

**Improve productivity.  
Lower operating costs.  
Make the world a  
little greener.**





# Make the road less traveled.

Welcome to **CTrides**, a service of the **Connecticut Department of Transportation**.

We're here to help Connecticut employers seamlessly reap the financial, environmental, and productivity benefits that come when your employees use less stressful and costly options than driving alone to work.

How? We'll assign you a no-cost, dedicated consultant, a Commuter Program Manager (CPM), who will give you the tools to easily

engage, enlist, and educate your workforce about the state's many commuting options.

In doing so, you'll be afforded the opportunity to improve your employees' productivity, financial savings, and health— while improving the bottom line for your company.

And every step of the way, we'll enhance and spotlight your good citizenship to the community and the state.

Join us in making the road less traveled.

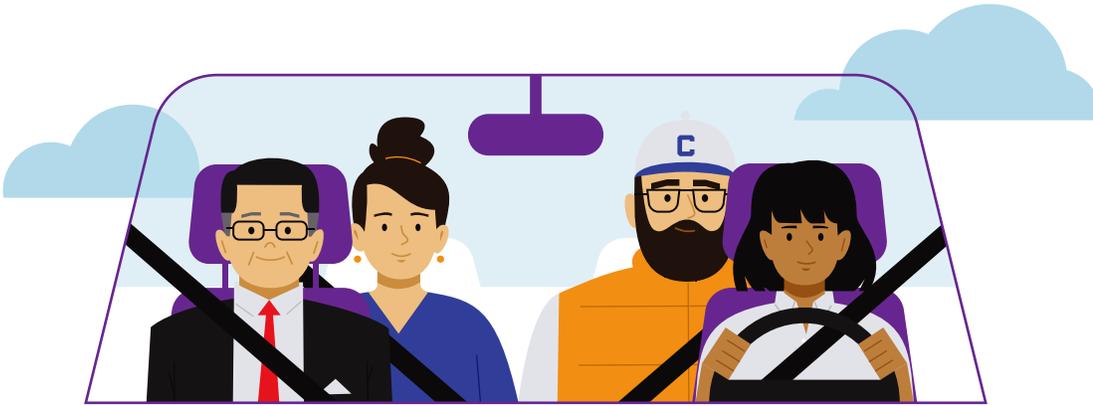


# Your CTrides services.

Your Commuter Program Manager will work to engage and educate your workforce about their commuting options—and give you access to our tailored employee commuting programs.

## Custom Solutions—At No Cost to You

Our experts identify all available transportation options—from carpooling and vanpooling to public transit and teleworking. We help plan practical transportation solutions to suit company schedules and workers' routes. We can assist each of your employees in understanding all of their available commute choices.



