



EMPLOYER GUIDE TO **DART RIDESHARE**

Employees at more than 120 Central Iowa organizations – businesses, institutions and municipalities – commute with DART RideShare, the regional ridesharing program.

Join these employers who have realized the benefit of offering their employees commuter transportation options.



The Value of Transportation Options ►



Providing valuable benefits, including commuter transportation options and promoting programs like DART RideShare, help recruit and retain quality employees.

Additionally, transportation options contribute to healthier, more productive employees, and offer tax savings for both the employer and employee.

Please take a few minutes to learn more about the benefits of transportation options. Once familiar, DART would be honored to partner with you to offer and promote them to your employees.

What Is DART RideShare? ►

RideShare helps commuters locate others with like travel patterns to share rides in vanpools. DART has a fleet of vans used by groups of five to 12 commuters for trips to and from work, and nearly 100 vanpools in operation.

Riders pay one low monthly fare based on the number of passengers and total round-trip mileage of the vanpool.

RideShare began in 1995 and currently serves an 18-county region that includes Adair, Boone, Clarke, Dallas, Decatur, Guthrie, Iowa, Jasper, Lucas, Madison, Marion, Marshall, Polk, Poweshiek, Story, Union, Warren and Wayne counties. Additional vanpools are continually being created.



Employer Benefits ►

There are many great reasons to provide commuter transportation options to your employees:



Recruit and retain quality employees. Reducing the cost and stress of commuting is an attractive benefit to potential employees.



Take advantage of tax laws that benefit organization and employee.

Employers can provide tax-free transportation benefits to its employees. The employer does not pay payroll taxes on the benefit and employees do not pay income or payroll taxes on it. Also, money contributed toward transportation options, within federal guidelines, is tax-deductible for the employer.



Implement at a low cost. Minimal administrative time is required to implement a transportation benefit program, much less than the common Flexible Spending Account (FSA). Transportation fringe benefits are easy to use and exempt from the usual pre-tax program restrictions.



Reduce your need for parking. By offering financial incentives to employees who use alternative transportation options, such as vanpools or public transportation, employers reduce parking needs substantially.



Increase employee productivity. Employees who use alternative transportation, such as vanpools, public transportation, bike or walk are happier and more productive upon arriving at work.



Improve employee attendance. By providing quality transportation options, your employees will have more reliable options for commuting.



Become a community leader. Employers who offer and encourage alternative modes of transportation are good community leaders and neighbors.

Commuter Transportation Options ►



When partnering with DART RideShare, the best transportation options for you and your employees are:

Transportation fringe benefit

Federal tax provisions allow employers to provide a qualified transportation fringe benefit of up to \$255 monthly to its employees in one of two ways:

1. **Subsidize employees' transportation costs.** The subsidy amount is a tax deductible expense for the employer.
2. **Offer pre-tax employee transportation credit.** The employer does not pay payroll taxes on the benefit and employees do not pay income or payroll taxes on it.

Employers who contribute to transportation costs see the return in employee retention.

Online vanpool, carpool and bike matching

RideShare can create a customized online ridematching service with your organization's logo, address and personalized message.

Additional alternative transportation incentives

Help encourage your employees to explore beneficial transportation options by offering other financial incentives, preferred parking spaces or drop off lanes for vanpool users, reduced rate or free parking, giveaways and/or bonuses.

How DART RideShare Can Help ►

The RideShare team partners with employer contacts to promote ridesharing within an organization through a variety of platforms.

Promotional materials

RideShare provides free printed and electronic materials such as brochures, posters for high traffic common areas, flyers for new hire benefit packages, inserts to paychecks and newsletter articles.

Promotional activities

RideShare provides on-site informational tables called “RideShare Fairs” or “Transportation Fairs” (if you would like DART bus options included) and participates in existing benefit orientations/fairs and staff meetings.

Custom ridematching service

RideShare can create a customized online ridematching service with your organization’s logo, address and personalized message.

Online administration

RideShare’s online system enables organizations to easily view a dashboard of environmental savings within its organization.

Does your organization already have an internal carpool or vanpool program? Transition your program to RideShare to increase employee benefits and eliminate staff administration.

REASON NO. 84
In a van, I can play candy crush.




There are many reasons to RideShare, beyond saving money on gas, parking, insurance and car maintenance. RideShare connects commuters who live and work near each other so they can share rides. RideShare provides the van, gas and maintenance; you enjoy the ride.

