



Introduction

Perimeter Connects conducted an employee commuter analysis for [Company] in Summer 2026 to better understand employee commuting patterns, evaluate transportation options among the workforce, and provide recommendations for improving employee support. This commuter analysis examines where employees live, how they travel to work, and the availability of sustainable transportation options such as transit, carpooling, vanpooling, biking, and walking. The purpose of the analysis is to assist [Company] in making informed decisions related to workplace accessibility, transportation demand management (TDM), and sustainability initiatives.

[Company] employees are traveling to 2 offices in the metro Atlanta area. One in Perimeter, where the office is located at [Address #1] and has 27 employees. The office is within a 20-minute walk distance of the Sandy Springs and Dunwoody MARTA Stations, providing employees with direct access to the region's rail transit network and is served by a private shuttle to the Terraces office building as well as several bus routes in the area. The second office is located at [address #2] with 20 employees. This office is transit accessible via Midtown MARTA Station as well as several bus routes.

The following analysis assesses the transportation options for [Company] employees and identifies recommendations for employee commute support.



Analysis

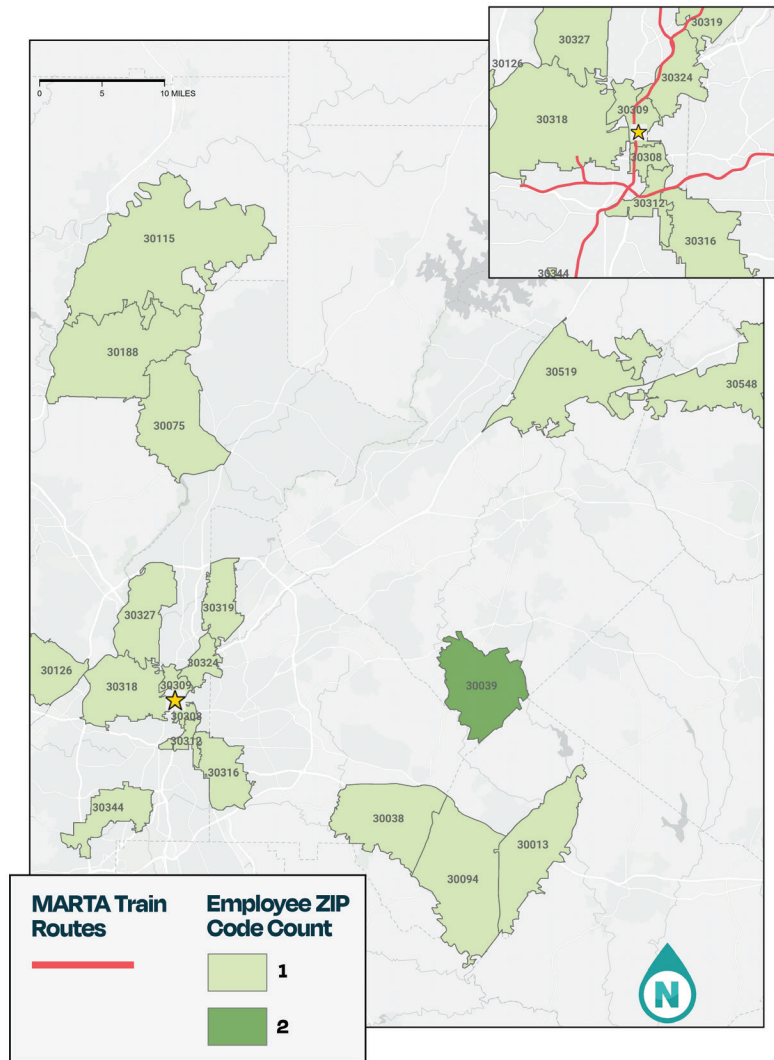
The dataset provided by [Company] included employee home ZIP codes and which office they commute to. Using this information, estimates for commute time and distance were calculated using Google Maps and Microsoft Excel. The data was converted into a CSV and uploaded into ArcGIS pro to visualize commute mode options. MARTA transit routes were then added to each map as an overlay. Based on these inputs, viable sustainable commuting options were identified for each commuter (e.g., carpool/vanpool, public transit, or walking/biking) based on the following criteria.

