



Employer-sponsored transportation tools

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Employer context: First, establish employer situation through self-assessment, identifying factors that may influence transportation solution design

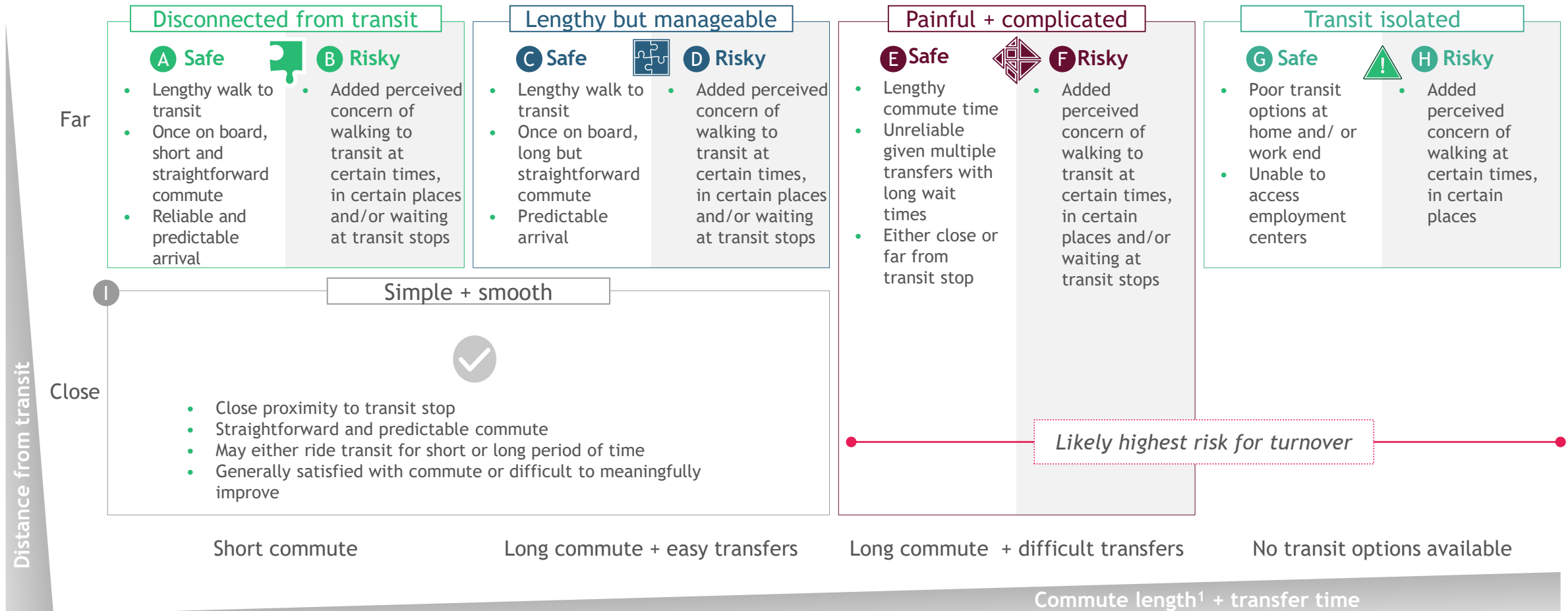
Category	Description	Factor	Implication
Employer location	Employer location in relation to transit	Transit accessible or Transit inaccessible	<ul style="list-style-type: none"> Explore solutions that better connect employees with existing transit Explore options that make transit accessible or non-transit solutions
# of employer locations	# of worksites and worksite spread across the Chicago-area	More locations or Less locations	<ul style="list-style-type: none"> Design solution with multiple end points, optimizing employees to nearest worksite Design solution with one end point
Employee clusters	Concentration of employees in similar starting points given addresses, # of shift schedules	More clustered employees or Less clustered employees	<ul style="list-style-type: none"> Consider pooled/ shuttle solutions which may be more cost effective Consider individual solutions which may be more cost effective
# of nearby employers	# of other employers near worksite	More employers in area or Less employers in area	<ul style="list-style-type: none"> Reach out to nearby employers to pool employees and find synergies Explore company-dedicated program options
Labor environment	Contractual requirements	Labor requirements or No requirements	<ul style="list-style-type: none"> Ensure program design and messaging complies with requirements Design and message program in way best suited to context

