

Pace Commuter Toolkit: Employer Edition

Ready-to-use Promotional Material

Newsletter, Email and E-blast Text 1



[PaceBus.com](#) – Click the WebWatch Logo

Pace has taken the wait out of waiting for the bus. You can log onto Pace's website and click on the [WebWatch](#) logo to track the next time a Pace bus will be at your bus stop.

Simply select the Live Departure Times option, choose a bus route, indicate the direction of travel, and choose one of the many intersections along the route. The next three departure times of the bus will appear on the screen. The first posted time is live data collected by Pace's Intelligent Bus System (IBS) through the Global Positioning System (GPS). The second and third times on the list are from the bus schedule.

WebWatch also features a live route map where you can view the location of your bus on the road. To find out the next timepoint and travel direction, place your mouse over the bus icons and click on it for more detailed information.

From your desktop or smart phone, Pace's WebWatch gives you the information you want - virtually the minute it's available.



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PaceBus.com – Subscribe for Pace Email Updates

Pace offers a free **email subscription service** that sends you email updates when new information is added to the PaceBus.com page of your choice. When you subscribe, you get alerts on the items of interest to you without having to return to the website and check for changes.

E-mail Subscription Service subscribers will be notified when new information is available about route and schedule changes, fares, vanpool, paratransit service, newsletters, news releases, job opportunities, events and more.

Pace's E-mail Subscription Service is an easy way to keep up with public transportation news. You can add or delete subscription items at any time. Your email address will only be used to provide you with Pace information that you have requested and to give you access to your profile. Pace will not share your e-mail address with anyone else.

If you are interested in receiving information from Pace, please **subscribe** today. If you are already subscribing, this might be a good time to update your options and see if new choices have been added.



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PaceBus.com – Build Your Own Commuter Map

With Pace's **WebRoute** feature, you can explore travel options in your community, or anywhere in the northeastern Illinois region where Pace operates, and build your own customized map with bus routes, local landmarks, roads, ticket sales locations and even bus shelters.

Using the interactive mapping feature, you can identify which bus routes are near you, magnify areas of interest, view bus and rail options, measure distances between destinations, and access bus route maps and schedules. After your custom map is created, you can print it as a handy reference.

Here's how it works:

- Clicking on the WebRoute icon, located on the left side of the Pace homepage, takes you to a brief introduction.
- Click "continue" to arrive at a map framed by two columns with tools that help navigate, control and create a personalized map.
- The column on the left is a list of actions that can be taken – zooming in on an area or moving the map; to the right are the layers of available data and information. You can even measure the distance between a start and end point or find out the length of the walk to the bus stop.
- The area just below the map provides descriptions of the routes or landmarks being viewed as well as informs you of what layer you are working on in the map.
- The links found under the map, help you retrieve maps and schedules for the bus routes without going to another section on the website. There's also a help option available in both Spanish and English.

WebRoute is an effective tool that helps you visualize where Pace bus service is in relation to where you want to go. Try it out today.





[PaceBus.com](#) – Bike Ride to a Bus Stop

Not everyone lives within walking distance of a bus route. In these cases, bicycling may be an easy and inexpensive way to get to a bus stop.

Pace welcomes and encourages bicycle riders to use the secure two-unit bike racks attached to the buses.

All Pace buses have bike racks which are connected to the front of the bus and remain folded vertically against the bus when not in use. The lightweight rack pulls down into a horizontal position to carry two bikes, which are easily secured by the bike riders. The tires fit into slots, while a spring-loaded support arm is pulled over the front tire. The bikes sit across the front of the bus, and the process of securing or removing a bike takes only seconds. Bike racks are available on a first come, first served basis.

Cyclists can use the bike racks by following these [simple steps](#).

Traveling by bike and bus is a great way to stay in shape, save money and improve our air quality. Try it out yourself. Bikes ride free with your paid bus fare.

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Newsletter, Email and E-blast Text 5



[PaceBus.com](#) – Pace Online Store

In the January 2012 Transit Savings Report, the American Public Transportation Association analyzed the costs of commuting by car alone and found that Chicago area bus and train riders saved an average of \$960 monthly and \$11,524 annually.

