

Commuter
options benefit
your employees...

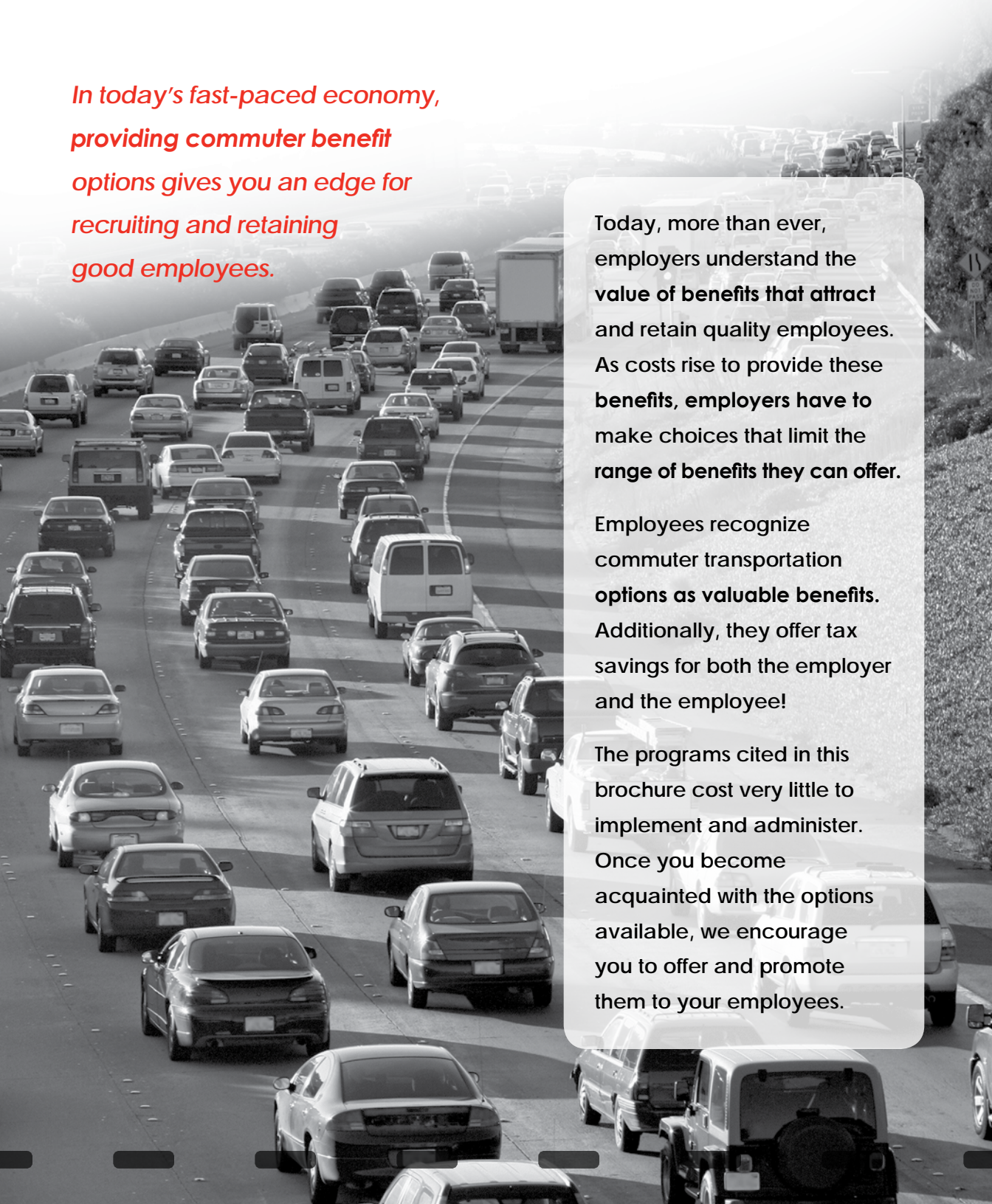


and you!



FEELIN' BETTER ALREADY!