Note: Worksite distance from public transit and/or employee location will impact overall cost, particularly for per mile solutions



Employee needs: From there, group employees with similar pain points into nine segments

Employee segments



1: Long commute signifies transit route significantly longer than driving route




Note: Though excluded from segmentation, in select cases there may also be employees with car access but significant parking obstacles



Solution scorecard: Evaluate solutions using scorecard template


Template- fill out with company-specific details

Scoring key


		
Low / Does not meet need	Medium / Somewhat meets need	High / Meets need

Financial assessment

Daily cost / employee


 • Recurring daily roundtrip cost/ employee

Initial investment (\$)

 • One-time, upfront cost

Employees served

% of target employees


 • # of employees served / total target employees

Strategic assessment

Convenience + reliability

Taking into consideration:


- Commute time, number of transfers + stops, walk time
- Ride availability
- Ability to control/ schedule pickup + track route



Flexibility

Taking into consideration:


- Ability to alter pick-up time, location + notice needed to change route
- Ease of setup and any requirements (e.g., smartphone, CC, etc.)



Well-being

Taking into consideration:

- Ability to maintain or enhance safety
- Accessibility and availability of accessible rides




Strategic assessment cont.


Fit with employee needs

For relevant employee segments:

- Fit with segment needs (e.g. reduced walk to transit, commute time, etc.)



Overall assessment

 • Taking into consideration:

- Financial, employees served, and strategic criteria



Cost calculator: Utilize calculator to estimate and evaluate solution cost

Turnover cost calculator estimates:

- **Transportation program cost**
 - Takes into account employer situation (industry, # of employees, avg. distance from work, etc.)
 - Ability to select specific solution or mix of solutions
- **Turnover and absenteeism savings**
 - Ability to adjust employer subsidy amount

Summary:
When an employee can't get to work, it hurts the employee and **costs the company money**. Improving transportation options for employees reduces turnover and absenteeism, and is often in the company's best interest financially.

There are **many different ways that companies can help improve** their employees' commute. This calculator shows the economic impact on the company for several options to help the company evaluate whether supporting transportation for their employees is right for them.

The economic impact of a transportation program

1. Estimating the total cost of a transportation program

a. The estimated cost of a transportation program

How to Use:
All requested inputs are indicated in orange at the top of the sheet. Optional inputs are in faded orange. Please enter your responses in the corresponding blue answer boxes. Calculations use the inputs from the top of the sheet and cannot be modified directly.

Estimated Savings		Annual Turnover Costs due to Transportation Issues		Annual Cost of Transportation Program		For comparison:	
Potential reduced cost due to transportation investment	\$18,336.00	\$119,136.00	-	\$100,800.00	-	Annual cost to take CTA instead of Transportation Solution	\$1,200.00
Unless modified in cell B41, assumes transportation solution is for daily usage.		If employer does not fully cover transportation cost, employees will cover remainder.		Annual Cost per Employee for Transportation Solution		Annual cost of car ownership	
				\$1,008.00		\$12,200.00	

Assumes no transfers

For most accurate results, describe your company below.

How to Use:
All requested inputs are indicated in orange at the top of the sheet. Optional inputs are in faded orange. Please enter your responses in the corresponding blue answer boxes. Calculations use the inputs from the top of the sheet and cannot be modified directly.

Note: This tab assumes up to three transportation solutions are used for the same company. This allows the solution to serve groups of employees with different transportation needs.

