



EMPLOYEE BUS PASS PROGRAM - FINAL REPORT

Reference: F. P. No.: 40852418401, Contract # AI 258

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.¹ 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 3.8 million trips have been made using the program since its inception. Table 1 shows historic ridership levels.

Table 1: Historic Ridership

Period	University of Florida Passengers
January 2000 – FY 2010/11	2,554,583
FY 2011/12	365,760
FY 2012/13	434,878
FY 2013/14 ²	484,690
Total	3,839,911

¹ This excludes special services routes, like Gator Aider.

² Figures do not include Empowerment Center.

Cost Analysis

Table 2 shows the revenue raised by RTS from sold passes for 2013/14 is \$212,680.50. The cost of this service to an employee group is \$7.50 per employee.³

Table 2: Participants –2013/14

Employee Group	Number of Employees	Total Cost
Alachua County	200	\$ 1,350
City of Gainesville	1,324	\$ 8,937
CareerSource (formerly FloridaWorks)	250	\$ 1,875
GRU	862	\$ 5,818.50
Fluor Federal Solutions (formerly Job Corps)	100	\$675
Oaks Mall	275	\$2,062.50
Santa Fe (Faculty & Staff)	1,020	\$7,140
Shands Hospital	8,920	\$66,900
Skanska	200	\$1,350
University of Florida (Faculty, Spouses/Partners, Retirees)	14,205	\$106,537.50
Veterans Administration	1,338	\$10,035
Total	28,694	\$212,680.50

The revenue per trip for RTS in fiscal year 2013/14, for all employees, was \$0.44; alternatively, from the employee group perspective this can be viewed as the cost per trip. This is a slight decrease compared to last fiscal year due to a greater percent increase in number of trips taken than revenue generated. For UF employees, including spouses or partners and retirees, the revenue per trip was approximately \$0.64, while for Shands Healthcare employees the revenue per trip was \$0.65. For all other participants the revenue per trip was \$0.17; ;.

Towards the end of the fiscal year 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 should continue to monitor usage rates over the next fiscal year 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.

³ Annual contract periods are organization specific. For that reason, some agencies have yet to move to the new rate of \$7.50 per employee that was approved in fiscal year 2013/14 and remain at the old rate of \$6.75. Santa Fe College pays \$7.00.