



Overall Goal:

JobRide Plus builds an integrated transportation system which connects potential employees to higher-paying jobs currently not accessible by transit. Eliminating transportation barriers opens up thousands of higher-paying jobs to “zero vehicle” households, and allows others to become “vehicle light,” saving up to \$9,000 per year on motor vehicle expenses.

Short Summary of Idea:

Implement a more robust transit system by partnering with YWCA and Union Cab. Our partners will provide:

1. Shared-ride service to currently unserved employers in communities like DeForest and Sun Prairie, linking people to jobs.
2. Scheduled late-night shared-ride service for service employees in the retail, entertainment, and dining sectors, eliminating or reducing the need for a motor-vehicle.
3. Scheduled employer-direct shared-ride service, linking employees with indirect access to business parks in the periphery of Metro’s service area, greatly increasing the transportation feasibility for these high wage jobs.

With this system, JobRide Plus will connect workers, employers and transportation all in one place with the “Get a Job, Get a Ride” app – a localized employee network.