TRAVELWise
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TAKE A FRIEND OR MAKE A FRIEND FOR A BETTER COMMUTE

Hearing the word "carpool" often brings to mind images of minivans packed with kids being shuttled to and from school and soccer practice. However, in light of shifting economic times, swelling urban populations and increasing concern for the environment, more and more people are turning to this mode of transportation, also known as ridesharing. In fact, many working adults are beginning to incorporate ridesharing into their daily commute, errands and other activities.

DID YOU KNOW?

If 100 people paired up into daily carpools, they would save 12,000 gallons of gasoline each year.

Source: Pollution Prevention Pays

ADVANTAGES OF RIDESHARING

Many of those who choose to rideshare have discovered that there are great benefits in doing so. The most noticeable of these include money saved on gas, car maintenance and even parking fees. Other perks are more personal time and the ability to travel in the HOV/Express Lane, which can shorten the daily commute. As an added bonus, more people ridesharing means fewer cars are on the road, which makes the commute easier for everyone.

WHERE TO START

Many employers have discovered that those who commute via rideshare are more productive, have less stress and save the company money. Employers who are interested in offering ridesharing options to their employees can do so by following these simple steps:

- Survey employees to determine interest in ridesharing.
- Determine what incentives would encourage employees to rideshare.
- Help employees form rideshare groups according to work schedules and where they live.
- Appoint someone to oversee the ridesharing program.

DID YOU KNOW?

A commuter with a 60-mile daily commute saves $4,388 annually in a two-person carpool versus commuting alone.

Source: rideshare.org

Providing prize drawings, back-up rides in case of emergencies and preferential, reduced-cost or free parking, are all possible incentives employers can offer those who rideshare.

RIDESHARING RESOURCES

TravelWise:
Information, facts and success stories about ridesharing.
www.travelwise.utah.gov

Utah Transit Authority:
Ride Pro Rideshare, vanpool and bike commuting matching software. Additionally, maps of park and ride lot locations where rideshare/vanpool groups can meet and group members can leave their cars for the day.
www.utacommuter.com and www.utarideshare.com