Dodge County Getting to Work Program
Fact Sheet: Employee Ridesharing Proof-of-Concept

What is Ridesharing?

Ridesharing (or vanpooling or carpooling) is an emerging transportation solution in rural settings which lack fixed-line bus service. Small groups of employees participate in a carpool to/from their place of employment with a mutually-agreed timetable and set of rules or expectations for behavior.

The exact format of each ridesharing arrangement is tailored to align with local needs, capabilities and attitudes. These variations often fall into the following dimensions:

- Driving Responsibility: May be handled by one individual, rotated between several team members, or assigned to a paid driver
- Organization: May be self-managed by the employees, arranged by an engaged employer, or managed by a third-party transportation agency or non-profit that serves the area
- Vehicle: May be personal vehicle(s) provided by member(s) of the team or a non-employee vehicle provided by the employer or an external third-party
- Funding: May involve cost-sharing between the team members with collections going to the driver, or may be subsidized by the employer, or a combination of both
- Pick-Up/Drop-Off: May be a centralized point where riders meet or curb-to-curb service

Benefits for Employers	Benefits for Employees
- Reduced absenteeism and tardiness - Improved retention, especially for lower wage employees - Improved ability to recruit workers - Improved employee morale	- Improved ability to take and keep a job - Stress reduction: "I don't have to drive" - Cost savings: reduced use of personal vehicle (savings on fuel and maintenance) - Reliability: "I'm always on time" - Convenience: Curb-to-curb service

Getting to Work (GtW) Program Summary

Challenge: Employers in Dodge County can't hire enough workers to meet their business objectives. One obstacle to finding more workers is that many unemployed, yet employable, people in the county lack reliable transportation to/from the businesses that would hire them. What's more, lack of reliable transportation may contribute to a high rate of tardiness or absenteeism within this pool of workers.

Getting to Work is a coalition of Dodge County employers, economic development agencies, non-profits, and government agencies who, through an Easterseals Accessible Transportation Community Initiative (ATCI) funding grant, are tackling this transportation challenge in our county.

GtW Vision: Together in our county, we will improve business performance and quality of life by eliminating transportation as a barrier to employment through design and implementation of an affordable, reliable, and self-sustaining transportation system to get all willing adults to/from employers in Dodge County.

Ridesharing Proof-of-Concept

In February 2018, Specialty Cheese Company (SCC), Reeseville, WI, launched a controlled ridesharing pilot to test the concept with a small set of current employees. The intent was to start small, learn from experience, and determine if the concept benefits the company. If such benefits can be documented, the ultimate goal is to scale the program to other Dodge County employers as a more general solution to the transportation problem in the county.

Pilot Results

February 2018
- 15 volunteer employees
- 1 driver (independent contractor)
- 1st shift only
- 1 route

February 2019
- 70 employees (35 new hires)
- 11 regular drivers plus 2 alternates
- 3 shifts
- 3 daily routes plus ad hoc runs
- 300 unique trips each pay period

Business Benefit

- Head count up 70 people (~37%)
- New production record set in August 2018, broken again in October 2018
- Larger, more reliable workforce on 3rd shift
- Tardiness and absenteeism significantly reduced
- Employee morale and retention improved

Pilot Characteristics

Routes	Initial route was between Beaver Dam and SCC, a one-way distance of about 12 miles. Expanded to Watertown and Fond du Lac with ad hoc runs to Horicon, Waterloo and Fort Atkinson.
Employee-Riders	Generally, the employees earn less than $15/hour and do not have their own transportation due to lack of access to a vehicle or lack of a driver's license. To manage costs, it's important to form teams of riders who live near each other.
Drivers	The first driver is a retiree recruited from the local community. Driver recruitment is facilitated by offering fair compensation of about $1.00/mile. For insurance purposes during the pilot, the drivers were moved from independent contractors to employees to permit coverage by SCC's commercial liability insurance policy.
Employee Cost	Each rider pays $3 per one-way trip. Payments are processed through SCC payroll deductions, permitting cashless transactions during each run.
SCC Cost	The difference between driver target compensation and employee contributions is paid as a subsidy by SCC. This has stabilized at about a 20%/80% split between the employees and the company. Key variables are riders per car and one-way mileage.
Record-Keeping	Each driver maintains a sign-in and mileage log in the vehicle to track participating riders, time and miles driven.
Code of Conduct	All participants – riders and drivers -- agreed to abide by a simple set of rules.
Administration	50% FTE from SCC HR assigned to launch and administer the pilot. Responsibilities include employee communication, rider team management, scheduling, driver management, exception management, and program assessment.