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NORTH SHORE RIDESHARE II
PROMOTION - 1986

by

Jim Moynihan
Chief of Ridesharing Services

Chicago Area Transportation Study
300 W. Adams Street
Chicago, IL 60606

4322.06

Introduction

In July 1986, CATS' ridesharing office together with the North Shore Council of Mayors began discussion and preliminary planning for a ridesharing promotion in the North Shore communities of Skokie, Morton Grove, Glenview, Northbrook and Deerfield. The promotion took place in the fall and included companies which already had ridesharing programs as well as any other major employer located in the area that could be identified. Since there had already been an area promotion in 1982 called North Shore Rideshare, it was decided that the new effort would be called North Shore Rideshare II.

The Promotion

The first step was to produce a master list of employers for each community. The companies were identified from information supplied by the Illinois Department of Commerce and Community Affairs, the Chicago Association of Commerce and Industry's major employer directory, and the Carpool Hotline data base of employers. The list included a total of 173 employers in the five communities. The second step consisted of writing an introductory letter which was mailed to each company CEO by the mayor of the village in which the company was located (Exhibit A). The letter informed the companies of the upcoming rideshare promotion, outlined the benefits that ridesharing offers, and asked that they become involved by attending a "Kick-Off" meeting on September 23, 1986. A date was provided to the mayors for mailing their letters. CATS began telephone follow up with the companies a week after the mailing to verify receipt of the letters and to obtain the company's commitment to attend the "Kick-Off". From these calls it was found that about 10% of the employers were no longer in business or had moved out of the area.

Each company that had indicated it was sending a representative to the meeting was mailed, by CATS, a meeting agenda, program outline and directions to the Glenview Village Hall where the meeting was to be held (Exhibit B). Companies which had not responded were also sent a letter asking them to attend. This letter also included an agenda and directions (Exhibit C). Notices were also sent to the local press (Exhibit D). The meeting convened at 9:00 a.m. and lasted two hours. Attendees were asked to fill out a participation sheet before leaving the meeting (Exhibit E). Thirty-one employers attended the "Kick-Off". In addition, a reporter from the Chicago Tribune was also in attendance and followed up with a short article a day later. Thirty-six other companies indicated an interest but did not send a representative.

Each employer was encouraged to start a ridesharing program for its employees. The program involves a fairly intense initial effort to explain to the employees the benefits of ridesharing while asking them to complete a ridesharing application so they can be computer matched for a carpool or vanpool. This initial effort consists of the "Kick-Off", coordinator appointment and training, and a specified time frame in which to accomplish employee presentations and application submission.

After the initial effort, the ongoing aspect of the program involves regular reminders to the employees that ridesharing options are available to them. This includes the use of posters at the worksite, regular memos or paycheck stuffers, making ridesharing information part of new employee orientation, and having a coordinator on board to assist employees in beginning to rideshare or maintaining their involvement in ridesharing.

Training

CATS followed up by mail with every company, including those which had shown an interest in the program but had not attended the "Kick-Off" (Exhibits F & G). Telephone contact was initiated with the other companies to schedule them into one of two rideshare coordinator training sessions held on October 8th and 9th at the Northbrook and Skokie village halls respectively (Exhibit H). Out of the 67 employers which showed some initial interest, a total of 20 company coordinators attended one of the two training sessions. Arrangements were made to conduct training individually for five other coordinators who could not attend either of the scheduled training sessions. This was conducted during the two weeks immediately following coordinator training. Additionally, some companies which already had a coordinator did not choose to attend training.

The coordinator training involved a full discussion of the program and their roles as the company's representative. The agenda also included an in-depth look at promotion, and concluded with a discussion of the North Shore Rideshare II timetable and a question and answer period.

Promotion Week

During the two week period following coordinator training CATS distributed posters, brochures and applications to participating companies so that they would be prepared for promotion week. Promotion week, as it was called, was scheduled for the week of October 27th. During this week each company was to mount an intensive effort to encourage their employees to register for CATS' computerized matching service.

