

Pace Commuter Toolkit

Employer Edition
2016





Pace is delighted to collaborate with businesses and organizations to introduce public transportation and rideshare options to employees. We hope that you find this toolkit to be a beneficial resource in your efforts to get employees to the worksite, free up parking space and reduce congestion and air pollution. We encourage you to make full use of the variety of materials included and recommend reviewing the entire toolkit whether you are establishing a new commuter program or bringing life into an existing one.

The Pace Commuter Toolkit was designed to assist employers with educating their workforce on their workday commute, starting or enhancing a commuter program and providing ready-to-use materials and money-saving resources.

The toolkit is organized into three sections: (1) Creating a Commuter Program, (2) Resources and (3) Ready-to-Use Promotional Materials. The first section describes how to develop a commuter plan and provides valuable tools and incentive ideas. In the second section, a commuter plan checklist and a guide to registering on PaceRideShare.com are provided. Finally, the Ready-to-Use-Promotional Materials section provides various forms of communication materials to assist with implementing a successful awareness campaign.

Pace External Relations Department can provide additional assistance with developing a commuter program that requires minimal maintenance and provides a free employee benefit. Contact a Pace Community Relations Representative at (847) 228-2451.

Thank You

Pace Suburban Bus

This toolkit is designed to provide employers with a guide to address:

- Employee retention and attraction
- Productivity, absenteeism and tardiness
- Congestion and parking management
- LEED transportation credits

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Creating a Commuter Program

Getting Started

A commuter program can be used as a workforce strategy to encourage employees to commute to work by methods other than driving alone. Through the use of the Pace Commuter Toolkit, employers could improve employee retention by providing a reliable and affordable way to work, expand the potential labor pool through increased access, boost employee productivity by eliminating the stress caused by driving and save on taxes through payroll deductions. Plus, businesses can enhance their image as an environmentally and employee-friendly company.

Managing a successful commuter program begins with designating an in-house coordinator or team to research, organize, follow through and aid employees with their commuter needs. It's often best to get started by learning what commuter options are available and thinking about how to encourage employees to use them.

With more than 240 fixed routes, Pace provides fast and reliable bus service in Cook, DuPage, Kane, Lake, McHenry and Will counties. Many Pace bus routes connect with nearby Chicago Transit Authority (CTA) bus or Metra service. Employees arrive to work more rested and productive when they leave their cars at home and utilize public transportation. Also public transportation usage frees valuable parking spaces for clients and customers. You can obtain [bus schedules](#), [create a commuter map](#), and [plan a trip](#) online at [PaceBus.com](#). For live trip planning assistance, you can call the RTA Travel Line at (312) 836-7000. Bus passes can be purchased at [ventrarchicago.com](#).

Ridesharing, which consists of carpooling and vanpooling, has many benefits. Employees who rideshare can reduce commuting costs by at least 50% over driving alone. Visit the [Pace RideShare online Commute Cost Calculator](#) to determine potential cost savings. In addition to saving money, the group dynamics of rideshare help reduce tardiness and absenteeism. Rideshare participants can turn their commuter time into a better use of their personal time. Employees without a car appreciate being able to rideshare especially when public transit is not available.

Carpools consist of two or more commuters driving together in a privately owned vehicle while Pace Vanpool provides groups of five or more employees their very own van for traveling. The [Pace Vanpool Incentive Program](#) includes fuel, maintenance, insurance, tolls, roadside assistance, van washes and a [guaranteed ride home](#) feature. Riders pay a low monthly fare, while drivers ride free and get personal use of the van.

With regards to rideshare, employees often may not know anybody with whom to travel. Pace offers a solution with our free regional ridematching system, [PaceRideShare.com](#), which allows employees to register at no cost and access a list of people who match their regular or one-time commute. Workers can also learn about the [Pace Vanpool Incentive Program](#), access vanpool [start-up forms](#), [calculate driving costs](#), match-up with others bicycling or walking and periodically register for gift card drawings online.

The site is a valuable tool for employers, too. Pace RideShare employer administrators have access to pollution reduction summary reports and an email list of registered participants. Employers who offer a commuter program often increase the number of rideshare groups formed when they direct employee to register on [PaceRideShare.com](#) and provide other benefits such as priority parking or a transit subsidy. To learn more about rideshare or to become an employer administrator, visit [PaceRideshare.com](#).

Pace Commuter Toolkit: Employer Edition

Creating a Commuter Program

Deciding on Incentives

Commuter incentives offer businesses the ability to expand their employee benefit package, improve morale, and maintain the best workforce for one's company. The following incentives may be used in combination as they are beneficial in different ways:

- **The Transit Benefit Program** gives companies and their employees an opportunity to use pre-tax dollars to pay for bus, train or vanpool fares. The Internal Revenue Service Section 132(f) currently allows employers and/or employees to set aside funds each month before taxes for public transportation and vanpooling. Tax provisions allow parking costs to be taken as a tax-free fringe benefit for anyone who drives to work. Participating employers receive tax benefits in the form of reduced FICA taxes.
- **A Guaranteed Ride Home (GRH) Program** also referred to as an emergency ride home provides employees with a reliable ride to or from work when an unexpected emergency arises such as picking up a sick child from school, handling a family crisis or working unscheduled hours. It reassures commuters who do not drive alone that they have a timely and inexpensive way to travel when situations outside of routine occur. When a GRH program is in place, employees feel secure knowing that they will not be stranded if they miss their bus or cannot travel with their rideshare group. This increases transit use and ridesharing by removing barriers. Often times, employers will partner with a taxi company or have rental cars or fleet cars on-site to provide this service. Please note that the **Pace Vanpool Incentive Program** includes a Guaranteed Ride Home (GRH) Program in which vanpool participants are reimbursed up to \$125/year for alternative transportation taken due to a personal emergency. The Pace Vanpool GRH Program does not apply for overtime.
- **Awards and prize drawings** create excitement and encourage participation. Awards can range from low value prizes (such as a free lunch, t-shirt, local merchant coupons or casual dress day) to more generous rewards (gift cards for gas, tickets to a game, or weekend trip). Employers can connect the frequency of non-solo driving to the chances of winning or type of prize category.
- **Commuter perks** add value to a Commuter Program and encourage non-solo driving. Perks may include priority parking for rideshare groups, selling bus passes at the job site, receiving discounted or free parking, reimbursement for the purchase of a bike or new pair of walking shoes or the use of onsite amenities such as a concierge service, restaurant/cafeteria, childcare, pharmacy, fitness center, sundries, bike racks with canopies and lockers/shower access for bicyclists or walkers.

Additional incentives and ideas can be found in the **Commuter Program Best Practice Checklist**.



Request an on-site presentation by contacting a Pace Community Relations Representative at (847) 228-2451.

Visit the Commuter Cost Calculator on PaceRideshare.com to determine your annual commute cost savings.

Call 847-5-WE-POOL to learn how to monitor your company's environmental impact as employees reduce solo driving.

Creating a Commuter Program

Finalizing the Plan

The next step is to assess: resources, employee travel needs and the need to launch and maintain a Commuter Program.

In addition to this toolkit, Pace External Relations Department can provide assistance with developing a commuter program, giving an overview of available commuter services and providing on-site employee presentations.

Some aspects to consider during the assessment are: work shifts, employee commuter patterns and costs. Employees are more likely to ride public transportation or rideshare when work hours match available commuter services. In cases of inconsistency between work hours and commuter service operation times, employees appreciate alternate options such as offering a **Guaranteed Ride Home Program**, shuttling employees to and from a rideshare park-n-ride location or public transportation stop/station.

Along with convenient transportation, employees appreciate economical options. Incentives like transit subsidies, **pre-tax savings** and no parking costs can make non-solo driving more appealing. Providing a low-cost employee benefit makes getting to work affordable, improves job satisfaction and expands your potential labor pool. Companies that offer payroll deductions for monthly parking costs and bus, train and vanpool fares save on payroll taxes as well.

Once there is an understanding of the objectives and available resources, a successful commuter program can be created that includes: project justification, short and long-term deliverables, policies and expectations, responsibilities and a budget.

Providing a low-cost employee benefit makes getting to work affordable, improves job satisfaction and expands your potential labor pool.



