



Fareshare case study

GoSee



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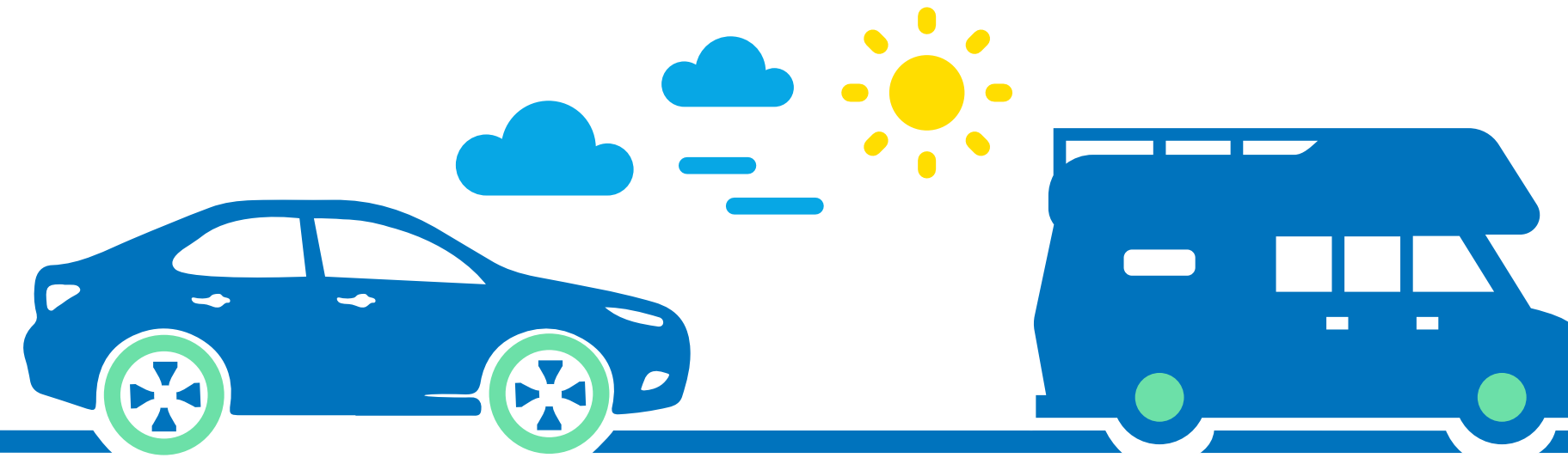
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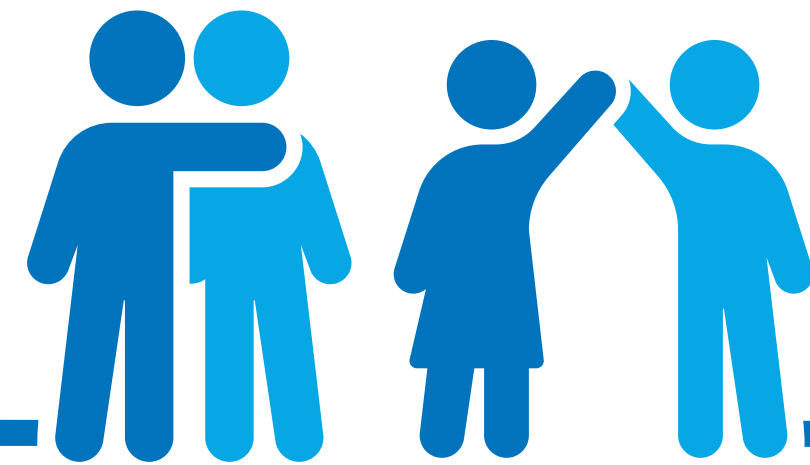
At a glance



Customer:
GoSee Travel Group



Industry:
Travel and Tourism



Why Fareshare?

The team at GoSee Travel Group were reviewing their employee benefits, looking for the best way to support their people with the cost of living, boosting in-person collaboration and strengthening team culture and wellbeing.

