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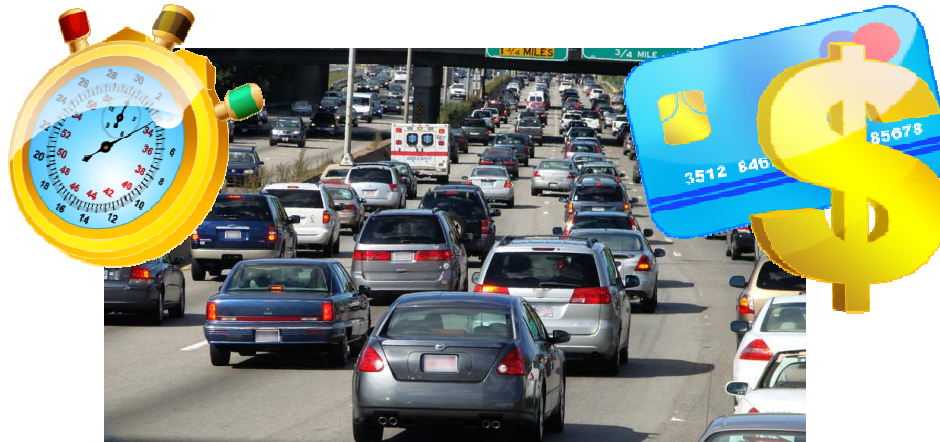
The Commute

Many employees consider commuting an extension of their jobs.



Commute to Happiness Ratio

Employee feelings about commute...



Affect:

morale, productivity, job satisfaction, absenteeism



Commute Consideration: Cost

- **For every dollar earned**, the average household spends **18 cents on transportation**.
 - 94% of which is for buying, maintaining and operating cars.

Source: Consumer Expenditures in 2004. BLS Report 992. Washington: U.S. Bureau of Labor Statistics, April 2006.



AAA 2012 Edition: Your Driving Costs

Driving Costs

Small Sedan †

Medium Sedan †

Large Sedan †

Average

| Operating Costs | per mile | per mile | per mile | per mile |
|----------------------|--------------------|--------------------|--------------------|--------------------|
| gas | 11.42 cents | 14.61 cents | 16.49 cents | 14.17 cents |
| maintenance | 4.15 cents | 4.32 cents | 4.94 cents | 4.47 cents |
| tires | 0.71 cents | 1.13 cents | 1.15 cents | 1.00 cents |
| cost per mile | 16.28 cents | 20.06 cents | 22.58 cents | 19.64 cents |

| Ownership Costs | per year | per year | per year | per year |
|--------------------------------------|----------------|----------------|----------------|----------------|
| full-coverage insurance | \$979 | \$974 | \$1,050 | \$1,001 |
| license, registration, taxes | \$441 | \$591 | \$797 | \$610 |
| depreciation (15,000 miles annually) | \$2,285 | \$3,388 | \$4,958 | \$3,544 |
| finance charge | \$588 | \$818 | \$1,132 | \$846 |
| cost per year | \$4,293 | \$5,771 | \$7,937 | \$6,000 |
| cost per day | \$11.76 | \$15.81 | \$21.75 | \$16.44 |

Total Cost Per Mile

| 10,000 total miles per year | per year | per year | per year | per year |
|------------------------------|-------------------|-------------------|-------------------|-------------------|
| cost per mile x 10,000 miles | \$1,628 | \$2,006 | \$2,258 | \$1,964 |
| cost per day x 365 days | \$4,293 | \$5,771 | \$7,937 | \$6,000 |
| decreased depreciation** | -\$160 | -\$289 | -\$317 | -\$255 |
| total cost per year | \$5,761 | \$7,488 | \$9,878 | \$7,709 |
| total cost per mile* | 57.6 cents | 74.9 cents | 98.8 cents | 77.1 cents |

