



## **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.

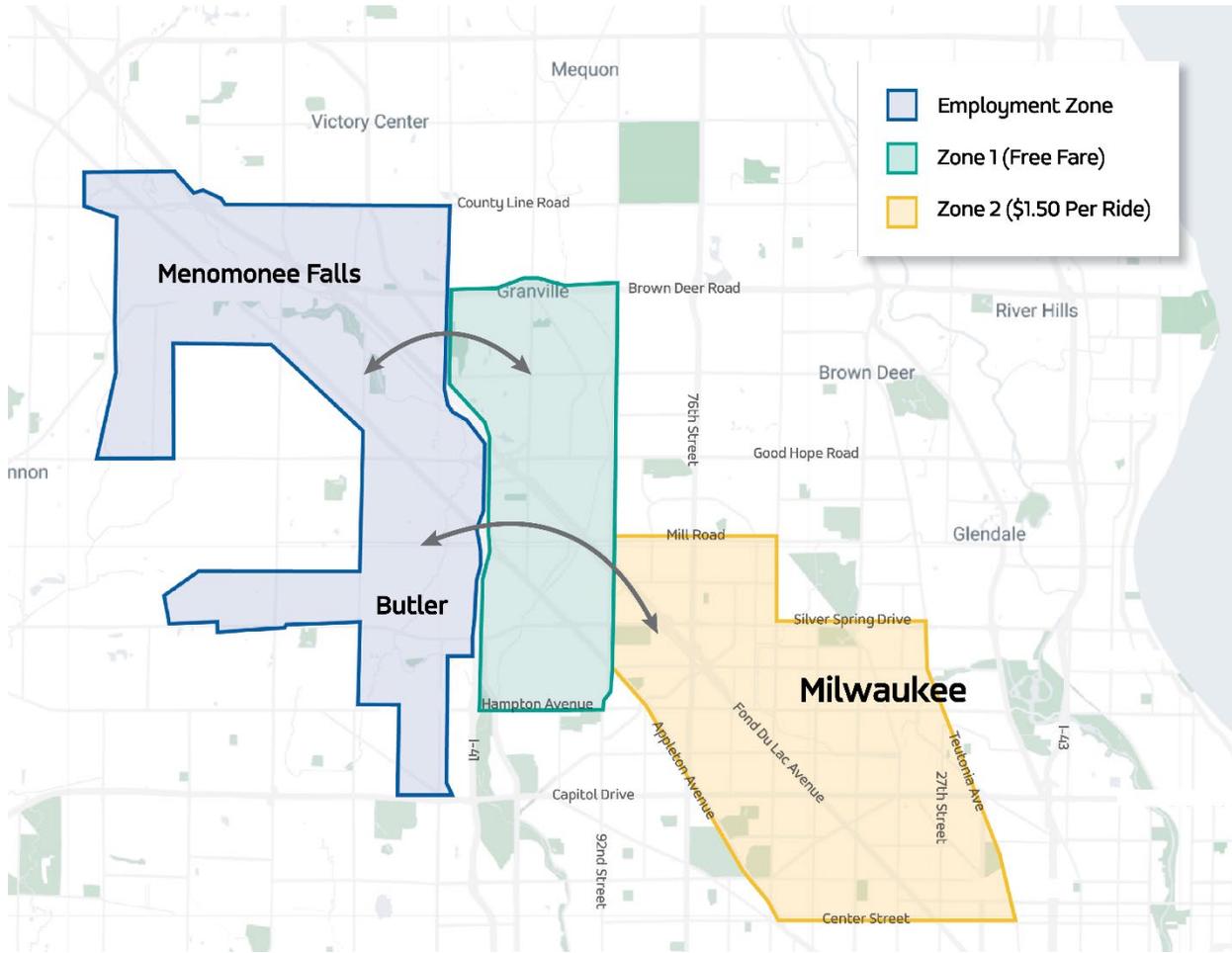
The FlexRide team recruited participants for the study through September 30, 2022, based on a few simple eligibility requirements. Riders were eligible to participate in the study if they were at least 18 years old, lived in the City of Milwaukee, and had or wanted a job in the Menomonee Falls/Butler area (see map showing Employment Zone). As of October 1, 2022, riders are no longer required to meet the residency and age requirements and do not need to 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. As of October 1, 2022, businesses are no longer being recruited to participate, but any business within the Employment Zone is welcome to promote FlexRide to their current and potential employees. If your business is interested, please contact Eric Lynde at [elynde@sewrpc.org](mailto:elynde@sewrpc.org) for more information and materials you can distribute to current and potential employees to promote 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.

Recruitment of riders and employers was 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

