

Appendix 13 – Promoting Public Transport

Tax Saver Commuter tickets for public transport save employers up to 10.75% PRSI for every ticket sold!

Promote Tax Saver Commuter Tickets

Tax Saver commuter tickets for public transport save employers up to 10.75% PRSI per ticket sold, so every ticket costing €1000 will save an employer €107.50 (for someone on the higher tax band)¹⁰ while also reducing the need to provide a car parking space.

Employees save their marginal tax rate and levies on the price of their ticket – making tickets roughly half price for someone on the higher tax rate.

Employee Travel Surveys often reveal that employees who are regularly using public transport on the commute do not avail of Tax Saver tickets – possibly because they are not aware of the savings, or that their employer offers them, or who to contact to buy tickets. This means they are missing an opportunity to reduce their travel costs by up to 50%.

Both public and private transport operators can sell Tax Saver tickets – contact private operators directly for details of their commuter tickets, or see www.taxsaver.ie for information on public operators.

Effective Promotion of Tickets:

- Introduce annual tickets for those travelling by public transport on a regular basis throughout the year, and monthly tickets for employees on shorter contracts, spending time working at client sites or using active modes of travel during summer months.
- Allow the cost of annual tickets to be deducted from employee salaries over the course of the year, as a one-off payment can be prohibitive for employees
- Increase the length and number of purchase windows to allow employees to avail of tickets throughout the year
- Communicate savings involved - Even those employees travelling part time on public transport could make significant savings by purchasing Tax Saver tickets instead of paying per use.
- Publicise the availability of the scheme in employee inductions, handbooks, with payslips or posters on site.
- Larger employers can hold Tax Saver roadshows, with operators coming on site with information about services and tickets. Contact:
 - > Irish Rail – taxsaver@irishrail.ie or 1850211777
 - > Dublin Bus – taxsaver@dublinbus.ie or 1850211777
 - > Bus Éireann – taxsaver@buseireann.ie or 1850211777
 - > Luas – taxsavers@luas.ie
 - > Private operators – contact relevant operators directly



Microsoft Travel Roadshow

Encourage Use of Public Transport for Business Travel

Review business travel policy to promote the use of public transport for meetings.

Employees can claim expenses with ticket receipts, or employers can further facilitate use of public transport by providing pre-paid tickets at reception for sign out. Employers in the Greater Dublin Area can provide company LEAP cards (see www.leapcard.ie). Publicise availability of tickets to all employees so they are aware of them.

Real Time Passenger Information

Public transport users can get accurate information about when their bus, train or Luas is due to arrive at their stop, as well as information on subsequent buses/trains/Luas through the following means.

Dublin Bus

- > **By TEXT:** Get the time of the next 4 buses from any bus stop on the Dublin Bus network directly to your mobile phone by texting your bus stop number to 53035 (e.g. text '1234' to 53035). Stop numbers are displayed on the top of all bus stops in the Dublin Bus network. You can refine your selection at busier stops by including your route number (e.g. text "bus stop number" then a space, followed by your "route number" to 53035. Costs 30c per message received. Network operator charges may apply.
- > **By APP:** You can download the official Dublin Bus App (Biznet developers) from the iPhone app store or Android Market Place.

¹⁰ See www.taxsaver.ie or www.revenue.ie for most up to date savings details



- > **Online:** You can search for real time information on www.transportforireland.ie or on www.dublinbus.ie. You will get more relevant results if you have your bus stop number, however, if you don't know your stop number, try searching by bus route or street address.

At the time of publication, real time passenger information was being rolled out for Cork, Limerick Galway and Waterford (see www.transportforireland.ie).

Next DART service

Customers with any mobile phone on any network can text DART followed by their station name (e.g. DART PEARSE) to the DARTXT number 53700, and DARTXT will reply with the times of the next DARTs in both directions, using real time information.

Next LUAS service

Live information for both the Red and Green lines can be found at www.luas.ie

Next National Rail Service:

Live train and station updates for Irish Rail can be found on www.irishrail.ie

Other Operators:

Some private operators may provide real time information for their services. Contact operators directly.

Maps

Print out A3 maps of the nearest public transport stations/ stops with the distance and approximate walking times from your organisation.

Liaise with Local Providers

Contact local providers about issues such as locations of bus stops, timing of routes or particularly where you have market information about a potential new service.

Shuttle Buses

Shuttle buses involve a significant level of investment to get up and running.

If your organisation is considering introducing a shuttle bus, take into account the following:

- > It may be more cost-effective and useful to employees to subsidise an existing service to include your site, instead of setting up a separate competing service.
- > Get a firm commitment from employees to use the shuttle for particular journeys, to ensure it is well used on a regular basis.
- > Consider introducing restrictions on free car parking on your site when introducing the shuttle bus
- > Run the shuttle bus in conjunction with other employers in the local area or business park.
- > Examine routes and timetables to be as efficient as possible, with scheduled pickups/ drop offs at public transport nodes.
- > Run the bus in split shifts at peak demand times (for example, running from 7.30am to 10am from a train station to your site, and doing the return journey from 4pm until 7pm in the evening).
- > Using the bus to do mail runs if it is going between two office locations.
- > Branding the bus so you are generating publicity for your travel work.
- > Choosing a more environmentally-friendly vehicle.

Reducing Carbon as a Corporate Target:

Vodafone Ireland is engaged in a wide-reaching plan to reduce carbon associated with their operations.

Employee and business travel are key issues being addressed. As part of the plan, Vodafone audited their employee shuttle bus, and adjusted times to match other organisations located in the Mountainview Business Park.

This made the shuttle bus route more efficient for employees and more effective for Vodafone from a cost and carbon point of view.