| 15,000 total miles per year | per year | per year | per year | per year |
|------------------------------|-------------------|-------------------|-------------------|-------------------|
| cost per mile x 15,000 miles | \$2,442 | \$3,009 | \$3,387 | \$2,946 |
| cost per day x 365 days | \$4,293 | \$5,771 | \$7,937 | \$6,000 |
| total cost per year | \$6,735 | \$8,780 | \$11,324 | \$8,946 |
| total cost per mile* | 44.9 cents | 58.5 cents | 75.5 cents | 59.6 cents |

| 20,000 total miles per year | per year | per year | per year | per year |
|------------------------------|-------------------|-------------------|-------------------|-------------------|
| cost per mile x 20,000 miles | \$3,256 | \$4,012 | \$4,516 | \$3,928 |
| cost per day x 365 days | \$4,293 | \$5,771 | \$7,937 | \$6,000 |
| increased depreciation*** | \$135 | \$241 | \$263 | \$213 |
| total cost per year | \$7,684 | \$10,024 | \$12,716 | \$10,141 |
| total cost per mile* | 38.4 cents | 50.1 cents | 63.6 cents | 50.7 cents |

* total cost per year ÷ total miles per year

** decreased depreciation for mileage under 15,000 miles annually averaged over 5 years

*** increased depreciation for mileage over 15,000 miles annually averaged over 5 years

† see page 2 for a listing of vehicle makes and models used for driving cost calculations

Commute Consideration: Time

- The average commuter spent 6 minutes longer driving to or from work in 2001 than he or she did in 1983.
 - that amounts to 50 hours per year – **more than a full work week** – of additional time spent commuting for a full-time worker.

*Source: A Better Way to Go
Meeting America's 21 Century Transportation Challenges with Modern
Public Transit; U.S. PIRG Education Fund, March 2008*



Commute Consideration: Time

- Traffic congestion is more than just an annoyance; it also imposes large economic costs.
- In 2005, traffic congestion created an estimated \$78 billion drain on the economy in the form of **4.2 billion lost hours of time** and 2.9 billion gallons of wasted fuel.

*Source: A Better Way to Go
Meeting America's 21 Century Transportation Challenges with Modern Public
Transit U.S. PIRG Education Fund, March 2008*



Commute Consideration: Stress

- Stress reducing benefits when you “Think Outside the Car”:
 - Avoiding traffic frustrations
 - More dependable commute
 - Ability to read or relax while traveling
 - Lower accident rates
 - Improved health



Employers Have Influence

Employers can facilitate and encourage:

- Vanpool
- Carpool
- Bike
- Walk
- Telework
- Transit



Transfort: Pass & Discount Options

Annual Passes

| | |
|-----------------------------------|-------|
| ♦ Adult | \$154 |
| ♦ Seniors (60+) | \$25 |
| ♦ PassFort (Bulk Business Rate) | \$50 |
| ♦ PassFort (Indiv. DBA Rate) | \$60 |
| ♦ PassFort (Indiv. Chamber Rate) | \$70 |
| ♦ Disabled & Medicare Cardholders | \$25 |

Other Discounts

| | |
|--------------------------|------|
| ♦ Monthly | \$25 |
| ♦ 10-Ride Ticket Booklet | \$ 9 |





