

# 31 DAY EMPLOYER PASS



PASS ON THE SAVINGS!

## Serving the Coachella Valley

Bermuda Dunes

Cathedral City

Coachella

Desert Edge

Desert Hot Springs

Indian Wells

Indio

La Quinta

Mecca

North Shore

Oasis

Palm Desert

Palm Springs

Rancho Mirage

Thermal

Thousand Palms

SunLine Transit Agency  
32505 Harry Oliver Trail  
Thousand Palms, CA 92276  
760-343-3451 | [sunline.org](http://sunline.org)



COACHELLA VALLEY  
**Employer Pass**  
PROGRAM

In a tight job market, businesses in the Coachella Valley constantly compete for reliable, well-trained employees. To do so, employers must ensure that their employees have good transportation to get to work.

SunLine Transit Agency's fixed-route is an ideal transportation solution for your employees—especially with the 31-Day Coachella Valley Employer Pass incentive program. The Employer Pass allows businesses to provide employees with a 31-day bus pass on site.



## HERE'S HOW IT WORKS

- You provide the passes to your employees at cost, no cost, or at a reduced rate—all depending on if your business plans to subsidize the passes in any way.
- Employees can use the pass for unlimited rides on SunLine's fixed route buses, SunBus, for commuting to and from work.

## THE EMPLOYER PASS IS A WIN-WIN

Successful transportation programs help businesses retain their best workers because employees reap the following benefits:

- Dependable and affordable transportation to and from work
- More money in their pockets
- More time to relax, read, chat and enjoy the free wifi during their commutes
- Less wear-and-tear on their personal cars
- Reduced annual fuel consumption, minimizing the cost of vehicle maintenance and miles
- Tax-free transit

Additionally, there are federal initiatives that offer more benefits to employees that choose to ride the bus to and from work.

## THE EMPLOYER PASS IS A GREAT VALUE

The 31-Day Coachella Valley Employer Pass is available for \$24. Nearly a 30% discount off the regular price of \$34. The pass offers unlimited rides for a month and there is no need to pay extra for transfers.

Participating in the program is a good way to pass the savings on to your staff as an impressive employee benefit.

## WHAT CAN EMPLOYERS OFFER?

**Tax-Free Benefit** – Employers may subsidize transit or vanpool fares up to \$260 per month, and get a full tax deduction without payroll taxes. Federal law entitles all employers under Internal Revenue Code Section 132(f)(4) Title IX, Section 910 of TEA-21 to deduct business expense of up to \$260 per employee per month for the cost of using public transportation. This law allows employers to offer their employees a choice between current or future compensation, and "qualified transportation fringes," which include transit, vanpool or qualified parking benefits.

**Pre-Tax Benefit** – Employees can use up to \$260 per month of their gross income. The program is easier to administer since pre-tax use of employees' salary is not subject to restrictions.

**Share the Tax Benefit** – Employers may also combine both options by providing a tax-free benefit and let the employee use their pre-tax salary to pay for the remaining portion of the tax-free amount.

## WHO IS ELIGIBLE?

- Private employers
- Non-profit organizations
- Public agencies
- Federal government (including military)

## SIGN UP TO PASS ON THE SAVINGS TO YOUR EMPLOYEES

Call Brian Nava at 760-343-3456, extension 1628, to participate in the Employer Pass Program.