpected change in schedule, or an illness is a common fear among commuters.
- The ERRP addresses that fear by **refunding employers when they cover costs for an emergency ride home for carpool participants.**
- To participate, employers must **register for this program** by completing a W-9 form and signing an ERRP agreement with the State of Wisconsin in advance.

# Create perks and offer incentives that encourage people to try RIDESHARE

- Host a clean-commute challenge
- Provide space and time for individuals to register for the program and ask questions
- Offer free or VIP parking for carpool drivers
- Provide prizes or other incentives for drivers and riders that log commutes and meet certain milestones



**How to  
register online  
and find a match at  
[www.rideshare.wi.gov](http://www.rideshare.wi.gov)**




sin and bordering counties in neigh  
rs to help improve air quality, reduce



savings.

### Listen to RIDESHARE commercials

[Feelin' better already \(couple\)](#)

 - RIDESHARE matches Michael and Jessica. (256 KB/1:02)

## **Next steps:**

- 1. Contact me if you would like RIDESHARE posters or brochures in quantity.**
- 2. Start brainstorming how you might encourage your employees or members to sign-up through information offerings, incentives and more.**
- 3. Sign up yourself and start reaping the benefits of RIDESHARE!**

# Questions?

## Contact Information



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[www.rideshare.wi.gov](http://www.rideshare.wi.gov)

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