Due to a variety of reasons, including blood drives and United Way campaigns, many companies could not be scheduled to promote ridesharing during the same week. Consequently many decided to promote ridesharing on alternative weeks. Beginning with the week following promotion week the remaining companies' efforts were scattered throughout November, December and January. From promotion week on, visits were scheduled at many of the participating companies. The visits were the result of requests by company coordinators that CATS come to the work site and speak about ridesharing to their employees. Each company announced the scheduled presentation to their employees and encouraged their attendance. They used a variety of methods including posters, paycheck stuffers, memos and fliers (Exhibit I). Many individuals completed ridesharing applications at these employee presentations, although the bulk of the applications have been submitted by mail. As of March 1st, 208 new ridesharing applications have been submitted to CATS as a result of North Shore Rideshare II. Thirty-seven companies in all decided to take part in the program. Employees from sixteen of these have submitted applications. The other twenty-one of the participating companies have not as yet submitted applications.

Results

Companies which mounted intensive efforts at promoting ridesharing had better results. Below is a breakdown of the 16 companies which have submitted rideshare applications and the number of applications received from each. The check mark which appears before the company names indicates those employers that had ridesharing presentations and/or consistent follow up.

| | |
|------------------------------------|----------|
| / Allstate Insurance Company | 27 |
| / A. C. Nielsen | 46 |
| Bankers Life | 2 |
| Baxter Travenol Labs. | 9 |
| Bell and Howell | 6 |
| / Tandy-Bell and Howell Video | 24 |
| General Binding Corporation | 6 |
| Hirsch Co. | 3 |
| / Illinois State Scholarship Comm. | 17 |
| / Kraft, Inc. | 37 |
| / Rand McNally | 6 |
| / Rugby Labs. | 14 |
| Sargent-Welch | 1 |
| School District 28 | 2 |
| Village of Skokie | 3 |
| Underwriters Laboratories | <u>5</u> |
| Total | 208 |

In reviewing the results of this promotion, CATS found nothing surprising. As in past promotions throughout the region, those companies that named coordinators and enthusiastically promoted the program to their employees showed the best results. The employers which named coordinators but did little more than release one general announcement were not as successful in their promotion. Still other employers which did not name coordinators or participate in promotion week showed dismal results. Although some did hang a poster or two with the Carpool Hotline telephone number for their employees, this type of effort resulted in very few new applications to the ridesharing data base.

Conclusion

Again one can see that employers get from an effort only as much as they put into it. In every employer promotion in which CATS has participated, employers with rideshare coordinators and consistent employee follow-up have submitted more applications than similar employers without coordinators

or as much follow-up. This is the single most important factor influencing the level of success in employer based ridesharing programs. It is not because one company's employees have any less need for ridesharing than another's. It is because of the commitment and enthusiasm that comes from the top. This is why CATS applauds those employers whose sense of civic duty and concern for how their employees get to and from work have led them to become involved in ridesharing. CATS is especially proud of those employers that gave an extra effort on behalf of their employees.

It is a good bet that some of the uninvolved employers will, in the future, launch a program for their employees. Since the initial promotion we have had a number of inquiries and meetings with company executives, most notably The Kitchens of Sara Lee in Deerfield. Although these secondary efforts cannot be considered with the results of North Shore Rideshare II, they do lend credence to our prediction of greater future involvement.

All in all, North Shore Rideshare II has been a success. CATS is confident that the programs within each company will continue to grow and looks forward to expanded involvement, including companies which until now have chosen to sit it out.



