

# RideFinders Guide for Organizations

Benefits for Employers,  
Colleges and Municipalities

Join with over 900 St. Louis area organizations, institutions, businesses and municipalities to help promote RideFinders, the regional rideshare program. RideFinders is free, participation is easy and the benefits for the St. Louis region are tremendous.

## Participating in RideFinders

RideFinders works with ETCs to offer a variety of ways to promote ridesharing within an organization.

- **Promotional Materials:** RideFinders provides free printed and electronic materials; such as brochures, posters, fliers, newsletter articles, emails and website/intranet information.
- **Promotional Activities:** RideFinders provides onsite information tables called “Rideshare Fairs” and participates in existing presentations and events such as staff meetings, benefit/health fairs, etc.
- **Custom Ridematching Service:** RideFinders can help create a customized ridematching service with the organization logo, address and personalized message.
- **Online Administration:** RideFinders online system enables ETCs to easily update reports, view a dashboard of environmental savings within an 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 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 taxi rides home per year if they have to stay late or leave early – guaranteeing peace of mind.

## Joining RideFinders

1. Contact RideFinders at (800) 847-7433 or [ridefinders@mct.org](mailto:ridefinders@mct.org) to schedule a brief meeting.
2. Learn how the program works, the requirements, and the benefits of participating.
3. Assign an onsite contact for RideFinders, called the Employee Transportation Coordinator (ETC), to perform minimal administrative tasks for your organization

## Organization's FAQs

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

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

### What types of organizations can participate in RideFinders?

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

### Why is an onsite contact, or Employee Transportation Coordinator (ETC), required for an organization to participate in RideFinders?

An ETC is required to facilitate the promotion of RideFinders, maintain accurate rideshare reports, and ensure only eligible commuters receive the benefits of the Guaranteed Ride Home.

### Does participating in RideFinders take much time and effort for an ETC?

Administering the program requires only a few minutes a month with the ETC online system. Promoting the program is as simple as sending an email to commuters on behalf of RideFinders or inviting RideFinders to participate in existing events or fairs.

## What is RideFinders?

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



[ridefinders.org](http://ridefinders.org) • (800) VIP-RIDE