

A Compelling Case for Employer Commuter Programs

Client: **FOX CORPORATION (Formerly FOX NETWORKS GROUP, ENTERTAINMENT GROUP, and TWENTYFIRST CENTURY TELEVISION)**
Los Angeles, California

Objective: Help FOX reduce its carbon footprint, parking demand and save employee commuting costs in the process.

Solution: An all-inclusive commuter program from **The Rideshare Company** based on its **easy commute** platform that integrated all the tools and support needed to make a measurable impact for FOX.

Why TRC: *"We found The Rideshare Company to be the only one of its kind in the US who could help us develop a truly turnkey solution."*

John Moore,
VP Environmental, Health & Safety
FOX

Key Program Highlights:

- Web-based employee commuter solution
- Fully equipped solution for all FOX locations in the US
- Integrated direct enrollment, reporting and impact in one site
- Optimal security and privacy features
- Incorporated pre-tax commuter benefit
- Integrated useful online tools:
 - > Tax savings calculator
 - > Cost of driving alone calculator
 - > Real-time impact monitoring by individual and organization
 - > Employee ride-matching system
 - > Trip planners for local commute options
- Presented ridesharing options for commuters by location
- All modes of ridesharing options specific to employee route
- Automated internal ride-match system
- Reward program to support participation
- Integrated employee training
- Ongoing outreach and marketing to employees
- Rule 2202 incentive management

easyCommute

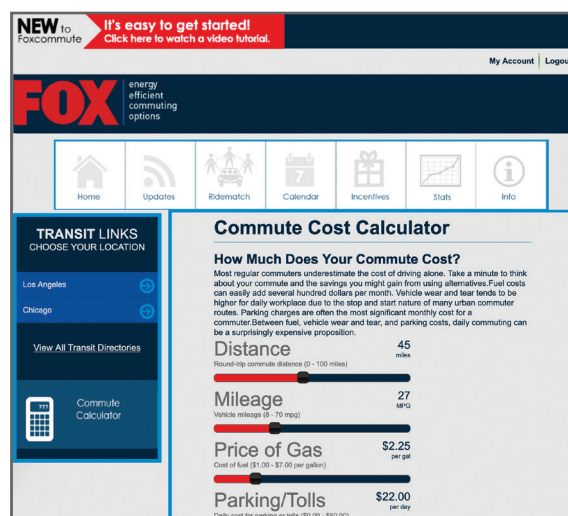
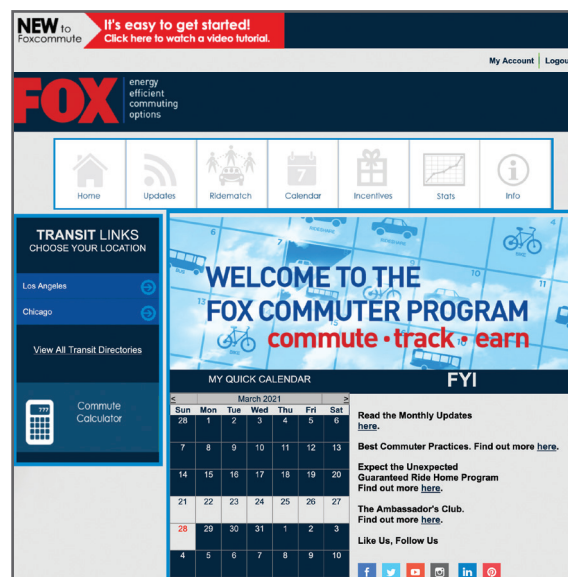
Reduces Carbon Footprint and Provides Commuter Benefits for Global Media Company

Most people know FOX television, film and entertainment by a favorite show or movie, or as the network for sports. But what most may not realize is that behind the scenes, episodes and news shows, is a company heavily focused on energy conservation. As part of the global energy initiatives, FOX was looking for more ways to minimize its carbon footprint and reduce parking demand. While some local programs were in place, the goal was to see if there was an opportunity to help make an impact on employee carbon emissions and reduce the number of vehicles on campus, while giving employees a way to reduce their commuting costs.

Turning to The Rideshare Company for a Total Solution.

For FOX, the search started with vanpool providers, but quickly evolved into a bigger hunt. The goal was to find someone who had the capabilities to create a comprehensive commuter program, to make it work for multiple FOX locations in the U.S., and to manage it as well. The Rideshare Company (TRC) delivered by developing a “hands-free” commuter management program built around TRC’s **easy commute** platform. With **easy commute**, large employers have a turnkey way to reduce their carbon footprint and manage other issues including parking while at the same time helping to promote commuting alternatives to employees. By choosing TRC, FOX had what it needed to further its energy conservation pursuits while also enhancing the company’s employee benefits’ offering.

