

# STARTING A TRANSIT PASS PROGRAM

Your Guide to Commute Options Programs that Work



*This Commute Options Program Toolkit was put together by a team of transportation and commuter program specialists at Perimeter Connects, a program of the Perimeter Community Improvement Districts (PCIDs). Perimeter Connects provides free consulting services to employers and commercial properties in the Perimeter district to implement transportation solutions that reduce congestion and improve access and mobility.*



PERIMETER  
CONNECTS

## HELLO, CONNECTOR!

Giving your employees the gift of extra time in their day is invaluable. It's more than a perk – with commutes in the Perimeter area averaging 50 minutes each way, you could be adding back major chunks of time that would otherwise be wasted in traffic.

You can achieve this simply by offering your employees more choices for how they arrive at work. **A transit pass program** can be a key component of your strategy to create a productive, healthy workplace culture where your teams and your business thrive.

Use this guide specially compiled for you to help jumpstart a transit pass program at your workplace.



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*P.S. We are a **free resource** for you to help get your transit pass program off the ground. Let's connect to get started: [Transit@PerimeterConnects.com](mailto:Transit@PerimeterConnects.com)*

## WHY TRANSIT WORKS IN PERIMETER

- 1 It's convenient.** Central Perimeter is anchored by 3 MARTA stations: Medical Center, Dunwoody, and Sandy Springs. The stations are serviced by SRTA Xpress buses and 19 shuttles that offer last mile connectivity to office buildings in Perimeter.
- 2 It's affordable.** Transit provides a cost savings from driving. Passes often cost just a fraction of gas and maintenance costs.
- 3 It has its perks.** Employees can purchase a monthly transit pass through a pre-tax payroll deduction and can also receive the passes at a discounted rate.



## AT A GLANCE: INTRODUCING A TRANSIT PASS PROGRAM

What does it take to set a transit pass program in motion? We've included here a snapshot of the key steps.



## YOUR TOOLS

We have resources to help you launch a program that enhances your employee benefits package.

- 1 **Start A Transit Pass Program.** Start a program to let employees order transit fare through your company. This resource will show you how to take advantage of existing transit pass discounts offered by MARTA or subsidize the cost of a monthly pass for staff who take transit to work.

[Transit Pass Program Overview](#) >

- 2 **Set Up Pre-Tax Transportation Benefits.** The IRS allows employees to set aside up to \$270/month of pre-tax funds for transit. Use these resources to make way for your employees to tap into real savings on their commute into work.

[Pre-Tax Transportation Benefits Overview](#) >

[Transit Pass Payroll Deduction Authorization Form](#) >

- 3 **Offer Shuttle Service To Your Worksite.** Is your worksite over a 10-minute walk from the MARTA station? Consider offering a shuttle that services your nearest MARTA station to close the last mile gap for transit riders. Partner with nearby properties and employers to share the cost of a shuttle to a MARTA station during peak commute times. These resource will help you decide if this is a viable option for your company and includes a shuttle quote template.

[How to Start a Worksite Shuttle](#) >

[Sample Shuttle RFP](#) >

## BONUS: GUARANTEED RIDE HOME

Encourage employees who participate in your transit pass program to register for Georgia Commute Options' Guaranteed Ride Home program, where they can receive up to five free Uber rides home annually if an unexpected event occurs. Visit [PerimeterConnects.com/Rewards](https://PerimeterConnects.com/Rewards) to learn more.



# YOUR PATH TO LAUNCHING YOUR PROGRAM

An effective commuter benefits program starts with selecting strategies that are applicable to your workplace. Guide your process through these three simple phases.

## THINK



### Identify your company's "Connector".

A "**Connector**" (or Employee Transportation Coordinator) is responsible for leading the creation and implementation of the commute options program. This may include leading and coordinating with appropriate departments to implement commute programming and benefits for employees. Connectors can be in human resources, sustainability, or even passionate employees who have experience with cross-departmental projects. (Pssst...it's okay if it's you! Being a Connector is something to brag about.)

**My company's Connector will be:**

## PLAN



### Select the strategies that will work for your workplace.

The resources in this toolkit walk you through all the considerations to ensure your commuter benefits program meets your needs. Because there is not a "one size fits all" approach, you can use each strategy to develop your program. Or you can choose one strategy that makes the most sense and will yield the biggest impact for your worksite.

**Once you've reviewed each strategy, indicate here which ones you will use to build your program:**

- Pre-tax passes
- Subsidized fare
- Shuttle access

## ACT



### Get started at your workplace.

Now that you've chosen the core components of your program, complete these next steps to get to launch:

- Seek senior management approval to provide financial subsidies or programs based on previous steps.
- Coordinate with appropriate departments for implementation. Identify a point of contact in HR, Payroll/Accounting, IT, Sustainability/Green Team, or more.
- Create a timeline for the launch of your new commute options program.
- Communicate with employees about your program.

## BRING IN AN EXPERT.

Perimeter Connects offers free transit pass program consulting. Whether building a program from scratch or looking to give your program a boost, we can help. Let's connect: [transit@perimeterconnects.com](mailto:transit@perimeterconnects.com)