

Transit.

Convenience and cost savings.

The most common commute alternative in Atlanta is transit. MARTA, Cobb Community Transit (CCT), Gwinnett County Transit (GCT), and GRTA Xpress buses all serve Midtown commuters. More than 250,000 metro Atlanta commuters ride to work on transit daily, and this number is growing.

With four MARTA rail stations and commuter buses (GCT, CCT, GRTA Xpress) servicing several suburban counties, Midtown offers convenient transit access to many commuters. An employer sponsored transit pass program is an effective way to ease traffic congestion, reduce employees' out-of-pocket commuting costs, and reduce the stress associated with driving. Job seekers think highly of a successful transit component within a commuter benefits program, and offering the program may elevate you from your competitor when it comes to attracting top talent.

If your company is currently subsidizing parking expenses or providing free parking to employees, offering employer subsidized transit passes is a great way to even the playing field. Additionally, company-paid parking is the biggest disincentive to employees interested in trying an alternative. Here in Midtown, the Woodruff Arts Center reduced its parking subsidy to employees in an effort to free up parking spaces for its patrons. Simultaneously, WAC began providing a transit subsidy. As a result, 140 employees took advantage of the transit subsidy and 110 parking spaces became available for visitors.

Companies that fully subsidize the cost of a monthly transit pass often see up to one-third of their employees riding transit.

MTS discounted transit pass program

MTS offers Midtown area employers the one-stop convenience of purchasing MARTA, CCT, GCT, and GRTA Xpress passes for their employees. Through a partnership with MARTA, MTS currently provides a five percent discount on the price of MARTA monthly passes. Other transit system fares may be purchased at cost (contact MTS for an up-to-date price list: mts@midtownalliance.org). Additionally, MTS will hand-deliver the passes to your company each month, saving your employees the hassle of acquiring the passes on their own.



Setting up your transit program

Developing a transit program at your company takes little time and can yield big results. Your results will be determined by what you—the employer—put into the program. Companies that fully subsidize the cost of a monthly transit pass often see up to one-third of their employees riding transit. The following are suggested features to include in your transit program to make it successful:

- Purchase discounted transit passes for your employees through MTS
- Subsidize the cost of transit passes (tax-free) to your employees
- Provide information on transit systems to all employees
- Deduct the cost of transit passes pre-tax from employees' paychecks
- Keep a supply of single-trip MARTA tickets at your front desk for employee and visitor use
- Promote your transit program as part of a comprehensive commuter benefits program to current, new, and prospective employees
- Promote the Guaranteed Ride Home program to support your transit riders