

Increasing Public Transport Use through Promotion of the Tax Saver Ticket Scheme:

Outline your case for the promotion of the Tax Saver Ticket Scheme using your employee travel survey or information from HR, for example:

- How many people currently travel to your site by public transport? These employees can save their higher rate of tax, PRSI and levies on the cost of their public transport tickets, so someone on the higher tax rate pays approximately half the face value of their ticket.
- Employers save PRSI on every ticket sold. This money could be ring-fenced to fund administration of the scheme. In the Mater hospital PRSI savings amount to approximately €33,000 per year.
- Both public and private operators are included in the tax saver scheme, and public operators' tickets can be used at weekends and on Nitelinks/ Airlinks. The promotion of this information and the potential savings will attract new users to purchase their tickets through the scheme. Commuters with a tax saver ticket can also get 10% off Allianz car insurance (as of April 2009).
- Both monthly and annual tickets, throughout the year, should be offered, both to promote the scheme but also as an attractive employment perk. The availability of monthly tickets allows people to switch between modes over the course of the year.



Introducing/ Promoting the Tax Saver Tickets Scheme:

	Action	Persons responsible
1	Meeting with senior management to make the business case for targeted promotion of tickets, and allocation of necessary resources.	1. Coordinator to set up 2. DTO may be available to present with prior notice
2	Contact bus operators , both public & private for <ul style="list-style-type: none"> Information on commuter tickets, monthly & annual Promotional material on tax saver tickets Timetables Possibility of roadshow in staff areas 	1. Coordinator to contact operators
3	Roadshow in staff areas – <i>must be an area where staff gather/ clock in/ move through e.g. canteen</i> <ul style="list-style-type: none"> Contact p/t operators re participation Set up on day Have incentive for people to visit desk e.g. raffle for iPod Coordinator or administrator for scheme available to answer questions, process forms, set process in place 	1. Coordinator to contact p/t operators 2. Coordinator or Administrator to set up on day with tables, camera, forms etc
4	Publicity for scheme <ul style="list-style-type: none"> <i>Scheme-specific publicity</i> – posters from P/T providers, all-staff email re savings, clear explanation of financial savings <i>Roadshow</i> – posters pre-event, all-staff email, flyers in key staff locations <i>Follow up</i> email/ posters Inclusion of tax saver info in <i>induction materials</i> 	1. Coordinator to work on roadshow & general publicity 2. Coordinator to follow up