Creating a Commuter Program

Launching the Plan

Before implementation, it's best to get the support of all stakeholders on the overall plan and approach. Endorsement from leadership is essential. Imagine the impact your program might have if the company President, Owner or Regional Manager spoke at your kickoff event or wrote an **encouraging letter** to employees about the value of your commuter program.

For a high-quality, effective program that maximizes participation, it is recommended that the approach include:

Information Present a connection between the company goals, employee benefits and riding public transportation or ridesharing. Create and distribute a program brochure. Provide continual marketing of commuter resources that are available to employees and offer commuter events so employees come together to form rideshare groups as well as learn about new developments. Educate workers on the features and information available on PaceBus.com and PaceRideShare.com. Celebrate success by sharing details, commuter testimonials and measurable results relating to achieving company goals.

Incentives Use rewards, events and contests to entice workers to use Pace buses, vanpools, carpools or bicycle or walk to work. Incentives can include **the Transit Benefit Program**, free/preferred parking, proximate commutes, flexible work schedules and on-site amenities such as concierge service, childcare, locker/showers, bike racks and sidewalks.

Integration Incorporate communications into the already established company processes such as including the Commuter Program in new employee orientations. **Add hyperlinks** to PaceBus.com and PaceRideShare.com on the company website and intranet, and connect to Pace Suburban Bus and Pace RideShare on Facebook and Twitter pages to the companies corresponding social media pages. Encourage employees to like and follow Pace because the company is doing it. Use PaceRideShare.com as a support tool for company events where participants travel in groups such as a Bike to Work Week or an annual Pace RideShare Registration Week.

Installation Focus on enhancements to the infrastructure such as designating rideshare parking spaces with posted signs, installing bike racks and canopies, providing commuter information display/racks and rideshare communication boards in centralized locations and providing sidewalks or working with Pace to install a bus shelter to connect your property to nearby bus service.

Involvement Keep up-to-date on regional transportation developments by maintaining open communications with Pace Suburban Bus. Be an active member of your local Transportation Management Association or an environment/ozone awareness program.



A successful awareness campaign involves providing continual marketing of commuter resources and incorporating commuter options into existing processes and infrastructure.

Resources

Best Practice Checklist

Educate

Make it a goal to provide easy-to-access and current commuter information for employees

___ Launch the commuter program with a kick-off event or an endorsement letter from the company leadership. This toolkit includes a [Commuter Program Introduction letter](#).

___ Utilize various formats for outreach materials throughout the year. Try memos, flyers, e-mail or voicemail announcements, newsletter text, screen slides, posters and table tents. This toolkit includes: [rideshare tips, a guide to using PaceRideShare.com, 15 text inserts, paycheck stuffer text, table tents and printable/digital posters](#).

___ Market the commuter program through the following centralized avenues:

- ___ Informational racks or displays
- ___ Designated commuter information board
- ___ Company orientation for new employees
- ___ Website links – for external access/ the general public and internal access/employees. This toolkit includes: [Pace logos, links & webpage text](#).

___ Make connections between the company's and Pace's Facebook and Twitter pages

___ Display table tents in key locations: lunch area and the HR department

___ Host commuter events to:

- ___ Present the commuter program and incentives
- ___ Form and start-up rideshare groups
- ___ Encourage rideshare registration
- ___ Educate employees on green commuter options

___ Invite a Pace Representative to present commuter services at employee events or promotional days

___ Run a competition to encourage participation

___ Share success stories and measurable results

___ Disseminate alerts for closed roads or weather conditions

___ Provide access to real-time bus departure times with Pace's BusTracker service

___ Share "Seeking Riders" ads that provide travel patterns and time details about particular rideshare groups that are looking to fill empty seats. This toolkit includes a [Newsletter/Eblast Seeking Rider](#) template.

Reward

Encourage usage by making the process easy and hassle-free:

___ Use incentives/rewards such as gift card/gas card drawings, a transit subsidy, additional leave time and casual dress days

___ Sell transit passes by becoming a Ventra retailer (Visit [ventrachicago.com](#)) or provide a discount on bus or vanpool fares

___ Provide [pre-tax payroll deductions](#) for commuting and parking costs

___ Offer a [Guaranteed Ride Home Program](#) providing a free ride home in case of an emergency for public transit and rideshare participants

___ Provide preferential parking and/or reduce parking costs for rideshare participants

___ Offer on-site amenities that eliminate the need to drive such as concierge service, food service, childcare, pharmacy, fitness center, sundries, bike racks with canopies and lockers/shower access for bicyclists or walkers

___ Reimburse or offer a discount to cyclists when they purchase a bike, helmet, water bottle, etc.

___ Reimburse or offer a discount to walkers for a new pair of shoes

Create

Consider various methods to increase participation:

___ Offer an informal flextime program, telework program or compressed work schedule

___ Offer proximate commute where employees work at job sites closer to their home

___ Work with neighboring businesses to provide a local commuter program and increase rideshare matching

___ Provide a shuttle service or loaner bicycles for traveling between job sites and/or transit locations or for lunchtime use

___ Add transit and pedestrian connectivity with sidewalks, bus shelter and waiting area

PaceRideShare.com Registration Guide



 **pace**
RideShare
847-5-WE-POOL

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Resources

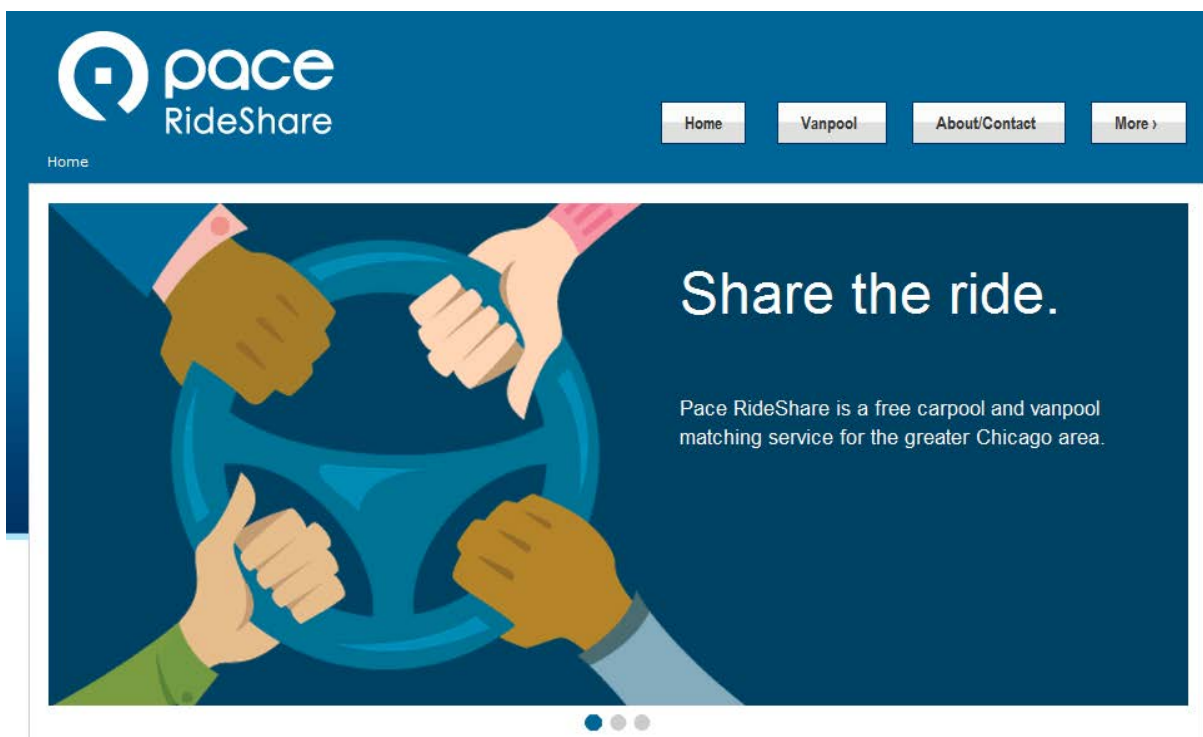
Pace RideShare Registration Guide

The Pace RideShare Program can connect you with people who share similar commutes to work, school, events and more.

