

# GAME CHANGING COMMUTE STRATEGIES

Companies across the metro Atlanta area use these commuter programs to boost recruitment and retention and manage their overhead. The following strategies highlight noteworthy examples and best practices of programs implemented by large employers. Use these as thought starters for a commute strategy at your workplace.



## TELEWORK

**BEST PRACTICE: MERCEDES-BENZ USA (US HQ)**

The concept of working from home or another location on a full-time or part-time basis is a key workplace strategy for business continuity. Increase employee morale, recruitment, and retention by focusing on performance over presence.

Formal Policy	1 day per week	500 employees (50%+) enrolled	12.5% less demand for parking and roadway space
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**OTHER EXAMPLES:** Bank of America, Home Depot, MailChimp, Rubicon Global



## PARKING CASH OUT

**BEST PRACTICE: WORLDPAY (US HQ)**



Motivate your employees to not drive alone to work by offering cash in exchange for their parking spot.

Employees have option to opt out of parking	\$125/mo in cash bonus for turning down parking	Employees get limited visitor parking as back-up	Each participant saves Worldpay money
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**OTHER EXAMPLES:** Carter's, OneTrust, Homrich Berg, SalesLoft



## TRANSIT PASS DISCOUNT

**BEST PRACTICE: ONETRUST (HQ)**



Make taking transit even more appealing and convenient by offering discounted or subsidized transit passes. Sweeten the deal with a pre-tax purchase option through payroll deductions to save your employees even more money.

Free unlimited MARTA passes available to all staff	100% discount	Featured benefit for recruiting	Program offsets company growth without new parking
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**OTHER EXAMPLES:** VMware, Northside Hospital, Salesforce, NCR, Mailchimp, SalesLoft



## RIDESHARING

**BEST PRACTICE: VMWARE**



Ridesharing is an important commute strategy for employees not supported by transit. Whether it's carpooling with a co-worker or joining a vanpool, sharing the ride to work can help employees save valuable time and money.

VMware leases vans from Enterprise Rideshare	Employees pay \$50/mo to ride	Part of commuter program that moves over 30% of employees without driving	Program aimed at offering options to more employees
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Ready to collaborate on a commute strategy that is tailored to your company's needs? Let's chat: [anna@perimeterconnects.com](mailto:anna@perimeterconnects.com)