The report factors fuel prices, average parking fees and other costs for a two-person household and weighs those costs against the cost of a monthly transit pass to show the money saved by taking public transportation and living with one less car.

The Pace Commuter Club Card and the 10-Ride pass/ticket allow you to budget your commuting expenses. The [Pace Online Store](#), makes it easy to purchase passes online 24 hours a day, 7 days a week.

At [PaceBus.com](#), you can visit the [Online Store](#) to create a profile and purchase bus passes using a credit card. Your profile is secure since Pace is VeriSign Trusted. Pace will ship your order within 5-10 business days.

Riding Pace Bus is a great way to fight high gas prices and reduce your commuting costs.



PaceRideShare.com – Meet Your Pace Representative

Shrink Commuter Costs with Pace Vanpools and Carpools

Want to save thousands? Learn to commute in a cost-effective way. A Pace Representative will be present on [insert date here] to show you how to cut costs from your workday commute.

[Insert date]

[Insert time]

[Insert location]

Depending on Pace supplies, you may be able to including the following text into your announcement:

Free Stuff! Win a \$25 fuel card! Any employee who registers for rideshare will be entered into a drawing to win a \$25 fuel card. Ask your Pace Representative for more information on how to win.



[PaceRideShare.com](https://www.pacerideshare.com) – Your RideShare Matching Source

Ridesharing is a smart commute option on so many levels. It can help you save money, time, and the environment. Fluctuating gas prices, heavily congested roads, limited parking and an increased interest in “going green” have prompted the creation of a powerful resource that makes it easy to create or join a rideshare group.

[PaceRideShare.com](https://www.pacerideshare.com) is your vanpool and carpool resource. This free and easy-to-use website helps you create a rideshare group by matching you with people who have a commute like yours. By registering today, you will gain access to a list of fellow commuters and a secure way to email them to discuss details.

Once you’ve joined a rideshare group, Pace RideShare can calculate the money you’re saving and your air pollution reductions. [PaceRideShare.com](https://www.pacerideshare.com) makes it easy for you to make a difference in your wallet as well as in the environment.



[PaceRideShare.com](https://www.pacerideshare.com) – Shrinking Your Commuting Costs

Are gas prices putting a strain on your budget? How about insurance and maintenance? Shrink your commuting costs by registering at [PaceRideShare.com](https://www.pacerideshare.com) today.

[PaceRideShare.com](https://www.pacerideshare.com) is Northeastern Illinois' vanpool, carpool and bike matching website. It's free and easy to use. Simply enter your commute information and you'll receive a list of other commuters that have similar workday trips and you will be able to contact these commuters securely by email.

Your personal information is kept private. Only your first name and approximate start and end points of your commute are visible to others.

Once you've joined a vanpool and carpool, Pace RideShare's Commuter Tracker can calculate the money you're saving and your air pollution reductions.

Help the environment, reduce traffic congestion, and save money by ridesharing to work.



[PaceRideShare.com](https://www.pacerideshare.com) – Your Commute Tracker

Ridesharing to work is easy, plus you can figure out how much you save financially and environmentally with just a click of a button.

[PaceRideShare.com](https://www.pacerideshare.com) not only provides you with a list of possible vanpools, carpools, bicycle or walking partners, it also calculates how many gallons of fuel and miles you save on your commute and lets you see the positive impact you have on the environment.

Once you register, you may then use the online calendar to indicate how you commuted to work. With just a click, you can open your Commute Summary and view all the calculations. As you use the PaceRide Share Commute Tracker, you also help our company measure our total carbon footprint.

[PaceRideShare.com](https://www.pacerideshare.com) makes it easy for you to save money and to be environmentally responsible.



[PaceRideShare.com](https://www.pacerideshare.com) – Does this seat have your name on it?

Thanks to our partnership with Pace, there's an easy way to start ridesharing to work – [PaceRideShare.com](https://www.pacerideshare.com).

Here's a rideshare group looking for additional passengers:

Arrival time to work: [Insert details]

Departure time from work: [Insert details]

Routing: [Insert directions and roads traveled]

If this is a good fit, log on [PaceRideShare.com](https://www.pacerideshare.com), create a profile and start checking for matches. The possibility of new matches continues to grow so keep checking back.