The Pace RideShare Registration Guide explains how to navigate PaceRideShare.com to create a new account, optimize search abilities, register your carpool and generate a summary of financial and environmental savings resulting from sharing a ride compared to driving alone.

Step 1: Register your account

To begin your search, click on the navigation button “Register Now” located in the lower left-hand corner of the Pace RideShare Home Page.



Click on “Register Now” to create a new account.

The zip code matching will provide the number of commuters that could be matches. You must register in order to match and contact other commuters.

Step 2: Profile information

After typing in your name, please fill in your email address and password which you will be using to log into PaceRideShare.com. Providing your email address is important because rideshare communications are conducted via a web-based email. Your personal information, such as your last name, email and home addresses, is kept secure and confidential and cannot be seen by other PaceRideShare.com members.



First Name: Required

Last Name:

Email:

Password:

Confirm Password:

Gender: ☐ Female ☒ Male

☒ I have read and agree to the [Terms of Service](#) and [Privacy Policy](#).

Matching commuters will contact you through web-based emails. You may also receive notifications from PaceRideShare.com in your email inbox.

Step 3: Entering Work Information

Fill in your employer information by using the preloaded addresses provided in the drop down menus found by clicking on "Search" and "Search Worksites". To obtain the best matches, it is recommended that you select the most exact address whenever possible including the worksite location.

Employer: select... Search

[Employers](#)

[My Employer is not listed...](#)

Worksite: select... Search Worksites

Save

You will need to click on both "Search" and "Search Worksites" to reveal the drop down menus.

Drop down menus expand as follows:

Employer: Pace Suburban Bus

[My Employer is not listed...](#)

Search

- Opus Capital Markets Consultants
- Orbitz Worldwide
- Orland Square Shopping Center
- Orthonet
- Pace Suburban Bus
- Pactiv
- Pactrans Air & Sea
- Paddock Publications
- Palatine High School

Worksite: select...

Search

- 547 W. Jackson - 547 W Jackson Blvd Chicago, IL 60606
- Pace - HQ - 550 W Algonquin Rd Arlington Heights, IL 60005
- West Division - Lake Street - 3500 W Lake St Melrose Park, IL 60160

Close

Scroll through the list of employers using the side button.

Please be aware that there may be several worksites for the same company listed.

Step 3: Entering Work Information

If you are not able to find your employer in the drop down menu, please select "My Employer is not listed..." Then fill in the details and select "Check Address."



Name: Required

Worksite Name:

Address: Required

It is important that we have addresses that we recognize, before continuing please check the address you have entered.

Once your company information is entered, select "Check Address" to make sure that the address can be mapped.

The outcome of selecting "Check Address" could be that the address is found and you can add the employer to our database. It will take a few days to activate the employer once approved. Then, you will be able to match with co-workers.

Name: Required

Worksite Name:

Address: Required

✓ Address found, please review before continuing.

The address was found so select "Add Employer."

Step 3: Entering Work Information

Another outcome of selecting “Check Address” is you must select an address from a suggestion list. If none of the suggestions are good, select “None of These” from the list and then find the location on the map provided.

Multiple Addresses Found ×

More than one location matched that address. Please select the correct one from the list below.

1. [xyz - United Arab Emirates](#)
2. [xyz, Kenya](#)
3. [XYZ, Lafayette, MO 64490, USA](#)
4. [xyz, 1853 Yvorne, Switzerland](#)
5. [xyz, York YO30, UK](#)
6. [Xyz, Baldwin, Isle of Man](#)
7. [xyz, Bandhnau Dikhnada, Rajasthan 331403, India](#)
8. [xyz, Eglinton NSW 2795, Australia](#)
9. [Xyz, Eichen, Germany](#)
10. [xyz, Andhra Pradesh 516401, India](#)
11. [None Of These](#)

Use the navigation features to click the approximate location on the map.

Address Not Found ×

I could not find that address. Please find it by clicking its location on the map.

Use the navigation features to click the approximate location on the map.

Save

Step 4: Entering your Home Address

You have the option of entering your home address, a public transportation or park'n'ride location. The website allows you to edit your information and create multiple commute searches at any time. We encourage you to explore different travel options or combinations to generate additional matches, such as using public transportation to get to a rideshare pick-up location at a transit center. To obtain the best matches, it is recommended that you select the most exact address whenever possible.

Your information is secure and others will not see your address.



Address: Required

It is important that we have addresses that we recognize, before continuing please check the address you have entered.

Step 5: Create your Commute Profile

You can create a commute profile for each type of rideshare commute. For example, there can be a search set up for a daily workday commute (regular), a 2nd job (regular), daycare/schoolpool (regular), off-site job training (one-time trip) and a doctor appointment (one-time trip). Each trip will need: a name, address, schedule and preference information selected. When you initially register, you start with setting up perimeters for one commute type. Using the Commuter Profile feature, on the My Page section which is mentioned in Step 6, you can create commute searches for different types of trips.

Name: Required
e.g. 'Daily Work Commute' or 'Trip to Springfield'

Type: ☒ Regular Commute
☐ One-Time Trip

Step 5: Create your Commute Profile

The numbered arrows below point out the four key search features available on this page: (1) making your profile matchable with others which is preloaded with a check in the box labeled "Allow others to match with you," Please note this box must be checked in order to view any possible commuter matches (2) entering the origin and destination locations, (3) indicating the commute times, and (4) narrowing your search by form of transportation, travel flexibility and commuter traits.

As with all fields in your commute profile, you can change your settings at any time in order to generate more matches. Being flexible in your options, such as selecting to be a driver, often leads to more matches.

General

Profile Completeness:

[General](#)
[Route](#)
[Schedule](#)
[Preferences](#)

Save

Name: ☒ Allow others to match with you

Route

Origin:

Destination:

Travel Mode:

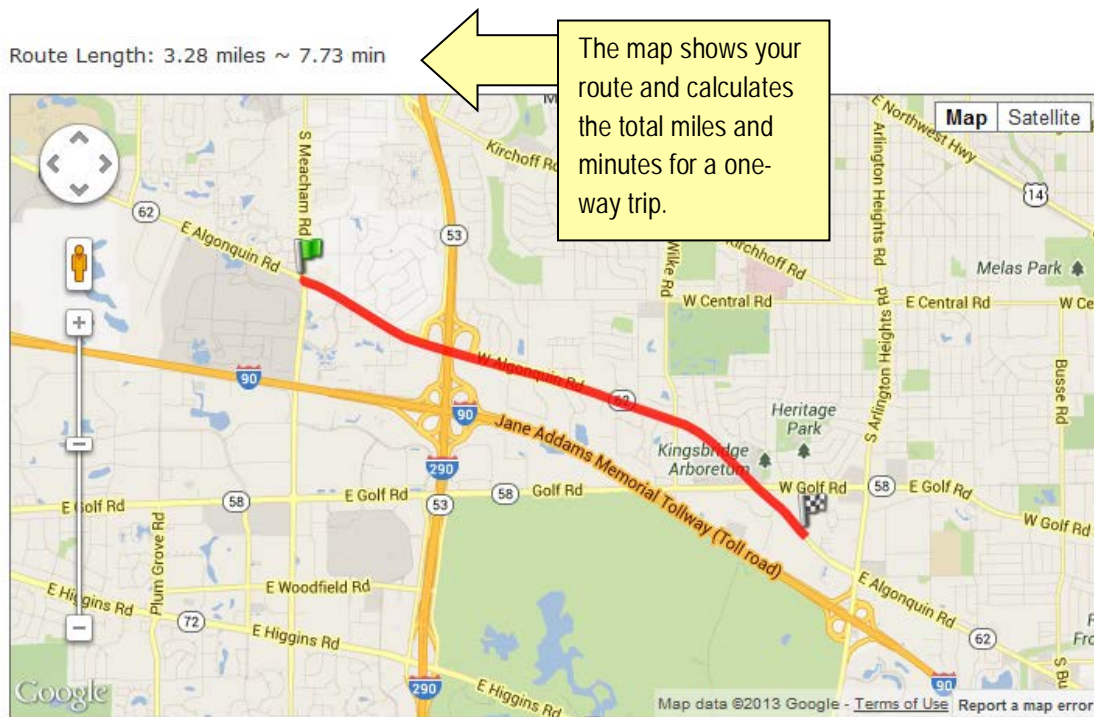
Get Route

1: Select "Get Route" to check the routing.

