

All aboard!

Are you reaping the benefits of commuter rail?

Cost savings, greater access to talent, and a cleaner environment are just a few of the many benefits commuter rail offers to employers, employees, and the entire state of Rhode Island.

COMMUTER RAIL BENEFITS EMPLOYERS.

When your employees travel between work and home via commuter rail, you can realize significant benefits.



- **cost savings on subsidized parking**
If you pay your employees' parking fees, commuter rail can dramatically reduce that cost.
- **access to a wider pool of talent**
The train is a great alternative for people who would not consider driving to Providence, and many job seekers (at all levels) consider public transit one of their most important job search criteria.
- **enhanced environmental efforts**
If your company recycles or adopts other environmentally conscious practices, commuter rail fits right in with your philosophy. It's also the perfect addition to a corporate sustainability plan.

DO YOUR EMPLOYEES KNOW HOW COMMUTER RAIL CAN BENEFIT THEM?

According to a recent RIDOT survey, 50% of employers said they offer transit incentives to their employees, but 75% of employees said their employer does not offer such incentives, or were unaware of them.

Whether you offer transit incentives or not, communication is key to a successful commuter rail program in your workplace. Be sure to explain to employees how commuter rail can help them:



- **save money on gas, parking, and car maintenance/repairs**
- **avoid the stress and delays of traffic, especially given the road construction and bridge maintenance projects planned for the next 5-10 years**
- **reduce wear and tear on their vehicles**
- **be more productive at work**
- **find extra time in their day to read, listen to music, catch up on news or make progress on a work project, and so much more**

THE BENEFITS REACH EVEN FURTHER.

The positive aspects of commuter rail and public transit affect more than employers and their employees. Everyone in the state benefits from:



- **reduced traffic congestion**
- **cleaner air from reduced vehicle emissions**
- **less wear and tear on our highways**
- **increased economic activity fueled by the state's efficient and robust public transit system**

HOW YOU CAN PROMOTE COMMUTER RAIL AT YOUR COMPANY.

Employers like you share transit information and benefits with employees through HR/on-boarding materials, their company intranet, and employee newsletters. In addition, consider the following ways to keep your employees informed of transit-related news.



- **make it part of orientation**
Explain to prospective and new employees that the company encourages the use of commuter rail and public transit, and detail any incentives you offer.
- **share frequent reminders**
Use email and staff meetings to reiterate the company's support for those who ride commuter rail. Remind employees of available incentives, and hype the introduction of new ones.
- **communicate boldly**
Hang posters in break rooms, common areas, and parking lots to clearly broadcast your belief in the value of commuter rail.

To help make commuter rail a more attractive option for your employees, consider offering incentives to pique their interest in using it. If you already offer incentives and employees aren't taking advantage of them, ask if there are other incentives they'd prefer. Many of your peers:



- **offer free or reduced-price commuter rail passes, pre-tax savings on fares, or pay for parking at commuter rail stations**
- **allow employees to adjust their working hours to better accommodate commuter rail schedules**
- **give rewards (gas cards, show tickets, other giveaways) for not using a parking space at work**
- **offer a "guaranteed ride home" if someone misses their train**

IT MAY BE EASIER THAN YOU THINK.

In our recent survey, Providence-area employers indicated that they believe their employees want "adjustments to working hours" and "free parking" as transit incentives. But neither of these were selected by employees as their preferred incentives. In fact, employees selected "reduced price parking" more than "free parking." This suggests that just a moderate investment on your part (in budgets and work schedules) may be enough to encourage your employees to use public transit and commuter rail.

WE'RE HERE TO HELP.

These tools and resources are available from RIDOT for your use.



- **commuter rail benefits and "how to ride" guide (pdf) for employees**
- **customizable sample emails you can use to share transit information with employees**
- **Wickford Junction and T.F. Green rail schedule and information (RidetheRailsRI.com)**
- **Commuter Resource RI (crrri.nuride.com; helps employees earn rewards, find carpools, and track their environmental impact)**

If you believe commuter rail can successfully meet the needs of your employees, don't hesitate to promote its use and to offer incentives that encourage your employees to ride the rails. Need help getting started? Contact Catherine Glavin, Community Liaison Officer, Office of Transit, RIDOT, at catherine.glavin@dot.ri.gov or 401-563-4096. For more information about commuter rail service originating at Wickford Junction and T.F. Green, visit RidetheRailsRI.com.