NORTH SHORE REGION
COUNCIL OF MAYORS

JOAN W. BARR
Mayor, City of Evanston
Council Co-Chairman

JAMES W. SMIRLES
President, Village of Glenview
Council Co-Chairman

ELIZABETH C. WARREN
President, Village of Glenage
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FRANK J. CHULAY
President, Village of Lincolnwood

RICHARD CONSER
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President, Village of Northbrook

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Mayor, Village of Morton Grove

CLARINE C. HALL
President, Village of Winnetka

VERNON SQUIRES
President, Village of Wilmette

ALBERT J. SMITH
Mayor, Village of Skokie

BARBARA D. WICK
President, Village of Northfield

ROBERT W. WRIGHT
President, Village of Kenilworth

WILLIAM BALTUTIS
Planning Liaison

TO: Village of _____
FROM: Bill Baltutis, North Shore Council Liaison
RE: North Shore Rideshare II Promotion
DATE: August 22, 1986

I just wanted to update you on the North Shore Rideshare Promotion that I have discussed with you recently. The North Shore Rideshare Promotional Meeting will be held on Tuesday, September 23, 1986, 9:00 A.M. at the Village of Glenview, 1225 Waukegan Rd.

The purpose of this meeting is to encourage major firms to promote carpooling for their employees. The Village of _____ is also encouraged to promote this program to your Village employees.

Enclosed are listings of major _____ employers and sample letter that is to be sent to each employer. Please type letters on village stationary with President's signature.

- 1) Mail all letters no later than Thursday, August 28th.
- 2) Include letter and CATS Rideshare factsheet in each mailout
- 3) Make copy of each letter for my file
- 4) Letters are of two different types

- A. Firms that participated in the 1982 Promotion
- B. Firms that did not participate in the 1982 Promotion

Note that firms will be identified as "Participating" or "Non-Participating" on the listing sheet. Send letter to appropriate firm.

- 5) CATS staff and myself will be responsible for all other aspects of this this promotion including organizing for the 23rd meeting, training sessions promotion to individual firms, and computer matching of employees.
- 6) We would like a village representative to speak at the September 23rd meeting.

If you have any questions regarding this mailout, the North Shore Rideshare Promotion or any other related matter, please contact me. Thanks.

9161P

PARTICIPATING

August 22, 1986

As a major employer in _____, I am sure you are concerned about the transportation needs of your employees. The ability to attract a skilled labor force is important to the economic vitality of the _____. Some employees take transit to work. Most employee's, however, make the daily commute by driving. Four out of five suburban work trips are made by individuals who drive alone. The traffic created by all these single occupant vehicles has contributed heavily to the ever worsening congestion, accidents, air pollution and increased parking requirements.

One answer to the problem is carpooling. Most firms have employees who carpool. This means they share the ride to work with their neighbors or co-workers. Some companies even encourage carpooling or vanpooling, yet many individuals are unable to find a match on their own.

I believe that some of our traffic congestion problems can be solved through an ongoing comprehensive carpool matching program for your employees, including periodic promotional efforts. Fortunately, we have a regionwide computer matching program available through the Chicago Area Transportation Study (CATS). CATS has been providing ridesharing assistance to employers in the region for the past six years. In the Fall of 1982 your firm supported this program which resulted in the successful promotion of this program to 60 major Northern Cook County firms representing 30,000 employees.

We are asking for your support again in our North Shore Rideshare II promotion. This promotion will involve the municipalities of Skokie, Morton Grove, Glenview, Northbrook, Deerfield as well as the appropriate Chambers of Commerce, the Chicago Area Transportation Study and the North Shore Council of Mayors. I would like you to personally designate a representative from your firm to attend the North Shore Rideshare Kick-off meeting to be held on Tuesday, September 23rd, 9:00 a.m. at the Glenview Village Hall, 1225 Waukegan Road. At this meeting, Bill Baltutis, Council Liaison and Jim Moynihan, Chief of Ridesharing Services will discuss the objective of North Shore Rideshare II, promotional strategy and a timetable for a Fall 86 promotion.

I hope you will join me to improve the transportation opportunities for _____ employees. Please call the carpool hotline at 793-RIDE to indicate your attendance at the September 23rd meeting.

