

GO MAINE Launches New Match-Making Campaign to Connect Commuters and Create Carpools

The Maine Turnpike Authority and MaineDOT have unveiled an outreach plan aimed at promoting GO MAINE, their free, statewide commuter assistance program that connects drivers and riders looking to form carpool partnerships for the daily drive to work.

“This is literally a win-win-win opportunity,” said Rebecca Grover, MTA’s GO MAINE coordinator. “Sharing commuting costs with just one rider can cut expenses in half for the driver. Riders save on fuel and on wear-and-tear and maintenance costs for their own vehicles. What’s more, all of Maine wins because GO MAINE results in fewer cars on the road, reduced engine emissions, and more available parking spaces.”

Ms. Grover detailed how the GO MAINE system is now faster and easier

to use after going through an extensive software upgrade last fall. Since then, the program has been responsible for more than 1,250,000 un-driven miles and saved commuters nearly \$700,000. More than 4,500 people have already signed up for the program and the carpool connection hopes to add thousands more.

The outreach campaign utilizes radio commercials, advertising on local buses, and social media to reach commuters, acquaint them with the program’s distinct value, and direct them to go to GO MAINE’s website, GOMAINE.org, to register and become involved.

Beyond the savings that carpooling makes possible, Mainers who take advantage of the program reap additional financial benefits through GO MAINE’s reward system. This incentive program

entices carpool participants, public transportation users, and commuters who bike or walk to work with reward points that add up to money-saving offers from local and national businesses, stores, and restaurants.

“With many of the same traffic reduction and clean air goals in mind, we also have a program to reward people who commute using public transportation or who commute by bicycle or by foot,” Ms. Grover added. “They simply register at GO MAINE, record their travel details, and the system tallies their reward points automatically.”

Carpooling commuters can also qualify for GO MAINE’s Emergency Ride Home Benefit, a free taxi or rental car ride home in case of illness or a family crisis.

“The MTA and MaineDOT are pleased

to take our long-standing GO MAINE partnership to an exciting new level,” added Sue Moreau, MaineDOT’s manager of multimodal planning and operations. “Building our ride sharing program helps lower transportation costs, ease traffic congestion, benefit the environment — all positive outcomes that contribute significantly to Maine’s quality of life.”

Maine commuters with a 20-mile trip to work spend an average \$6,600 annually to get to and from work. GO MAINE has the answer to making it easy for thousands to commute more affordably.

GO MAINE is the statewide commuter services program sponsored by MaineDOT and the Maine Turnpike Authority. More information is available at GOMAINE.org or by calling 800-280-RIDE (7433).



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