



## Employer Profile

# Recruiting and Retaining Hundreds of Employees with the Help of Commuter Benefits



Pictured to the Right:  
Mike Fine, President of  
Holly Poultry (left) and  
Zachary Fine, CEO of  
Holly Poultry (right) at  
the opening of their  
Baltimore plant in 2017.

"The CharmPass  
benefit  
strengthens  
recruitment  
by allowing us  
to hire from a  
wider range of  
neighborhoods  
accessible by  
MTA routes"

-Erin McGinnis

HR Director, Holly Poultry

## HOLLY POULTRY: MAKING COMMUTING EASIER FOR EMPLOYEES

Holly Poultry, a poultry processing and distribution company located in Baltimore, employs almost 500 people, most of whom work on-site. While the facility is conveniently located near a bus stop, the cost of transportation can be a challenge for employees commuting to this major employer.

Continue reading to learn how Holly Poultry addressed this challenge and made its workplace more commuter-friendly. By providing direct assistance with transit costs and partnering with Commuter Choice Maryland, the company ensures employees are informed about their options and resources. As an added bonus, Holly Poultry leverages the Maryland Commuter Tax Credit to offset its annual tax bill.



## PROVIDING A BENEFIT ANYONE CAN USE

Holly Poultry has offered bus passes to employees for years - dating back to the days of paper tickets. Today, the process is more seamless: employees receive a free monthly bus pass through the Maryland Transit Administration's mobile ticketing platform, CharmPass.

Human Resources Director, Erin McGinnis, explained that promoting alternatives to driving alone begins during employee orientation, where the CharmPass benefit is introduced in detail. Erin also works with Commuter Choice Maryland to ensure employees have 24/7 access to information about their commuting options. Details are posted on a communication board in the break room, and informational flyers are distributed regularly. To make enrollment easy, instructions and a QR code linking to the enrollment form are available in the on-site HR office.

For many employees, having transportation costs covered makes the difference between being able to work or not. The benefit has been widely embraced, with well over 100 passes distributed each month. Attendance has become more consistent, and the program has significantly improved retention and recruitment - many applicants cite the free transit benefit as a reason for wanting to work at Holly Poultry. Additionally, the program helps the company manage its limited parking supply.

## IT'S EASY! ADVICE FOR OTHER EMPLOYERS

When asked about the administrative challenges of providing CharmPass and informing employees about transportation options at scale, Erin emphasized how smooth the process has been thanks to support from the Maryland Transit Administration and Commuter Choice Maryland. She praised the CharmPass team for making it easy to add new employees to the program. Holly Poultry also takes advantage of the Maryland Commuter Tax Credit, which thanks to guidance from Commuter Choice Maryland staff has allowed the company to quickly and easily offset transportation-related costs.

For employers considering implementing or expanding a similar program, Erin's advice is simple: it's easier than you think, and help is available. She also highlighted how commuter benefits can boost recruitment and retention while providing a tax credit for the company.

To learn more about Holly Poultry, visit [their website](#). To learn about how to implement commuter benefits like these for your business or community, contact [Commuter Choice Maryland](#) or your local [Rideshare Coordinator](#).