Yours,

Mayor xxx
Village of xxx

NON-PARTICIPATING

August 22, 1986

As a major employer in _____, I am sure you are concerned about the transportation needs of your employees. The ability to attract a skilled labor force is important to the economic vitality of the _____. Some employees take transit to work. Most employee's, however, make the daily commute by driving. Four out of five suburban work trips are made by individuals who drive alone. The traffic created by all these single occupant vehicles has contributed heavily to the ever worsening congestion, accidents, air pollution and increased parking requirements.

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I hope you will join me to improve the transportation opportunities for _____ employees. Please call CATS carpool hotline at 793-RIDE to indicate your attendance at the September 23rd meeting.

Yours,

Mayor xxx
Village of xxx



EXHIBIT B

NORTH SHORE REGION
COUNCIL OF MAYORS

JIMMY W. BARR
City of Evanston
Council Co-Chairman

JAMES W. SMIRLES
President, Village of Glenview
Council Co-Chairman

ELIZABETH C. WARREN
President, Village of Glencoe
Council Vice-Chairman

FRANK J. CHULAY
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RICHARD CONSER
President, Village of Golf

RICHARD T. FALCONE
President, Village of Northbrook

RICHARD T. FLICKINGER
Mayor, Village of Morton Grove

CLARINE C. HALL
President, Village of Winnetka

VERNON SQUIRES
President, Village of Wilmette

ALBERT J. SMITH
Mayor, Village of Skokie

BARBARA D. WICK
President, Village of Northfield

ROBERT W. WRIGHT
President, Village of Kenilworth

WILLIAM BALTUTIS
Planning Liaison

September 18, 1986

Dear :

We wish to personally thank your firm for expressing an interest in providing transportation opportunities for your employees by indicating your attendance at the North Shore Rideshare Kick-Off Meeting scheduled for September 23, 1986 at 9:00 AM at the Glenview Village Hall.

Enclosed is a meeting agenda and program. We hope to have a productive meeting and answer any questions you may have concerning the CATS Computer Match Carpool Service and the North Shore Rideshare promotion.

Thank you,

Bill Baltutis
North Shore Council
Liaison

Jim Moynihan
Chief of Ridesharing Services
Chicago Area Transportation Study

BB/sn-9206P
Enclosure



NORTH SHORE RIDESHARE

Kick-off Meeting
September 23, 1986
9:00 A.M.
Glenview Village Hall
1225 Waukegan Rd.

- | | |
|---|--|
| (1) Introduction | Bill Baltutis North Shore Council Liaison |
| (2) Welcome | Village of Glenview Paul McCarthy, Village Manager |
| | Morton Grove Larry Arft, Village Administrator |
| | Skokie Michael Van Milligen Asst. Village Manager |
| | Deerfield Kent Street, Adm. Assistant |
| | Northbrook Richard Falcone, Village President |
| (3) The Suburban Congestion Problem/Carpool Solution | Bill Baltutis |
| (4) Ridesharing - One Firm's Experience .. | John Ritchie Vice President Underwriter Laboratories Northbrook |
| (5) CATS Carpool Matching Program | Jim Moynihan Chief of Ridesharing Services Chicago Area Transportation Study |
| (6) Questions and Answers | |
| (7) Program Timetable | |
| (8) Adjournment | |



NORTH SHORE RIDESHARE

TIMETABLE

- September 23 Kick-Off Meeting Glenview
- October 8-9 Coordinator Training
Action: Three hour seminar on either date. Outline company promotion options and role of coordinator, distribution of promotional materials.
- Week of October 27 Employee Promotion Week
Action: Issue employee letters, display posters, include newspaper article, publicize, collect carpool applications, hold employee meetings.
- November 3-5 Applications returned to CATS
- Week of November 17 Distribute Matchlist to Coordinators
Action: Coordinator briefed on matching results and program maintenance. Interested carpoolers receive matchlists. Contact matches and form carpools.