- If a commute was within 4 miles of the office location, biking was determined as a viable mode.
- If a commute was within an hour and included less than 15 minutes of walking time via transit, then transit was determined as a viable mode.
- If a home location was within the same zip code as another employee going to the same work location, then carpool/vanpool was determined as a viable mode.

Based on the initial home location mapping, the analysis for the Perimeter office found that 7% of employees are within a distance conducive to biking, 7% are within a viable range for public transit, and 44% of employees are within viable range to justify carpool or vanpool.

For the [address #2] office, the analysis found that 5% of employees are within a distance conducive to biking, 35% are within a viable range for public transit, and 10% were eligible for carpool/vanpool.

Address #1 Employee Density Map



The map above illustrates the residential ZIP codes of employees based on the survey data provided. Color gradation is used to represent the number of employees residing in each ZIP code, with darker shades of green indicating a higher concentration of employees. ZIP codes with two or more employees are highlighted as potential opportunities for carpooling, as multiple employees reside within the same area.

Address #1 is accessible via the Red Line to Sandy Springs and/or Dunwoody stations and there is a private shuttle to the office building as well as four bus routes that service the area:

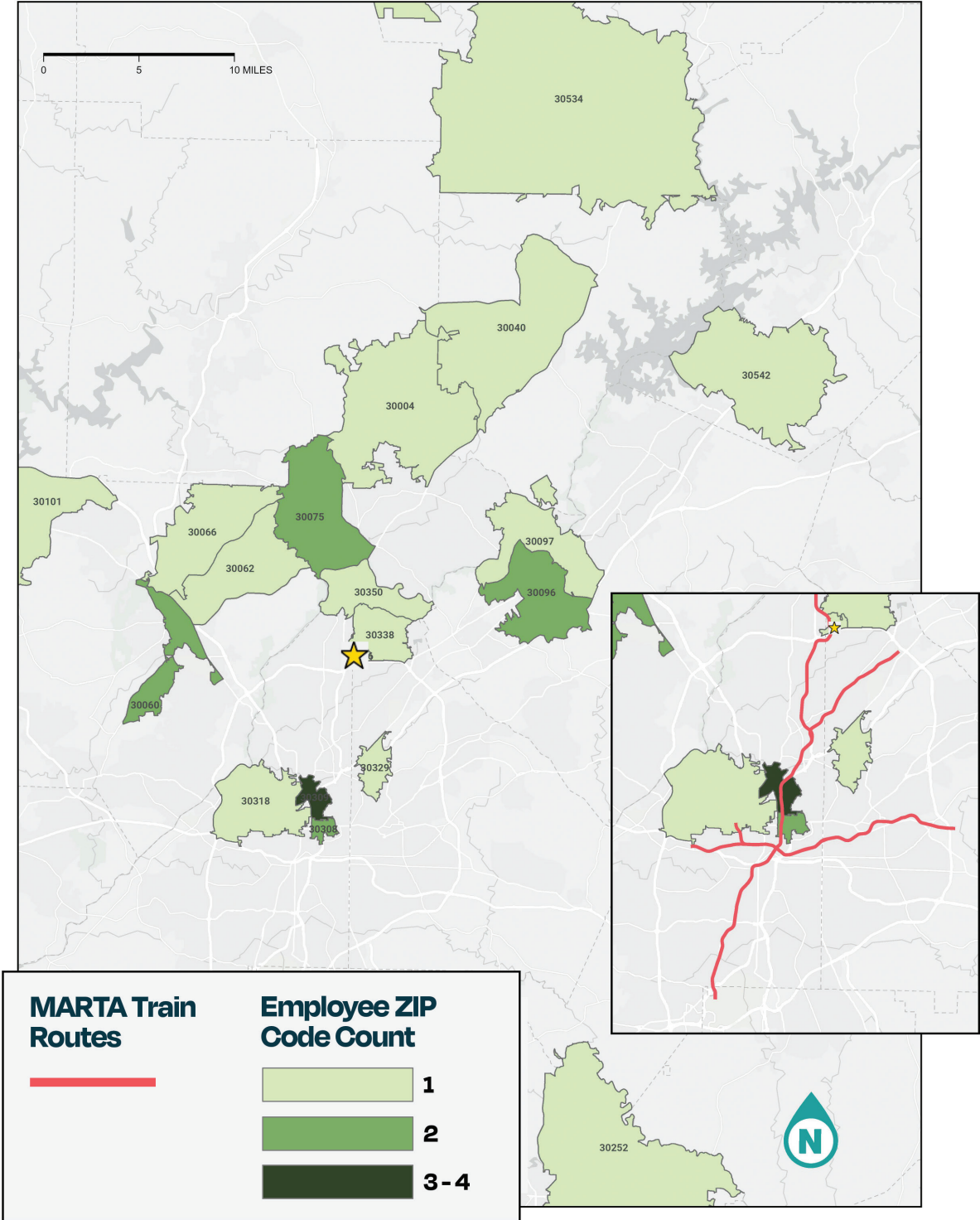
Route 5: 20-minute frequency. Serves Dunwoody Station, Sandy Springs and Piedmont Road to Lindbergh Center.