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*In today's fast-paced economy,
providing commuter benefit
options gives you an edge for
recruiting and retaining
good employees.*

Today, more than ever, employers understand the **value of benefits that attract and retain quality employees.** As costs rise to provide these **benefits, employers have to make choices that limit the range of benefits they can offer.**

Employees recognize commuter transportation **options as valuable benefits.** Additionally, they offer tax savings for both the employer and the employee!

The programs cited in this brochure cost very little to implement and administer. Once you become acquainted with the options available, we encourage you to offer and promote them to your employees.



Why should your company provide commuter transportation options to your employees?

Providing options gives you an edge for recruiting and retaining good employees.

Reducing the cost and stress related to commuting is attractive to prospective employees. It helps to boost morale, enhance the work environment and stabilize a company's production.

Take full advantage of tax laws that benefit the company and employees.

Money contributed toward commuting costs of your employees, within federal guidelines, are a tax-free benefit to them and a tax-deductible business expense to the company.

Employees who take advantage of alternate transportation modes reduce the employer's need to provide mass parking.

By offering financial incentives to employees who use alternate transportation, employers can reduce parking needs and expenses. You may even be able to save enough to cover new program costs!

Employees who use alternate forms of transportation are more productive.



Commuters who carpool, use transit, bike, or walk to work often arrive more relaxed and more ready to work than those who have

been dealing with the stresses of traffic, parking and congestion.

Employers who offer and encourage alternate modes of transportation are good community leaders and neighbors.

By implementing alternate transportation initiatives, employers show their environmental responsibility. Employers who are taking up efforts for sustainability and environmental green efforts are finding that that mentality filters down to their employees. The US Green Building Council (USGBC) provides Leadership in Energy and Environmental Design (LEED) credits for implementing alternate transportation efforts. A web link to that information is provided on the last page of this booklet.

What transportation options can I offer my employees?

Pre-tax incentives

Federal tax provisions allow employers to contribute toward the commuting and parking costs of your employees. You can deduct this as a business expense. Employers who contribute towards transit costs find the costs are fully returned through employee retention.



Online carpool and bike buddy matching

RIDESHARE offers online ridematching and bike buddy matching for your employees. The interactive component provides employees an instant picture of commuting match opportunities and immediate email contact with potential matches. The RIDESHARE program can match commuters to other employees in your company or to the entire database.

Emergency ride program

The number one deterrent to commuters using other modes of transportation is the fear of being left stranded in case of an emergency or other unplanned event. Employers who offer an emergency ride in the case of an unforeseen event assure employees that this will not happen. It's easy to work out a program that is fair and will provide a reliable, swift way to resolve these situations. WisDOT RIDESHARE staff is available to help you develop a program that meets your specific needs.

Statistics show that an emergency ride program is one of the least expensive and most effective ways to encourage the use of commuting options.

Emergency Ride Reimbursement Program

Employers in southeast Wisconsin that have an emergency ride policy are eligible for partial reimbursement for the costs incurred when sending an alternative-transportation employee home. After you have established your emergency ride program, contact RIDESHARE for Emergency Ride Reimbursement Program arrangements.

In setting up your emergency ride program consider the following:

- Who is eligible
- Qualifying reasons for asking for a ride
- How you will pay for the ride
- How to market the benefit to your employees
- Will you need to track its use
- Signing up for the Emergency Ride Reimbursement Program (Southeast Wisconsin employers only)

Track your environmental savings

Encourage your employees to track their commute each day. They can run a report to show their environmental savings and, in turn, the company can have the RIDESHARE representative run a report on the company's total greenhouse gas savings.

Commuter incentives

Create incentives that are only limited by your imagination.

- Preferred parking spaces
- Reduced rate or free parking
- Giveaways
- Drawings
- "Funny money"
- Gift certificates

RIDESHARE staff can help create a program tailored to your business.



Distribute TransTalk to your employees

Encourage multi-modal transportation through these brief tips that can be inserted into your employee

newsletter. The tips address ridesharing, park and ride lots, bike and pedestrian trails, highway construction, transit, and other multi-modal transportation opportunities in Southeast Wisconsin.

Transit savings

Many local transit companies offer discounted rates to regular riders. Additionally, some provide employer participation programs that are tax deductible as an employee benefit business expense. Wisconsin transit resource information is on the last page of this booklet.

