



Fareshare case study
Genesis Energy



May 2024

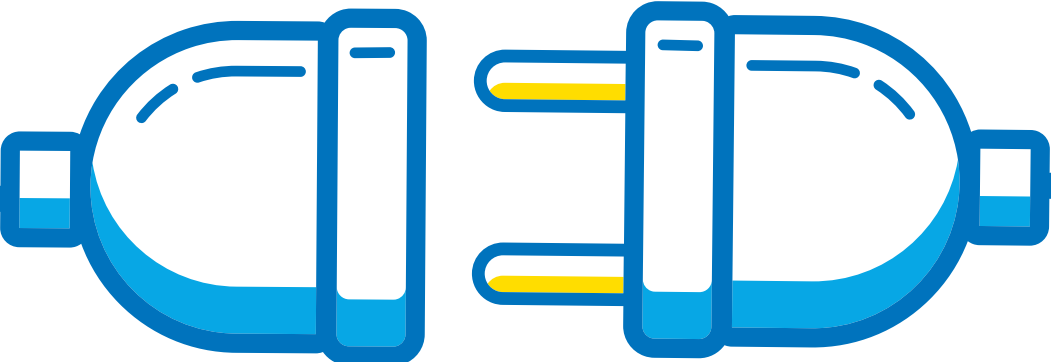


At a glance...



Customer: Genesis Energy

Industry: Electricity generation



Number of head office staff: 500



Challenge 1: A sustainability centered move from a head office with substantial free parking to a new 6 greenstar rated office, with almost no parking.



Solution: Introducing Fareshare, an Auckland Transport developed and managed product in which the employer subsidises the cost of public transport for their staff, incentivising staff to change their daily commute to a public transport mode.

Challenge 2: 67% of staff were using a private vehicle to travel to work and were concerned about how they would travel to and from their new office.





68%

of staff now use public transport or active modes for their work commute.



76%

of surveyed Genesis staff said Fareshare encouraged them to use public transport more frequently.



Genesis staff have travelled

1 million

km's on public transport since starting Fareshare.



Between October 2020 and April 2024, **Genesis staff saved 127 tCO2e** by taking public transport, when compared to a standard sized petrol vehicle.

This would require 27,292 Titoki 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

Genesis Energy is New Zealand's largest Electricity, Natural Gas and Bottled Gas (LPG) retailer, supplying energy to more than 650,000 customer connections across the country. They're on a mission to help move Aotearoa to a low-carbon future, manage their impact on the environment, and the communities they are part of. Genesis are powering a sustainable and thriving Aotearoa!

As a part of their mission, in 2020, Genesis was planning a move from an office with 205 free car parks into a brand new 6 greenstar office in Wynyard Quarter with only 18 carparks (for pool cars). The move was very much about sustainability and they were keen to help staff find new, more environmentally friendly ways to travel to work.

Auckland Transport's Fareshare product was the ideal solution to help Genesis staff transition to more sustainable transport modes. Genesis have found that having Fareshare as an employee benefit has high engagement from their team and means that they continue to use sustainable modes in their everyday commute.

Before moving offices and starting their Fareshare journey, 67% of Genesis staff travelled to work via congestion and carbon contributing trips (petrol or diesel car, motorbike or moped, uber or taxi).

Genesis and their Fareshare journey

Genesis have been a Fareshare customer since October 2020, coinciding with the move to their new office.

Prior to the office move, Genesis engaged in AT's Travelwise Programme. The Travelwise team helped to educate staff on public transport options that would get them to their newly located offices as well as offering staff the opportunity to 'Give it a Go' for free with a bus and train travel trial.

With a high uptake and interest from 'Give it a Go', Genesis started Fareshare as a 6-month trial which was then extended as a permanent employee benefit and sustainability contributor. Genesis agreed to the 25% subsidy for travel taken between Monday – Friday. In February 2023 they increased this to a 50% subsidy. You can choose to subsidise 25%, 50% or 75% of AT travel from either Monday to Friday or Monday to Sunday.

