



Devens Eco-Efficiency Center
Environmental Health and Safety Roundtable Discussion
January 31, 2014

Melissa Santley, Outreach Coordinator

Encouraging Mode Shift

MassRIDES = Statewide Travel Options Program

- ▶ Carpool, vanpool, transit, bike, walk, telework
- ▶ Reduce traffic congestion
- ▶ Reduce emissions
- ▶ Employers - outreach and worksite services
- ▶ Commuters - ridematching, incentives, promotions and marketing

MassRIDES Outreach

- ▶ 325+ partner organizations
- ▶ 465,000+ commuters
- ▶ Worksite focus – commute travel
- ▶ Worksite services
 - ▶ Implement commute options programs
 - ▶ Custom program development and implementation
 - ▶ Marketing and on-site events
 - ▶ Tools and resources

Become a Partner

Sign Up

massRIDES

You'll be able to take advantage of MassRIDES free services and be recognized for the great work your organization is doing towards reducing traffic congestion, promoting sustainable transportation and improving air quality in Massachusetts!

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

I am interested in learning more about:

- Buy Share Bike Wheel
- Car-Free-Drive
- Emergency Ride Home
- Employee Trip Origin Analysis
- Massachusetts ECD Assets
- Hubline Search for Commuters
- Relocation Assistance
- Rideshare Matching
- Vanpool Assistance
- Other

Organization: _____
Primary Contact Name: _____
Position: _____
Email: _____
Phone: _____
Secondary Contact Name: _____
Position: _____
Email: _____
Phone: _____
Number of Employees: _____
Signature: _____ Date: _____

Please submit forms by fax at 617.862.6090 or mail to:
MassRIDES
Worksite Services
10 Park Plaza, Suite 2100
Boston, MA 02114.

massDOT

MassRIDES Outreach

- ▶ Commute Options Programs
 - ▶ Marketing – newsletters, orientations
 - ▶ Emergency Ride Home
 - ▶ Onsite events
 - ▶ Preferential parking
 - ▶ Bike racks, showers, lockers
 - ▶ Transit passes available
 - ▶ Monthly promotions
 - ▶ Transit, vanpool subsidies
 - ▶ Formal telework, CWW
 - ▶ Pre-tax benefits
 - ▶ Shuttle, carshare
 - ▶ Incentives



MassRIDES Outreach

▶ Commute Options Programs

Foundation/
Educational

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Onsite Support/
Added Visibility



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Policy &
Financial



MassRIDES Programs

- ▶ Online Ride Matching
- ▶ NuRide Incentives
- ▶ Emergency Ride Home

MassRIDES Programs

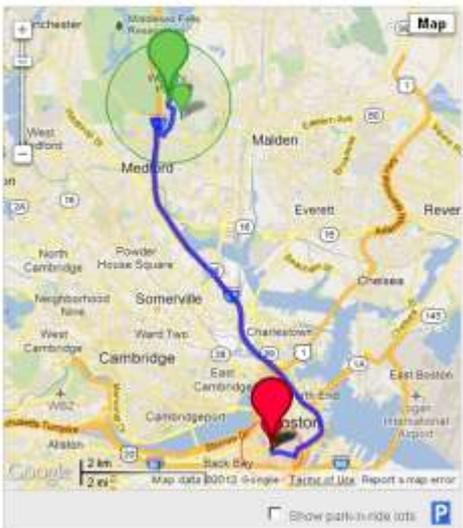
▶ Online Ride Matching

Who live within: of 2 matches

Who commute within: of

Who will consider:

- Ridesharing
- Biking (show icons)
- Walking
- Taking transit (e.g. bus, rail, or ferry)
- Who are on the way
- Who
- Who are
- Who are on my
- Affiliated with: [LEIS Corp](#)
- Who also speak:
- Who've been active:
- With NuRider name:
- Who leave home at:
- and start return trip at:
-



▶ Carpooling

- ▶ Bike/Walk
- ▶ Park & Ride Lots
- ▶ Vanpooling

▶ Home/work location

▶ Hours

▶ Preferences

▶ Commuters determine arrangements and details

MassRIDES Programs

▶ NuRide Incentives



- ▶ Get Rewards for Greener Trips
- ▶ Trip Calendar
- ▶ Earn Points – Redeem Rewards



Peapod®



- ▶ Earn Points – Redeem Rewards

MassRIDES Programs

- ▶ Emergency Ride Home
- ▶ Commuter Insurance



- ▶ Personal/Family Emergency
- ▶ Carpool Partner Leaves
- ▶ Reimburse for Taxi or Rental Car
- ▶ 4 Uses Each Year

Special Promotions



MASSACHUSETTS **2013**
Car-Free Week



Pick a Day • Commute Another Way

September 16th • 22nd 2013

Mass.gov/MassDOT/CarFree



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www.commute.com