RIDE Solutions Services

- **Our team can create a custom commuter benefits program for your company.** We'll analyze data to determine your employees' transportation needs, help you start vanpools and carpools, provide transit assistance on bus routes and make other recommendations.

- **We'll connect you with tax incentives.** Section 132(f) of the IRS tax code allows employers to provide tax-free benefits to employees related to transit and vanpools. Both employers and employees can save since they won't pay federal income or payroll taxes on these benefits.

- **We'll create custom marketing materials** including flyers, brochures and meeting/event communications to educate employees on their commuting options.

Valley Metro is the public transportation provider for the Roanoke Valley.

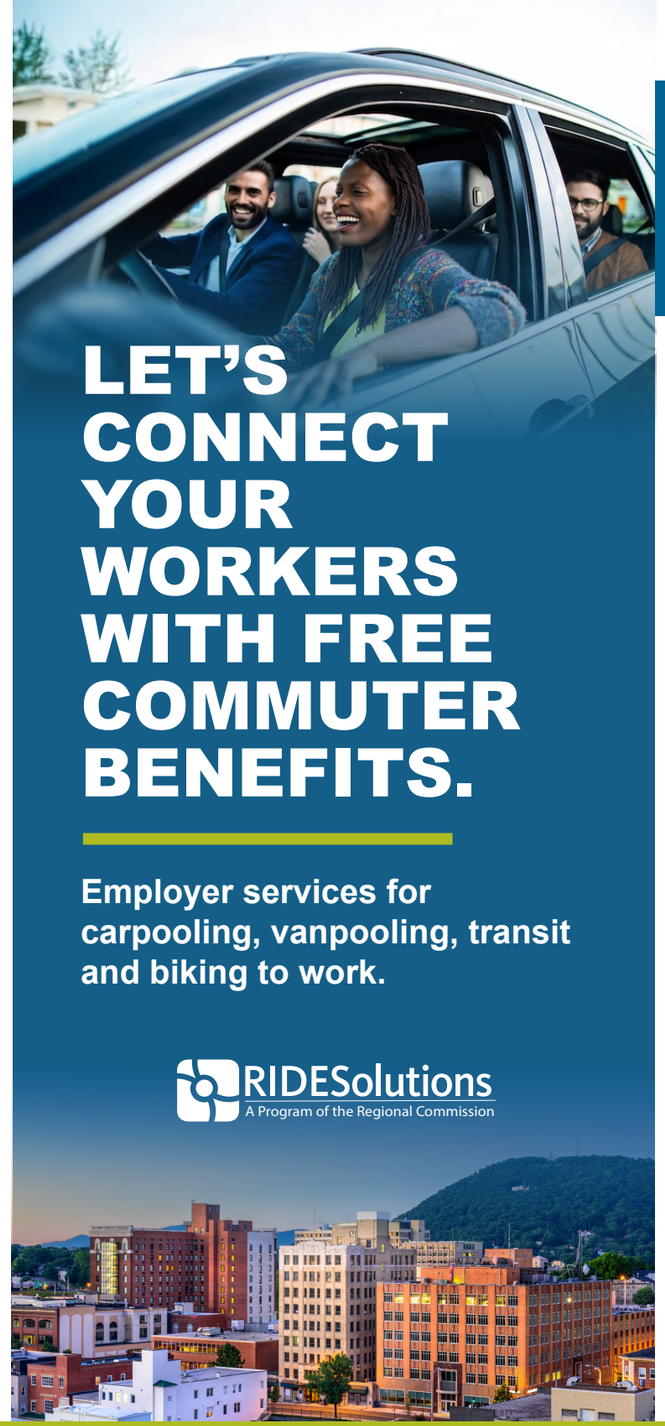
HELP YOUR EMPLOYEES.
HELP OUR COMMUNITY.

The Roanoke urban area is an employment hub, with more people traveling in for work than out. That can lead to greater congestion on our roads, and have a negative effect on our air quality. When regional employers provide vanpool, carpool, biking and transit benefits, they can encourage the use of alternative transportation options.

The RIDE Solutions Employer program is designed to help you meet your business and sustainability goals by providing commuting options to your employees. You'll receive free access to our expertise to help you set up and implement a commuter benefits program for your organization. **Let's roll.**

RIDESolutions
A Program of the Regional Commission

RideSolutions.org | Info@ridesolutions.org



LET'S CONNECT YOUR WORKERS WITH FREE COMMUTER BENEFITS.

Employer services for carpooling, vanpooling, transit and biking to work.

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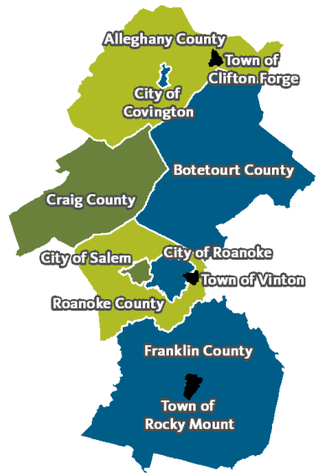
FREE EXPERT ASSISTANCE FOR CREATING AND MAINTAINING A COMMUTER BENEFITS PROGRAM.