Uptake and cost

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



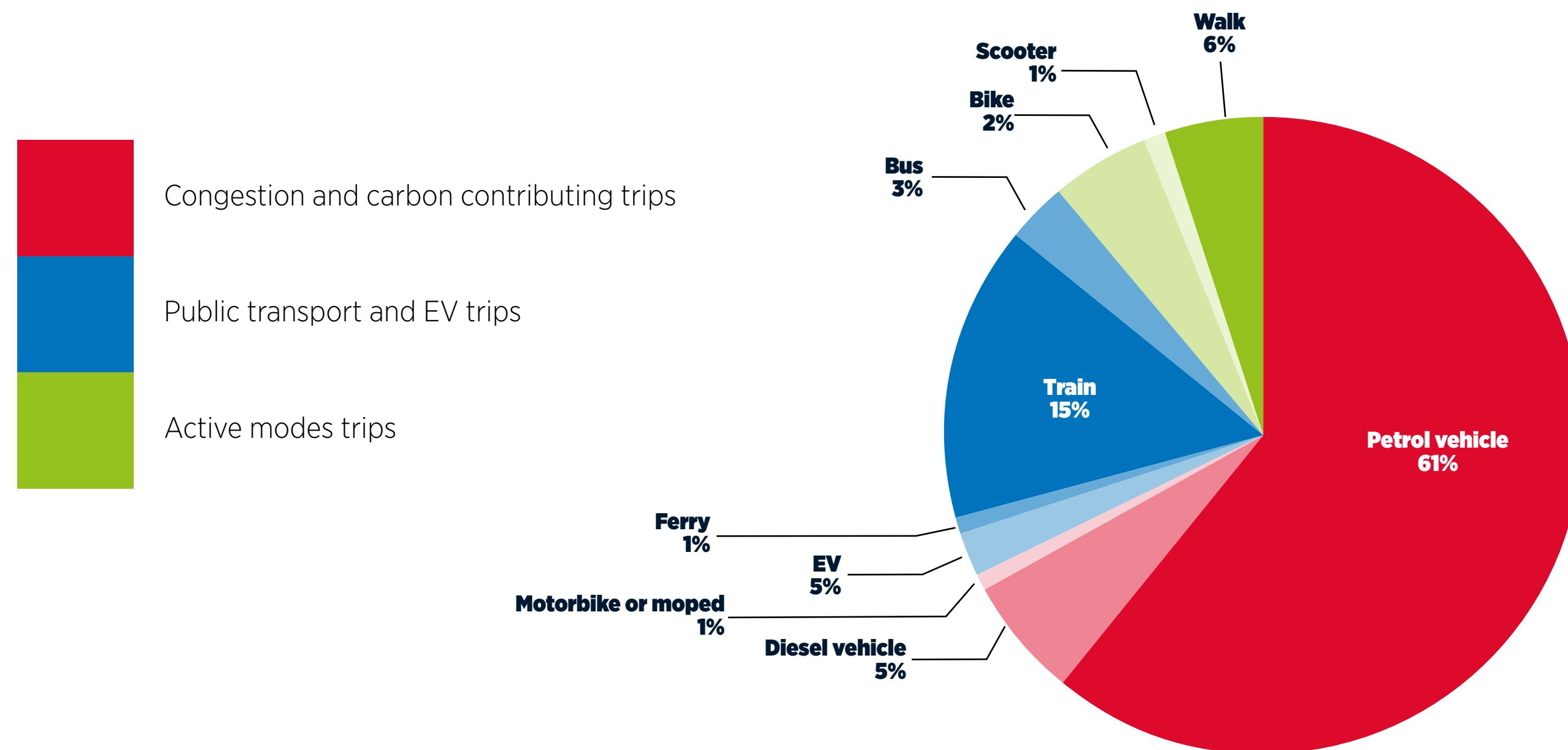
Results

Over the last 3.5 years, Genesis staff have contributed **114,500 boardings** to the total patronage numbers and have travelled over one million kilometers using AT's bus, train and ferry network.

