



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

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# Encouraging Mode Shift

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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 will want to take advantage of MassRIDES free services and be recognized for the results 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 MassRIDES 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 617.862.6090 or mail to:

MassRIDES  
Worksite Services  
13 Park Plaza, Suite 2100  
Boston, MA 02114

**I am interested in learning more about:**

- ☐ Bike Share
- ☐ Car-Free-Week
- ☐ Emergency Ride Home
- ☐ Employee Trip Origin Analysis
- ☐ Massachusetts ECD Awards
- ☐ RideShare for Commuters
- ☐ Relocation Assistance
- ☐ RideShare Matching
- ☐ Vanpool Assistance
- ☐ Other

**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

- ▶ Marketing – newsletters, orientations
- ▶ Emergency Ride Home
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Onsite Support/  
Added Visibility





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Policy &  
Financial



# MassRIDES Programs

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



# MassRIDES Programs

## ► Online Ride Matching

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

☐ Show public ride lots

## ► 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

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



# Special Promotions

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MASSACHUSETTS **2013**  
**Car-Free Week**



*Pick a Day • Commute Another Way*

**September 16th • 22nd 2013**

**[Mass.gov/MassDOT/CarFree](http://Mass.gov/MassDOT/CarFree)**



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[www.commute.com](http://www.commute.com)