



Do you know where your employees are?

Some of them are probably still stuck in traffic.

The traffic congestion in Massachusetts can have a negative impact on your business. Employees arrive to work late and stressed from their commute and your business productivity can suffer. According to a recent study done by the University of Massachusetts, the average Massachusetts commute translates into 25 work days lost in travel each year!

MassRIDES is here to help! As a service of the Executive Office of Transportation's statewide travel-options program, MassRIDES provides free assistance to employers, commuters, students, and other traveler markets. MassRIDES can help you implement and promote commuter options programs at your worksite that will help enhance your employees' productivity and improve your bottom line.

Employers who promote travel options at their worksite experience many great benefits such as:

- ✓ **Enhanced recruitment and retention of employees**
- ✓ **Reduced absenteeism and increased productivity**
- ✓ **Improved employee morale**
- ✓ **Tax savings through transit and vanpool benefits**
- ✓ **Positive public relations opportunities**

But the advantages of these programs extend beyond your business. You'll be doing something good for the community at large. Reduced traffic congestion also helps lower vehicle emissions that pollute our air. By helping your employees get to work easier and arrive more relaxed, we all breathe easier. Free services, cost savings, improved morale, and positive environmental stewardship: isn't it time your business partnered with MassRIDES?



Three Reasons to Use MassRIDES Services

Reason 1: Improve Employee Recruitment/Retention

Finding qualified employees is a difficult task, and keeping them is even more of a challenge. Traffic congestion and geographic constraints can discourage potential employees from a long commute to the workplace, but now companies can turn rush hour into a competitive advantage. Employee Transportation Programs, including the Emergency Ride Home Program, are of little or no cost to employers and can help with bottom-line recruitment and retention.

What We Do

MassRIDES Services

Statewide Service

MassRIDES offers assistance throughout the Commonwealth.

Bilingual Customer Service

Our toll-free number offers round-the-clock services in English and Spanish.

Website

Our website provides a customized gateway to find travel information and resources for employers and commuters.

Ridematch Database

Our statewide database provides opportunities for commuters to find passengers for their carpool or vanpool.

Vanpool Assistance

MassRIDES has a dedicated vanpool coordinator to create and sustain a successful vanpool program for your employees.

Customized Outreach

We can design a plan that meets the needs of your business.

When you partner with MassRIDES, our outreach coordinators will come to your worksite and help structure a program that works best for your business. Whether it be carpooling, vanpooling, transit, preferential parking, teleworking, or flexible work hour initiatives, our cost-saving programs can help your employees get to work.

To help you get the word out to your employees, MassRIDES offers customized commuter events to reach employees at your worksite. We offer a wide range of information services; transit assistance, carpool matching and vanpool formation are just a few services our outreach coordinators can provide when you host a Commuter Fair at your worksite.

Because we tailor our events to meet your needs, our outreach coordinator can schedule a day and time when your employees are most available. Early morning, lunchtime, or evening events can be arranged. Our customized promotional materials make it easy for you to get the word out. Incentives and “give-away” items may encourage employees to talk with our outreach staff to learn more about their commute.

Offering commuter benefits provides real business cost savings because your employees aren’t stuck in traffic when they could be in the office, enhancing their productivity and improving your bottom line. New IRS regulations can help you reduce payroll expenses when you enable your employees to use their pre-tax income to purchase transit or vanpool fare media. You can help your employees save through reduced taxes and lower commute costs.

In addition to worksite events, MassRIDES offers free workshops that give employers opportunities to learn more about topics that relate to their worksite. These workshops are held at different locations throughout the Commonwealth and are not only a great way to learn how to promote commuting options to employees, but offer a great place to network with other Massachusetts employers. Ask your MassRIDES outreach coordinator about upcoming workshops.



Three Reasons to Use MassRIDES Services

Reason 2: Tax Benefits

Employers have several options for tax benefits:

- Permit employees to set aside pre-tax income for commute-related expenses
- Offer employees up to \$105 per month for transit or vanpooling or up to \$200 per month for parking benefits
- Divide the cost of the commuting benefit between the employer and employees

When employers finance any portion of commuter benefits for their employees, it is a deductible business expense.

Commuter tax programs have been proven to improve employee retention rates and expand employee recruitment areas, as well as reduce traffic congestion.

MassRIDES
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A Service of the Executive Office of Transportation

Statewide Travel Options

Programs That Make Sense



Carpooling

Carpooling consists of two or more persons driving together in a privately owned vehicle. It is a great way to reduce the costs, commute time, and stress associated with the workday commute. Enrolling in the *MassRIDES* database is an easy way to match travelers who live and work near each other, and who have similar shifts. By promoting carpooling, you may find the need for fewer parking spaces at your worksite and see greater productivity among your employees.



Vanpooling

Vanpools are typically formed by groups of people who drive long distances to and from work. The costs are distributed among the riders, with one or more passengers sharing the driving. Each vanpool is a cooperative arrangement and is customized, based on riders' individual needs. Vanpoolers choose a central meeting point to travel to and from their destination, such as a Park and Ride lot. From there, passengers can be dropped off and picked up at their individual worksites. Vanpools are ideal for areas with limited mass transit and where commuters travel long distances. Vanpooling can save approximately 80% on the cost of your employees' commute! Our vanpool coordinator can help identify new vanpool groups at your workplace using employee zip code data, or help your employees join existing vanpools.



Transit

Transit is the key for many travelers to enjoy a stress-free, low-cost commute. There are many transit options across the Commonwealth including 16 Regional Transit Authorities offering bus, commuter rail, subway, and ferry service. *MassRIDES* can help you set up a transit pass program at your worksite, so you and your employees can benefit from available federal tax incentives. In addition, we can help you work with your local Regional Transit Authority to maximize the transit benefits for your company.



Tax Benefits

Section 132(f) of the Federal tax code enables employers to underwrite the cost of their employees' transit or vanpool commutes, up to \$105 – and offset qualified parking expenses up to \$200 per employee, per month. These benefits are not considered taxable income for the employee, and employers may write off these costs as transportation expenses. Providing commuter tax benefits to employees can save payroll taxes for employers, in addition to what employees can save. Ask *MassRIDES* how to start saving today!

Bike/Walk

Bicycling and walking are healthy, cost-effective, and pollution-free transportation options for those who live close enough to work to consider them. Simple incentives like offering bike racks, showers, and lockers to employees can help promote bicycling and walking at your worksite. *MassRIDES* can provide additional strategies to help you implement a bike or walk-to-work program.



Parking Management

Preferential parking for carpools and vanpools is a low-cost commuter benefit that allows those who ride together to park closest to the building in designated spaces. Even employees at worksites with abundant parking enjoy the benefit of parking closer to the office. *MassRIDES* can help you implement innovative new ideas for employee parking, including ways to monitor and track the program. We can even provide the signs, poles, and hardware at no cost, so you can get started right away.



Teleworking

Technology now makes it easier for some employees to work remotely, reducing the need for daily commutes to the office. Teleworking, also known as telecommuting, is a great recruitment and retention tool. It can help improve productivity, reduce costs, minimize space requirements, and enhance employee morale. *MassRIDES* can help you establish your teleworking policy, whether it is formal or informal.



Flexible Scheduling

Flexible work hours, compressed workweeks, and staggered start times are all strategies to help reduce the amount of time people waste sitting in traffic during the traditional rush hours. Flextime allows your employees to choose work hours outside of normal core work hours of your organization. Offering a compressed workweek allows your employees to work longer days, but fewer days each week. Staggering shifts even one half hour can help reduce the number of cars entering your parking lot simultaneously. Let *MassRIDES* show you how flexible time arrangements can help you maximize productivity and improve recruitment.





Partnership Program

MassRIDES offers recognition to employers who are making strides in helping our environment through reduced traffic congestion and improved air quality. Join the list of premiere businesses being recognized as MassRIDES partners.

Partnering with MassRIDES signifies your commitment to helping get your employees to work, as well as improving area traffic congestion and air quality. The benefits of partnership include priority access to new products and services, access to free training seminars throughout the state on topics that pertain to your workplace, and positive public relations opportunities through media exposure and collaborative marketing. Partner with MassRIDES today!

The three partnership levels signify the level of progress an employer has made in implementing travel options at its worksite:

 Being a **BRONZE** level partner means you must offer three programs, two of which are checked in green, and one additional program from the list below:

- Host commuter events through MassRIDES**
- Appoint an onsite Employer Transportation Coordinator (ETC)**
- Place information in new hire packets**
- Promote commute options at the worksite through memos, postings, e-mails, or intranet site, etc.**
- Install bike rack/storage unit(s)**
- Offer an informal flextime program**
- Offer an informal teleworking program**

 Being a **SILVER** level partner means meeting **BRONZE** level status plus three additional programs from the list below:

- Host vanpool formation meetings**
- Sell onsite transit passes**
- Provide payroll deductions for transit and/or vanpooling**
- Provide preferential or discounted parking for carpoolers/vanpoolers**
- Provide showers and/or lockers for bikers and walkers**
- Offer a formal teleworking program**
- Provide a \$30 transit subsidy at a minimum**
- Offer a formal flextime program**
- Offer a compressed workweek program**
- Offer financial incentives for alternative users**
- Participate in The Department of Environmental Protection's (DEP) Rideshare reporting/surveying**
- Offer an Emergency Ride Home Program**
- Sponsor shuttle service for employees**

 Being a **GOLD** level partner means you must meet **SILVER** level plus three additional programs listed above.

Three Reasons to Use MassRIDES Services


Reason 3: Improve Customer Service/Employee Morale

Customer satisfaction is directly related to employee satisfaction. Employee Transportation Programs will help employees lower their commute costs, arrive to work less stressed and become more dependable. Flexible scheduling allows employees to avoid the peak-hour traffic crunch that occurs at the beginning and the end of the day, by working the hours that make the most sense for both of you. Staggering the times when your parking lot is filled with traffic

also gives customers and visitors better access to your workplace. Employees will view ridesharing, vanpooling, transit passes, telecommuting, and flextime as a company offered benefit.



Partner Sign-Up

 **Yes!** We want to take advantage of MassRIDES free services and be recognized for the strides our organization is making toward helping alleviate traffic congestion and improving the air quality in Massachusetts!

As a MassRIDES partner, my employer will have priority access to new products and services, access to free workshops throughout the state on topics that pertain to our workplace, and positive public relations opportunities through media exposure and collaborative marketing.

Name/Signature: _____

Title: _____

Employer/Organization: _____

Number of Employees: _____ Date: _____

Partnership Level (circle one): **BRONZE** **SILVER** **GOLD**

Please return this form to your MassRIDES Coordinator.

**P.O. Box 121242
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**1.888.4COMMUTE
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