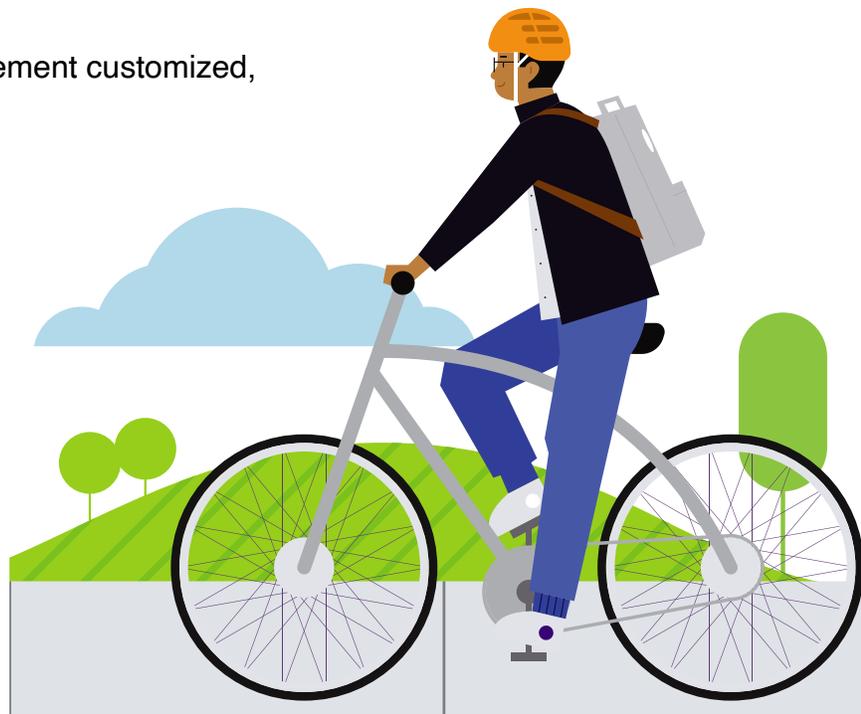
## Worksite Enhancements and Incentives

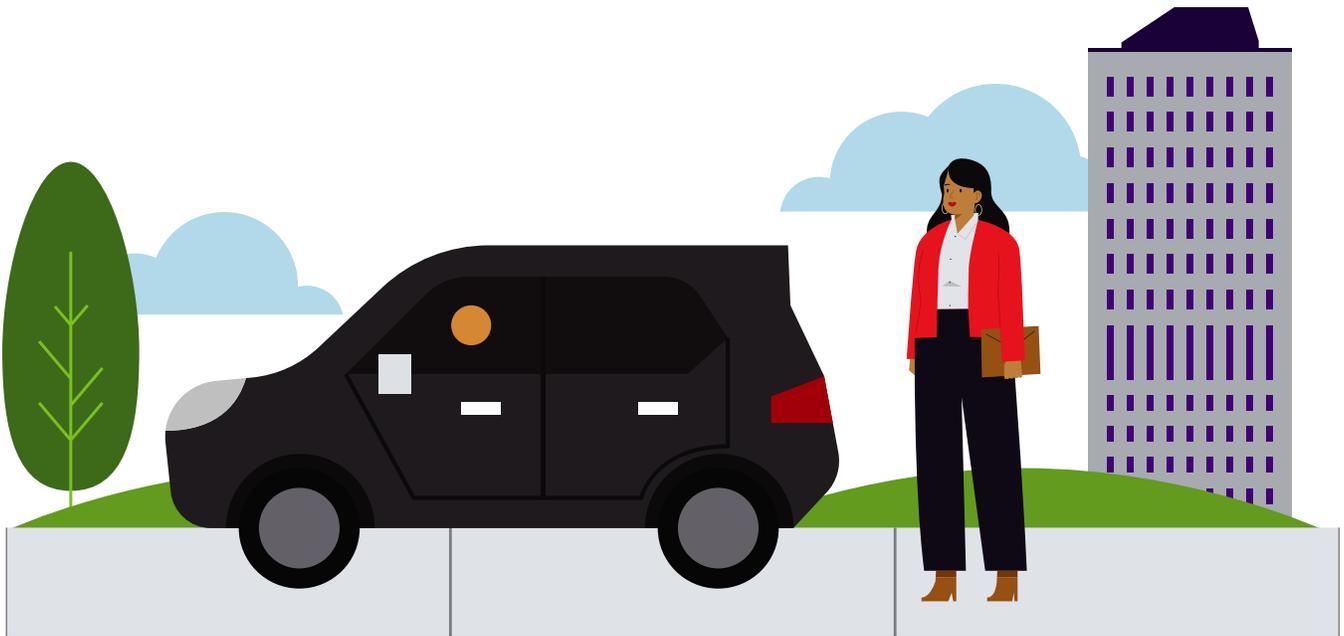
CTrides can help you with identifying and developing low cost and effective ways to improve your employees' productivity by encouraging less stressful and lower cost ways to work. Depending on your worksite and location, this includes priority parking for carpools/vanpools, bicycling and walking accommodations, onsite commuting information services, and incentives for greener commutes.

## Events and Engagement

We use our resources to develop and implement customized, on-site events and activities, including:

- Employee Information Sessions
- Carpool and Vanpool Matching
- Try-It Days for Transit, Carpool, and Biking, and Telework
- Incentive and Rewards Programs