Route 48: 60-minute frequency. Serves Dunwoody Station, Ashford Dunwoody Road, Johnson Ferry Road, Chamblee Station, Clairmont Road, and the I-85 Access Road near Plymouth Colony.

Route 87: 30-minute frequency. Serves Dunwoody Station, Medical Center Station, Sandy Springs, Roswell Road, North Springs Station.

Route 88: 60-minute frequency. Serves Dunwoody Station, Perimeter Center, Dunwoody Village, Doraville Station.

Address #2 Employee Density Map



The map above illustrates the residential ZIP codes of employees based on the data provided. Color gradation is used to represent the number of employees residing in each ZIP code, with darker shades of green indicating a higher concentration of employees.

One of the ZIP codes has two or more employees and is highlighted as a potential opportunity for carpooling. As specified above, **35% of employees can feasibly take transit to get to work** as seen on the map.

Recommendations

As a result of the analysis, the following recommendations would best support the identified commuting patterns the current [Company] workforce.

Transit Pass Program

Considering that employees traveling to both the [Company] office locations have access to transit and [Company] already has a pre-tax benefit for transit passes, the company should consider starting a transit pass program. The Perimeter Connects TMA runs a transit pass program that is free to employers in the area and gives employees at participating employers access to unlimited monthly MARTA passes at a 20% discount, reducing the monthly cost from \$95 to \$76 per month. Employees at [Company] would also be able to use their pre-tax benefit to cover the amount. The program is administered through Perimeter Connects to serve businesses in the Perimeter area like [Company]. Enrolling in the program requires a short onboarding process and about 1 hour of administrative time per month.

More information is available at perimeterconnects.com/transit-pass-program



Promotion of the Georgia Commute Options Platform

The Georgia Commute Options Platform offers a variety of commuter support that would benefit [Company] employees. There is matching tool within the platform that employees can use to find potential carpool partners. Employees using clean commute options (transit, biking, walking, working from home, carpool/vanpool) can log their commutes for points to earn prizes and specialized benefits including monthly raffle drawings for gift cards & experiences around ATL, coupons/discounts through CommutePerks, and access to Guaranteed Ride Home which provides rideshare credit in case of an emergency. In addition, employees within the Perimeter district are eligible for additional rewards, and employers have the option to layer on even more incentives.

Formalization of a Carpool Program

Due to the high percentage of employees living near one another, it is recommended that [Company] consider a formal carpool program to support employee commutes. This program could consist of a variety of incentives and resources that encourage

employees to share the ride to work such as gas cards for drivers or prizes for employees commuting together. The Perimeter Connects team can set up this type of program through the already established Georgia Commute Options Platform.