Number of head office staff: 100



Solution:

Introducing Fareshare, an Auckland Transport (AT) developed and managed product in which the employer subsidises the cost of public transport for their staff, incentivising staff to commute into the office more via public transport.



Results



57

staff on average per month are utilizing the 50% subsidy.



GoSee have travelled over

116,000

kms on public transport across Tāmaki Makaurau between March 2022 and May 2024



Over the last 2 years, GoSee have contributed over

11,500

boardings to the total patronage numbers



Between March 2022 and May 2024, **GoSee staff saved 15.7tCO₂e** by taking public transport when compared to a standard sized vehicle.

This would require 3,348 Tītoki trees (New Zealand oak) to be planted to remove and store the same amount of carbon from our atmosphere over the course of one year.





Customer background

GoSee is a global travel company, enabling customers to search, compare and book rental vehicles via two market-leading websites, Airport Rentals and Motorhome Republic.

The GoSee head office is located near Victoria Park, Auckland CBD. They have great public transport connections with major hubs near their office, which their people are already frequent users of.

The team at GoSee were keen to subsidise their people's commute as a part of their wider employee benefit review. Not only was employee feedback around introducing this benefit strong, but it also met various organisational goals including supporting their people with the cost of living, increasing in-person collaboration and strengthening team culture and wellbeing.

GoSee had heard about AT's trial of Fareshare and it was the ideal solution for them and their people, as AT takes care of the administration side from on-boarding through to monthly invoicing.

I had initially started WFH from Monday after the price increases. But now I'm back in every day!

GoSee and their Fareshare journey

GoSee began their Fareshare journey in March 2022 with a 25% subsidy to support their people's commute. They had continued to receive positive feedback from their staff, and in February 2024 they decided to increase their subsidy amount to 50%.

Uptake and cost

Fareshare costs GoSee an average of \$15–20 a month per registered employee. In 2024, over half of the GoSee staff are regularly using the 50% subsidy.



Registering to Fareshare was simple, it took less than five minutes to verify and link my card, and the discount applied the same day.



Carbon emissions data

- The car emissions factor used is a weighted average based on a single occupancy standard sized motor vehicle.
- 5% of bus patronage data has an unknown engine type and was coded by using a weighted average of electric and diesel buses in the network to identify the carbon emissions factor.
- Distances travelled are calculated like-for-like for car vs public transport, this however, may vary on a trip-by-trip basis.
- Carbon factors used are sourced from the Ministry for the Environment and are accurate as at May 2024.

Super easy to sign up, took a couple of minutes and the discount was added to use within 24 hours.



GoSee Q&A

Amelia-Rose McShane, People and Culture Administrator,
GoSee Travel Group

How are the GoSee staff enjoying Fareshare?

We think it is great! I have had lots of positive feedback, and we are seeing more staff coming in to work, rather than working from home.

Why have you continued Fareshare?

Based on uptake and very positive feedback from our teams.

Why did you decide to increase the subsidy amount from 25% to 50% in 2024?

Based on positive feedback from our team and the benefit it provided to them along with cost of living increases, we really want to support our people with their commute to the office. We find collaborating in person more efficient, better for mental health as it boosts socialisation and to strengthen relationships between our peers. Many of our staff used the 25% subsidy we initially signed up for, and we continue to recognize that this service is beneficial to our team. Providing a 50% subsidy encourages people to come into the office, especially as the current government have removed public transport subsidies.

What were the main reasons to introduce Fareshare?

As part of a wider benefit review we saw an opportunity to further support our teams with transport to the office.

Does GoSee have plans to keep FareShare long term?

It is a fantastic benefit that we will continue to review.

How easy was onboarding?

Onboarding was made very simple with the help of AT. I was provided with all the necessary documentation to create a seamless transition from the old method of applying to the subsidy, to the new and improved version. Shamima was and continues to be a great aid to aiding in the signing up process.



It was pretty straightforward and easy. Got approval email from AT within a day which is awesome.