2: The "Origin" field refers to the starting location (often your home or pick-up location). The "Destination" field refers to the drop-off location (typically your work address). These fields may preload as you type in them.

The "point of interest" hyperlink provides you with a list of public transportation and park'n' ride locations.

"Travel Mode" refers to the way you are going to travel for this trip and adjusts the below map.



[Hide Map Layers](#)

Map Layers: **Map Legend:**

☐ Park and Ride Lots

Step 5: Create your Commute Profile

Schedule

[Advanced](#) [One Time Trip](#)

Departure (leave home/origin): 08 00 am Flexibility: 30 min

Return (leave work/destination): 05 00 pm Flexibility: 30 min

3

"Flexibility" refers to the time you are willing to vary from the departure and return times. For example, the 30 min shown above means that it's OK to be picked up any time between 7:30 am and 8:30 am and between 4:30 pm – 5:30 pm.

Commute Days:

☐ Sunday ☒ Monday ☒ Tuesday ☒ Wednesday ☒ Thursday ☒ Friday ☐ Saturday

Preferences

I want to find rideshare matches for:

☐ Carpool ☐ Bike/Walk

This section refers to how you are going to match with other commuters.

To rideshare with another person I am willing to add 10 miles to my current commute.

To rideshare with another person I am willing to add 20 minutes to my current commute.

☒ I'm willing to drive ☐ I am a smoker

4

I only want to match with:

☐ Co-Workers ☐ Same Gender ☒ Non-Smokers

Comments to share with others?

You can adjust the time and minutes that you are willing to add to your original commute time.

By checking any of these boxes, you narrow your search.

Step 5: Create your Commute Profile

Edit Commute Profile

As you add more content, your profile becomes ready for matching with others. This indicator gauges completeness for you.

Profile Completeness

- ☒ General
- ☒ Route
- ☒ Schedule
- ☒ Preferences

Save

Remember to select "Save" from the side navigation bar.

This box must be checked in order for you to find rideshare matches.

[How Do I?](#) [Delete Profile](#)

General

Name: ☒ Allow others to match with you

Select "Get Route" to check the routing.

Route

1234 W. Main Street, Arlington Heights, IL, 60005, US

Origin:

Destination:

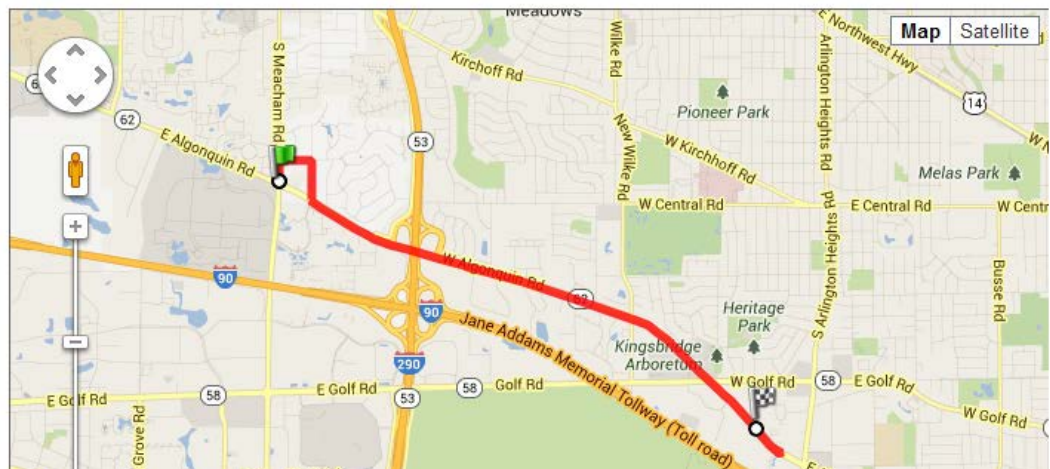
Use a [worksite](#). Use a [point of interest](#).

Get Route

Getting Route.. Success!

Travel Mode:

Route Length: 4.02 miles ~ 11.98 min



Step 6: View My Page

In this section we will discuss six features: (1) view and edit profile information, (2) track daily commutes on the Commute Calendar and learn about how your commute impacts the environment, (3) edit or add a new Commute profile, (4) view and contact rideshare matches, (5) access to sending and receiving messages and (6) register a carpool group.

JS Hue@pacebus.com | [Message Center](#) | [My Account](#) | [Sign Out](#)

pace
RideShare

Home > My Page

Home My Page More >

5

The "Message Center" hyperlink is available from any screen on the website.

My Page

Commute profile successfully saved.

Profile

Welcome to your 'My Page'

From this page, you are able to:

- Edit your profile
- Find rideshare matches
- Edit, add, or delete commute profile
- Log commutes and view related stats
- Register & manage your carpool

1

Click on the arrow to open your general account.

Congratulations! Smart commuting makes a huge difference for both the **environment** and our **wallets**. Since March 2013, Pace RideShare users have logged over 12,700 commutes!

Totals: 12,781 logged commutes

375K lbs CO ₂ e Reduced	17.4K gallons Gas Saved	7,388 trips Trips Eliminated	\$199K Money Saved
--	---	--	---------------------------------

Everyone Your Employer Just You

[View All Statistics >](#)

2

Log Your Commutes

Commute Profiles Add

✓ Workday Commute Edit

From: 2501 N Meacham Rd Schaumburg
To: 550 W Algonquin Rd Arlington Heights
Days: Mon, Tue, Wed, Thu, Fri

Find Rideshare Matches

3

Once your commuter profile is saved, you can find commuter matches.

4

Select "My Carpools" to register a carpool group.

6

Features and Tools

My Carpools Quick Ridematching

File Downloads >> Related Links >>

Step 6: View My Page

Feature 1: Profile

By clicking on the gray arrow in the right-hand corner, you can expand the profile information and view your general account.

The screenshot shows the 'Profile' page. At the top right, a gray arrow icon is highlighted with a callout: 'Click on the arrow to open your general account.' Below the header, the 'General Account' section includes fields for Name (Jim Shue), Gender (Male), and Notification Settings, with an 'Edit' link. A 'Public Profile' link is highlighted with a callout: 'Click on "Public Profile" to add a photo and fun information.' Below this, the address '1234 W. Main Street, Arlington' and '2501 N Meacham Rd, Schaumburg, IL, 60173, US' are listed, each with an 'Edit' link. The 'Employer' section shows 'Name: Pace Suburban Bus' and 'Worksite: Pace - HQ', also with an 'Edit' link. At the bottom, a Facebook link button is highlighted with a callout: 'Click here to add your Facebook link.'

Feature 2: Commute Calendar

The drop-and-drag Commute Calendar can help you track your positive impact on the environment. To start, click on the "Log Your Commutes" navigation button.



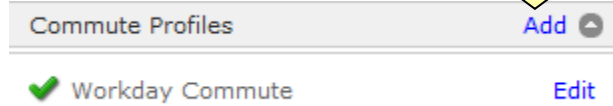
Commute Calendar

To log your commute in the commute calendar, select the commute you wish to report on from the drop-down menu on the right. Then, drag and drop the commute mode used onto the calendar. To log a one-way trip or a commute that is not saved, simply enter the miles in the distance field on the right, then drag and drop the commute mode of choice to the calendar.

The screenshot shows the 'Commute Calendar' for September 2013. The calendar grid has days of the week as columns and dates as rows. A 'CR' (Carpool Ride) is logged for Friday, September 27th. To the right of the calendar is a 'Savings' section showing '00 lbs CO2e', '\$0.00', and '00 trips'. Below this is a 'Workday Commute' dropdown menu set to 'Workday Commute' with a 'Distance' field showing '8.04 miles'. At the bottom right is a table of commute modes: VD (Vanpool Drive), CD (Carpool Drive), DA (Drive Alone), CR (Carpool Ride), VR (Vanpool Ride), B (Bus/Transit), B (Bike/Skate), W (Walk), and T (Telecommute). A callout points to the 'Commute Summary' link above the savings section, stating: 'The "Commuter Summary" provides impact results based on the commute information in the calendar.' Another callout points to the commute mode table, stating: 'Drag the type of commute from the table and drop it into the calendar.'

