

# Overview

## What is MassRIDES?

### About MassRIDES

MassRIDES is a free program of the Massachusetts Department of Transportation (MassDOT) designed to help reduce traffic congestion and improve air quality and mobility. To accomplish these goals, MassRIDES works with both employers and commuters within the Commonwealth to promote the use of commute options. Through hands-on worksite assistance, ridematching services, marketing and outreach events, MassRIDES annually offers thousands of commuters and employers time – and money – saving solutions for a better commute in Massachusetts.

### Commute Options

Commute options, or green commutes, are those that reduce the number of solo drivers on our roads. They include:

- Carpool
- Vanpool
- Bicycle
- Walk
- Public transit
- Telework

### Employer Programs

Hundreds of employers statewide are MassRIDES Partners and benefit from programs and services, which include:

- One-on-One Worksite Assistance
- Commute Option Program Development
- Marketing Materials & Onsite Promotional Events
- Sustainability Program Support
- Relocation Assistance
- Tax and Employee Incentives
- Participation in Annual Promotions

### Program Benefits

Commute options and MassRIDES participation feature a number of benefits at the employer, employee and community levels that include:

- Cost savings & tax benefits
- Increased employee recruitment & retention
- Higher morale & employee satisfaction
- Fewer cars on our roads adding less pollution to our air
- Improved quality of life

### Statewide Services

Offering traveler assistance throughout the Commonwealth

### Website

[www.commute.com](http://www.commute.com)  
Provides a customized gateway to find travel information and resources

### Rideshare Matching

Providing access to rideshare matching opportunities to assist with carpool formation

### Vanpool Assistance

Helping create and sustain successful vanpool groups

### Safe Routes to School

Find out more about what we are doing to increase bicycling and walking to school throughout Massachusetts



# Helping Commuters

## Commuter Programs & Services

### Emergency Ride Home

Commute with confidence! MassRIDES' Emergency Ride Home (ERH) program supports employees who use public transit, walk, bicycle, carpool or vanpool to work (at least two times per week) with an alternative ride home in an emergency.

As a MassRIDES Partner, you can register your company in ERH for free and feel confident about supporting sustainable transportation choices to your employees. Ask your MassRIDES Outreach Coordinator more about enrolling your organization in ERH or visit [www.commute.com](http://www.commute.com) for more information.

### NuRide

NuRide is the nation's largest rewards program for individuals who take *greener* trips — walking, bicycling, carpooling, vanpooling, public transportation and even telecommuting are all *green* travel options.

In three easy steps, your employees can sign up for NuRide at [www.commute.com/nuride](http://www.commute.com/nuride), begin logging *greener* trips and begin using NuRide rewards by redeeming accrued points from every *green* trip taken — NuRide rewards include restaurant coupons and discounts from local and national retailers. NuRide also provides measurements for your worksite including trips reduced and environmental impact.

### Ridematching

Do you have employees interested in joining a carpool or vanpool but are having a hard time finding someone to share the ride with? Through NuRide, commuters can find others who live and work near them and are heading the same way. Employees enrolled in NuRide can send and receive secure messages through their personal accounts, make arrangements with other NuRiders to carpool or vanpool, and can even have flexible commuting arrangements — choose to carpool or vanpool one day of the week or every day of the week!

### MassRIDES Services

Through these and other commuter services, MassRIDES makes it easy and fun for employees to choose a *green* commute. MassRIDES will help get the word out about these programs and get your employees involved through:

- Onsite Events
- Participation in Health Fairs and *Green* Events
- Providing Marketing Materials
- Providing Newsletter Content or Email





# Partnership Program

## Worksite Services

### Why Partner with MassRIDES?

MassRIDES is a free program of the Massachusetts Department of Transportation (MassDOT). MassRIDES works with employers to design and implement commute option programs that help reduce the number of cars traveling to a worksite, and improve air quality and traffic congestion, while saving employers and employees money.

The hands-on services from MassRIDES outreach help to create, expand and engage employees through onsite development of customized commute option solutions that address transportation needs for employers and commuters.

MassRIDES provides the tools and resources to implement commute options. These complement existing benefit packages and environmental efforts and are low or no cost to employers.

