

*Introducing*

# **RIDESMART: EMPLOYER LUNCH & LEARN**

PRINCE GEORGE'S COUNTY, MARYLAND

in corporation with Commuter Connections



## OUR PROJECT AIM:

Increase the number of employer applicants, Increase the engagement level of existing employer participants for follow up meetings.

- Capture the excitement of holidays and events
- Target specific area employer participants to cater to their direct needs and provide good customer service.
- We asked for a little of their time in exchange for a catered boxed lunch and their attention.
- Utilizing the local libraries as a meeting place we undermine the stigma of being a “sales person”.
- Provide an intimate setting that sets attendees at ease and promotes engagement. Allows for more questions and interactions.





# STEPS FOR ENGAGEMENT



Delivery of invitation in person



Send eblast with sign up form.



Following up letter provided by Rideshare Coordinator



**JOIN PRINCE GEORGE'S COUNTY, MARYLAND AT OUR EMPLOYER COMMUTER BENEFIT LUNCH & LEARN**

**Prince George's County Library Upper Marlboro: Conference Room**  
14730 Main Street, Upper Marlboro, MD 20772

Wednesday, December 21st - From: 12:00 pm - 1:00 pm

Prince George's County invites Employer HR Representatives and Employee Benefit Representatives to learn about **FREE** transportation options and incentives offered by RideSmart.

**Agenda Items Include:**

- SmartBenefits: A Tax-Free Program to use public transportation
- Ridematching services to help build carpools
- Vanpool Subsidies for employees or employer use
- Guaranteed Ride Home Program in case of emergencies
- Question & Answer Session

**FOR MORE INFORMATION OR TO REGISTER CONTACT:**  
Renata Brevard: 301.577.0887 - rbrevard@ridesmartsolutions.com



Prince George's County  
Office of Transportation  
9400 Peppercorn Place, Suite 320  
Langley, Maryland 20774  
301.577.2656

Eligible employers who have indicated an interest in the Measures facilitated by Prince George's County, Maryland's Office of Transportation are invited to participate in this program. We are here to serve you as we help you meet your standards.

Single use occupancy vehicles especially as traffic congestion increases. Therefore, we are increasing our outreach efforts toward you to help you explore your transportation alternatives and program benefits are available to you. FREE programs offer subsidies and tax savings for your employees.


This program is worth the time it takes to listen. We will answer your questions and provide a presentation of the points below:

- SmartBenefits
- Carpools
- Agency rides home
- Meeting you to your employees

Learn the programs designed especially for you and your employees. Visit [www.ridesmartsolutions.com](http://www.ridesmartsolutions.com) for more information. If you are unable to attend, please do so by dialing 301-577-0887. Otherwise, our Outreach Coordinator will call to schedule a meeting with you over the phone.

We look forward to meeting with you soon.  
Best regards,

**Therese Leacock**  
Rideshare/Employee Outreach  
Program Manager  
Transit System Development  
9400 Peppercorn Place Suite 320  
Langley, Maryland 20774  
Prince George's County, Maryland





# SLIDES USED DURING LUNCH & LEARN

The customized information provided at these sessions promotes interest and an open dialogue.

DESIGNED TO HELP EMPLOYERS IN PRINCE GEORGE'S COUNTY MEET THE CHALLENGE

**16**  
MILES

**2.9**  
MILES

**36%**  
OF PEOPLE

Two of the highest reasons for switching to public transportation is to  
**SAVE TIME AND MONEY**

is the average home to work distance

EMPLOYER VANPOOL ASSISTANCE

**START-UP SUBSIDY**

**1st Month**  
100% of monthly rental fee (not to exceed \$700)

**2nd Month**  
50% of monthly rental fee (not to exceed \$350.00)

**3rd Month**  
25% of monthly rental fee (not to exceed \$175.00)

**Vanpool Subsidy Program**  
Get up to \$1225 when you start a new vanpool

Here are the closest public transportation options to you.

MARYLAND COMMUTER TAX CREDIT

Allows all businesses, including non-profits, to claim a tax credit against the cost of providing commute alternative programs to its employees.

**50%** + **US\$50**

Tax credit for eligible commuting costs

Max for each participating employee per month

- Transit Subsidies - SmartBenefits
- Vanpool Programs
- Company Guaranteed Ride Home
- Company Cash in Lieu of Parking