Step 6: View My Page

Feature 3: Commute Profile



Click on "Add" to create another commute search and follow the details in Step 5.

Click on "Edit" to open your Commute Profile. See Step 5 for details.

Feature 4: View and Contact Rideshare Matches

Clicking on the "Find Rideshare Matches" navigation button will direct you to the carpool or vanpool matches that best fit your preferences.

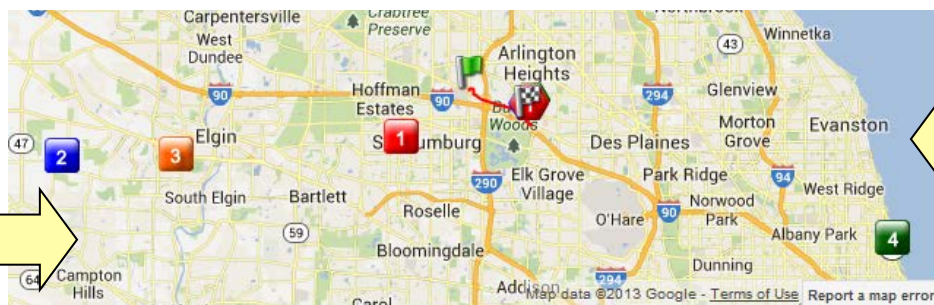
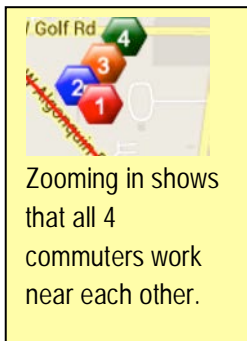


On the My Matches page, the first thing to review is the commuter information shown on the map and list. For this example, there are six carpool matches generated.

Viewing Matches 1-4 of 6

1 Sukhwinder H.	2 Bryan S.	3 Patricia S.	4 Patrick W.
Best if THEY drive	Best if THEY drive	Best if THEY drive	Best if THEY drive
You Drive +12.89 miles +27.02 min to your commute	They Drive +1.55 miles +4.55 min to their commute	You Drive +54.63 miles +72.8 min to your commute	They Drive +2.03 miles +6.68 min to their commute
You Drive +42.61 miles +60.47 min to your commute	They Drive +2.03 miles +6.7 min to their commute	You Drive +47.3 miles +70.72 min to your commute	They Drive +6.95 miles +11.08 min to their commute
Email Add More	Email Remove More	Email Remove More	Email Add More

Use the blue arrows to move back and forth to see all six matches.



You may need to zoom in or out to see the starting and ending locations of commuters.

Map Layers:

☐ Park and Ride Lots

Map Legend:

Marks the beginning of your route.

Marks the end of your route.

Indicates that multiple matches start or end here.

The Start Position of Match 1's route.

The End Position of Match 1's route.

Step 6: View My Page

Feature 4: View and Contact Rideshare Matches

To send an email to one person, click on the email icon



below the commuter's name. To send an email to

more than one person, select the envelop icon



and the person's name will appear in the above "Send




Message To:" section. Then, select the Compose Message icon















to generate the message.

My Matches [How Do I?](#)

Viewing commute matches for: **Workday Commute** [Edit Profile](#)

Send Message To: Sukhwinder H.  Bryan S.  Patrick W. 
Click matches below to add recipients. Click "Compose Message" to send the same message to all three matches selected.

Viewing Matches 1-4 of 6

1 Sukhwinder H.	2 Bryan S.	3 Patricia S.	4 Patrick W.
Best if THEY drive You Drive +12.89 miles +27.02 min to your commute They Drive +1.55 miles +4.55 min to their commute	Best if THEY drive You Drive +54.63 miles +72.8 min to your commute They Drive +2.03 miles +6.68 min to their commute	Best if THEY drive You Drive +42.61 miles +60.47 min to your commute They Drive +2.03 miles +6.7 min to their commute	Best if THEY drive You Drive +47.3 miles +70.72 min to your commute They Drive +6.95 miles +11.08 min to their commute
 Email  Remove  More	 Email  Remove  More	 Email  Add  More	 Email  Remove  More

Compose and Send Match Email

Subject: Pace RideShare - Rideshare Matching

Message: Hello Sukhwinder H., Bryan S., Patrick W.,

You are listed as a potential carpool match for me on Pace RideShare and I was wondering if you are interested in carpooling. If you would like, I can send you more information about myself, just let me know. Thanks, I look forward to hearing from you. Jim

You have the option of editing the wording by clicking in the text box and making adjustments before sending.

Send

Cancel

Step 6: View My Page

Feature 5: Message Center

To enter the message center, click on the “Message Center” link located at the top of the webpage.

The screenshot shows the Pace RideShare website header with the logo and navigation links: Home, My Page, Va, and More. A yellow arrow points to the 'Message Center' link in the top navigation bar, with a callout box stating: "Click here to see messages from other users."

Below the header, the 'Message Center' section is titled. A descriptive paragraph states: "Your message center is your history of messages sent and received from this website, typically rideshare match messages and site notifications. These messages will be the same as those received via email or text message based on your notification settings."

The message list is displayed with tabs for 'Inbox', 'Sent', and 'Archived'. The 'Inbox' tab is active. A table shows a single message:

Subject	From	Received	
Pace RideShare - Rideshare Matching	Katrina B.	Sep 18 2013 10:06AM	Reply

Below the table, a yellow arrow points to the text "Click on this text in order to read the message." and another yellow arrow points to the "Reply" link, with a callout box stating: "Click on 'Reply' to send a response message."

Feature 6: Carpool Group Registration

Pace launched a random drawing program to give free gift cards to PaceRideShare.com registered and operating carpool group consisting of 2 or more participants. This random drawing allows for a fair and equal distribution of gift cards to drivers or riders who have an active Pace RideShare commuter profile. The registration process is set up so that only one person in a carpool can register the group.

To register your carpool, follow these simple steps:

Step 1:

A yellow callout box on the left contains the text: "Click on 'My Carpools' to begin registering your carpool group. This link can be found on My Page." A yellow arrow points from this box to a 'Features and Tools' menu. The menu contains the following links:

- My Carpools
- Quick Ridematching
- File Downloads >>
- Related Links >>

Step 6: View My Page

Feature 6: Carpool Group Registration

Step 2:

My Carpools

You can use My Carpools to register your carpools and your fellow carpoolers. Every carpooler added will receive an email to verify that they are a member of this carpool. Every carpooler can edit any carpool of which they are a member. A carpool can be deleted by removing all of its members.

Click on "Register Carpool" to create a carpool group.

[Register Carpool](#)

Step 3:

My Carpools

You can use My Carpools to register your carpools and your fellow carpoolers. Every carpooler added will receive an email to verify that they are a member of this carpool. Every carpooler can edit any carpool of which they are a member. A carpool can be deleted by removing all of its members.

My Carpool	
Name	Verified?
Jim S. (me)	Yes

Click on "Add Carpool Member" to list other carpoolers in your group.

[Add Carpool Member](#)

[Never Carpooled](#) [No Longer Carpools](#)

Step 6: View My Page

Feature 6: Carpool Group Registration

Step 4:

My Carpool [I'm Done](#)

All Users	Wait List	Ridematches that I've emailed	Non-Pace RideShare user
-----------	-----------	-------------------------------	-------------------------

Enter the carpool participant's name and select "Submit."

Search by name or email:

My Carpool [I'm Done](#)

All Users	Wait List	Ridematches that I've emailed	Non-Pace RideShare user
-----------	-----------	-------------------------------	-------------------------

Search by name or email:

Sorry. I was unable to find any users whose first name, last name or email contain

If the name was not found, then select "Non-Pace RideShare user."

