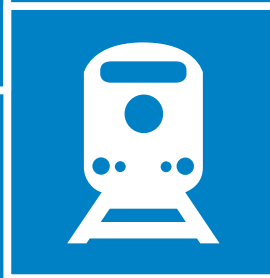


# Transit

Public transit has clear benefits to both organizations and employees – and not surprisingly, businesses commonly use public transportation as a recruitment and retention tool as well as a money-saving alternative to investing in parking infrastructure. Check to see how much your workplace spends on parking spaces each year – you might be surprised!



**TravelSmart** is a program focused on empowering better travel choices. We provide access to a wide range of tools and resources – from cycling programs and parking management strategies, to strategic mobility partnerships – all with the goal of helping Metro Vancouver businesses and individuals be more... TravelSmart.

## Make Your Business Transit Friendly

The most successful employer transit programs engage employees at multiple times and levels, providing them with real-time trip-planning tools and resources. Additionally, some offer discounted transit to encourage the use of active transportation modes in addition to taking a bus, Skytrain, SeaBus or West Coast Express to work. It's smart to start early! Introductions to a program can first occur when interviewing potential employees and during the onboarding of new hires.

### Transit Employer Checklist:

- Propose enhanced solutions to upper management including enrolling in TransLink's [Compass for Organizations](#) transit subsidy program.
- Create a summary sheet of the company's current transportation benefits, highlighting nearby transit options such as bus stops and major train stations, as well as links to trip planning resources.
- If you're a larger organization, consider investing in a real-time display screen like TransitScreen for all your sustainable transportation information. Install it in a high-traffic employee area to maximize return on your investment.
- Appoint a staff member or HR representative to make a plan and schedule quarterly updates to communicate events, campaigns and benefits available to staff and new hires.



+ Did You Know? Based on TravelSmart behaviour change surveys conducted since 2013, transit subsidies are the number one incentive selected by employees to help improve their commute. +



## Give your employees the gift of Compass for Organizations (CFO).

Offering transit subsidies to staff as part of your company's benefits package is one of the most effective ways to encourage sustainable travel and reduce the crunch for parking. The following Compass for Organizations case study helps to illustrate this point.

### Transit Subsidies Case Study: TransLink, SFU and the City of Vancouver

A study conducted by TransLink, SFU and the City of Vancouver linked transit subsidies to a number of key equity indicators. The study tracked the impact of varying subsidy levels at several Downtown Vancouver hotels on subsidy uptake and transit usage, finding:

- A 23% transit subsidy doubled the chance of an employee becoming a transit user.
- Lower income groups, BIPOC, renters, households with children, weekend workers and off-peak workers were more likely to accept a transit subsidy and use transit than other subgroups.
- The likelihood of an employee becoming a new transit commuter increased by 4.4% with every percentage point of subsidy provided.
- Reported increases in transit use were linked to decreases in auto use.
- Lower car parking prices and offering monthly parking rates over daily/weekly rates, decreased the effect of offering transit subsidies and ability to reduce total car trips.



## How does Compass for Organizations work?

TransLink's CFO program takes care of the administration so you can provide your employees with as much subsidized monthly transit as you choose via a single monthly invoice. You'll have a dedicated TransLink contact from our [TransLink Customer Service Centre](#) to walk you through the process. Because the CFO works on an advanced payroll system there is no need to complicate employee expenses. Your employees receive the benefits of discounted transit right away. As the organization, you decide the number and types of monthly passes you provide to your employees, as well as the amount you would like to subsidize. If you'd prefer to offer stored value to your employees, to draw down from over a period of time, there is the option to offer up to a maximum of \$175 in stored value to your employees' Compass cards, rather than offering monthly pass types, which are automatically auto-loaded at the end of each month. Updates from your end are only required if there are changes to employee statuses. For long-term behaviour change, we recommend a baseline subsidy of 50%. Many organizations cover the full costs of the monthly pass while others subsidize a portion – it can be anywhere in the range of 10–100%.



**+** Pro Tip: Significant life events like moving to a new house or taking on a new job can have a big impact on behaviour change. For best results, ensure you allow new employees to access transit subsidies while they are establishing new habits. To further maximize flexibility for employees and transit use, allow them to select the monthly pass of their choice (e.g. West Coast Express, 1-, 2- or 3-Zone pass) **+**



## TRANSIT TIPS FOR EMPLOYEES:

- Autoload your monthly pass or chosen Stored Value amount at [compasscard.ca](https://compasscard.ca) and never worry about having insufficient fare. If you haven't already, purchase and register your Compass Card first before turning autoload on.
- Plan your route ahead of time to find out your closest bus stops and SkyTrain stations.
- Download a [trip planning app](#) to your phone for real-time navigation and updates.
- Try our [Next Bus](#) text service to look up departures in real time or scheduled times for a specific bus stop and bus route.
- Wear comfortable and waterproof footwear on your commute and change into work shoes upon arrival.
- Wear warm, weatherproof, reflective clothing for added comfort, safety and visibility.



## TRANSIT RESOURCES

[Online Trip Planning](#)

[Transit Fares and Compass Cards](#)

[Compass for Organizations](#)

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