



## EMPLOYEE BUS PASS PROGRAM - FY15 REPORT

### Purpose

This report details the performance of the City of Gainesville's Regional Transit System (RTS) Employee Bus Pass Program, which offers employees of participating local organizations unlimited prepaid access to all fixed route bus services.<sup>1</sup> Participating local organizations include the City of Gainesville, Alachua County, University of Florida (UF), Shands Healthcare, North Florida and South Georgia Veterans Health System (Veterans Administration), Career Source (formerly FloridaWorks), the Oaks Mall, Santa Fe College, Fluor Federal Solutions (formerly Job Corps) and Skanska Construction.

### Overview

The Employee Pass Program was created to encourage employers to incentive transit use for their employees and thereby alleviate traffic congestion and parking problems at UF and in downtown Gainesville. The program aims to recover revenue for RTS at a rate of approximately \$0.75 per employee trip which is half of full fare (\$1.50).

### Performance Analysis

The program was implemented in January 24, 2000 and employees at UF were the first group to participate. With the addition of all the organizations listed above, over 4.26 million trips have been made using the program since its inception. Table 1 shows historic ridership levels.

**Table 1: Historic Ridership**

Period	Passengers
January 2000 – FY 2010/11	2,554,583
FY 2011/12	365,760
FY 2012/13	434,878
FY 2013/14	484,690
FY 2014/15	420,597
<b>Total</b>	<b>4,260,508</b>

<sup>1</sup> This excludes special services routes, like Gator Aider.

## Cost Analysis

Table 2 shows the revenue raised by RTS from sold passes for fiscal year 14/15 is \$219,982.50. The cost of this service to an employee group is \$7.50 per employee.<sup>2</sup>

**Table 2: Participants –2014/15**

<b>Employee Group</b>	<b>Number of Employees</b>	<b>Total Cost</b>
Alachua County	200	\$ 1,500
City of Gainesville	1,324	\$ 9,930
CareerSource (formerly FloridaWorks)	250	\$ 1,875
GRU	875	\$ 6,563
Fluor Federal Solutions (formerly Job Corps)	200	\$ 1,500
Oaks Mall	300	\$ 2,250
Santa Fe (Faculty & Staff)	1,020	\$ 7,140
Shands Hospital	9,043	\$ 67,822.50
Skanska	350	\$ 2,625
University of Florida (Faculty, Spouses/Partners, Retirees)	16,698	\$ 125,235
Veterans Administration	1,338	\$10,035
<b>Total</b>	<b>29,399</b>	<b>\$219,982.50</b>

The revenue per trip for RTS in fiscal year 14/15, for all employees, was \$0.51; alternatively, from the employee group perspective this can be viewed as the cost per trip. This is a slight increase compared to last fiscal year due to a small decrease in number of trips taken than revenue generated. For UF employees, including spouses or partners and retirees, the revenue per trip was approximately \$0.68, while for Shands Healthcare employees the revenue per trip was \$0.65. For all participants the average revenue per trip was \$0.64.

Towards the end of fiscal year 13/14, RTS added new fareboxes which now allow for each groups individual usage rates to be tracked. It is apparent that certain groups use the program more frequently than others. RTS will continue to monitor usage rates through fiscal year 15/16 and then establish a variable cost program during the next period of contract renewals. This will help ensure the program goal of capturing \$0.75 per trip is more likely achieved. New participants can be offered a set base rate that is then adjusted based on usage rates at their next contract renewal period.

<sup>2</sup> Santa Fe College signed a multi-year agreement and pays \$7.00 per employee.