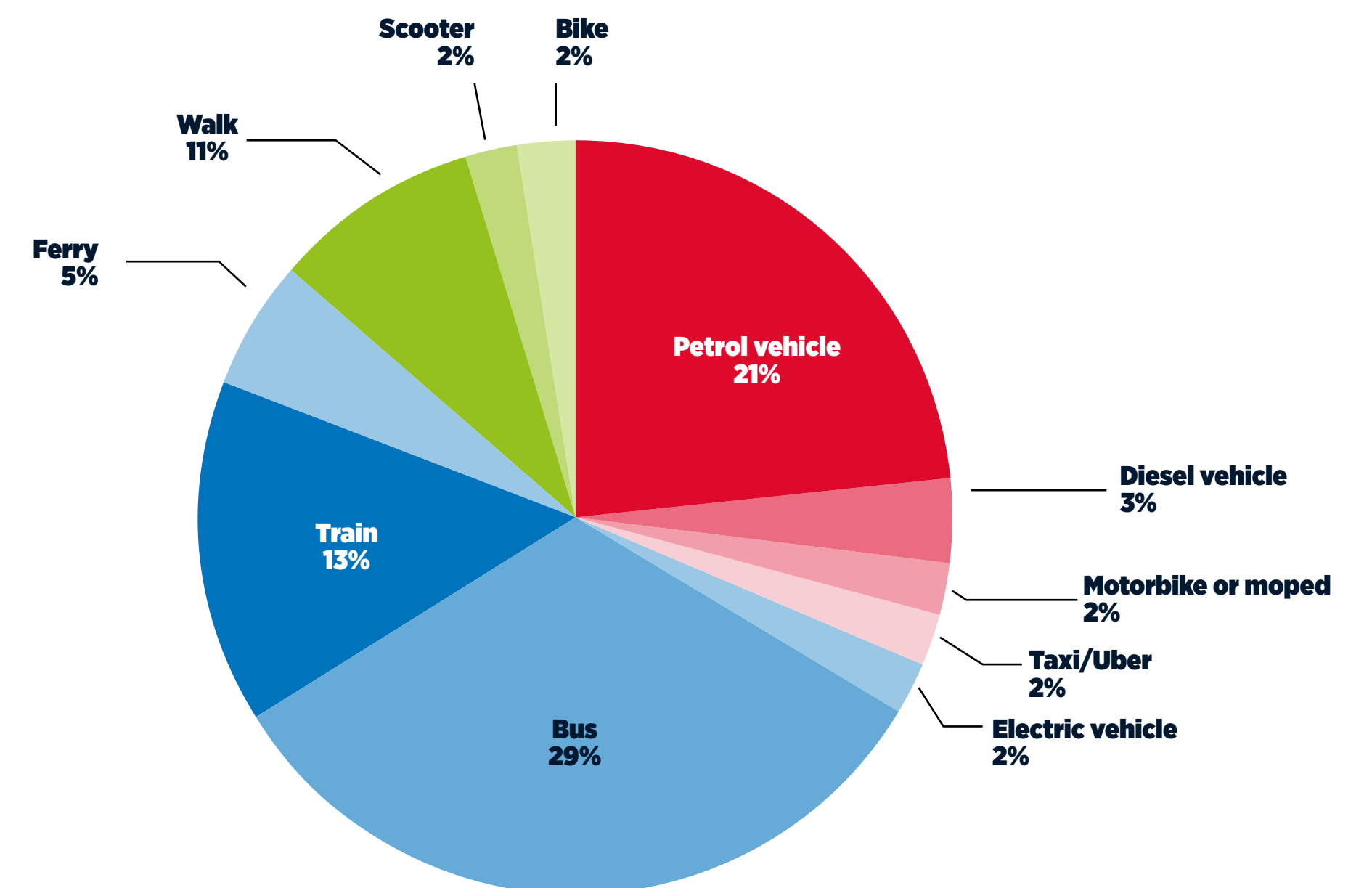
Between October 2020 and April 2024, Genesis staff saved 127 tCO₂e by taking public transport, when compared to a standard sized petrol vehicle. This would require 27,292 Titoki trees (New Zealand Oak) to be planted to remove and store the same amount of carbon from our atmosphere over the course of one year.