MassRIDES Worksite Services include:

- Commuter Programs
- Ridematching Services
- Vanpool Formation
- Tax Benefits Assistance
- Incentive Program Implementation
- Telework and Flextime Policy Guidance
- Employee Trip Origin Analysis Maps
- Sustainability Initiatives
- Relocation Assistance
- NuRide Commuter Incentives

### MassRIDES Special Promos

Partnership has its benefits! Be a part of these exciting MassRIDES events and promotions:

### MassRIDES Partners

Reduce traffic congestion and improve air quality by offering some or all of the following incentives and programs:

- Onsite commuter events with MassRIDES
- Commuter rewards for traveling *green* with NuRide
- Vanpool information meetings
- Onsite sale of transit passes
- Pre-tax or subsidized commuter benefits
- Employee shuttles
- Parking cash-out
- Program marketing through memos, postings, emails, intranet site or new hire packets
- Preferential or discounted parking for carpoolers and vanpoolers
- Installation of bicycle racks/secure storage units
- Showers and/or lockers for bicyclists and walkers
- Flextime or telework
- Compressed work week
- Financial incentives for program participants



# Marketing

## Marketing MassRIDES

To gain the maximum participation from employees, MassRIDES has developed a variety of techniques to assist with your organization's successful launch and continued promotion of sustainable transportation options.

We will provide you with the right tools to get your organization *moving smarter!*

### Select from the Following Marketing Techniques

- ☐ NuRide pre-registration (30% join rate)
- ☐ NuRide email notice, organization wide (7% join rate)
- ☐ Newsletter promotion
- ☐ Social media - follow MassRIDES on facebook and twitter
- ☐ Carpool Parking Only signs (free from MassRIDES)
- ☐ Commuter Notice Board — commuter information in a central location
- ☐ Meet Your Match events — carpool/ridematch formation meeting
- ☐ Employer provided raffles — e.g. free oil change for *green* commuters
- ☐ Intranet commuter page
- ☐ Share Your Commuter Story — internal
- ☐ Employee Trip Origin Analysis Map
- ☐ Lunch & Learn event
- ☐ Tabling events (Earth Month, health fairs, Car-Free Week, etc.)
- ☐ Paycheck stuffers, posters, flyers, table tent cards (template provided by MassRIDES)
- ☐ Program materials (materials provided by MassRIDES)
- ☐ CCTV screen notices
- ☐ Other ideas? Let us know!

### Champion Staff at Your Organization

Having a "go to" person or team at your work location is an ideal way to keep the *green* in promoting sustainable transportation options.

MassRIDES suggests looking at the following departments within your organization to find your "go to" person(s):

- Human Resources
- Sustainability Coordinator
- *Green* Team
- Commuter Club
- Parking Office
- or, anyone that is keen to being *green*!





# Become a Partner

## Sign Up

Yes! We want to take advantage of MassRIDES free services and be recognized for the strides our organization is making towards reducing traffic congestion, promoting sustainable transportation and improving air quality in Massachusetts!

As a MassRIDES Partner, my organization will have priority access to MassRIDES products and services, access to commute option program expertise from a MassRIDES Outreach Coordinator and great tools to encourage commute options.

Organization: \_\_\_\_\_

Primary  
Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_@\_\_\_\_\_

Phone: \_\_\_\_\_

Secondary  
Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_@\_\_\_\_\_

Phone: \_\_\_\_\_

Number of Employees: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Please submit forms by fax at 857.368.0656, or mail to:

MassRIDES  
Worksite Services  
10 Park Plaza, Suite 2180  
Boston, MA 02116

I am interested in learning more about:

- ☐ Bay State Bike Week
- ☐ Car-Free-Week
- ☐ Emergency Ride Home
- ☐ Employee Trip Origin Analysis
- ☐ Massachusetts ECO Awards
- ☐ NuRide Rewards for *Green* Commuters
- ☐ Relocation Assistance
- ☐ Rideshare Matching
- ☐ Vanpool Assistance
- ☐ Other

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# ERH Guidelines

## Emergency Ride Home Guidelines

MassRIDES Emergency Ride Home (ERH) program supports commuters who commute *green* with a free ride if an unexpected emergency arises. It is our version of "commuter insurance" for those who regularly carpool, take transit, bicycle, walk or vanpool to work. Participants simply take a taxi, transit or rental car in the event of an emergency, submit a reimbursement request afterwards, and MassRIDES will reimburse the individual for the cost of getting home.