Parking cash-out

This program is for employers who lease parking from a second party, subsidize urban parking costs for their employees, or are experiencing overcrowded parking conditions. Parking cash-out is a program employers create that actually pays employees NOT to park. It becomes an incentive for employees to take alternate transportation and saves the employer lease parking costs or the cost of constructing additional parking spaces or structures. Employers providing free, on-site parking can also offer this incentive. Fewer employees parking at your location can reduce maintenance costs and eliminate the need to increase parking capacity as your business grows. This is an especially important consideration if your business is landlocked.

Promote bike or pedestrian commuting

Reduce your health insurance claims and parking needs by encouraging your employees to bike or walk to work. WisDOT's RIDESHARE program can match your employees up with a bike buddy the same way it carpool matches. Bicyclists can be matched by varying bicycling experience to offer mentoring for the inexperienced or companionship for the experienced. Promote "Bike and Walk to Work" days and provide safe and secure bike storage, shower, and locker facilities.

Flexible work options

Telecommuting offers benefits to employers as well as employees. Teleworking commuters find that working from home is less stressful and their production increases with fewer interruptions. Employees who work flex or compound days are more relaxed at work and appreciate the extra time off. Less travel time gives them more personal time. Less commuting means less congestion and better air quality. It's a win-win situation for everyone. Flexible work options during major area highway construction can greatly reduce congestion and, in turn, help those who commute during peak hours to arrive more relaxed and productive.

Commuter resources provided by RIDESHARE

- RIDESHARE representatives are available to consult with you and help tailor commuter options to your work site – this service is FREE!
- On-site ridematching may be available for your employees. Contact a representative for scheduling.
- Depending on your location, RIDESHARE can help you plan a transportation fair to acquaint your employees with transportation options and opportunities in your area.

As an employer, what other transportation programs are available for me?



Become a Wisconsin Partner for Clean Air (WPCA)

This coalition of over 260 businesses, community organizations, schools, and government agencies in Wisconsin work in partnership to improve air quality through voluntary action. WPCA is committed to enhancing the quality of life in Wisconsin by:

- Making the air cleaner for everyone to breathe
- Improving air quality to meet federal health standards and reduce future costs of doing business in the state
- Educating and encouraging people to take actions that will reduce harmful emissions
- Reducing traffic congestion while increasing business productivity
- Substituting voluntary actions in place of additional air pollution regulations

Achieve Best Workplaces for Commuters designation

Employers who value commuter option programs can receive the Best Workplaces for Commuters designation by meeting the Standard of Excellence criteria. Join other Wisconsin employers in attaining this fast-growing mark of excellence in environmental leadership.

Where can I find more information?

RIDESHARE

Carpool and bike buddy information for employees and employers:

www.rideshare.wi.gov

To contact a representative: 262-521-5454

Guaranteed Ride Home, Emergency Ride Reimbursement programs

www.dot.wisconsin.gov/travel/commuter/employer.htm

262-521-5454

Employer tools and resources to begin or enhance your commuter program

Best Work places for Commuters designation and award, employer kit, tax benefits, parking cash out, business savings calculator:

www.bestworkplaces.org

Additional employer tax benefit information

www.nctr.usf.edu/programs/clearinghouse/commutebenefits

Wisconsin Partners for Clean Air (WPCA)

<http://www.cleanairwisconsin.org/index.php>
414-263-8653

US Green Building Council (USGBC), Leadership in Energy and Environmental Design (LEED)

LEED for Existing Buildings: Operations and Maintenance Rating System (PDF)

<http://www.usgbc.org/DisplayPage.aspx?CMSPageID=221>



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Transit Resources

Statewide:

www.dot.wisconsin.gov/travel/transit

Southeast Wisconsin:

Milwaukee County Transit System (MCTS)

www.rideMCTS.com

414-344-6711

Kenosha Transit

[http://www.kenosha.org/
departments/transportation/](http://www.kenosha.org/departments/transportation/)
262-653-4290

Racine Bell Urban System

www.racinetransit.com

262-637-9000

Waukesha Metro

www.waukeshametro.org

262-524-3636

Washington County Commuter Express

www.ridewcce.com

262-677-3445 or 888-675-WCCE (9223)

