



**FOR IMMEDIATE RELEASE**

**CityBus launches ‘Ride to Work’ employer-paid program**

**December 6, 2017** – Employers needing punctual, dependable staff members and workers who lack transportation of their own are coming together in a new CityBus employer-paid program called “Ride to Work.”

Under the program, employers receive 30-day bus passes on consignment from CityBus to provide at no cost to workers as a perk. The company pays for the passes when they are distributed, and CityBus replenishes their supply as needed.

“The benefits are two-fold,” said Martin Sennett, CityBus general manager. “Employees are assured of transportation to and from work, which promotes good morale and loyalty, and employers demonstrate that they value their workforce while assuring they’re adequately staffed.”

A pilot program begun with Kirby Risk Service Center on McCarty Lane proved the success of the program, and the business currently has 28 employees enjoying the perk, said Bryce Gibson, CityBus manager of development, who administers the program.

“We’re now rolling out ‘Ride to Work’ to any Tippecanoe County employer on or near CityBus routes,” said Gibson. “It’s a huge benefit to employers and employees alike, and an important way that CityBus is connecting people to opportunities.”

“The program is a win-win,” said Dan Phebus, Kirby Risk Service Center plant manager. “Some potential employees were having transportation issues, resulting in attendance problems and, eventually, employee retention problems for us.”

CityBus passes and two new, daily stops at Kirby Risk solved the challenge, he says. “We have experienced a high retention rate for employees using CityBus.”

Kirby Risk employees are grateful for both the ride and vote of confidence in their value to the company, four reported.

Christopher Salguero, an eight-year employee, walked to and from work for years. With the CityBus pass, he said, “Kirby Risk is saying they care about their employees and their welfare, they care about me. It’s a great benefit.”

Coworker Erik Carey said the benefit tells him, “They want me here.” In return, “I like to be punctual.”

A bus pass makes “a good place to work” even better, said David Brock. “I was a little surprised by the benefit, because I couldn’t work here if it wasn’t for the bus and my work schedule. They let me know they care about their employees.”

Carmen Wright agrees. “This is one of the best places I’ve worked—the people are nice, and the bus pass is an added perk.”

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*CityBus, the operating name for Greater Lafayette Public Transportation Corporation, is a municipal corporation established in 1971. CityBus provides over 5 million rides annually for passengers in the Greater Lafayette area, including ADA paratransit services for people with disabilities.*

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