### Emergency Ride Home (ERH)

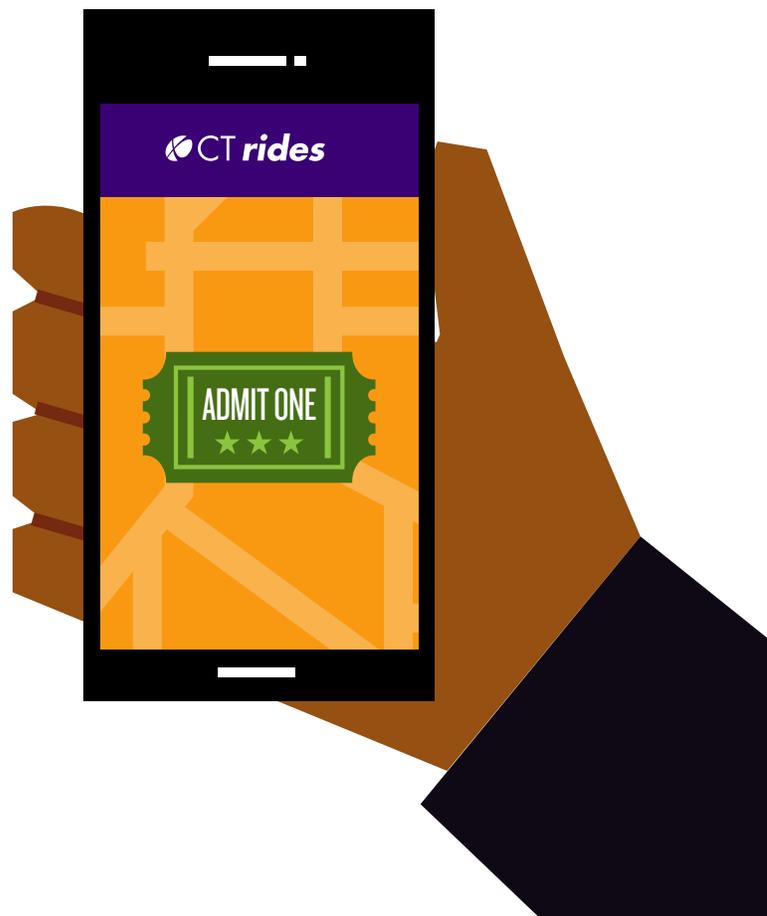
Through this program, we will reimburse your employees who use a qualified\* green commute for the cost of their trip home in the event of a covered emergency.

### Custom Commute Plans

We develop Custom Commute Plans for your employees to help them find less stressful, more cost-effective transportation to work. Our specialists will prepare a step-by-step travel itinerary and provide eligible employees with free transit passes to get started.

### Ridematching and Rewards Program

Employees who join the *CTrides* program get local discounts and prizes for using green commuting options. And, our user-friendly app makes it fun—and easy!



\*Some restrictions apply. See [CTrides.com/ERH](https://CTrides.com/ERH) for complete details.

# Teleworking Assistance

We offer a full suite of no-cost telework consulting services that help organizations start or formalize an existing telework program. This well-constructed program enhances employers' recruiting and retention efforts and is of great value during inclement weather and other emergency events.



## The CTrides Virtual Event Room

Our Virtual Event room is a new way for your employees to learn about commuting options, help them plan their return to work, and get tips on creating a healthy and safe environment when working at home.

Your Commuter Program Manager will help plan your virtual commuter event and provide email templates, event flyers, and intranet content to spread the word.



# Green business is good business.

The data is in. Employers who help their employees improve their commutes see increased productivity and decreased operating costs. Specifically, employers who have used our programs have reported:

- Improved recruitment and retention
- Reduced absenteeism and late arrivals
- Reduced parking and office space needs and costs



DID YOU KNOW?

**You can repurpose up to 60%**  
of an employee's commute time to  
working time by offering telecommuting



# We'll put you in good company.

When you partner with *CTrides*, you'll join hundreds of leading employers from every industry, across the state—all of whom are reaping the benefits of giving their employees greener commuting options.



“Prior to our partnership with *CTrides*, our absenteeism rates were as high as 6.5% some months. For the month of June, which is right after the *CTrides* campaigns, our absenteeism rate was 3.7%. I do believe that our partnership with *CTrides* does attribute to the decrease that we have seen so far. My executive team is very excited about the ERH program, and we look forward to working with you again!”

