



Welcome to Wisconsin's RIDESHARE program!

RIDESHARE is a completely free web-based program that connects commuters to create rideshare arrangements that meet their needs and fit their lifestyles.

How does the RIDESHARE program work? Through the rideshare.wi.gov portal, your employees can quickly create an account and enter origin and destination information, arrival and departure timeframes, and other preferences. Users will then be provided with a list of available matches and can contact matches through the RIDESHARE website to make arrangements.

How can RIDESHARE support my business? RIDESHARE provides more commuting options for your employees, reduces parking needs and benefits the environment. This program can be offered as a **tax-fee benefit** to employees, as well as a **tax-deductible business expense** to the company. The Wisconsin Department of Transportation can provide commuter reports to track the environmental and cost-savings benefits of your company's program.

Complimentary to the RIDESHARE program, your company can also participate in the **Emergency Ride Reimbursement Program**. This provides reimbursement to an employer when employees who commute via carpool, vanpool, public transit, bicycle or on foot require an unexpected ride home due to illness, weather issues or other unforeseen circumstances. In addition, there are opportunities for your company to become designated as a Wisconsin Partners for Clean Air "*Best Workplaces for Commuters*" which will also assist in attracting excellent employees.

Enclosed is the employer toolkit which provides more information about the benefits mentioned above as well as digital copies of available brochures and posters. Please contact the WisDOT RIDESHARE Coordinator via phone or email with any questions or if you would like to request brochures or posters in quantity. The Wisconsin Department of Transportation is excited that your company is taking the first step toward providing more commute options for your employees.

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