All Users	Wait List	Ridematches that I've emailed	Non-Pace RideShare user
-----------	-----------	-------------------------------	-------------------------

First Name: Required

Last Name:

Email:

Select "Add Member"

Step 6: View My Page

Feature 6: Carpool Group Registration

Step 5:

Carpool for Bob, Jim			
			Add Carpool Member
Name	Verified?		
Bob L.	No	Never Carpooled	No Longer Carpools
Jim S. (me)	Yes	Never Carpooled	No Longer Carpools



The new member will receive an email asking for confirmation that he or she is in the carpool. Once a reply is sent, the verification status will be changed from "No" to "Yes".

If you have any additional questions, please contact us at 847-5-WE-POOL or send an email to vip.rep@pacebus.com.

Pace Commuter Toolkit: Employer Edition

Ready-to-use Promotional Materials

The ready-to-use promotional materials in this section are designed to provide you with everything you need to implement a successful awareness campaign. Continual encouragement by providing various avenues of promotion (emails, voicemail, posters, newsletter text, TV screen slides and table tents) throughout the year can increase participation in the commuter program.

Sample Introduction Letter from Company Leadership

The below letter is one example of how an Employee Commuter Program could be introduced.

[INSERT YOUR LOGO]

Dear employees:

Here at [INSERT COMPANY NAME], we recognize that the environment is a silent stakeholder in our company, and we have an obligation to behave responsibly toward it. Through ongoing sustainability efforts, we are working to increase efficiency, reduce waste, and lower emissions throughout our operations, including how employees travel to work.

Our company has recently developed an Employee Commuter Program to help everyone with reducing their environmental footprint and supporting our sustainability efforts. We view responsible environmental stewardship as an integral part of business and are proud of our employees' anticipated involvement in the program.

Our Employee Commuter Program features a free and easy-to-use website, PaceRideShare.com, which will help you find carpool and vanpool partners. The site calculates the money you save compared to driving solo and the Commute Calendar allows you to tabulate your carbon footprint.

When it comes to the environment, we must look to the well-being of our employees and the communities in which we operate. We hope that you will share a ride to save money and help us improve our environmental impact as a whole.

[INSERT YOUR CLOSING]

[INSERT YOUR SIGNATURE]

Pace Commuter Toolkit: Employer Edition

Ready-to-use Promotional Material

Social Media Buttons and Links

Presenting Pace on your Internet/Intranet and Social Media pages

Presenting Pace Bus and Pace RideShare on your Internet, Intranet, and Social Media pages

To make the Pace Bus website more accessible to employees and your customers and clients and to connect employees to the Pace RideShare website, you can link your website directly to ours. The following information is provided to help you with presenting and hyperlinking websites and social media pages.

Pace Bus Logo Button

If you use the **PaceBus logo button**, we recommend hyperlinking it to www.PaceBus.com. A low resolution jpeg file of the Pace logo is available by emailing marketing@pacebus.com.

You may want to consider including the following descriptive text alongside the button: You can obtain bus schedules, create a commuter map, and plan a trip at PaceBus.com.

Pace RideShare.com Logo Button

If you display the **Pace RideShare logo button**, we recommend hyperlinking it to www.PaceRideShare.com. A low resolution jpeg file of the Pace RideShare logo button is available [here](#).

You may want to consider including the following descriptive text alongside the button: The Pace RideShare Program helps you match-up and get in touch with coworkers for vanpooling, carpooling, biking or walking to work. Do something good for your wallet, the environment and you. Register today!

Social Media Links:

To allow your social media visitors to share content with their followers and friends, you can provide the following hyperlinked social media logo buttons:

<http://www.facebook.com/PaceSuburban.Rideshare>

<http://twitter.com/PaceRideShare>



Like us:



and follow us:

Click on the image to open the .jpg file



Email the Pace Marketing Department at marketing@pacebus.com for a Pace Bus logo and Logo Use guidelines.



Pace Commuter Toolkit: Employer Edition

Ready-to-use Promotional Material

Newsletter, Email and E-blast Text 1



[PaceBus.com](#) – Click the Pace Bus Tracker Logo

Pace has taken the wait out of waiting for the bus. You can log onto Pace's website and click on the [Pace Bus Tracker](#) logo to track the next time a Pace bus will be at your bus stop.

Simply select the Live Departure Times option, choose a bus route, indicate the direction of travel, and choose one of the many intersections along the route. The next three departure times of the bus will appear on the screen. The first posted time is live data collected by Pace's Intelligent Bus System (IBS) through the Global Positioning System (GPS). The second and third times on the list are from the bus schedule.

Pace Bus Tracker also features a live route map where you can view the location of your bus on the road. To find out the next timepoint and travel direction, place your mouse over the bus icons and click on it for more detailed information.

From your desktop or smart phone, Pace Bus Tracker gives you the information you want - virtually the minute it's available.



Pace Commuter Toolkit: Employer Edition

Ready-to-use Promotional Material

Newsletter, Email and E-blast Text 2



PaceBus.com – Subscribe for Pace Email Updates

Pace offers a free **email subscription service** that sends you email updates when new information is added to the PaceBus.com page of your choice. When you subscribe, you get alerts on the items of interest to you without having to return to the website and check for changes.

E-mail Subscription Service subscribers will be notified when new information is available about route and schedule changes, vanpool, paratransit service, newsletters, news releases, job opportunities, events and more.

Pace's E-mail Subscription Service is an easy way to keep up with public transportation news. You can add or delete subscription items at any time. Your email address will only be used to provide you with Pace information that you have requested and to give you access to your profile. Pace will not share your e-mail address with anyone else.

If you are interested in receiving information from Pace, please **subscribe** today. If you are already subscribing, this might be a good time to update your options and see if new choices have been added.



Pace Commuter Toolkit: Employer Edition

Ready-to-use Promotional Material

Newsletter, Email and E-blast Text 3



PaceBus.com – Build Your Own Commuter Map

With Pace's **WebRoute** feature, you can explore travel options in your community, or anywhere in the northeastern Illinois region where Pace operates, and build your own customized map with bus routes, local landmarks, roads, ticket sales locations and even bus shelters.

Using the interactive mapping feature, you can identify which bus routes are near you, magnify areas of interest, view bus and rail options, measure distances between destinations, and access bus route maps and schedules. After your custom map is created, you can print it as a handy reference.

Here's how it works:

- Clicking on the WebRoute icon, located on the left side of the Pace homepage, takes you to a brief introduction.
- Click "continue" to arrive at a map framed by two columns with tools that help navigate, control and create a personalized map.
- The column on the left is a list of actions that can be taken – zooming in on an area or moving the map; to the right are the layers of available data and information. You can even measure the distance between a start and end point or find out the length of the walk to the bus stop.
- The area just below the map provides descriptions of the routes or landmarks being viewed as well as informs you of what layer you are working on in the map.
- The links found under the map, help you retrieve maps and schedules for the bus routes without going to another section on the website. There's also a help option available in both Spanish and English.

WebRoute is an effective tool that helps you visualize where Pace bus service is in relation to where you want to go. Try it out today.



Pace Commuter Toolkit: Employer Edition

Ready-to-use Promotional Material

Newsletter, Email and E-blast Text 4



PaceBus.com – Bike Ride to a Bus Stop

Not everyone lives within walking distance of a bus route. In these cases, bicycling may be an easy and inexpensive way to get to a bus stop.

Pace welcomes and encourages bicycle riders to use the secure two-unit bike racks attached to the buses.

All Pace buses have bike racks which are connected to the front of the bus and remain folded vertically against the bus when not in use. The lightweight rack pulls down into a horizontal position to carry two bikes, which are easily secured by the bike riders. The tires fit into slots, while a spring-loaded support arm is pulled over the front tire. The bikes sit across the front of the bus, and the process of securing or removing a bike takes only seconds. Bike racks are available on a first come, first served basis.

Cyclists can use the bike racks by following these [simple steps](#).

Traveling by bike and bus is a great way to stay in shape, save money and improve our air quality. Try it out yourself. Bikes ride free with your paid bus fare.



ventrachicago.com – Ventra Fare Cards

In the March 2014 Transit Savings Report, the American Public Transportation Association analyzed the costs of commuting by car alone and found that many Chicago area bus and train riders saved, on average, up to \$1003 monthly and \$12,040 annually.

The report factors fuel prices, average parking fees and other costs for a two-person household and weighs those costs against the cost of a monthly transit pass to show the money saved by taking public transportation and living with one less car.