After the Genesis office move in 2020, 71% of trips were either by public transport, EV or active modes. Compared to their previous trips of only 33%.

Before move

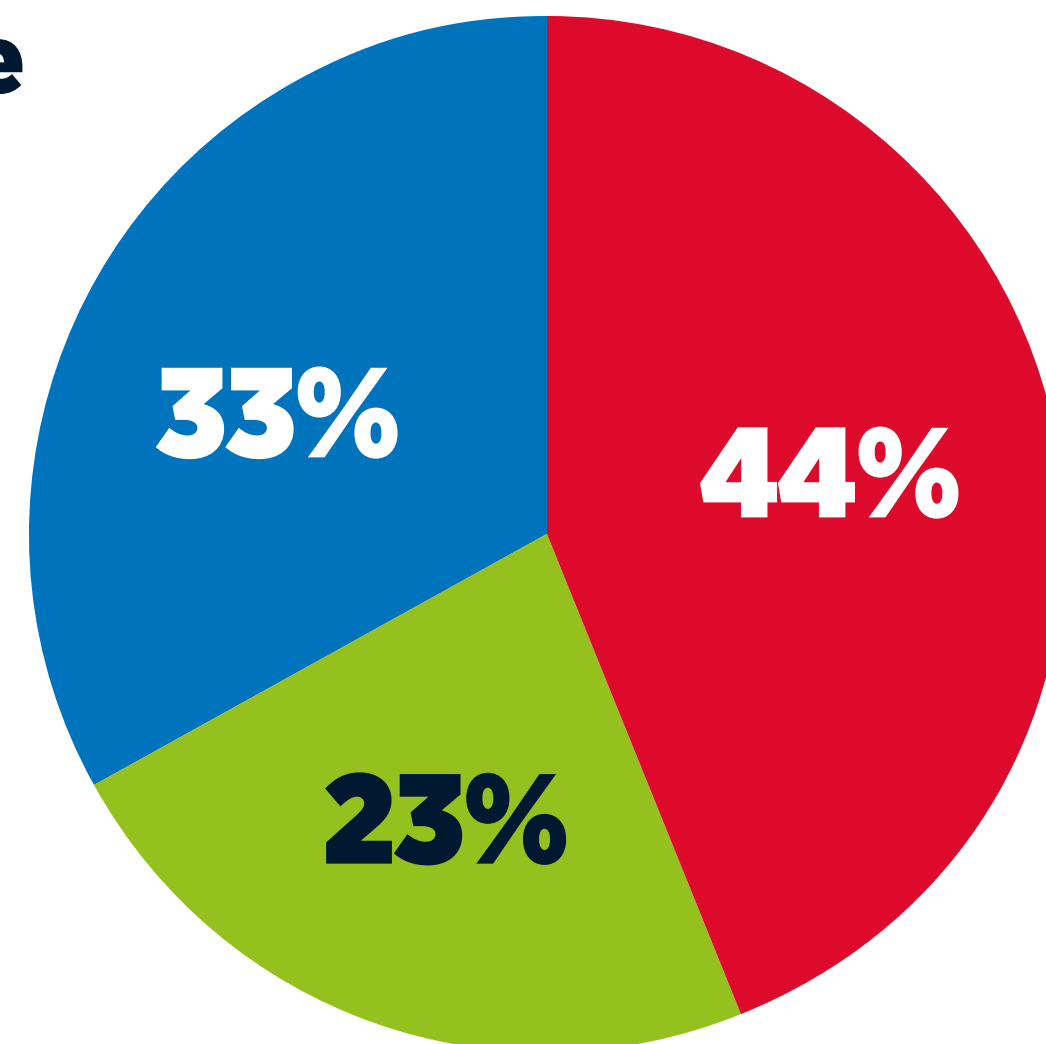


After move

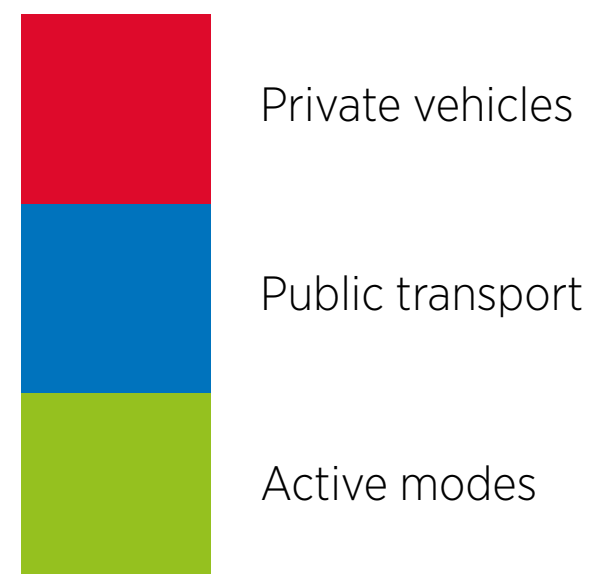
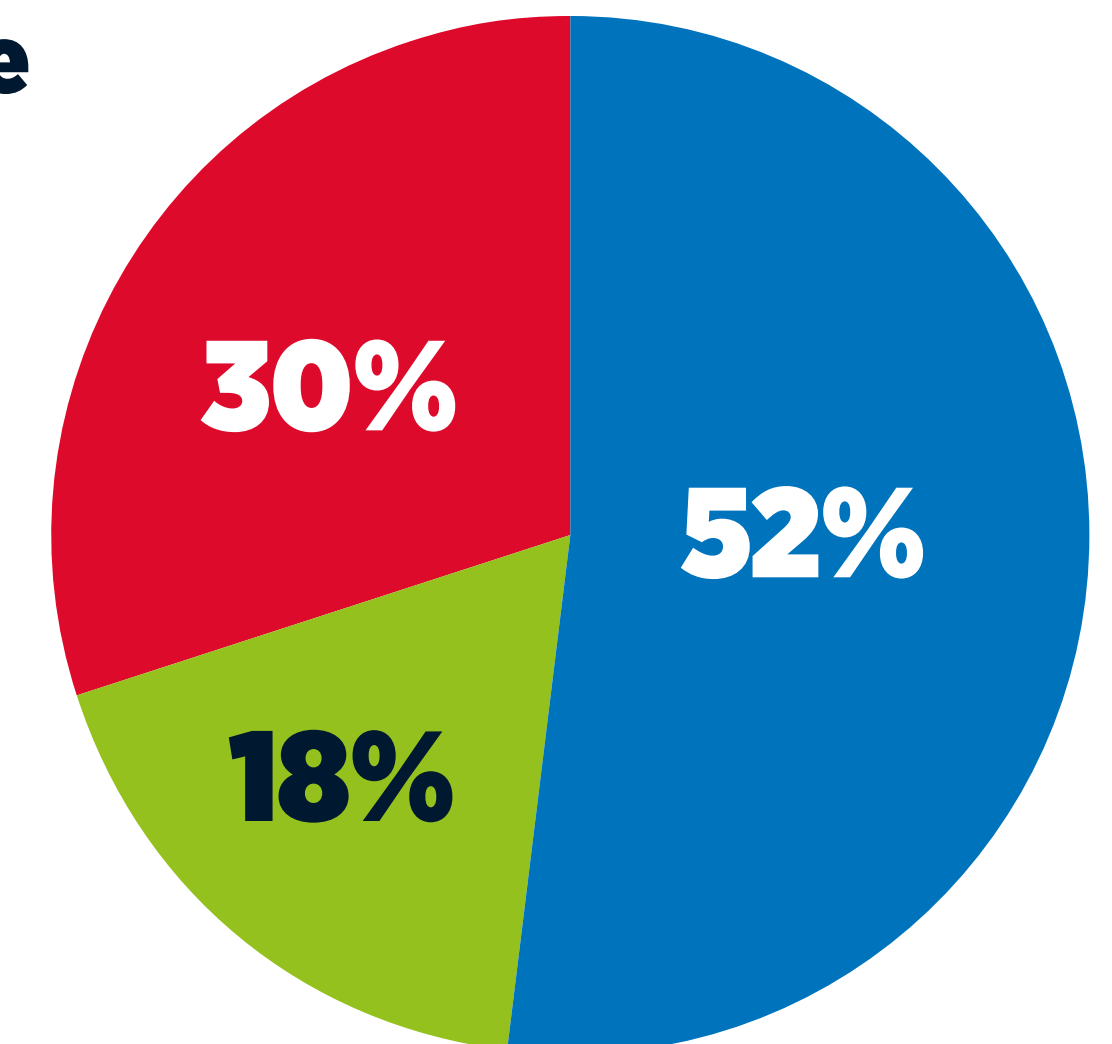