Called ‘FOX Commute’, the solution developed by TRC combined a host of capabilities and features in an all-inclusive commuter program. It gave employees a way to save money on their commute and join FOX in helping to reduce carbon emissions. At the heart of the program was the FOX Commute employee website — a custom, easy-to-use portal developed by TRC where employees could learn about the program, enroll, and interface on a daily and weekly basis. Once signed up and logged in, an employee could easily enter their daily trips and also see the impact they and other FOX Commuters were making in real time.



“Working with The Rideshare Company, the expectation was set. We wouldn’t have to worry about anything. We didn’t. The peace of mind they provided throughout the program implementation was paramount.”

John Moore,
VP Environmental, Health & Safety
FOX

Being true to the promise of a complete “hands free” solution for FOX, TRC launched the program at different FOX locations with on-site support. TRC has also continued to manage the important outreach marketing and maintenance that has followed each FOX location launch. This includes developing monthly direct marketing to keep employees engaged and interested in the FOX Commute program. From fresh and informative commuter articles to updates on local transit options and the impact employees are making, TRC works on FOX’s behalf to keep this highly successful, easy-to-use program rolling.

The results speak for themselves. TRC exceeded FOX's program goal by 60%.

Avoiding Potential Roadblocks by Simply Listening.

Virtually all challenges related to a program of this size and scope were mitigated by TRC long before the program rolled out. This was due in large part to having the right people and expertise in place. It was also the result of carefully listening to and working with the FOX team to ensure that all needs and potential issues were vetted well in advance of program development and deployment. So having multiple locations with varying commuter options and operational structures was not a problem. TRC ensured the program was flexible enough to adapt to different locations. And knowing that strong employee participation from the start was critical, led to the development of an ongoing incentive program for FOX employees, including the integration and management of Rule 2202 incentives.

A Profound Impact on Participation.

At the beginning of the program development FOX had provided TRC with some clear goals. The first had to do with participation. In the Chicago launch, for example, FOX was looking for a 20% participation rate within the first two months, defined in two ways. The first was with employees registering on the FOX Commute site and with recording their trips on the online calendar. The second measure focused on employees finding and using eligible commuting options and enrolling in the pre-tax commuter benefit.

TRC delivered an 80% participation rate in the first measure related to registration and recording trips. And on the second measure focused on pre-tax enrollment, TRC gave FOX a 47% participation rate. But it doesn't stop there, outreach is the ongoing underpinning of the continued success of the program. TRC provides expert outreach to employees on a regular basis.



An Equally Profound Impact on the Environment.

Without strong employee participation, FOX and TRC knew that the overall goals related to News Corps carbon footprint reduction initiative would not be well supported. But thanks to the way the program was developed and all efforts to keep employees actively engaged in the program, the results in support of a cleaner environment speak for themselves. Here are the impact results since the inception of the program.

To date TRC has helped FOX and its employees make a major impact related to commuting and the environment:

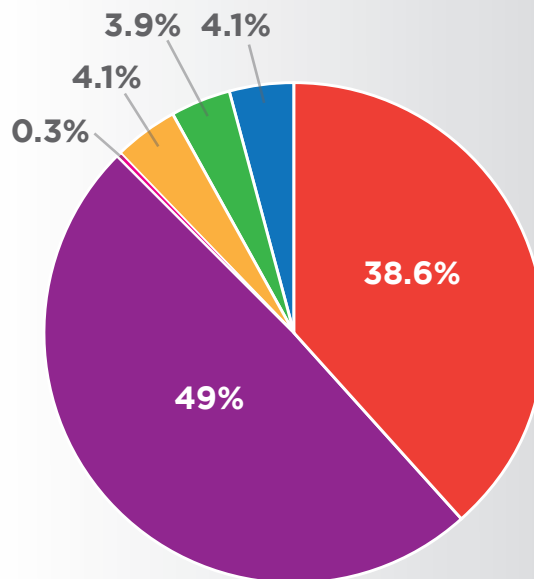
CO2 Emissions Avoided (lbs.) 21,570,694

Gallons of Gas Saved 1,090,624

Vehicle Miles Reduced 23,963,787

Vehicle Trips Avoided 2,034,597

Commute Dollars Saved \$8,350,780



- Carpool
- Public Transit
- Vanpool
- Walk
- Bike
- Bike-To-Transit

Learn more about The Rideshare Company and how **easy commute** can benefit your company.

Call 860.692.1224. Or visit us online at www.rideshare.com

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