



commutewise

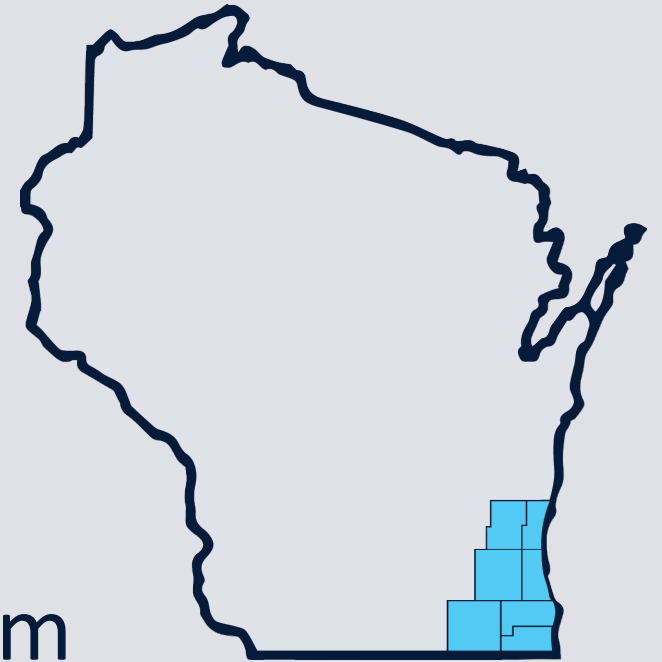
Environmental Justice Task Force | March 14, 2023

CommuteWISE...

- Supports employers to create and execute an employee transportation program
- Provides commuter planning tools and resources

Our Aim

To enhance mobility by connecting workers to job opportunities, providing transportation options, reducing traffic congestion, and improving air quality.



What is TDM?

- The use of tools and strategies to reduce single-occupancy vehicle travel or to shift travel times and routes to allow more efficient use of the transportation system.
- Implementing TDM measures can reduce traffic congestion, improve air quality, and save travelers time and money.



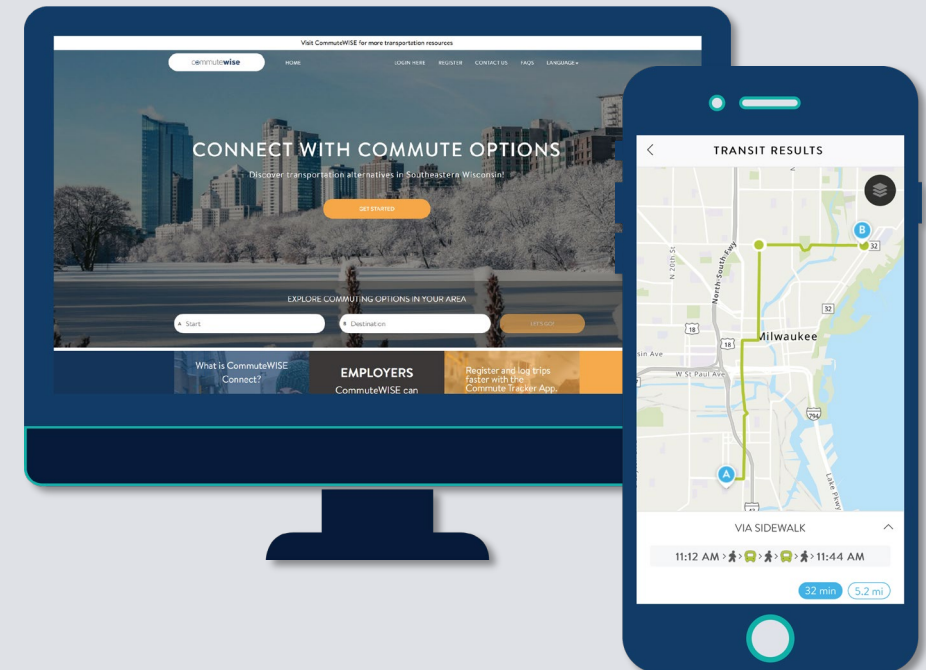
VISION 2050 Recommendation



“Implement a Region-wide program to promote transit use, bicycle use, ridesharing, pedestrian travel, telecommuting, compressed work weeks, and work-shift rescheduling, through education, marketing, and promotions aimed at encouraging alternatives to driving alone.”

New Trip Planner

- Southeastern Wisconsin's *new* trip planning and ride-matching tool
- Established through a partnership with WisDOT and the Greater Madison MPO
- Search for multimodal commute options, carpool partners, and more
- connect.commutewise.org





Projects for 2023

- Grow database of registered users on CommuteWISE Connect
- Outreach presentations to stakeholders and businesses
- Host a region-wide Commute Challenge in May
- Partner with the existing Milwaukee Regional Medical Center (MRMC) commute program



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Thank You