

Five Simple Steps Communities Can Take to Address Rising Gasoline Prices for Residents

With gasoline prices reaching historical highs and an increasing amount of pain at the pump on everyone's mind, RideShare, the free carpool matching program of SEMCOG, the Southeast Michigan Council of Governments, provides five simple steps communities can take to help their residents address the high cost of gasoline.

1. Collaborate with RideShare staff to promote RideShare to residents. Displays, tip cards, and newsletter articles are available to you at no cost.
2. Keep RideShare information and current transit schedules on hand and posted on community bulletin board(s).
3. Allow city employees flexibility in selecting their own start/end times during periods of gasoline price spikes. Doing so increases a commuter's chance of finding a ridesharing partner, riding transit, and avoiding peak congestion.
4. Link to www.semcog.org on your community Web site, giving residents easy access to RideShare information.
5. Invite RideShare representatives to community events to promote commuting options.

RideShare is here to assist commuters change their daily travel behavior. Instead of driving alone to work, employees can carpool, vanpool, take public transportation, bicycle, walk, or telecommute to conserve fuel and thus save money.

For more information, contact Iris Steinberg at 313-324-3402 or steinberg@semcog.org or go to www.semcog.org. RideShare is under Hot Topics on the home page.

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SEMCOG is a regional planning partnership of local governmental units serving 4.9 million people in the seven-county region of Southeast Michigan striving to enhance the region's quality of life.

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