

COMMUTER KREWE ROLLS INTO BR!



Ready to roll!

CATS Director Bill Deville, DOTD Secretary Dr. Shawn Wilson, and EBR CAO Darryl Gissel



It's finally here!

After many months of planning and outreach, everyone was on hand to hear the announcement of the Capital Region's newest program to tackle the issue of congestion.

BR COMMUTER FACTS

84%

Commuters driving alone

57.5%

% of employees commuting from outside Baton Rouge

FOR MORE INFORMATION

www.commuterkrewe.la
225-344-RIDE

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"We're looking to the private sector and large employers to support the reduction of vehicles on the road," - DOTD Secretary Shawn Wilson,

Baton Rouge Launches Commuter Krewe of LA to Curb Congestion

DOTD and local business leaders were on hand last week to stand with us to officially announce the Commuter Krewe of Louisiana program in Baton Rouge. The free program has been developed to ease traffic congestion in the Capital Region by promoting peak-time commuter options such as:

- ❖ Carpooling
- ❖ Vanpooling
- ❖ Public Transit
- ❖ Teleworking/Flextime/Compressed scheduling

Commuter Krewe of LA has been operating since the fall of 2017 and has partnered with business groups such as Greater Baton Rouge Industry Alliance, Capital Region Industry for Sustainable Infrastructure Solutions (CRISIS), the Downtown Development District, and the Baton Rouge Health District. We've also begun partnerships with worksites in the private and public sector including:

- ❖ IBM
- ❖ Southern University
- ❖ Fortis College
- ❖ LSU
- ❖ BASF
- ❖ East Baton Rouge
- ❖ West Baton Rouge
- ❖ Stantec
- ❖ Associated Grocers
- ❖ L'Auberge Casino
- ❖ Amerihealth Caritas
- ❖ DOTD
- ❖ Division of Administration
- ❖ Office of Disability Affairs
- ❖ LA Dept. of Revenue

How does it work?

Commuter Krewe will encourage and facilitate ways that your employees can commute without driving themselves. We have trained staff that can help match your employees in a carpooling database, figure out how flex scheduling, compressed work weeks, or teleworking can work for your employees.

The Commuter Krewe will provide the email blasts, posters, promotional contests and events that make participating fun for your employees.



Employer Benefits

- ❖ Decreased absenteeism/tardiness
- ❖ Improved employee morale
- ❖ Enhanced employee productivity
- ❖ Enhanced recruitment and retention
- ❖ No-cost expansion of benefits

If you haven't partnered with the Commuter Krewe, it is as good a time as any to become a partner and explore how Commuter Krewe can work for you

