



A New Vision to Connect Jobs and the Labor Force

The University of Wisconsin-Milwaukee and Southeastern Wisconsin Regional Planning Commission are conducting a research study about connecting workers in Milwaukee with jobs in the Menomonee Falls/Butler area. The study, funded by a grant from the National Science Foundation, involves testing and evaluating a pilot on-demand transportation service called FlexRide Milwaukee. FlexRide services for this pilot program will operate through fall 2022. Additional funding has been secured to continue and expand services after the pilot ends, through at least 2024, with other funding sources also being pursued.

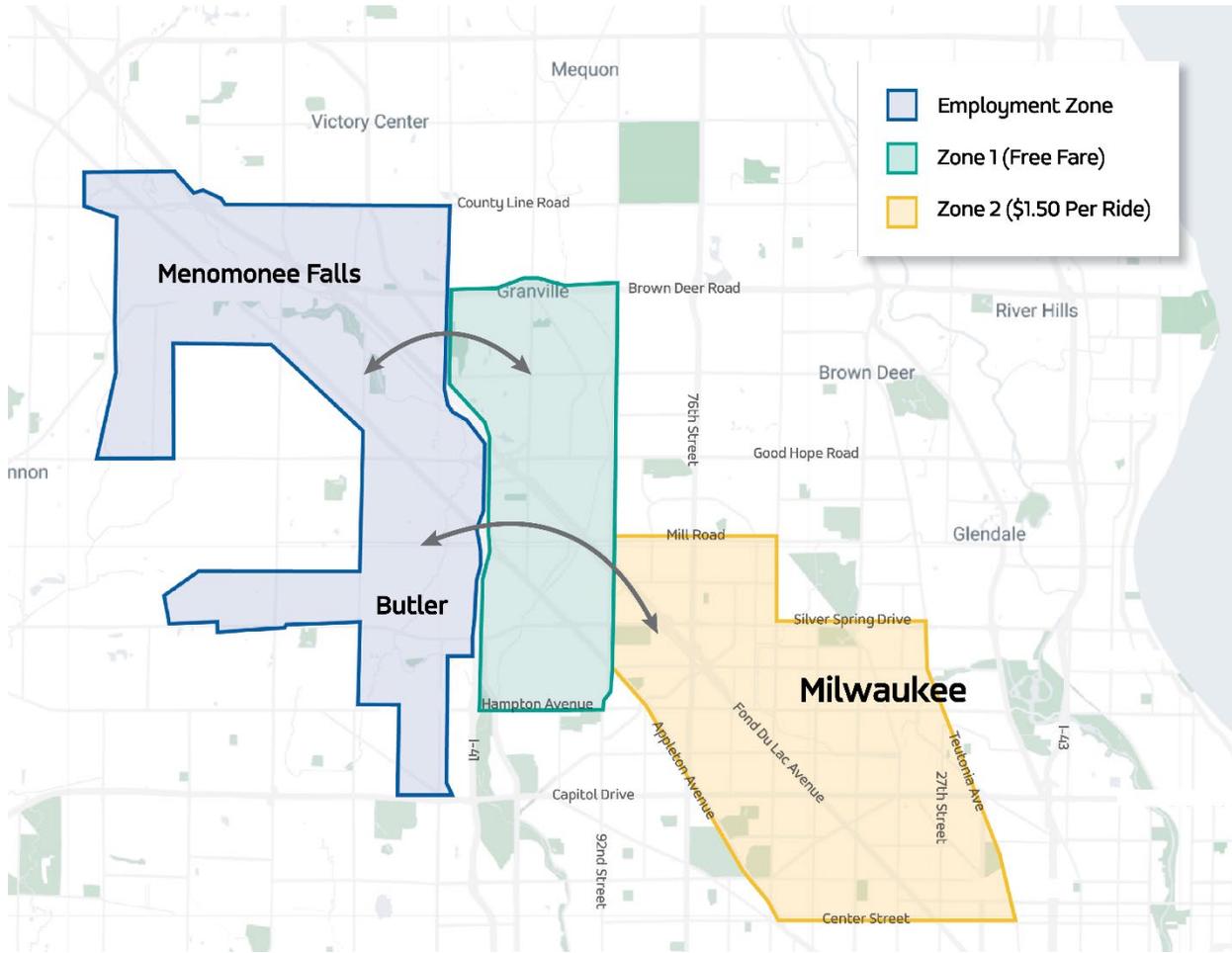
The FlexRide team is recruiting participants for the study based on a few simple eligibility requirements. Riders are eligible to participate in the study if they are at least 18 years old, live in the City of Milwaukee, and have or want a job in the Menomonee Falls/Butler area (see map showing Employment Zone). If you are interested in signing up to use FlexRide, please [apply here](#). Employers that own or manage a business with more than 10 employees in the Employment Zone are also eligible, making their current and future employees eligible if they are at least 18 years old and live in the City of Milwaukee. If your business is interested in participating in the FlexRide pilot, please contact Eric Lynde at elynde@sewrpc.org for more information. If your business is selected, the FlexRide team will provide materials you can distribute to current and potential employees allowing them to sign up for the service.

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

During the pilot period, participants (both riders and employers) will be asked to complete three long-form surveys: pre-pilot, Phase-1, and Phase-2. Additionally, riders will be asked to answer short monthly en-route surveys through the FlexRide Milwaukee smartphone app to describe their experience and inform the research team of issues with the pilot.

Recruitment of riders and employers is being conducted by several entities partnering with the FlexRide team on this project: 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



Take FlexRide to/from Your Job