### Who Can Use ERH:

An individual must be enrolled in ERH and commute by carpool, vanpool, transit, bicycle, or walking at least twice per week and on the day of program use. The individual must also be an employee of a participating MassRIDES employer partner worksite that is registered for ERH.

### Qualified Emergencies:

- Unexpected personal illness/emergency
- Unexpected family illness/emergency
- Carpool leaves due to an illness/emergency

Please note the following **do not qualify** as emergencies:

- Rides to work
- Personal errands or pre-planned appointments during the workday
- Overtime
- On-the-job injury
- Weather-related events
- Transit system delays/failure
- Vehicle failure
- Building closings

### Acceptable Destinations:

- Home
- Park and Ride lot or transit station where a vehicle is parked
- Child's school or day care
- Medical facility
- Interim stops are accepted if they are part of the emergency (e.g. child's school then home)

### How to Get There:

- Taxi – typically the quickest and most convenient option
- Transit – if timely service is provided between origin/destination
- Rental Car - if the trip is more than 20 miles away and time allows for rental process

### ERH Trip Allowance:

An individual can submit up to four (4) reimbursement requests per calendar year.

### Steps to Follow When an Emergency Arises:

1. Arrange for emergency transportation (transit, taxi, or rental car)
2. Take the trip and pay for the emergency ride – make certain to **keep the receipt**
3. Submit request for reimbursement

### Reimbursement Details:

Following an emergency ride, an individual uses MassRIDES' online system at [www.commute.com](http://www.commute.com) to submit a reimbursement request. The receipt must be scanned and attached and information filled in completely. The individual's employer is required to approve the request. Following employer and MassRIDES approval, the individual will receive a check within three weeks.

### Additional guidelines & restrictions:

*Rental car use: Reimbursement covers a 24-hour economy/compact rental; individual must be able to access a rental car facility or use a no-cost pick-up service; individual must meet standard requirements of the rental car provider; individual is responsible for insurance, fuel costs, and expenses exceeding 24-hour limit*

*Eligibility: Students are not eligible for guaranteed ride home; an individual must be a paid employee*

**Register for ERH at**  
[www.commute.com](http://www.commute.com)



# ERH Agreement

## Emergency Ride Home

Yes! We want to take advantage of MassRIDES' free Emergency Ride Home Program to benefit and support our employees that use alternative commute modes to get to/from work.

Through this agreement **MassRIDES** will:

- Help educate and enroll eligible employees
- Provide regular program updates
- Reimburse employees for up to four qualified emergency rides home per employee, per calendar year
- Conduct periodic program evaluations
- Train the designated ERH Coordinator

**My organization** agrees to provide MassRIDES with an ERH Coordinator who will:

- Inform employees about the ERH program
- Approve employee requests for reimbursement of emergency rides

Organization: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

By signing above, we agree to comply with ERH guidelines.

### ERH Coordinator Information

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_@\_\_\_\_\_

Phone: \_\_\_\_\_

Please submit by fax at 857.368.0656, or mail to:

MassRIDES  
Worksite Services  
10 Park Plaza, Suite 2180  
Boston, MA 02116





**NuRide, the nation's largest rewards program  
for individuals who take greener trips,  
is now available in Massachusetts**

**About NuRide**

NuRide is a free benefit that you can offer to your employees today. Employees who choose to take a "greener trip" (such as walking, bicycling, telecommuting, carpooling, vanpooling, using public transportation, or even working a compressed week) earn points for tracking their trips at [www.nuride.com](http://www.nuride.com). Participants can redeem those points for rewards, like restaurant coupons or discounts at local and national retailers.

Also, employees who are currently driving solo can use NuRide to connect with other travelers going their same way.

**NuRide is good for business**

NuRide supports your company's sustainability initiatives and can help you manage parking demand. By promoting NuRide you can help reduce employees' commuting stress, increase productivity, reduce parking needs, and even receive LEED certification points.

**Track participation and see results**

Through MassRIDES, NuRide allows you to measure actual results for your organization, including participants, trips taken, emissions prevented, gas conserved, money saved, rewards earned, and even the average number of empty parking spots. Ask your Worksite Coordinator about receiving results for your organization.

**Get Started**

Contact your local MassRIDES Worksite Coordinator at 1.888.4COMMUTE to get started.

**For more information about NuRide,  
visit [commute.com/nuride](http://commute.com/nuride).**

