

# Commuter Benefits Program.

## How commuter benefits can improve your workplace.



**W**e've all seen it in our companies – employees stressed out and often late arriving to work after being stuck in traffic. It can seem like they have already put in a day's work before they even arrive! Atlantans waste an astounding 60 hours stuck in traffic each year<sup>1</sup> and spend more on gas than anyone else in the country<sup>2</sup>. The increasing congestion and commuting costs can have a significant effect on your business in terms of morale, productivity, workforce access, and recruitment. There is a simple solution: providing commuter benefits.

Midtown Transportation Solutions (MTS) works with Midtown area companies to help them develop customized commuter benefits programs specifically tailored to their employees' needs. The best part: these programs are easy to implement and cost very little.

### What are commuter benefits?

The most common commuter benefits include the following:

- Transit and vanpool subsidies
- Discounted vanpool and carpool parking
- Teleworking & alternative work scheduling program
- Bicycling and walk commute assistance
- Rideshare matching

Many employers across the country and in Midtown have already implemented commuter programs for their employees, and report great success. Not only have they gained an edge in recruiting and retaining quality employees, they have increased productivity and saved money. Here in Midtown, Woodruff Arts Center's award-winning commuter benefits program has resulted in saving the organization and its employees thousands of dollars each year by decreasing the number of employees driving solo to work. When WAC added a subsidized transit component to its commuter benefits

program, 140 employees took advantage of the offer and stopped driving alone to work, which also freed up more spaces in its parking deck for visitors.

### Employees are your company's greatest assets

Employees love to work at a company that cares about their commute. A growing number of companies are responding by providing these benefits. Providing commuter benefits affords your company the opportunity to distinguish itself from other employers and appear more attractive to potential job candidates.

## COMMUTING IN ATLANTA

Average one-way commute distance: 19.7 miles

Average one-way travel time: 35.9 minutes

Source: Commuter survey, 2007, Center for Transportation and the Environment/GDOT.

### Do commuter benefits work?

Yes! When companies provide commuter benefits, employees use them. Use of commute alternatives is four times higher for organizations that offer commuter assistance versus companies that provide no commuter assistance. Perkins+Will, a mid-sized Midtown architectural firm, has also seen great success. Approximately 38 percent of Perkins+Will's employees choose an alternative to driving alone to work thanks to the company's strong commuter benefits program. And those taking alternative commutes report reduced stress at work and a higher level of productivity, which they attribute to time saved and a hassle-free commute.

### Get with the program

Review the guides in this packet to find commuter benefits that work best for your company. MTS will help you in every phase of your program rollout, from the creation of company policies to attracting regional and national press if desired. Find the combination of programs that fits your company's needs and contact MTS today to get started.

<sup>1</sup>Source: Texas Transportation Institute, Urban Mobility Report 2007, <sup>2</sup>Source: Sperling's Best Places, "Pain at the Pump," May 2006