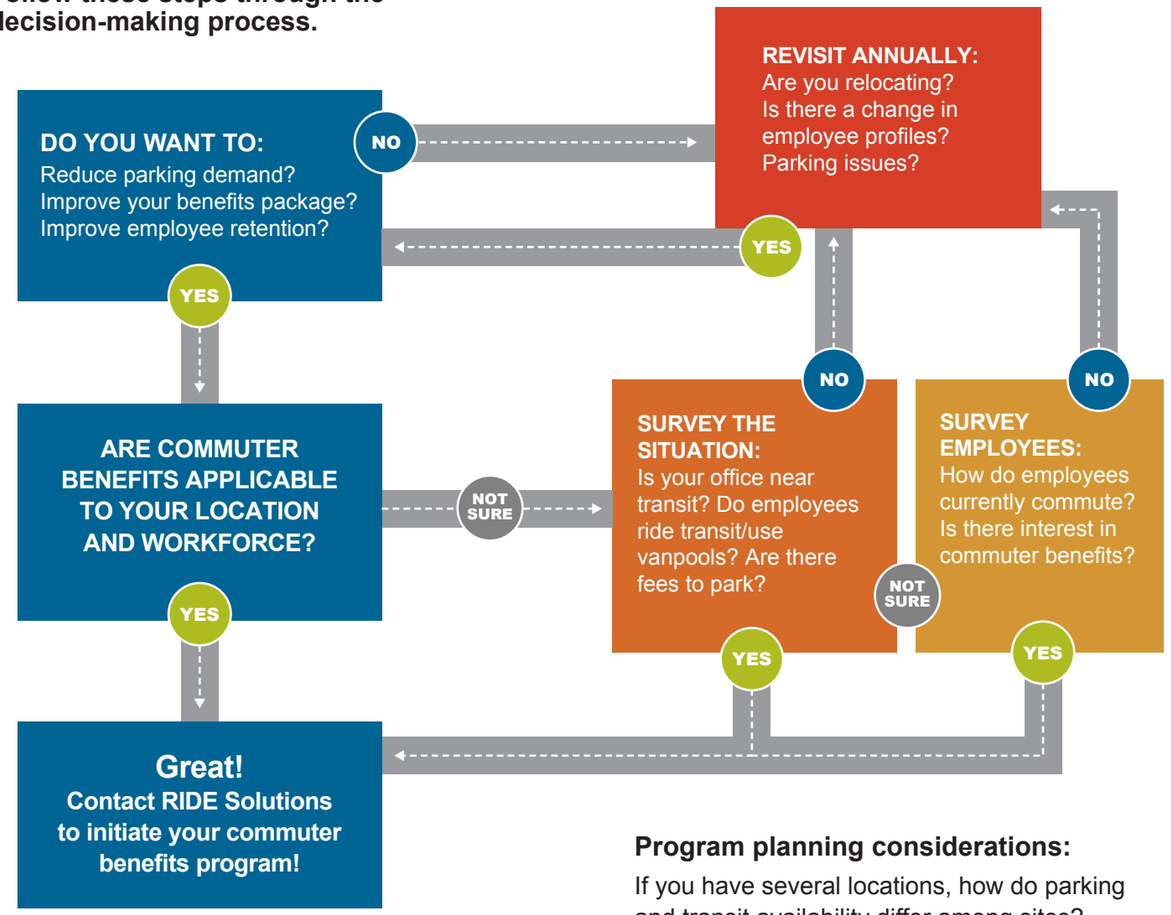
When people share a ride, bus or bike to work, employees and employers save money – and the whole community enjoys cleaner air and reduced traffic. **RIDE Solutions** is here to make those options a reality in the Greater Roanoke Valley, by creating commuter plans for the region's employers. And since we're a program of your local planning districts and the Department of Rail and Public Transportation, **our services are free of charge.**

RIDE Solutions serves the counties of Roanoke, Botetourt, Franklin, Craig, and Alleghany; the cities of Roanoke, Salem and Covington; and the towns of Clifton Forge and Vinton. If you're located here, we're at your service.



HOW CAN YOU KNOW IF A COMMUTER BENEFITS PROGRAM IS GOOD FOR YOUR ORGANIZATION?

Follow these steps through the decision-making process.



Program planning considerations:

If you have several locations, how do parking and transit availability differ among sites? Is it more fair to give all employees the same dollar amount, or the same percentage? Will your program be centrally run, or will branch locations run their own programs?

HOW TO START A COMMUTER BENEFITS PROGRAM WITH RIDE SOLUTIONS.

1. Contact a RIDE Solutions employer program representative at info@ridesolutions.org or 540-343-4417.
2. Figure out if your commuter benefits program will be staffed internally or contracted.
3. Identify key departments and managers to be involved.
4. Determine what commuter benefits will be provided by your organization and to whom.
5. If employees are using pre-tax income, establish a deduction code for the benefit. Consult with your accounting or payroll departments.
6. Distribute benefit program information to employees with instructions on how to sign up.
7. Update any changes to organizational personnel policies and participation information.
8. Promote the commuter benefits program to employees.

RIDE SOLUTIONS EXTRAS: TAX BENEFITS, EMERGENCY RIDES AND EMPLOYEE REWARDS.

Both employees and employers can save on taxes. Tax-free qualified transportation benefits can help both employers and employees. The total of these tax savings depends on the way the benefits are provided to your employees. Talk to your RIDE Solutions representative for more information.

If commuters have an emergency, we'll give them a ride home. The ConnectingVA Ride Home Rewards program brings commuters access to a way home in the event of a qualifying emergency. So your employee will not be stranded at work if they commuted via a vanpool, carpool, or transit.

Employees can earn rewards and get free ride matching services. Participants can use the **free ConnectingVA app** to find carpools, vanpools and public transportation. When they track their trips, they earn points to win gift cards and other special rewards.