You can budget your commuting expenses by using Pace and CTA's new payment system, **Ventra**, which allows customers to use a single fare card for regional transit throughout the Chicago area. Customers can pay for Pace bus and CTA train and bus rides with the following contactless payment methods:

- Ventra Card, a transit card that can be used for transit and everyday purchases;
- Ventra Tickets, for single-ride and 1-day passes; and
- Personal bank-issued credit or debit cards (if they contain a contactless chip).

Riders can buy and register Ventra cards online at ventrachicago.com or via phone at (877) NOW-VENTRA. Ventra cards are also available at Ventra retailers and vending machines throughout Chicagoland. For a list of sales locations, visit ventrachicago.com.

Riding Pace Bus is a great way to avoid high gas prices and reduce your commuting costs. And with Ventra, you can now tap and board Pace and CTA with a single fare card for travel around Chicagoland.

Pace Commuter Toolkit: Employer Edition

Ready-to-use Promotional Material

Newsletter, Email and E-blast Text 6



PaceRideShare.com – Meet Your Pace Representative

Shrink Commuter Costs by Sharing the Commute with Pace Vanpools and Carpools

Want to save thousands? Learn to commute in a cost-effective way? A Pace Representative will be present on [insert date here] to show you how to cut costs from your workday commute.

[Insert date]

[Insert time]

[Insert location]

Depending on Pace supplies, you may be able to include the following text into your announcement:

Free Stuff! Win a \$15 gift card! Any employee who registers for rideshare or registers an existing carpool group will be entered into a drawing to win a \$15 gift card. Ask your Pace Representative for more information on how to win.



PaceRideShare.com – Your RideShare Matching Source

Ridesharing is a smart commute option on so many levels. It can help you save money, time, and the environment. Fluctuating gas prices, heavily congested roads, limited parking and an increased interest in “going green” have prompted the creation of a powerful resource that makes it easy to create or join a rideshare group for daily commutes or one-time trips.

PaceRideShare.com is your vanpool and carpool resource. This free and easy-to-use website helps you create a rideshare group by matching you with people who have a commute like yours. By registering today, you will gain access to a list of fellow commuters and a secure way to email them to discuss details.

Once you've joined a rideshare group, Pace RideShare can calculate the money you're saving and your air pollution reductions. **PaceRideShare.com** makes it easy for you to make a difference in your wallet as well as in the environment.



PaceRideShare.com – Shrinking Your Commuting Costs

Are gas prices putting a strain on your budget? How about insurance and maintenance? Shrink your commuting costs by registering at PaceRideShare.com today.

PaceRideShare.com is Northeastern Illinois' vanpool, carpool and bike matching website. It's free and easy to use. Simply enter your commute information and you'll receive a list of other commuters that have similar workday trips and you will be able to contact these commuters securely by email.

Your personal information is kept private. Only your first name and approximate start and end points of your commute are visible to others.

Once you've joined a vanpool and carpool, Pace RideShare's Commuter Calendar can calculate the money you're saving and your air pollution reductions.

Help the environment, reduce traffic congestion, and save money by ridesharing to work.



PaceRideShare.com – Your Commute Calendar

Ridesharing to work is easy, plus you can figure out how much you save financially and environmentally with just a click of a button.

PaceRideShare.com not only provides you with a list of possible vanpools, carpools, bicycle or walking partners, it also calculates how many gallons of fuel and miles you save on your commute and lets you see the positive impact you have on the environment.

Once you register, you may then use the online calendar to indicate how you commuted to work. With just a click, you can open your Commute Summary and view all the calculations. As you use the PaceRide Share Commute Calendar, you also help our company measure our total carbon footprint.

PaceRideShare.com makes it easy for you to save money and to be environmentally responsible.



PaceRideShare.com – Does this seat have your name on it?

Thanks to our partnership with Pace, there's an easy way to start carpooling or vanpooling to work – PaceRideShare.com.

Here's a rideshare group looking for additional passengers:

Arrival time to work: [Insert details]

Departure time from work: [Insert details]

Routing: [Insert directions and roads traveled]

If this is a good fit, log on PaceRideShare.com, create a profile and start checking for matches. The possibility of new matches continues to grow so keep checking back.



PaceRideShare.com – Your Connection to Improved Air Quality

May is the start of “Ozone Season” in Chicagoland. Every summer, we hear warnings about ozone, carbon monoxide, and other pollutants poisoning our air. The combination of hot temperatures, more daylight and automobile exhaust can irritate your throat and lungs, make it more difficult to breathe, provoke asthma attacks and damage the lining of your lungs. That’s why it’s more important than ever to reduce the amount of cars on the road.

Consider ridesharing to reduce air pollution. Pace RideShare can help you get started by connecting you with fellow commuters for one-time trip or repeated commute. Together you can reduce the number of cars on the road and save money on your commute.

Sign up now and become a part of the solution. Register online, see who you match with, and discuss details through email. Once you’ve joined a vanpool or carpool, Pace RideShare’s Commuter Calendar can calculate the money you’re saving and your air pollution reductions.

Our collective efforts help make Chicagoland a healthier, greener place. Just go to PaceRideShare.com today!



PaceRideShare.com – Your Connection to Friends

Most vehicles have room to seat at least 4 people yet we often see cars on the road with a solitary driver. Imagine what it would be like if you invited your co-workers to share a ride to work.

Vanpooling and carpooling fosters new friendships and offers a win-win scenario to your wallet and the planet. While traveling together you will have time to get to know each other, network, enjoy good conversation or simply relax and enjoy the ride.

It's simple to get started, just go to www.PaceRideShare.com, follow a few easy steps, and our secure software finds commuter connections for you. Using the email feature, you can set up a meeting to discuss details about ridesharing.

Once you've joined a vanpool or carpool, you will see exactly how smart ridesharing saves money and reduces emissions by using the Pace RideShare Commute Calendar.

PaceRideShare.com makes it easy for you to say goodbye to those solo drives and hello to a better commute.



PaceRideShare.com – Your Connection to More Time

We all seem to need more time and often waste many hours each week driving back and forth to work. To get more out of the day, some commuters may be compromising safety as they multi-task behind the wheel – texting, eating, or talking on the phone.

Ridesharing can actually give you an opportunity to safely make use of your travel time by allowing you to catch up on emails, read a good book, or even take a nap.

It's simple to get started, just go to www.PaceRideShare.com, follow a few easy steps, and our secure software finds commuter connections for you. Once you've joined a rideshare group, Pace Rideshare's Commuter Calender can calculate your financial and environmental savings based on the number of trips you log in.

Register today. In no time at all, you can sit back and relax on your way to work.



PaceRideShare.com – Your Connection to Bicyclists

Whether you want to start biking to work or just need company on weekend rides, PaceRideShare.com will help you find fellow bicyclists quickly and securely.

Through the website, you can easily create a profile and view a list of cyclists who have a commute like yours and get in touch with them.

PaceRideShare.com can also track your financial and environmental savings based on the number of trips you log into the Commuter Calendar.

Whether you ride daily or just occasionally let **PaceRideShare.com** help get you moving.



PaceRideShare.com – Your Connection to the Pace Vanpool Incentive Program

PaceRideShare.com can help you get to work without using your own vehicle. In addition, you can learn about the Pace Vanpool Incentive Program, find riders to share commuter expenses, join an existing vanpool or start a new one.

Driving to work in a Pace vanpool can be a great way to avoid the headaches and hassles of getting through Chicagoland's traffic congestion. It's designed to offer you a convenient, economical and environmentally friendly alternative to driving alone. Each rider pays a low monthly fare that covers everything from fuel, maintenance, tolls, insurance and more. Plus, there's no cost for the volunteer driver, who receives 300 personal use miles a month.

Vanpool participants in over 300 commuter Vanpools are already enjoying:

- Savings of thousands of dollars per year compared to driving solo
- Better use of commuter time
- Easier, less stressful mornings

Let **PaceRideShare.com** help get you moving. Register today. In no time at all, you can sit back and relax on your way to work.

