

# RideFinders Guide for Organizations

We invite you to join in with over 900 organizations, businesses, municipalities, universities, and companies of all sizes who partner with RideFinders, the St. Louis regional commuter rideshare program. RideFinders' partners see the benefits of ridesharing not only as a great advantage to their employees, but also as contributing to company goals of sustainability and corporate social responsibility. We have found that commuters respond to the convenience and savings of ridesharing, as well as the reduction of wear and tear on their own vehicles.

RideFinders is free, participation is easy, and the benefits for the St. Louis region are tremendous!

## Participating in RideFinders

RideFinders works with Employee Transportation Contacts (ETC)s to offer a variety of ways to promote ridesharing within an organization.

- **Promotional Materials:** RideFinders provides free digital and printed materials such as brochures, posters, presentations, videos, promotional emails, websites and more.
- **Promotional Activities:** RideFinders staff can attend onsite events, staff meetings, fairs, or sustainability events and participate in regular new hire onboarding. Virtual meetings and events are always as option. The RideFinders website news & events section informs individuals of current RideFinders promotions.
- **Custom Ridematching Service:** RideFinders can help create customized, co-branded marketing collateral to help organizations promote the service.
- **Online Administration:** RideFinders' online system enables the ETC to easily update reports, view a dashboard of environmental savings of participants in their organization, issue Guaranteed Ride Home (GRH) vouchers, and more.
- **Public Transportation Resource:** RideFinders administers the GRH for Madison County Transit Express bus riders and promotes MetroLink and MetroBus services.

## Benefits of RideFinders

### Save Money

Ridesharing helps reduce the cost of gas, maintenance, and parking fees for commuters.

### Provide Transportation

RideFinders offers a vital transportation option for commuters without a vehicle, those who are unable to drive, and individuals who don't have access to public transit.

### Enhance Sustainability

Be seen as a leader in sustainability in the St. Louis region. By encouraging alternative transportation with RideFinders, your organization can reduce vehicle emissions and traffic congestion to help improve air quality.

### Guaranteed Ride Home (GRH)

Registered carpoolers and vanpoolers receive up to four (4), \$125 emergency taxi rides home or Uber/Lyft rides per year if they have to stay late or leave early - guaranteeing peace of mind.

## How to become a partner with RideFinders

1. Contact RideFinders at [ridefinders@mct.org](mailto:ridefinders@mct.org) or (314) 621-7433 to schedule a brief meeting.
2. Learn how the program works and the benefits of participating such as improved attendance, reduced training costs, and parking space availability.
3. If your organization chooses to participate, we ask you to assign an onsite contact for RideFinders, called the Employee Transportation Contact (ETC), to perform minimal administrative tasks and communicate with RideFinders about the needs of your organization.

## Organization's Frequently Asked Questions

### **Q: Is there any cost or liability to join or participate in RideFinders?**

A: There is NO cost or liability to participate as RideFinders is a free public service for the region through the federal funding it receives from the U.S. Department of Transportation and Federal Highway Administration. Organizational partners are protected from liability by Illinois and Missouri state statutes.

### **Q: What types of organizations can participate in RideFinders?**

A: RideFinders works with employers, colleges, trade schools, municipalities and virtually any other type of organization to help commuters connect to rideshare.

### **Q: Why is an onsite Employee Transportation Contact (ETC), required for an organization to participate in RideFinders?**

A: An ETC is required to facilitate the promotion of RideFinders, with the help of RideFinders staff, at their location. The ETC supports RideFinders in ensuring participants receive their GRH vouchers as needed. Administering the vouchers requires only a few minutes when logging on to issue a GRH and is as simple as an email or phone call communicating with the RideFinders outreach team.

## What is RideFinders?

Created in 1994, RideFinders is the St. Louis regional commuter rideshare program operated by Madison County Transit to improve air quality in the nine-county region by reducing traffic congestion through carpooling and vanpooling. Funding for RideFinders is provided by the U.S. Department of Transportation and Federal Highway Administration.



[RideFinders.org](http://RideFinders.org) | (314) 621-7433