

TBARTA Expands Commuter Services Program, Providing New Benefits to Businesses and Employees

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TAMPA, Fla. (July 23) – In its continuing work to reduce traffic congestion and improve transportation across the region, the Tampa Bay Area Regional Transit Authority (TBARTA) is expanding its Commuter Services department. The move will provide increased access to commuter services that benefit both businesses and employees through carpool, vanpool, walking, public transit, and telecommuting options.

“The time and expense needed for people to drive back and forth to work or school can be frustrating, especially during Tampa Bay’s increasingly busy rush hour,” said Cyndi Raskin, TBARTA’s Director of Commuter Services. “That makes the economic and environmental benefits of commute alternatives even more attractive. TBARTA can help businesses, workers, schools and students take full advantage of programs they may not be aware of, and these programs are growing.”

The rewards include cost savings and tax advantages for businesses and their employees, as well as TBARTA’s free online RideMatch service which helps drivers find someone to share the road with, going to work or to school. Also of interest is TBARTA’s Emergency Ride Home program, which offers commute alternative participants up to four free taxi rides home in the event of emergencies and unforeseen problems.

TBARTA is expanding staff this month, adding three account executives whose mission is to inform and help organizations participate in commuter programs. Kesha Lindo will be reaching out to businesses in Hillsborough County, Terry Bowers is available to meet with organizations in Pinellas County, and Brandon Newby will cover Pasco, Hernando, and Citrus Counties.

“The more people use commuter programs, the more we all benefit,” Raskin said. “Those who participate in carpool, vanpool, and other alternatives save money, lower their carbon footprint, and reduce the aggravation of driving alone. Commute alternatives also help employers with employee hiring and retention, as well as reduce payroll taxes. Meanwhile, the entire Tampa Bay region benefits with fewer vehicles on the road, which lessens traffic congestion.”

Individuals and organizations who want to learn more about TBARTA’s Commuter Services can contact Cyndi Raskin at Cyndi.Raskin@TBARTA.com.

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