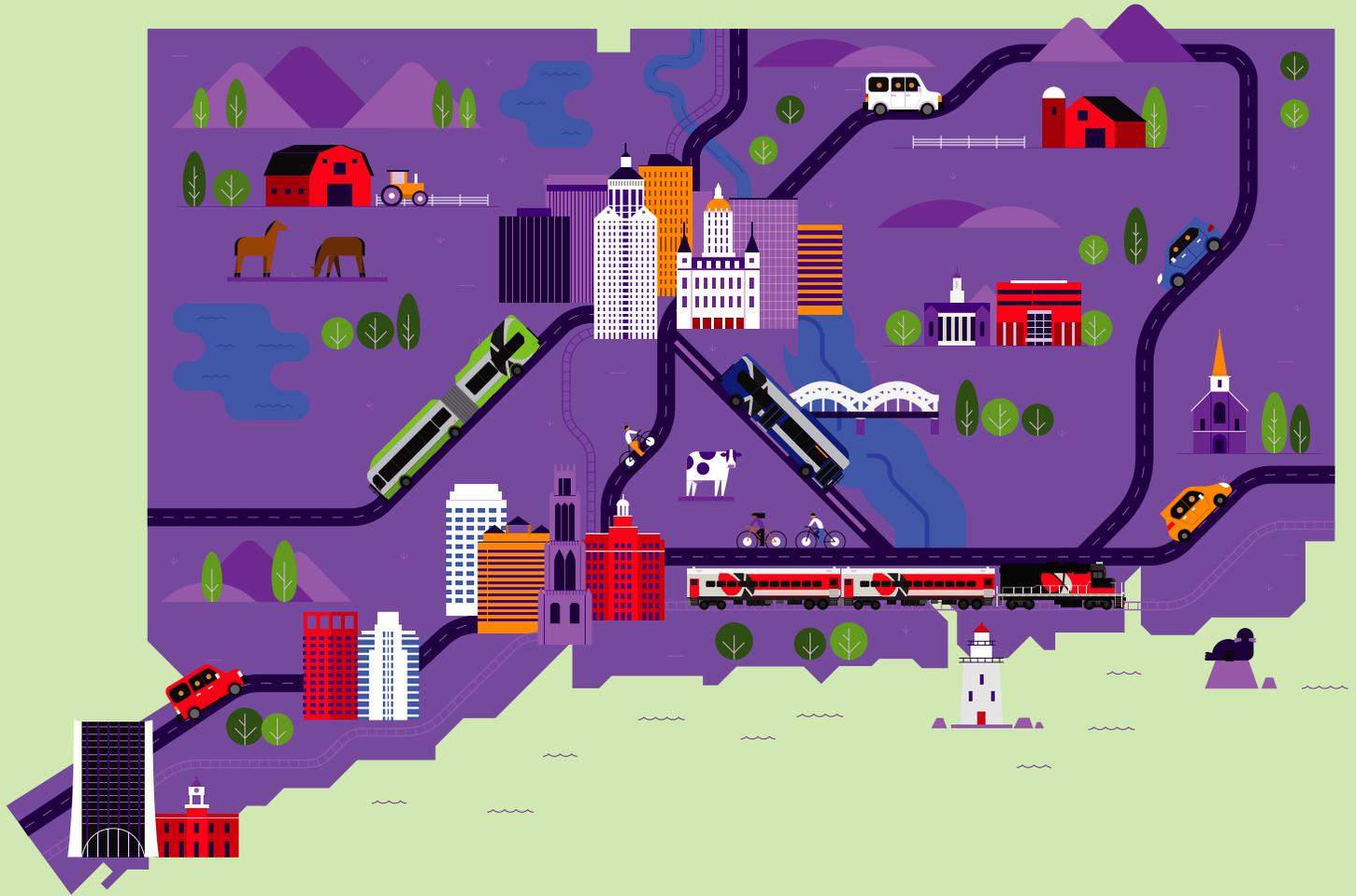
— **Victoria Erickson**  
HR Manager, Global Steering Systems  
Watertown CT

“Working with *CTrides* has consistently been a fun and rewarding experience. With a dedicated staff and plenty of resources, *CTrides* makes it easy to encourage employees at The Hartford to change up their commute.”

— **Alexandra Zepp**  
Asst. Risk Manager, The Hartford

“We are excited to have *CTrides* embedded into our culture as our company continues to grow. This great initiative ensures everyone has a way to get to work and keeps them working without having to worry about transportation. KUDOS *CTrides*!!!”

— **Jessely Pineda**  
i2Systems, Human Resources and Talent Development



# Together, we will create a better Connecticut.

Contact us at **1-877-CTrides** (1.877.287.4337)  
or visit **CTrides.com** for more information.



 **CTrides**

Fewer cars. Better air. Healthier lives.

[CTrides.com](https://www.ctrides.com)

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