



Pictured Above: The overnight shift vanpoolers pose for a photo with Vice President of Human Resources Steve Heise.



## EMPLOYER PROFILE

# SHARING A RIDE PROVES A SAFE BET: MARYLAND LIVE'S ONE DOLLAR VANPOOL

Live! Casino & Hotel is one of Maryland's major employers, with approximately 3,000 team members. It is located just off the Baltimore-Washington Parkway - part of one of the most heavily congested corridors in the nation.

Open 24/7, 365 days a year, Live! understands that providing safe, convenient and comfortable transportation options to its employees is crucial to maintaining operations and productivity around the clock. This is why Live! launched a vanpool program for its employees, not only lowering the cost of commuting but cutting commute times as well.

Live! Casino & Hotel's Vice President of Human Resources Steve Heise, took the reins on coordinating the vanpool program, with help from Anne Arundel County's Rideshare Coordinator Tabitha Ernst and local representatives from Enterprise Rideshare, the leading vanpool provider in the country.

Enterprise Rideshare jumpstarted their efforts by placing vanpool ads around the Live! facilities. They also conducted outreach to generate interest among the team members.

Enterprise was also busy behind the scenes, working with Live! Director of Analytics Craig Levesque, developing finance models and helping them take advantage of the Maryland Commuter Tax Credit, which covers up to 50% of eligible expenses for running a vanpool program. They also conducted geo-target analyses to detect areas with the highest need for vanpools.

The overnight shift generated the most interest, due to the less frequent bus service late at night that many team members relied on to get to work. The "door-to-door" service was another strong selling point for these team members, eliminating the need to walk up to a mile in the middle of the night, to and from the bus stop.

After joining the vanpool, their commuting costs dropped to \$1 per day and travel times went down by one to two hours each way. The team members weren't the only winners in this scenario either.

Mr. Heise reported a significant decrease in the turnover rate of the overnight shift. "None of the participants have left since starting the program," said Mr. Heise. "Normally the turnover rate for that shift was over 50%."

The success of the first vanpool sparked interest with even more employees that Mr. Heise is hopeful of launching a second vanpool for the day shifts in the near future.

"I save money each day, and the driver and other riders are funny and friendly!"

-Dysha C.,

Maryland Live! employee and vanpool commuter

"From a leadership and business perspective, investing in a vanpool program is a smart decision, especially if your employees face transportation obstacles."

-Steve Heise

Vice President of Human Resources, Maryland Live! Casino and Hotel