When surveyed in 2022 and 2023, majority of staff continued to use sustainable modes to travel to work. 56% of staff used public transport or active modes for their travel to work on the day of the survey in 2022 compared to 70% in 2023.

**2022 Genesis mode share
(day of survey)**



**2023 Genesis mode share
(day of survey)**



Carbon emissions data

- The car emissions factor used is a weighted average based on a single occupancy standard sized motor vehicle.
- 5% of Genesis 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 April 2024.



Genesis Q&A

How did Fareshare help your move from Greenlane to Wynyard Quarter?

Having the historic carparks was such a big issue. We had so many carparks available in Greenlane so we had to help staff get to the new Viaduct location without using their car and it was either active or public transport modes. I think we've got such a good public transport network (when it works well!) and it's an accessible office location to get staff on public transport. Fareshare helps to start getting staff to investigate using public transport.

Now in 2024, how is it going with moving from 205 parks to only 18 parks (that are only for pool cars)?

We have no personal carparks in our new Wynyard office. The 18 carparks available in our new building are all for pool cars, and we've stuck to that. We've got two carparks where staff with EV's can come and charge it for half a day but it's really emphasised that public transport is the way to get in.

Does Genesis have plans to stay with Fareshare long term, or is it being used only to ease the office move transition?

I think it's a long-term decision. We've been in the new office for coming up to four years and any other benefits that we had given to staff for moving offices has ended by now. We've decided to keep Fareshare going and even put more into it, going from 25% to 50% subsidy. It's been well received by staff and any new starters appreciate the subsidy as well.

What's staff engagement been like?

Really good! It's become a culture for us to take public transport. This engagement has been reinforced when we transitioned all our subsidy enrolled staff onto the new FareShare platform, with everyone keen to ensure they were onboarded and kept the subsidy for their commute.

How did you manage making it fair for staff outside of Auckland?

It was easy because we communicated it as part of the moving office arrangement. However, inspired by our partnership with Auckland Transport we have since approached BEE card and have rolled it out to the Waikato region, meaning a public transport subsidy covers majority of our staff. The Waikato had only done this with one other business before with pre-set concessions. Our Christchurch team is very small, and they get carparks so it's so not so much of a focus for us there at this stage. But now we have the subsidy throughout the whole North Island which is great.