To join a vanpool or learn more, contact DART RideShare Customer Service today.

dotRIDE share
515-288-RIDE
ridedart.com

REASON NO. 107
In a van, I can soak up the scenery.

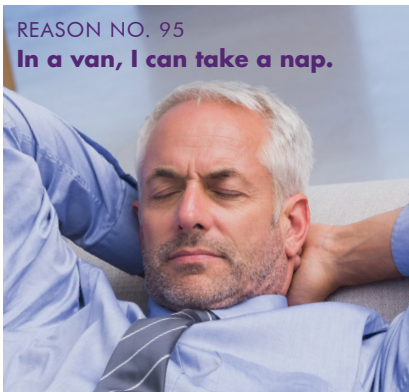


There are many reasons to RideShare, beyond saving money on gas, parking, insurance and car maintenance. RideShare connects commuters who live and work near each other so they can share rides. RideShare provides the van, gas and maintenance; you enjoy the ride.

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REASON NO. 95
In a van, I can take a nap.



There are many reasons to RideShare, beyond saving money on gas, parking, insurance and car maintenance. RideShare connects commuters who live and work near each other so they can share rides. RideShare provides the van, gas and maintenance; you enjoy the ride.

To join a vanpool or learn more, contact DART RideShare Customer Service today.

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Appendix ►

Please also find included with this brochure some additional information you may find useful when introducing RideShare to your employees:

- Rider and Driver Benefits
- Monthly Fares
- Frequently Asked Questions
- Prospective Rider Brochure
- Prospective Rider Flyers
- Free Trial Ride Coupons



Rider Benefits ►

Commuters who vanpool with DART RideShare save money, and gain so much more:



Save money. Vanpool riders save thousands of dollars a year by vanpooling. Riders reduce their gasoline, insurance, parking and maintenance costs by more than half.



Time back in their day. Riders catch up on work, read, chat, sleep or otherwise relax during their commute.



Reduced stress and frustration. Riders who don't navigate rush hour traffic, congestion, construction and delays by themselves are happier, healthier, more productive employees.



Decreased wear and tear. Riders use their car less often and extend its life.



Enhance sustainability. Riders help reduce the amount of hazardous emissions by sharing their ride to work.



Guaranteed ride home. In case of an emergency, DART will guarantee a ride home to RideShare customers up to three times per year.

To join a vanpool today, simply contact RideShare by phone at 515-288-RIDE (7433) or complete the ridematching registration process online at www.ridedart.com/ridematch.

Driver Benefits ►

DART RideShare drivers save even more money for their commitment to a vanpool:



Reduced fare. Van drivers ride for free and backup drivers can receive a \$25 per month discount.



Personal use of van. Van drivers receive an allotted amount of monthly miles for personal use of the vanpool vehicle. Minivan drivers receive 150 free miles per month and passenger van drivers receive 200 free miles per month. Any mileage logged above these quantities is billed at the current IRS rate.

To join a vanpool today, simply contact RideShare by phone at 515-288-RIDE (7433) or complete the ridematching registration process online at www.ridedart.com/ridematch.

Monthly Fares ►

Daily Round Trip Van Miles	4 Passengers*	5-6 Passengers*	7-8 Passengers*	9-10 Passengers*	11-14 Passengers*
1-30	\$84	\$84	\$84	\$84	\$84
31-40	\$96	\$96	\$89	\$87	\$84
41-50	\$110	\$110	\$103	\$94	\$85
51-60	\$131	\$131	\$116	\$97	\$88
61-70	- - -	\$140	\$122	\$102	\$89
71-80	- - -	\$146	\$128	\$106	\$92
81-90	- - -	\$162	\$132	\$110	\$93
91-100	- - -	\$177	\$137	\$113	\$100
101-110	- - -	\$197	\$152	\$122	\$109
111-120	- - -	\$213	\$164	\$139	\$114
121-130	- - -	\$231	\$175	\$148	\$121
131-140	- - -	\$247	\$189	\$156	\$131
141-150	- - -	\$261	\$200	\$164	\$138
151-160	- - -	\$313	\$235	\$188	\$156
161-170	- - -	\$334	\$250	\$200	\$166
171-180	- - -	\$354	\$265	\$212	\$177
181-190	- - -	\$374	\$282	\$224	\$188
191-200	- - -	\$396	\$297	\$238	\$198

* The van driver is excluded from passenger count. Effective July 1, 2013.