EXHIBIT C

September 18, 1986

Dear :

We haven't had a response from you regarding attendance at the North Shore Rideshare meeting scheduled for Tuesday, September 23, 1986 at 9:00 AM in the Glenview Village Hall. The purpose of this meeting is to introduce your firm to the Chicago Area Transportation Study's (CATS) Carpool Match Service. We will be promoting this service in a area-wide program involving firms in the municipalities of Deerfield, Northbrook, Skokie, Morton Grove and Glenview. Please note the following:

1. The computer match service is free of charge and is provided as a public service.
2. Your company's role will simply involve promoting this service for any employee who wishes to be matched with other carpoolers in the CATS computer. We match each employee by starting times as well as home and work locations.
3. If you have any questions on this promotion, please feel free to call the CATS carpool hotline at 793-RIDE.

We are enclosing a meeting agenda if you desire to attend.

Thank you,

Bill Baltutis
North Shore Council Liaison

Jim Moynihan
Chief of Ridesharing Services
Chicago Area Transportation Study

BB/sn-9205P
Enclosure



- DAN W. BARR
Mayor, City of Evanston
Council Co-Chairman
- JOHN W. SMIRLES
Mayor, Village of Glenview
Council Co-Chairman
- MARGARET C. WARREN
Mayor, Village of Glenview
Council Vice-Chairman
- FRANK J. CHULAY
Mayor, Village of Lincolnwood
- RICHARD CONSER
Mayor, Village of Golf
- RICHARD T. FALCONE
Mayor, Village of Northbrook
- RICHARD T. FLICKINGER
Mayor, Village of Morton Grove
- MARINE C. HALL
Mayor, Village of Winnetka
- BERNARD SQUIRES
Mayor, Village of Wilmette
- ALBERT J. SMITH
Mayor, Village of Skokie
- BARBARA D. WICK
Mayor, Village of Northfield
- ROBERT W. WRIGHT
Mayor, Village of Kenilworth
- WILLIAM BALTUTIS
Planning Liaison

for further information
Bill Baltutis, North Shore Council
793-3470

Jim Moynihan,
Chicago Area Transportation Study
793-RIDE

PRESS RELEASE

MAJOR EMPLOYERS PARTICIPATE IN
NORTH SHORE CARPOOL PROGRAM

A Kick-Off meeting for employers in the North Shore area will be held on Tuesday, September 23, 1986, 9:00 A.M. at the Glenview Village Hall, 1225 Waukegan Road. The purpose of the meeting will be to initiate the North Shore Rideshare carpool promotion for North Shore employers. "Over 50 major employers such as Allstate Insurance Company, Underwriters Laboratories, Sarah Lee, Kraft, Bell & Howell & Culligan will be attending this meeting," indicated Bill Baltutis, North Shore Council of Mayor's Liaison. "Additionally, we have a lot of interest in the smaller firms. The program is also sponsored by the Villages of Deerfield, Northbrook, Skokie, Morton Grove and Glenview as well as the respective Chambers of Commerce. "The Chicago Area Transportation Study will be providing the technical and marketing assistance needed for firms to sign up employees to the carpool program," states Jim Moynihan Chief of Rideshare Services of the Chicago Area Transportation Study (CATS) and CATS carpool hotline". This service is free to the public as well as any employers. It matches ones work starting and quitting times as well as home and work locations.

The North Shore Rideshare program will focus on the firms promoting the program to their employees during the week of October 27.

"We promote the program three ways," indicated Bill Baltutis. "The employer benefits by providing transportation opportunities for the employees. The employee can save on the costs of transportation by carpooling. Finally municipalities benefit from this program since carpooling reduces roadway congestion.

The press is invited to this meeting and an agenda is attached.

9212P

EXHIBIT E

NORTH SHORE RIDESHARE

Thank you for your interest in the North Shore RideShare Program. Many North Shore employers in your area have already decided to participate in this program. We trust you will join them in making this program available to your employees. Please complete the following form and return it to:

Jim Moynihan
Chicago Area Transportation Study
300 W. Adams Street
Chicago, IL 60606

Date: _____

Company Name: _____

Address: _____ City: _____ Zip: _____

Phone: _____ Approximate # of Employees: _____

Your Name/Title: _____

- We will participate in the North Shore RideShare Program.
- Sorry, we do not wish to participate. Comments: _____

Yes No

 Will you assign a Company Coordinator to attend the October 8th or 9th training session?

