

**Are you looking to expand employee recruitment and improve retention? Is transportation a barrier to employment for your potential employees, due to scheduling conflicts or inaccessibility?**

**We have a solution for you!**

In 1984, hard-working citizens began receiving tax-free benefits from the IRS for commuting to work via public transportation. Since parking and transit ridership fees are on the rise in most cities, today's benefits have been expanded to include parking, vanpools & biking (IRS Section 132(f)).

With these benefits, our goal is to increase employment amongst South Madison residents of all backgrounds and skill-levels by establishing reliable alternative modes of transportation to/from work. Together we can bridge the transportation gap that currently exists and improve the economic health of Dane County!

**How does this benefit you, the employer?**

- Expands employee recruitment and improves retention
- Reduces parking demand from employees and increases parking availability for customers
- Improves employee productivity through reliable transportation and reduced absenteeism
- Avoids business interruptions from bad weather or other emergencies
- You may soon be able to get carbon credits for reducing pollution.
- You can pay providers directly, so your employees do not have to do a thing!

**What can we do to help?**

- Identify vehicles to be used and develop a cost structure that includes fuel, maintenance, insurance, and personnel
- Design custom routes to minimize time spent traveling
- Prepare surveys of all potential employees, regarding needs, pick-up time preferences, route preferences, etc.
- Partner with community organizations to recruit residents and offer necessary job training
- Act as a dedicated point of contact for you and your employees

**What's next?**

On April 19, 2016, at 9:00AM we invite you to participate in this discussion, as community employers are crucial in finding a solution. This meeting will take place at the Dane County Job Center, 1819 Aberg Ave, Room 16. Please RSVP by Friday, April 8, 2016.

If you have any additional questions or concerns, please contact:

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