

RTA Zero Fare Policy Brief 2: Zero Fare Brings Benefits to Employers, Large and Small

Expanding Access to Talent

Essential workers help our region prosper – whether or not they have access to a car. By eliminating fares, Zero Fare transit eliminates a barrier to workers from reaching some jobs that may be a better match for them. When workers no longer face the fare barrier for reaching new jobs, employers also win as both workers and businesses are more likely to match the skills of a worker to the requirements of a position.

Eliminating Administration Costs for Existing Pass Programs

Many employers have implemented employer-paid transit pass programs in their workplaces. However, there is considerable effort and cost involved in purchasing, distributing, and managing paycheck deductions for transit passes. Zero fare eliminates the administrative burden of managing such programs for businesses and transit agencies.

Extending Transit Benefits to Smaller Employers

For smaller employers, the need to undertake transit pass program activities may deter them from establishing it. With Zero Fare, small businesses can count on a mobility benefit for their workers without having to take on the administrative complexity of managing a program.

Promoting Equity

Companies looking to relocate or expand operations to our region will be pleased to know that all area transit agencies operate on a zero fare basis. This is a strong, equity-focused benefit that makes our region increasingly attractive for workers, their spouses or partners, and their children.

Help Employers Become Transit Promoters

In a region with multiple transit providers, going to Zero Fare across all providers allows for a consistent and simple message for employers: “did you know if you take the bus to work, it’s free?” It is easier to market transit internally with a simple and compelling message about transit to employees, especially in a time of rising gas prices.