Name of Coordinator: _____

 Do you plan to use CATS free computerized matching services?

SUGGESTIONS/COMMENTS/QUESTIONS: _____



TOM W. BARR
City of Evanston
Council Co-Chairman

JAMES W. SMIRLES
President, Village of Glenview
Council Co-Chairman

ELIZABETH C. WARREN
President, Village of Glenage
Council Vice-Chairman

FRANK J. CHULAY
President, Village of Lincolnwood

RICHARD CONSER
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RICHARD T. FALCONE
President, Village of Northbrook

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President, Village of Wilmette

ALBERT J. SMITH
Mayor, Village of Skokie

BARBARA D. WICK
President, Village of Northfield

ROBERT W. WRIGHT
President, Village of Kenilworth

WILLIAM BALTUTIS
Planning Liaison

October 3, 1986

Mr. Jim Louden
Anixter Brothers, Inc.
4711 Golf Rd.
Skokie, IL 60076

Dear Mr. Louden:

Thanks for attending the September 23rd "Kick off" for the North Shore Rideshare II promotion. We were pleased by the early enthusiasm and look forward to working with you to make this effort a successful one for you and your employees.

The next step is coordinator training. We feel this short session will provide you with everything you need to know to promote carpooling to your employees. Coordinator training will take place at the Northbrook Village Hall on Wednesday, October 8th. A second session is scheduled at the Skokie Village Hall on Thursday, October 9th. Both sessions will begin at 9:00 A.M. and will last two hours. You may attend which ever of the sessions you prefer.

I know you will find the training to be both interesting and informative. A tentative agenda is attached for your review. Please check your calendar and call me now at 793-RIDE to indicate your attendance while this is fresh in your mind. I look forward to seeing you on the 8th or 9th.

Sincerely,

James F. Moynihan
Chief, Ridesharing Services Section

Bill Baltutis
North Shore Council Liaison

JFM:BB:ls-9231L & 9209P

P.S. If you haven't already done so, please return your completed participation form.



EXHIBIT G

NORTH SHORE REGION

COUNCIL OF MAYORS

W. BARR
City of Evanston
Council Co-Chairman

JAMES W. SMIRLES
President, Village of Glenview
Council Co-Chairman

ELIZABETH C. WARREN
President, Village of Glencoe
Council Vice-Chairman

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President, Village of Lincolnwood

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ALBERT J. SMITH
Mayor, Village of Skokie

BARBARA D. WICK
President, Village of Northfield

ROBERT W. WRIGHT
President, Village of Kenilworth

WILLIAM BALTUTIS
Planning Liaison

October 3, 1986

Mr. Mark Sloth
Rand McNally & Company
8255 N. Central Park
Skokie, IL 60076

Dear Mr. Sloth:

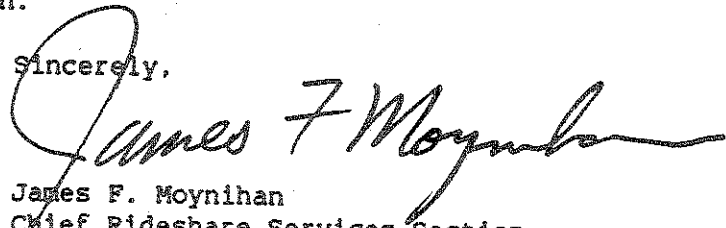
We're sorry you were unable to attend the September 23rd "Kick-off" for the North Shore Rideshare II promotion. Over thirty-five firms attended this meeting including Allstate, Kraft Inc., Tandy Bell & Howell, Underwriter Laboratories & A. C. Nielsen.

