

- ? Are you getting the most out of your commuter program?
- ? Do you have a great system but minimal participation?

We can change that using easy commute management with your existing program whether it is off-the-shelf or proprietary!

We offer:

### CONSULTING SERVICES



The Rideshare Company has unparalleled experience of more than 30 years as a statewide TDM and operator of the third largest vanpool program in the country. We are experts in commuter behavior having closely managed thousands of vanpool commuters. That unique experience coupled with all of our TDM responsibilities gave us the knowledge base to develop a commuter program that understands the challenges of changing commuter behaviors. Commuters need more than a tool to match rides. They need education, motivation and outreach. Commuters need to know the breadth of your commuter program— all modes, guaranteed ride home, pre-tax benefits, commuter tools, incentives (company and community), sustainability, local initiatives and vanpool partnerships. We can help you achieve optimal participation in your commuter program using a number of our various services or just consulting with you to develop your own plan to optimize your program.

### EVENTS



Our on-site events, designed specifically to promote your program, have proven success in creating excitement and boosting participation. We can develop events specifically for a commuter event or in conjunction with a local or national event like Earth Day.

### TRAINING & TRAINING VIDEO



Sometimes you can offer the best program available but if people don't know how to use it, it doesn't do anyone any good. We can train your employees how to use your system and the benefits of using it.

We can also develop a customized video with our award-winning video team to explain all the details of your program.

### VANPOOL FORMATION



Vanpooling is the most efficient mode of commuter transportation. However, it is the least popular mode due to lack of exposure and education to commuters. Our 35 years of operating easy street® vanpools gives us an unparalleled expertise in vanpool formation and sustainable ridership. Our vanpool formation program is highly successful working with our strategic vanpool partners and local vanpool providers to make vanpooling an appealing option for your employees.

### OUTREACH



We know how to reach your commuters and engage them. We can ensure they understand the benefits of alternate commute options and what those options are in your existing program. We can bring your commuter program together with your commuters.

### MARKETING



We can provide marketing in all forms from print to social media. The American Public Transportation Association (APTA) and the Transportation Marketing and Communications Association (TMCA) have recognized The Rideshare Company as a leader in transportation marketing excellence. We can develop custom marketing for your on-going use.

These services are all offered independent of our easy commute web-based program. They are the services that have made easy commute a tremendous success and they are what sets us apart from all other rideshare programs.

Go Ahead It's Easy...

Contact us for an in-depth description of our services to see how our management solutions can increase participation in your commuter program. You already have a commuter program, let us help you make the most of it.