Van drivers ride for free and backup drivers can receive a \$25 per month discount.

RideShare collects a \$75 refundable deposit upon contract signing. Upon termination from the program, deposits are returned in full if the following criteria are met: 90-day commitment, 30-day written notice of termination and no outstanding fees on account.

Frequently Asked Questions ►

What is a RideShare vanpool?

A vanpool is a carpool taken a step further. Five to 12 commuters ride together to and from work in a fully equipped passenger van.

Where are RideShare vanpools available?

RideShare currently serves an 18-county region that includes Adair, Boone, Clarke, Dallas, Decatur, Guthrie, Iowa, Jasper, Lucas, Madison, Marion, Marshall, Polk, Poweshiek, Story, Union, Warren and Wayne counties. Additional vanpools are continually being created.

I don't know five to 12 people living and working in my area who share the same hours. What can I do?

RideShare's ridematching services will match you with interested commuters who have similar travel patterns. Simply fill out the online registration at <http://rideshare.ridedart.com> or call 515-288-RIDE (7433).

What is the cost for riding in a RideShare vanpool?

The cost is calculated according to mileage and the number of passengers in the van. The complete fare chart can be viewed at www.ridedart.com/vanpools.cfm. Van drivers ride for free and backup drivers can receive a \$25 per month discount. Many employers also offer a transportation benefit that further reduces rider costs.

Are there any costs other than the monthly fare?

RideShare collects a \$75 refundable deposit upon contract signing. Upon termination from the program, deposits are returned in full if the following criteria are met: 90-day participation, 30-day written notice of termination and no outstanding fees on account.

Who collects the money?

RideShare invoices each participant monthly. Vanpoolers can use a convenient online payment system to pay fares by credit card, debit card or electronic check. Automatic payment is also available. Some employers offer the option to have payment deducted pretax from employees' paychecks.

I spend less than \$70 per month in gas when driving alone.

Would RideShare really offer me savings?

Vanpooling saves you more than just gas money; it also reduces wear and tear on your car and routine maintenance, insurance and parking costs. Additionally, vanpooling saves you time. You can catch up on work, read the paper, chat, sleep or just relax during your commute. You'll experience less stress and frustration because you won't have to fight rush hour traffic, congestion, construction and delays by yourself. And finally, carbon emissions can be eliminated by sharing rides to and from work and you'll play a direct role in cleaning the air we breathe.

Frequently Asked Questions ►

Who drives the RideShare van and where will we meet?

An approved volunteer from the group drives the van. The van stays in possession of the group at all times. Once the group is formed, we work with you to find a convenient, central location for all vanpoolers to meet.

Does the RideShare van go to individuals' houses to pick them up?

Vanpoolers meet in a designated central location. This is where their cars will be left during the day when the van is in use.

Who keeps the RideShare van when it is not in use?

Each group decides where the van will be kept. The driver may keep the van for limited personal use.

What if I have an emergency in the middle of the day and need to get home?

RideShare will arrange for alternative transportation from work to home as many as three times per year, for personal emergencies.

I frequently travel between my company's offices in town.

How will I get there if I do not drive?

All RideShare participants are eligible for a free bus pass that entitles them to ride any DART bus. Ride DART to run errands during the day or meet a friend across town for lunch. For help on planning your trip, call Customer Service at 515-283-8100.

Do you have any wheelchair accessible options?

RideShare has vans with wheelchair lifts that are available upon request.

Once I'm in a vanpool, what if I decide vanpooling is not for me?

RideShare has an initial three-month (90-day) commitment. After 90 days, it is a month-to-month commitment; there are no long-term obligations.

How do I get started in a RideShare vanpool or carpool?

Contact RideShare today by phone at 515-288-RIDE(7433), fax to 515-283-8135 or email to rideshare@ridedart.com. We'll be happy to help group you with other commuters and provide you with more information.

Partnering with DART RideShare ►



1. Contact RideShare to schedule a meeting.
2. Learn how the program works and the benefits of participating for you and your employees.
3. Partner with RideShare to encourage ridesharing through promotional activities and materials.



Contact Us ►

Phone: (515) 288-RIDE (7433)

Email: rideshare@ridedart.com

Website: www.ridedart.com/rideshare

Ridematch: www.ridedart.com/ridematch

