



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, will include testing and evaluating a pilot on-demand transportation service called FlexRide Milwaukee.

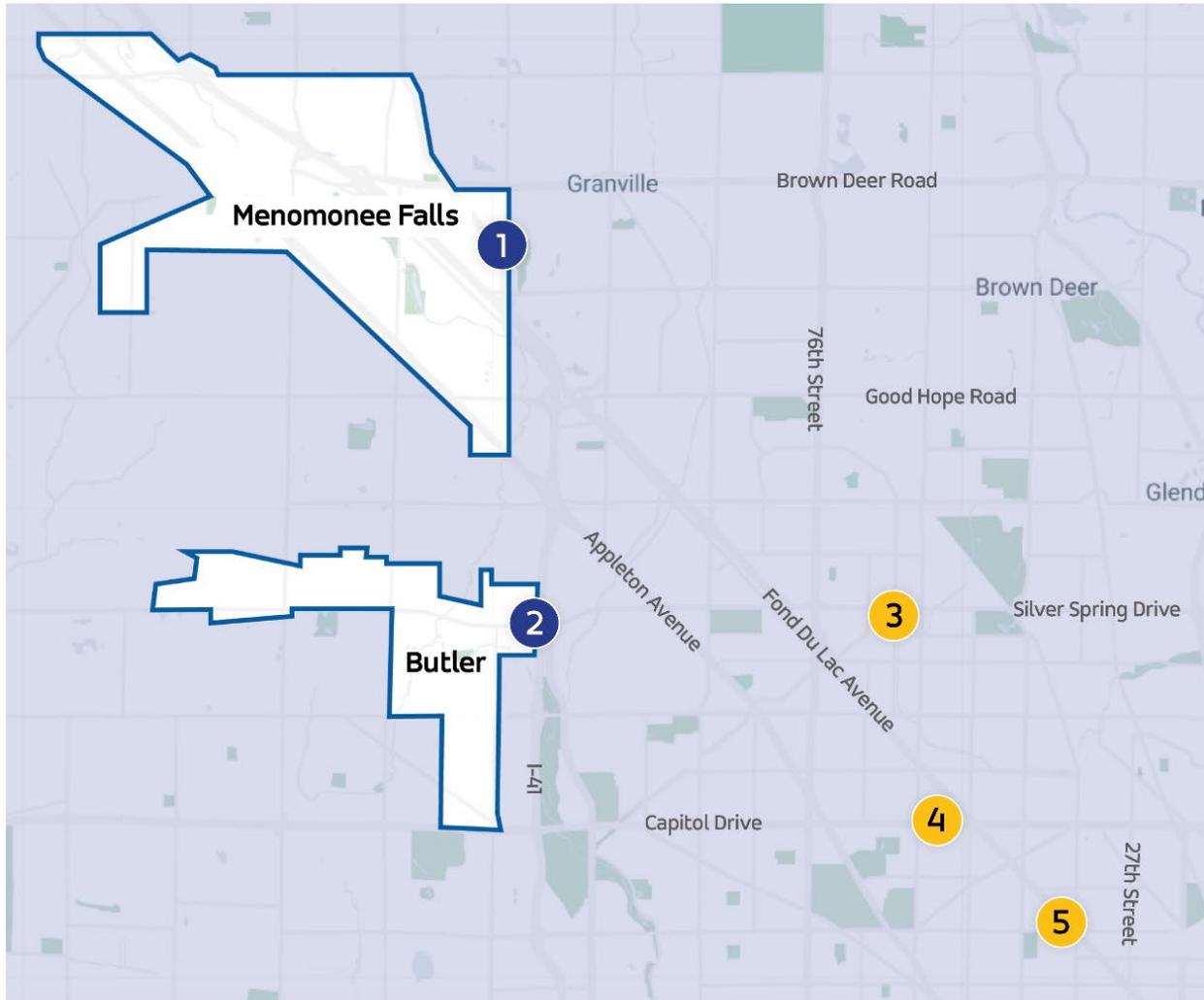
The FlexRide team is recruiting participants for the study based on a few simple eligibility requirements. Riders are eligible to participate in the study if they are at least 18 years old, live in the City of Milwaukee, and have or want a job in Menomonee Falls or Butler (see map showing employment service areas). 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 one of the two employment areas 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 services are scheduled to start in early February 2022 and end in November 2022. Active efforts will be made during the pilot period to secure permanent funding to keep the service running after the pilot. The rides are free for participants who request services to or from stops 1 and 2 (see map), and the fare for rides requested to or from stops 3-5 are \$1.50 per ride in the introduction phase of the pilot and \$3.00 per ride in the second phase.

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 Stop Locations and Employment Service Areas



Shuttle stops:

Rides from these stops are free:

- 1** Woodman's/Sam's Club
Served by MCTS BlueLine & Route 88
- 2** Lovers Lane/Silver Spring
Served by MCTS Routes 28, 57, & 63

Rides from these stops are just
\$1.50 (for a limited time):

- 3** Silver Spring Neighborhood Center
Served by MCTS BlueLine & Routes 58, 60, & 63
- 4** Midtown Center
Served by MCTS BlueLine, RedLine, & Route 60
- 5** Sherman Phoenix
Served by MCTS BlueLine & Routes 35 & 66