

RELOCATION COMMUTE CONSULTING RECENT HIGHLIGHTS



PERIMETER
CONNECTS

The market that comes with your own commute consultants – before you even move in. Perimeter Connects can be a powerful resource for addressing parking, improving recruitment and retention, building competitive benefits, and integrating innovative workplace design. As a program Perimeter Community Improvement Districts, the Perimeter Connects team is available to work with you at no cost, helping position you for success with your new space or expanding workforce.



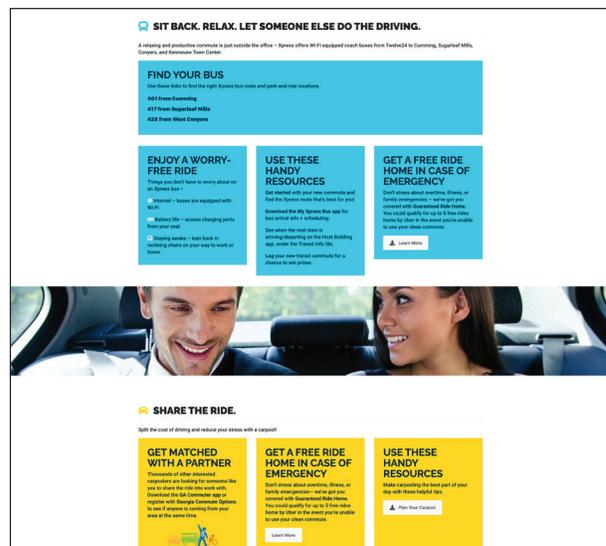
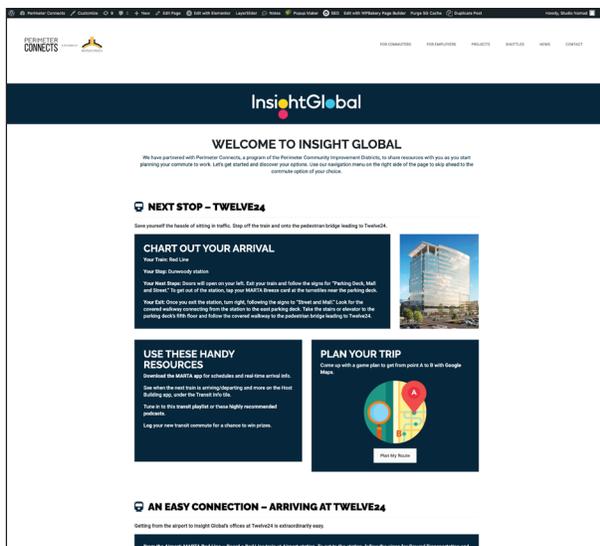
A search for more space and better transit access led Insight Global to plant their flag in Central Perimeter with their Dunwoody HQ. To ensure they were making the most of this new investment, they partnered with Perimeter Connects to understand the needs of their employees and develop programs that connected their workforce with the amenities that brought them to the Central Perimeter submarket.

PERIMETER CONNECTS SERVICES:

- Pre-move workforce commute survey and analysis to determine pain-points and opportunities in current and future commutes
- Custom “Welcome to Transit” guide for employees
- Bespoke Insight Global commute webpage, with details on accessing the new office by train, bus, car, or foot
- In partnership with Twelve24, Perimeter Connects offered a workforce “Try Transit” campaign, distributing more than 270 free 10-trip transit passes to Insight Global employees in advance of move-in

RESULTS:

- Perimeter Connects supported Insight Global leadership in developing proactive relocation messaging, as well as a clear benefit structure for their many intown employees (35% of employees lived close to transit, and 67% were interested to try transit as a commute option)
- 100% of employees interested in transit received a transit pass through their “Try Transit” campaign
- 196 employees have accessed resources via the Insight Global commute webpage



OneTrust relocated from Midtown to Perimeter to maintain transit access but expand their recruiting potential to a broader age range. Supporting the growth and development of their workforce and being able to continue to recruit more entry-level talent made transit access critical.

PERIMETER CONNECTS SERVICES:

- Anonymized mapping of OneTrust's existing workforce against a travel time analysis to identify employees likely to experience meaningful negative impacts due to the relocation and quantify the overall impact on travel times and access for current workforce
- Commuter benefits benchmarking against comparable tech companies in metro Atlanta
- Comprehensive, data-driven commuter program and policy recommendations

RESULTS:

- Mapping and analysis were used to support internal retention strategies during relocation.
- HR leadership used the data to secure buy-in for a 100% subsidy for transit - matching that provided by NCR, VMware, Salesforce, Mailchimp, and other comparable tech companies in the region and helping them showcase accessible for employees facing a longer commute from intown locations.
- Implementation of competitive transit benefits allowed OneTrust to support higher office densities without running into typical parking pinches associated with their high-density floorplans.

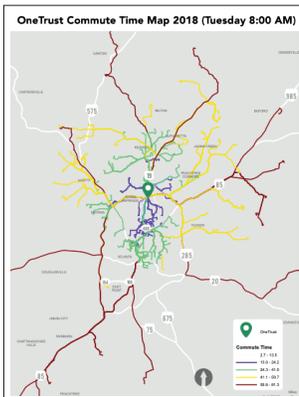
Perimeter Connects began working with WestRock early in their relocation from Norcross to Sandy Springs. With a major deciding factor for their move to Central Perimeter being access to improved commutes, their partnership with PC helped position them to make the most of local transportation amenities.

PERIMETER CONNECTS SERVICES:

- Tailored communications plan for WestRock focused on best options for arriving at new office
- Customized one-on-one route planning for employees
- Transit information and free 20-trip passes to those with a competitive transit option
- Conducted carpool mapping and analysis

RESULTS:

- Communications plan helped reach more than 800 employees with critical commute information prior to move, and emphasized the greater accessibility of their new headquarters location.
- Provided customized one-on-one commute planning for more than 240 employees
- More than 70 employees received free transit passes to help support a new, optimized commute
- More than 85 carpoolers were matched, with 13 carpool receiving incentives for new commutes



BEST PRACTICE CASE STUDIES		PERIMETER CONNECTS
BEST PRACTICE: MERCEDES-BENZ USA (USA) Remote Work Policy 100 employees 100% of employees	BEST PRACTICE: worldpay Employees have access to \$2000 in cash bonus for taking your car home Employees get bonus when parking at home	Mercedes-Benz 12.5% low density parking and walking space
BEST PRACTICE: ONETRUST INC Free unlimited transit pass available to all staff	BEST PRACTICE: vmware airwatch VMware helps with their migration and data protection	OneTrust Program offers company growth without new parking
BEST PRACTICE: STATEFARM Designated carpooling spots	BEST PRACTICE: State Farm State Farm has ability to support with location, communications, and HR	State Farm Specialized Park Connects tool across multiple programs

Your new office comes with a new commute!
We can help you navigate with a customized commute plan.

[Get your free plan](#) press Enter

Individualized commute planning map:

