



How to: START A CARPOOL PROGRAM

A carpool is two or more individuals who drive together to work on a regular basis. In many areas, carpooling is the most affordable, convenient, flexible and sustainable of all the commute options available to employees.

A company-organized carpool program can help to reduce parking demands, save employees' time and money, and can be an economical way for your company to offer an additional employee benefit. It is also an easy and low-cost program to coordinate.

Steps to Get Started

- Begin with an evaluation of your company's and employees' needs, and identify potential carpoolers.

Develop Your Program

Carpool programs may include an online ridematching site, incentives and rewards, preferential parking, and a guaranteed ride home program. To get started, develop policies and rules, and then design program materials such as a transportation page on your intranet or website and registration forms. You may also want to design carpool tags.

- The 511 RideMatch Service gives your employees the option to limit their match results to company-only employees, or to expand their search to all regional matches.
- Consider developing a carpool reward program including preferred parking for carpoolers as well as prizes, and offer referrals to other employers who already have successful programs for advice.
- Offer a Guaranteed Ride Home program (GRH), internally or through an existing county program, to ensure that in the event of an emergency, carpoolers have a free ride home.

Get the Word Out

The next step is to begin marketing your program by offering a transportation page on your company's intranet, promoting your program through your employee newsletter and in your new-hire employee packets. Consider the following marketing options:



- Posting your program on the intranet site you develop.
- Free customized flyers and sample newsletter articles.
- 511's representatives will participate in select events to promote carpooling and vanpooling at your worksite.
- Announce the program at company meetings via email, on electronic signs and bulletin boards, and by any other means available to you.
- Explain that carpooling is not a commute that employees are obligated to make everyday day. One or more times a week still makes a difference.

Employer Benefits

- Reduces traffic congestion within existing parking areas.
- Improves employee morale and enhances your employee benefits package.
- Increases productivity and reduces absenteeism and tardiness.
- Provides an effective, low cost recruitment and retention tool.
- Improves community relations by reducing neighborhood traffic and parking demands and helps to improve local air quality.
- Assists companies to qualify for Green Business Certification or enhanced LEED certification.

Employee Benefits

- Saves money on commuting costs such as bridge tolls, gas, and wear and tear on personal vehicles.
- Reduces stress - arrive refreshed, relaxed, and ready to work.
- Establish new friendships with co-workers.

Community Benefits

- Reduces traffic congestion
- Reduces parking demand
- Improves local air quality
- Conserves fuel and resources

511 OFFERS FREE SERVICES AND TOOLS FOR EMPLOYERS

Want to help your employees find more efficient and economical ways to get to work? 511 offers a variety of services and tools to help you assemble a successful Transportation Demand Management (TDM) program at your worksite. This service is provided at no cost to your organization by the Metropolitan Transportation Commission. Services include:

ONLINE RIDEMATCHING

With just a few clicks on 511.org, the RideMatch Service instantly matches your employees with other people making a similar commute.

VANPOOL FORMATION AND SUPPORT

Vanpooling may be an option at your worksite, and we can help you set up vanpools from start to finish.

COMMUTE INCENTIVES

Employees who use commute alternatives to driving alone can benefit from a variety of incentives, including commuter tax breaks, free bridge tolls, carpool lanes and other financial incentives.

WORK SITE EVENTS

511's representatives will participate in select events to promote carpooling and vanpooling at your worksite.