Estimated Savings		Total costs		Employees served: 50		Employees served: 25		Employees served: 100	
Potential reduced cost to employer due to transportation investment	-\$19,960.00	\$301,640.00	-	\$120,000.00	-	\$80,000.00	-	\$201,600.00	-
Unless modified in cell B63, assumes transportation solution is for daily usage.		If employer does not fully cover transportation cost, employees will cover remainder.		Annual Cost per Employee for Transportation Solution 1		Annual Cost per Employee of Transportation Solution 2		Annual Cost per Employee of Transportation Solution 3	
				\$1,488.00		\$3,372.80		\$0.00	



Compare and prioritize: Select best solution(s) using score comparison template








Scoring key	
●	Does not meet need
●	Somewhat meets need
●	Meets need

Template- fill out with company-specific details

	End-to-end					First / last-mile			
	Ride-hail door-to-door	Ride-hail corner-to-door	Car share / Vanpool	Public app carpool	Company-facilitated carpool	Dedicated corner-to-door shuttles	Ride-hail to transit @ home	Shuttle to transit @ home	Shuttle to transit @ employer
Overall fit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial	<input type="radio"/> \$ / day/ employee	<input type="radio"/> \$ / day/ employee	<input type="radio"/> \$ / day/ employee	<input type="radio"/> \$ / day/ employee	<input type="radio"/> \$ / day/ employee	<input type="radio"/> \$ / day/ employee	<input type="radio"/> \$ / day/ employee	<input type="radio"/> \$ / day/ employee	<input type="radio"/> \$ / day/ employee
Employees served	<input type="radio"/> % of employees served	<input type="radio"/> % of employees served	<input type="radio"/> % of employees served	<input type="radio"/> % of employees served	<input type="radio"/> % of employees served	<input type="radio"/> % of employees served	<input type="radio"/> % of employees served	<input type="radio"/> % of employees served	<input type="radio"/> % of employees served
Strategic									
<i>Convenience + reliability</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Flexibility</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Well being</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Provider scorecard: Then, select provider using provider assessment

Scoring key	Template- fill out with company-specific details			
 Provider best meets criteria	Criteria	Provider 1	Provider 2	Rationale
	Strategic assessment			
	Employee needs <i>e.g. flexibility, accessibility, ride tracking, guaranteed spot</i>			
	Employer needs <i>e.g. willingness to meet contractual terms, history of partnering with employers</i>			
	Chicago-area expertise <i>e.g. coverage in relevant areas and times and history in Chicago-area</i>			
	Financial assessment			
	Overall assessment			



Implementation Roadmap: Six key steps in order to stand up program



Decide scope

- Determine:
 - Pilot or full rollout
 - **Time scope** (ongoing or limited)
 - **Start date**
 - **Geographic limitations**
- Estimate **how many employees** will be covered

Gain internal approval

- **Identify key stakeholders** and obtain approval
- Follow through on needed steps to **release funding**
- Follow through on required **legal** steps
- Develop **internal communication** to employees

Establish providers

- **Establish agreements with providers**, e.g. guaranteed coverage areas/times, discounts, reservations, etc.
- Determine any **upfront cost**
 - If needed, obtain approval from stakeholders

Educate and enroll employees

- Determine how employees will **enroll**
- **Communicate internally to employees** about the program, set expectations, and provide information for enrollment

Roll out solution

- Begin serving employees
- If applicable, consider **external communication** (i.e. public awareness of social good, use as recruiting tool, etc.)

Measure solution impact

- **Track key metrics** to determine long-term impact of solution
- **Adjust / refine** as necessary

Details on next slide



Deep dive:

Measure solution impact

Potential metrics for solution impact:

- Employee attrition rates
- Absenteeism
- Employee-reported satisfaction with commute
- Employee-reported job satisfaction

Potential ways to demonstrate impact:

- The same metrics *before* the solution was implemented
- The same metrics for employees who are *not* enrolled in the program