



## EMPLOYEE BUS PASS PROGRAM - FINAL REPORT

Reference: F. P. No.: 40852418401, Contract # AI 258  
June 1, 2000 – December 17, 2013

### Purpose

This report provides details on 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. Participating local organizations include the City of Gainesville, Alachua County, University of Florida, Shands Healthcare, North Florida and South Georgia Veterans Health System (Veterans Administration), the Alachua/Bradford Regional Workforce Board (FloridaWorks), the Oaks Mall, Santa Fe College, Job Corps and Skanska Construction.

### Overview

The Employee Pass Program was created to encourage employees to use transit as an alternative to automobiles and thereby alleviate traffic congestion and parking problems at the University of Florida 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 the University of Florida were the first group to participate. With the addition of all the organizations listed above, over 3.5 million trips have been made using the program. Table 1 shows historic ridership levels.

**Table 1: Historic Ridership**

Period	University of Florida Passengers
2000-2011	2,546,672
2012	374,481
2013 <sup>1</sup>	485,167

<sup>1</sup> Total for 2013 based on applying average monthly ridership between January 2013 and October 2013 to November and December 2013

<b>Total</b>	<b>3,505,903</b>
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## Cost Analysis

Table 2 shows the revenue raised by RTS from sold passes for 2013 is \$202,802.25. The cost of this service to an employee group is \$6.75 per employee.<sup>2</sup>

**Table 2: Total Cost – Eleventh Year (2013)**

<b>Employee Group</b>	<b>Number of Employees</b>	<b>Total Cost</b>
Alachua County	200	\$ 1,350.00
City of Gainesville	1,324	\$ 8,937.00
FloridaWorks (Workforce Board)	370	\$ 2,497.50
GRU	862	\$ 5,818.50
Job Corps	100	\$675.00
Oaks Mall	350	\$2,362.50
Santa Fe (Faculty & Staff)	1,020	\$7,140.00
Shands Hospital	8,109	\$54,735.75
Skanska	100	\$675.00
University of Florida (Faculty, Spouses/Partners, Retirees)	14,942	\$84,847.50
Veterans Administration	2,630	\$17,752.50
<b>Total</b>	<b>30,007</b>	<b>\$202,802.25</b>

The projected revenue per trip for RTS in calendar year in 2013, for all employees, is \$0.42. For UF employees, including spouses or partners and retirees, the revenue per trip will be approximately \$0.67, for City of Gainesville/GRU, Alachua County, Veterans Administration, SFC, Oaks Mall, Skanska, FloridaWorks and Job Corps employees the revenue per trip will be \$0.24 and approximately \$0.40 for Shands Healthcare employees; alternatively, from the employee group perspective this can be viewed as the cost per trip.

Given the increasing popularity of this program RTS should consider raising the cost per employee pass. If the current pass cost of \$6.75 per employee is raised to \$7.50 the rate of return for RTS would increase to \$0.46 per trip.

In summary, the goal of this program is to provide all program participants with unlimited access to the transit system and diminish the cost per trip compared to the regular bus fare of \$1.50. Overall, this program goal continues to be met annually, however, RTS should consider raising rates in the near future to receive a return consistent with the program goal of \$0.75.

<sup>2</sup> Santa Fe College pays \$7.00