Pace Commuter Toolkit: Employer Edition

Ready-to-use Promotional Material

Pace Commuter Guide

The Pace Commuter Guide is a summary of all the commuter services that could be available for the workday commute. This tool would be beneficial for worksites that have Pace bus service. The Pace Commuter Guide may be made available during a new hire orientation or included on an intranet page that new employees can view. You can access this PDF by clicking on the below image.

Commuter Guide

Fixed Route Bus System

With more than 240 fixed routes serving Cook, DuPage, Kane, Lake, McHenry and Will counties, Pace provides fast and reliable service that can connect you to employers located near our bus routes and companies near CTA or Metra service.

Find Your Connection to Work

You can create a map, plan a trip and view bus schedules on the internet at PaceBus.com. For live trip planning assistance, call the RTA Travel Line at (312) 836-7000.

With [Pace WebRoute](#), you can find out which bus routes are near an employer. Click the "continue" button on the WebRoute web page to access an interactive mapping program that allows you to navigate, control and create a personalized map.

Using the interactive tools in the left and right columns, you can zoom into areas of interest, view bus and rail options, identify bus routes, measure distances between destinations and even retrieve bus route maps and schedules. After your custom map is created, you can print it as a handy reference.

Ventra - The New Way to Pay for Transit

Pace's new payment system, [Ventra](#), allows customers to use a single fare card to access regional transit. Customers pay for Pace and CTA fixed route bus and CTA train rides with the following payment methods:

- Ventra Card
- Ventra Tickets, for single-ride and 1-day passes*
- Personal bank-issued credit or debit cards (if they contain a contactless chip)

Riders can buy and register Ventra Cards online at ventrachicago.com or via phone at (877) NOW-VENTRA. Ventra Cards are also available at Ventra retailers and vending machines throughout Chicagoland. For a list of retail locations, visit ventrachicago.com.



Pace RideShare

Ridesharing can reduce your commuting cost by up to 50% over driving your personal car to work everyday. Carpooling and vanpooling have become popular ways to reduce commuter costs, help the environment, reduce wear-and-tear on personal automobiles, and reduce parking costs. Carpooling or vanpooling may also qualify you for a discount on your auto insurance (depending on your policy).

Pace Carpooling

For those who are interested in carpooling, Pace offers a free, easy and convenient matching service at PaceRideShare.com. This website gives you the ability to identify potential carpool partners quickly and securely.

Pace Vanpooling

Pace offers a money-saving [vanpool program](#) that enables 5 or more employees to commute to work together. Pace supplies the vehicle and covers all costs including fuel, maintenance, insurance, tolls, roadside assistance and van washes. Riders pay a low monthly fare, while drivers ride free and get personal use of the van.

To learn more about joining or starting a vanpool, visit PaceRideShare.com or call 847-5-WE-POOL.

*Please note that single rides and one day passes are only valid on the service listed on the card. They cannot be used on both Pace and CTA service at this time.

Pace Commuter Toolkit: Employer Edition

Ready-to-use Promotional Material

Tips on Forming a Rideshare Group

The company of fellow commuters can be one of the best social benefits of ridesharing. Drivers and riders can make their vanpool or carpool experience more pleasurable for all by agreeing on a few details in advance:

- Whether you already have vanpool/carpool partners or need to find rideshare matches, registering on PaceRideShare.com will guide you through the process of getting a rideshare group on the road. Have everyone in your group create a commute profile by entering their preferences regarding time, driver/passenger role and start and end locations. This will help everyone determine if a rideshare group is a good match for everyone.
- Once you receive your rideshare matches on PaceRideShare.com, you can email an invitation to meet and discuss who will drive (one person or take turns), what type of vehicle (a rental, private vehicle, or Pace van), and when riders will be picked up and dropped off as well as if unscheduled stops (coffee, daycare, errands) will be agreed upon.
- Choose a mutually convenient meeting place -- either someone's home or a central location such as a [park-n-ride](#) lot near bus or train service.
- Check insurance coverage -- some auto insurance policies offer rate reductions for ridesharing.
- For carpools, decide on the payment process and stick to it for covering gas, tolls and parking costs. If your group agrees to take turns driving then payment may not be needed. For those participating in the [Pace Vanpool Incentive Program](#), payment is handled through Pace.
- Create guidelines regarding:
 - o Pick-up wait-times
 - o Preferences for eating, drinking, talking on cell phones and radio/CD
 - o Driver responsibilities such as having a current driver's license, driving safely, keeping the vehicle clean, serviced, full of gas and covered under insurance
 - o Scents and aromas – many people are sensitive to certain smells, so consider other riders when wearing perfume or cologne, smoking or eating
- Create a good line of communication. Ensure that everyone has exchanged phone numbers and email addresses. If someone cannot make it on a given day, let the driver know in advance. Don't forget to also give notice of any plans for vacations or overtime.
- Have a back-up plan in place for emergency situations. Agree on an alternative travel plan when the assigned driver is unavailable.

Give your rideshare group time to run smoothly. If ridesharing daily is challenging then try it a couple of days a week. Once a rideshare group is established, everyone can use the Commute Calendar provided on PaceRideShare.com to track costs and emissions savings. The Pace RideShare Commute Summary will let you know the total money and miles saved as well as the pounds of emissions reduced.

For even greater savings, you can look for new matches on PaceRideShare.com. As additional registrants sign-up, you may discover other commuters with whom you can share commuter costs.

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Pace RideShare Payroll Insert

To open printable version [click here](#).



**Interested in saving money on gas?
PaceRideShare is the program for you!**

Pace has created a free and easy ride matching website that connects you to people who have a commute like yours.

It's simple to get started, just follow a few easy steps, and the secure software makes the commuter connections for you. Using the email feature, you can set up a meeting to discuss details about Pace vanpooling or carpooling.

PaceRideShare.com makes it easy for you to reduce the expenses of gas, insurance, plus wear and tear on your car. Visit us today!



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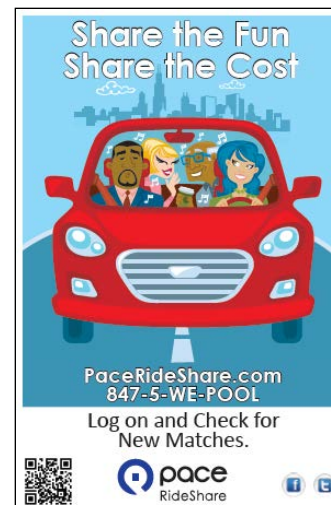
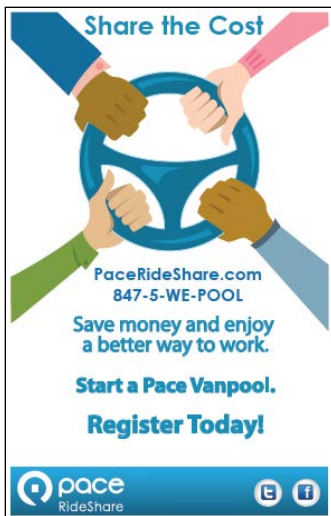
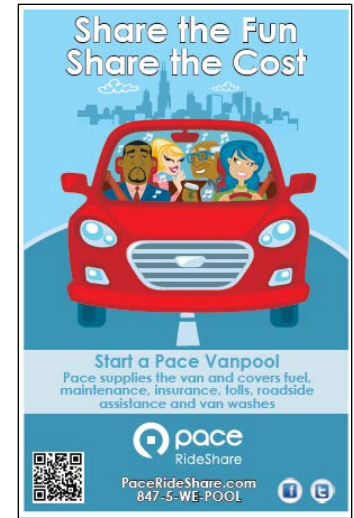
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Printable Posters

Click on each image to open a printable 11x17 poster. [Click here](#) to download them all at once.



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Promotional Slides

To access all 12 slides click [here](#).

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Time: _____
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**Share the Fun
Share the Cost**

Start a Pace Vanpool.

Pace supplies the van and covers fuel, maintenance, insurance, tolls, roadside assistance and van washes.

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Log on and Check for
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Table Tents

Table tents are designed so that you can easily display them on tables in an employee eating area. Simply print and fold along the dotted lines.

Click on each image to open a printable table tent. [Click here](#) to download them all at once.



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Table Tents Continued

Click on each image to open a printable table tent.