PaceRideShare.com – Your Connection to Improved Air Quality

May is the start of “Ozone Season” in Chicagoland. Every summer, we hear warnings about ozone, carbon monoxide, and other pollutants poisoning our air. The combination of hot temperatures, more daylight and automobile exhaust can irritate your throat and lungs, make it more difficult to breathe, provoke asthma attacks and damage the lining of your lungs. That’s why it’s more important than ever to reduce the amount of cars on the road.

Consider ridesharing to reduce air pollution. Pace RideShare can help you get started by connecting you with fellow commuters. Together you can reduce the number of cars on the road and save money on your commute.

Sign up now and become a part of the solution. Register online, see who you match with, and discuss details through email. Once you’ve joined a vanpool or carpool, Pace RideShare’s Commuter Tracker can calculate the money you’re saving and your air pollution reductions.

Our collective efforts help make Chicagoland a healthier, greener place. Just go to PaceRideShare.com today!



PaceRideShare.com – Your Connection to Friends

Most vehicles have room to seat at least 4 people yet we often see cars on the road with a solitary driver. Imagine what it would be like if you invited your co-workers to share a ride to work.

Vanpooling and carpooling fosters new friendships and offers a win-win scenario to your wallet and the planet. While traveling together you will have time to get to know each other, network, enjoy good conversation or simply relax and enjoy the ride.

It's simple to get started, just go to www.PaceRideShare.com, follow a few easy steps, and our secure software finds commuter connections for you. Using the email feature, you can set up a meeting to discuss details about ridesharing.

Once you've joined a vanpool or carpool, you will see exactly how smart ridesharing saves money and reduces emissions by using the Pace RideShare Commute Tracker calendar.

PaceRideShare.com makes it easy for you to say goodbye to those solo drives and hello to a better commute.



[PaceRideShare.com](http://www.PaceRideShare.com) – Your Connection to More Time

We all seem to need more time and often waste many hours each week driving back and forth to work. To get more out of the day, some commuters may be compromising safety as they multi-task behind the wheel – texting, eating, or talking on the phone.

Ridesharing can actually give you an opportunity to safely make use of your travel time by allowing you to catch up on emails, read a good book, or even take a nap.

It's simple to get started, just go to www.PaceRideShare.com, follow a few easy steps, and our secure software finds commuter connections for you. Once you've joined a rideshare group, Pace Rideshare's Commuter Tracker can calculate your financial and environmental savings based on the number of trips you log in.

Register today. In no time at all, you can sit back and relax on your way to work.



[PaceRideShare.com](https://www.pacerideshare.com) – Your Connection to Bicyclists

Whether you want to start biking to work or just need company on weekend rides, [PaceRideShare.com](https://www.pacerideshare.com) will help you find fellow bicyclists quickly and securely.

Through the website, you can easily create a profile and view a list of cyclists who have a commute like yours and get in touch with them.

[PaceRideShare.com](https://www.pacerideshare.com) can also track your financial and environmental savings based on the number of trips you log into the Commuter Tracker calendar.

Whether you ride daily or just occasionally let [PaceRideShare.com](https://www.pacerideshare.com) help get you moving.



[PaceRideShare.com](https://www.pacerideshare.com) – Your Connection to the Pace Vanpool Incentive Program

[PaceRideShare.com](https://www.pacerideshare.com) can help you get to work without using your own vehicle. In addition, you can learn about the Pace Vanpool Incentive Program, find riders to share commuter expenses, join an existing vanpool or start a new one.

Driving to work in a Pace vanpool can be a great way to avoid the headaches and hassles of getting through Chicagoland's traffic congestion. It's designed to offer you a convenient, economical and environmentally friendly alternative to driving alone. Each rider pays a low monthly fare that covers everything from fuel, maintenance, tolls, insurance and more. Plus, there's no cost for the volunteer driver, who receives 300 personal use miles a month.

Vanpool participants in over 300 commuter Vanpools are already enjoying:

- Savings of thousands of dollars per year compared to driving solo
- Better use of commuter time
- Easier, less stressful mornings

Let [PaceRideShare.com](https://www.pacerideshare.com) help get you moving. Register today. In no time at all, you can sit back and relax on your way to work.