



## **The FlexRide Pilot: A New Vision to Connect Jobs and the Labor Force**

FlexRide Milwaukee was born out of a research study about connecting workers in Milwaukee with jobs in the Menomonee Falls/Butler area, conducted by the University of Wisconsin-Milwaukee and Southeastern Wisconsin Regional Planning Commission. The study, funded by a grant from the National Science Foundation, involved testing and evaluating a pilot on-demand transportation service (FlexRide). FlexRide services for this pilot program operated through fall 2022. Additional funding was secured by MobilISE during the pilot to continue and expand services after the pilot ended, through at least 2024, with other funding sources also being pursued.

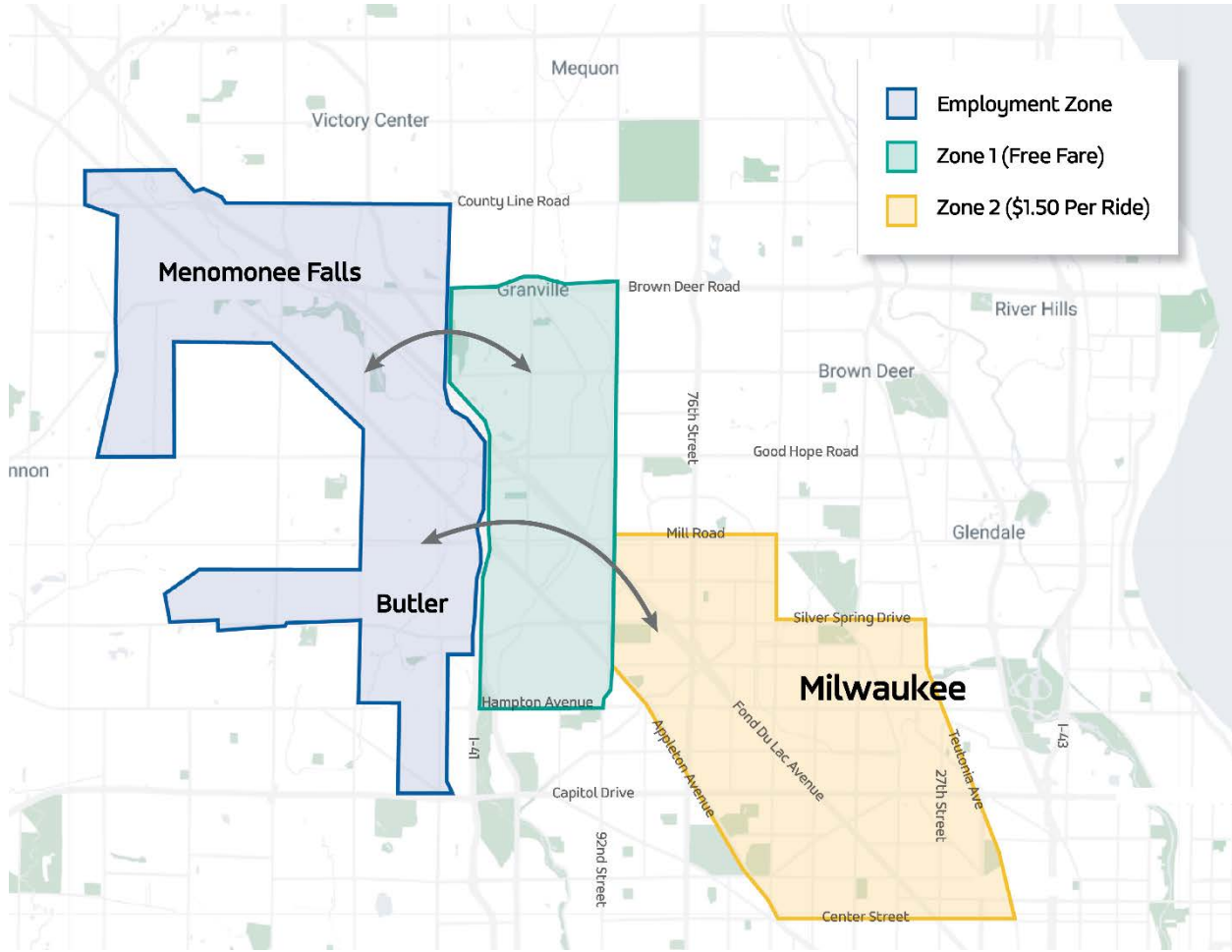
The FlexRide team recruited participants for the study through September 30, 2022, based on a few simple eligibility requirements. Riders were eligible to participate in the study if they were at least 18 years old, lived in the City of Milwaukee, and had or wanted a job in the Menomonee Falls/Butler area (see map showing Employment Zone). Beginning on October 1, 2022, riders no longer needed to meet the residency and age requirements and apply to use the FlexRide service.

Employers that owned or managed a business with more than 10 employees in the Employment Zone were also eligible, making their current and future employees eligible if they were at least 18 years old and lived in the City of Milwaukee. Although the pilot has ended, businesses within the Employment Zone are welcome to promote FlexRide to their current and potential employees. If your business is interested, please visit [www.flexridemke.com/contact](http://www.flexridemke.com/contact) to request information and materials you can distribute to current and potential employees to promote the service.

The service hours during the pilot were 4:30 a.m. until 11:30 p.m. on weekdays. Riders were able to travel between Zone 1 or Zone 2 and the Employment Zone. Rides between Zone 1 (green) and the Employment Zone were free and rides between Zone 2 (yellow) and the Employment Zone were \$1.50 per trip.

Recruitment of riders and employers was conducted by several entities partnering with the FlexRide team on the pilot: Employ Milwaukee (Workforce Development Board of Milwaukee County), Waukesha-Ozaukee-Washington Workforce Development Board, Waukesha County Business Alliance, Waukesha County Center for Growth, Waukesha-Ozaukee-Washington Workforce Development Board, Milwaukee County Transit System, and MobilISE.

# FlexRide Milwaukee Service Zones During Pilot



## Take FlexRide to/from Your Job