PassFort: The Basics

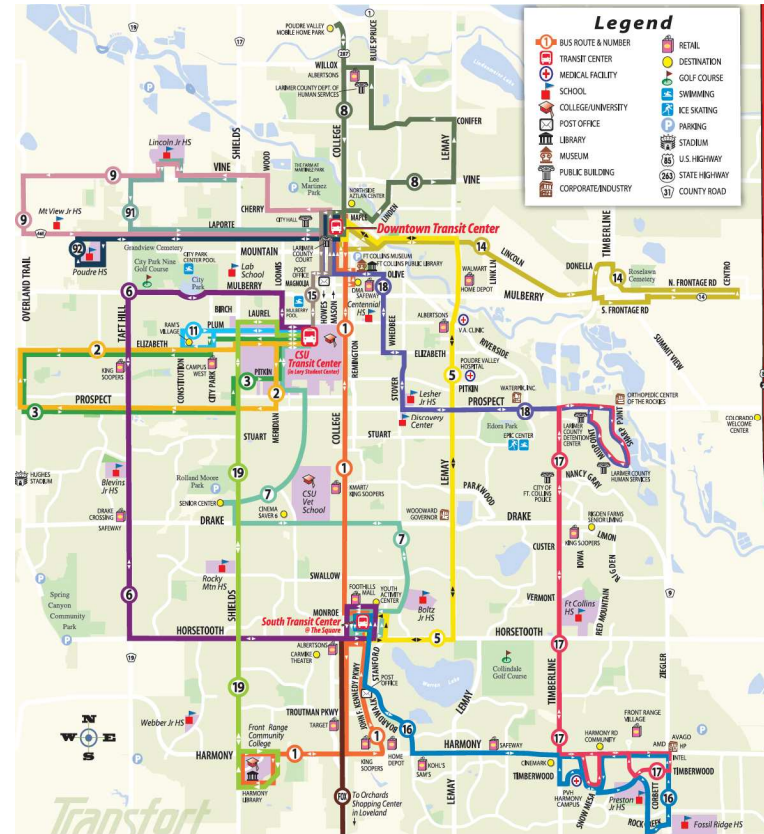
Transfort's Employer Pass Program

- Available to all employers in Fort Collins, regardless of the size of the company.
- Provides unlimited rides on any of Transfort's 19 fixed bus routes, during regular operating hours, six days a week (no Sunday service).
- Includes regional route, FLEX, connecting Fort Collins to Longmont with connections to RTD.



Existing Fort Collins Transfort System

- 19 Fixed Routes
- 23 Vehicles in Peak Service
- Evening service until 10pm on Routes 3 & 6



PassFort: The Costs

- Employers can purchase annual bus passes for employees for **\$50 per pass**.
 - That's **only \$4.17/month** to offer employees a significant benefit
- Employers can provide benefits in two ways:
 1. Give the passes to employees as a full benefit
 2. Resell passes to employees, thus recouping expenses while still passing on a great savings!



Bicycle Commuter Benefit



Purpose

- FC Bikes goal is to double the number of “bike to work” cyclists from 2010 to 2015
- In a recent survey, 7/10 commuters indicated this as top incentive
- We can be a role model community



Requirements

- Policy added to HR handbook
 - Clearly defines “commuter” (example: a commuter must ride 3+ times per week)
- Collect receipts from commuters
- Write checks for tax exempt wages (up to \$240 per year)
- Include payments on IRS form 941: 12c (number of employees) and 12d (total wages)



Why Participate?

- Environmental benefits
 - Less air pollution
 - Less road congestion
- Health benefits
 - Employees will be more alert and thus make a better contribution
 - Studies show that bike commuters cost their employers less in insurance claims



Why Not?

- Administration Fees
 - Employees are required to do all of the record-keeping.
 - You may determine how often your business offers reimbursements.
- Bad Timing for new Economic Investment
 - No additional costs above the check written; it is considered tax exempt wages.



Bicycles – Storage is Important

- Locking up
- Long and short term parking
 - Cage in the parking garage
 - Store room
 - In the office



Riders – Road to Office

- Showers and locker rooms
- Restrooms
- Office



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Think Outside the Car: Value to Employees

- Saves gas and vehicle operating costs
- Relieves stress associated with traffic
- Can make commute more predictable and productive
- Provides alternatives or options to commuters



Think Outside the Car: Value to Businesses

- Improves recruitment and retention
- Increases employee productivity
- Introduces new employee benefit
- Makes employee transit free or lower cost
- Improves community image



Think Outside the Car: Value to Communities

- Reduces traffic congestion
- Improves air quality
- Conserves energy
- Contributes to broader social and economic goals through more accessible and convenient transportation options



ClimateWise Partnership

- Transfort and FCBikes staff support ClimateWise
 - assess transportation issues
 - promote alternative for commuting
- Transfort offers Passfort ridership data to ClimateWise business partners for reporting



Incentives to Ride – Bus or Bike

- Commuting stipend
- Awards and prizes
- Parties
- Pool cars