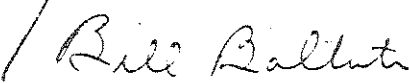
At the kick off, we passed out the attached folder of information. This information may not answer all your questions, however it will provide a better understanding of our services and the various options and benefits of ridesharing. Contained within the folder is also a participation sheet. Please complete the form and send it back to me right away.

The next step in the process is coordinator training. We feel that we will provide you with everything you need to know to promote carpooling to your employees. We have scheduled two training sessions. You may attend which ever of the two is more compatible with your schedule. The first session will be held at the Northbrook Village Hall on Wednesday, October 8th, the other is scheduled to be held at the Skokie Village Hall on Thursday, October 9th. Both sessions begin at 9:00 A.M. and will last two hours. I have attached a tentative agenda for your review.

We know you will find the training to be both interesting and informative. So please check you calendar and call me now at 793-RIDE to indicate your attendance while this is fresh in your mind. We look forward to meeting you at the training session.

Sincerely,


James F. Moynihan
Chief Rideshare Services Section


Bill Baltutis
North Shore Council Liaison

JFM:BB:ls-9233P & 9209P

CHICAGO/300 WEST ADAMS STREET/CHICAGO, ILLINOIS 60606/(312) 793-3470
GLENVIEW/1225 WAUKEGAN ROAD/GLENVIEW, ILLINOIS 60025/(312) 724-1700 x227



NORTH SHORE RIDESHARE II

COORDINATOR WORKSHOP

October 8, 1986, 9:00 AM - Northbrook Village Hall
1225 Cedar Lane

October 9, 1986, 9:00 AM - Skokie Village Hall
5127 W. Oakton Street

- I. Introduction - North Shore Rideshare II
- II. The Role of a Ridesharing Coordinator
- III. Employer Ridesharing Program - Rideshare Slide Show

Discussion:

Promotion

Computer Matching

Carpool/Vanpool Formation

Program Maintenance

- IV. North Shore Rideshare II - Timetable
- V. Questions and Answers



NORTH SHORE RIDESHARE

THE CHICAGO AREA TRANSPORTATION STUDY -- CATS -- IS SPONSORING A NORTH SHORE RIDESHARE CAMPAIGN. COMPANIES FROM ALL OVER THE SKOKIE AND NORTH SHORE AREA ARE PARTICIPATING.

How does the Rideshare Program work?

- 1) FILL OUT THE RIDESHARE APPLICATION LOCATED IN THE MAIN HALL OUTSIDE THE CAFETERIA OR PICK ONE UP AT THE FRONT DESK IN HUMAN RESOURCES AND RETURN IT TO HUMAN RESOURCES BY MONDAY, NOVEMBER 17.
- 2) YOUR NAME WILL BE PUT IN A RIDESHARE DATABASE AT CATS AND THEY WILL GENERATE A MATCHLIST OF NAMES AND TELEPHONE NUMBERS OF PEOPLE
 - A) IN YOUR AREA,
 - B) TRAVELING APPROXIMATELY THE SAME ROUTE AND
 - C) WITH-THE SAME WORK SCHEDULE.
- 3) CATS WILL SEND YOU YOUR MATCHLIST AND IT WILL BE YOUR CHOICE TO CONTACT THE PEOPLE, OR TO REPLY TO CALLS FROM OTHERS WHO MAY RECEIVE YOUR NAME. (The names you receive may or may not be Rand McNally employees.)
- 4) THERE WILL BE NO FOLLOW-UP FROM CATS OR RMC AFTER YOU RECEIVE YOUR MATCHLIST. THERE IS NO OBLIGATION.

How much does the matchlist cost me?

NOTHING ! ! !

How can I get more information?

WHAT: RIDESHARE PRESENTATION
WHERE: CAFETERIA -- EAST
WHEN: THURSDAY, NOVEMBER 13
 3:00 - 3:15 P.M.
WHO: JIM MOYNIHAN
 CHIEF, RIDESHARING SERVICES