

rideshare /etc



For immediate release
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Give Rideshare a Try During Rideshare Week, Oct 5 - 9.

The Madison Area Rideshare Week campaign will launch the new Commute Mode Tracker service that gives both employers and employees the option of calculating and tracking their total emission reductions achieved by use of alternative modes of transportation.

The Commute Mode Tracker is a monthly calendar the commuter uses to record daily what mode of transportation and what distance they commuted. The Rideshare Etc. program's web site recently received updated software that summarizes the results so the commuter and employer can see how they are contributing to cost and emissions reductions.

Interested commuters can log onto www.rideshareetc.org and create a password-protected account by filling in home and work address information and work hours, then run a carpool, vanpool, Metro Transit, bike, or park-n-ride lot search of options based on their specific circumstances. The database will return a list of available partners, or services, near the commuter for setting up rides to work and home. Rideshare staff will also assist commuters who call 266-RIDE.

"Rideshare Week is an opportunity to check out the many commuting options that help us reduce congestion and pollution and stress on commuters," said Mayor Dave Cieslewicz.

"With some people paying \$300 or more each month just to drive to work, choosing a rideshare option just makes sense," Falk said. The average savings for participants in the City's database is over \$200 per month, according to statistics compiled by the Madison Area Transportation Planning Board. "Since one-half of Dane County's air pollution comes from the cars and trucks we drive, choosing a rideshare option also protects the air we breathe and the health of our residents."

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Also during Rideshare week Madison area employers will be sponsoring Rideshare programs that include other incentives like added vacation hours offered at Webcrafters for employees in exchange for ridesharing participation. Dane County and the City of Madison are setting up drawings for a \$100 gift card for employees that try a search of options to find out what's available for their commute trips.

Dane County and the City of Madison co-sponsor the Guaranteed Ride Home taxi voucher service as a safety net for those who worry that they will be stranded without a car. For full-time participants that join the Rideshare Etc. service program up to 6 free vouchers per year are mailed to them. If an illness or other emergency comes up when the commuter is at work without their vehicle they can call the taxi for a ride home and the voucher will be accepted for payment.

For more information about Rideshare Week contact Ward Paxton, Transportation Planner, 266-7433, email wpaxton@cityofmadison.com or Lisa Mackinnon, Project Coordinator, Clean Air Coalition, 266-9063 web site: www.healthyardane.org.