



Employer Pass Program

## Everybody Benefits

Helping your employees obtain their bus passes is a great way to encourage bus ridership. The Choice Pass Program is a simple way to do just that. With the Choice Pass Program, your employees can get their bus passes right at work. Plus, the bus passes they can get through you are discounted. That's at least a \$60 a year savings.

	Regular Fare	Employer Pass Fare
31-Day Local Pass	\$36	\$32
31-Day Universal Pass	\$70	\$62
3 Month Local Pass	\$93	\$82
3 Month Universal Pass	\$180	\$158

Compared that to the price of driving alone, which costs 54.1 cents per mile. This AAA figure includes gas, maintenance and insurance.

	Drive Alone	31 Day Pass	Savings
Caldwell to Boise (27 miles)	\$584.28	\$62	\$522.28
Nampa to Boise (22 miles)	\$476.08	\$62	\$414.08
Meridian to Boise (12 miles)	\$259.68	\$62	\$197.68
Within Boise (7 miles)	\$151.48	\$32	\$119.48

For information about bus routes and schedules call the Rideline at 345-RIDE or go to [www.rideline.org](http://www.rideline.org).

## Getting Started

Participating in the Choice Pass Program is easy. First, complete the [Choice Pass Program Participation Request](#), letting us know your company information and how many of each type of bus pass you'd like each month. We'll mail you your bus passes prior to the first of each month. You sell or give the bus passes to your employees.

We'll bill you for the passes you received. If you have passes left that you didn't sell, mail them back to us along with payment for the passes you did sell. The Boise monthly passes do not have to be used in a specific month. They are good for 31 days from the day they are first used. If you have unsold Boise monthly passes, you can choose to pay for them and hold on to them to distribute the following month.

You can adjust the number and type of passes you receive each month by making a simple phone call. We'll send you passes again in time for the next month.

### **Pre-Tax Savings**

You can make the Choice Pass Program an even better deal for your employees by setting up pre-tax accounts for your employees. With a pre-tax account, employees put part of their paycheck directly into the account, before taxes are taken out. This money is then used to purchase their bus pass from you. It works just like the pre-tax accounts that many employers have for health care or childcare.

### **Covering Part Of Their Costs**

To further encourage taking the bus, many employers throughout the country cover all or part of the cost of their employees bus pass. If you choose this option, determine the amount you want to pay toward each bus pass. Then, simply collect the difference from your employees. You'll send us a payment for the complete bill.

There are [tax benefits](#) to employers who provide a free or discounted bus pass to their employees. Federal tax law allows employers up to \$110 in tax-free transit benefits to each employee. Employers can deduct the cost of providing a transit benefit as a normal business expense. In addition, you don't have to pay your share of the federal payroll taxes on this benefit.

You can combine a bus pass subsidy with a pre-tax account. You pay for part of the bus pass and the employee pays for their portion out of their pre-tax account.

### **Promoting Your Choice Pass Program**

It's important to let your employees know that you are selling bus passes on site. Click here to link to a [sample employee flyer](#). You can print the flyer and post it or copy it and distribute it to your employees. Prior to distribution, write in the box at the bottom of the flyer the name and phone number of the person at your worksite who is selling the passes. If you need additional marketing materials or assistance personalizing the sample flyer, please send us an [e-mail](#).