

# Carpools and Vanpools.

## Reduce stress, save money, ride in the HOV lane.

Implementing carpool and vanpool (collectively known as “rideshare”) programs is a great way to help your employees arrive at the office rested, relaxed, on-time and ready to work. These programs are also an excellent way to help employees save money on commuting costs.

The average commuter in metro Atlanta travels 40 miles round-trip each day for work. The cost of that commute driving alone is approximately \$476 per month. A two-person carpool can save a commuter at least \$166 per month and a 10-person vanpool can save a commuter \$385 per month.



live more than 15 miles from their worksite and who have consistent work hours.

### How can employers encourage ridesharing?

Your level of rideshare encouragement will determine how many employees take advantage of carpooling and vanpooling. If your organization chooses to subsidize the cost of vanpool

fares, offers a rewards program, and designates a rideshare contact person within the organization, you can expect to see a major change in commuting behavior. Here are some actions you can take to make your program a success:

- Provide Ridesmart ridematch application to all employees – and in new hire packets
- Promote ridesharing through newsletter, intranet site, posters, etc.
- Subsidize the cost of monthly vanpool fares
- Offer or arrange for preferential parking for carpools and vanpools

In metro Atlanta, the cost of drive alone commutes is approximately \$476 per month. A two-person carpool can save a commuter at least \$166 per month and a ten-person vanpool can save a commuter \$385 per month.

### Carpools

A carpool consists of two or more people riding together in a personally owned vehicle. These commuters may choose to carpool every day or only a couple of days per week. Driving responsibilities can be split by week, month, or some other mutually beneficial arrangement. Carpool partners may also agree to split gas, parking fees, and vehicle maintenance costs.

### Vanpools

A vanpool is a group of eight to 15 people who live and work in the same area and ride to work together in a leased van. More than 25 vans service the Midtown business district each day. Vans are usually provided by a private vanpool company and are leased monthly to groups of commuters. Currently, VPSI and Enterprise provide this service for commuters working in Midtown Atlanta. Included in the monthly cost are: a nine- or 15-passenger van, insurance, and maintenance. This monthly van cost is split between all riders. The van can be sponsored by an employer or composed of commuters working for multiple employers. The riders choose the route and pick-up/drop-off times that work for everyone. Vanpooling works best for employees who

- Reduce or eliminate the cost of parking for vanpools and carpools
- Allow employees to adjust their work schedules if needed
- Start a rewards program for employees who rideshare
- Promote the Guaranteed Ride Home program

### How does the employer benefit?

- Employees arrive to work on-time, stress-free, and ready to work
- Improves employee morale
- Increases your ability to attract quality employees
- Saves your company money through tax benefits and lowered parking costs
- Boosts your company’s image

### Incentive programs to get you started

MTS can provide you information on financial and other incentives to kick-start your internal promotion of ridesharing. For details on these incentives, please contact MTS at 404-892-4782.