

eBook

How to Build a Data-Driven Commuter Program in 8 Steps

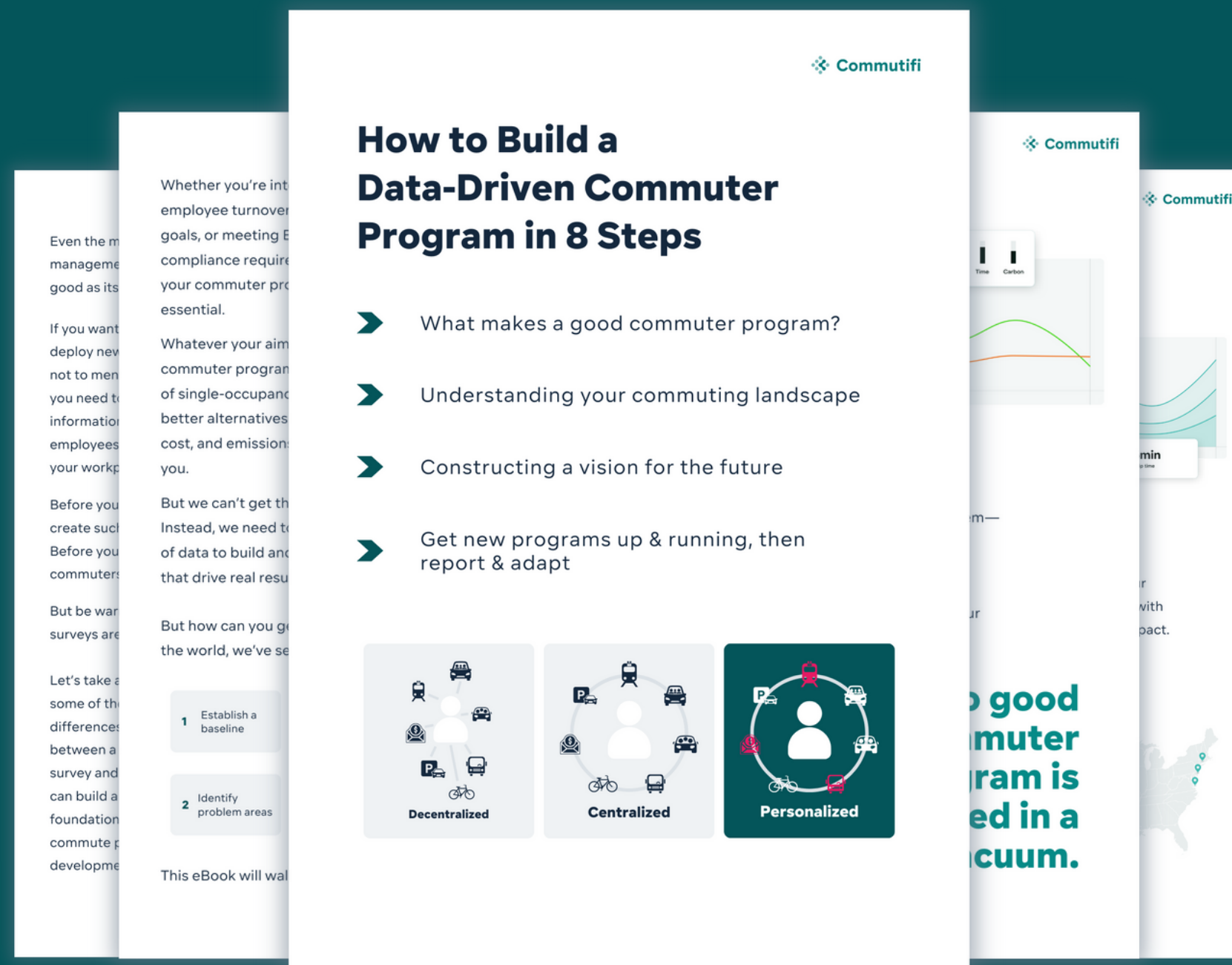


Table of contents

- Introduction: What makes a good commuter program?
- Phase 1: Understanding your commuting landscape
- Phase 2: Constructing a vision for the future
- Phase 3: Get new programs up & running, then report & adapt
- Talk to a Commute Expert

Introduction

What makes a good commuter program?

Whether you're interested in reducing employee turnover, hitting sustainability goals, or meeting ESG and/or compliance requirements, improving your commuter programming is essential.

Whatever your aim, the core of any good commuter program is to get people out of single-occupancy vehicles and into better alternatives that reduce time, cost, and emissions for them and for you.

But we can't get there with guesswork. Instead, we need to harness the power of data to build and iterate on programs that drive real results.

Successful commuter programs are:

- 1** Designed from reliable, up-to-date, and centralized data
- 2** Different for every employer (and often also vary across locations or even individuals).
- 3** Valued across the organization as a means to achieving a variety of goals
- 4** Regularly assessed and adjusted based on ongoing program analysis and modeling

But how can you get there? After years of working with employers around the world, we've seen that success comes in the form of eight key steps.

1 Establish a baseline

3 Collaborate to identify solutions

5 Launch new programs with the help of tech

8 Iterate and improve

2 Identify problem areas

4 Model new programs

6 Track success with a central platform

7 Report progress to build buy-in

This eBook will walk you through the process, every step of the way.

Phase 1: Understanding Your Commuting Landscape

1. Establish a Baseline



Even the most powerful commute management platform is only as good as its data.

If you want to build, model, and deploy new commute programs—not to mention track their success—you need to gather quality information about how your employees are getting to and from your workplace.

Before you plot a road map, you've got to know where you are. And to create such a baseline, you'll have to go to the source: your commuters. Before you do anything else, launch a survey to understand your commuters and their habits.

**Building a powerful
commute program
starts with
surveying the
source:
your commuters.**

But be warned: Not all surveys are created equal. Let's take a look at some of the key differences between a standard survey and one that can build a strong foundation for your commute program development:

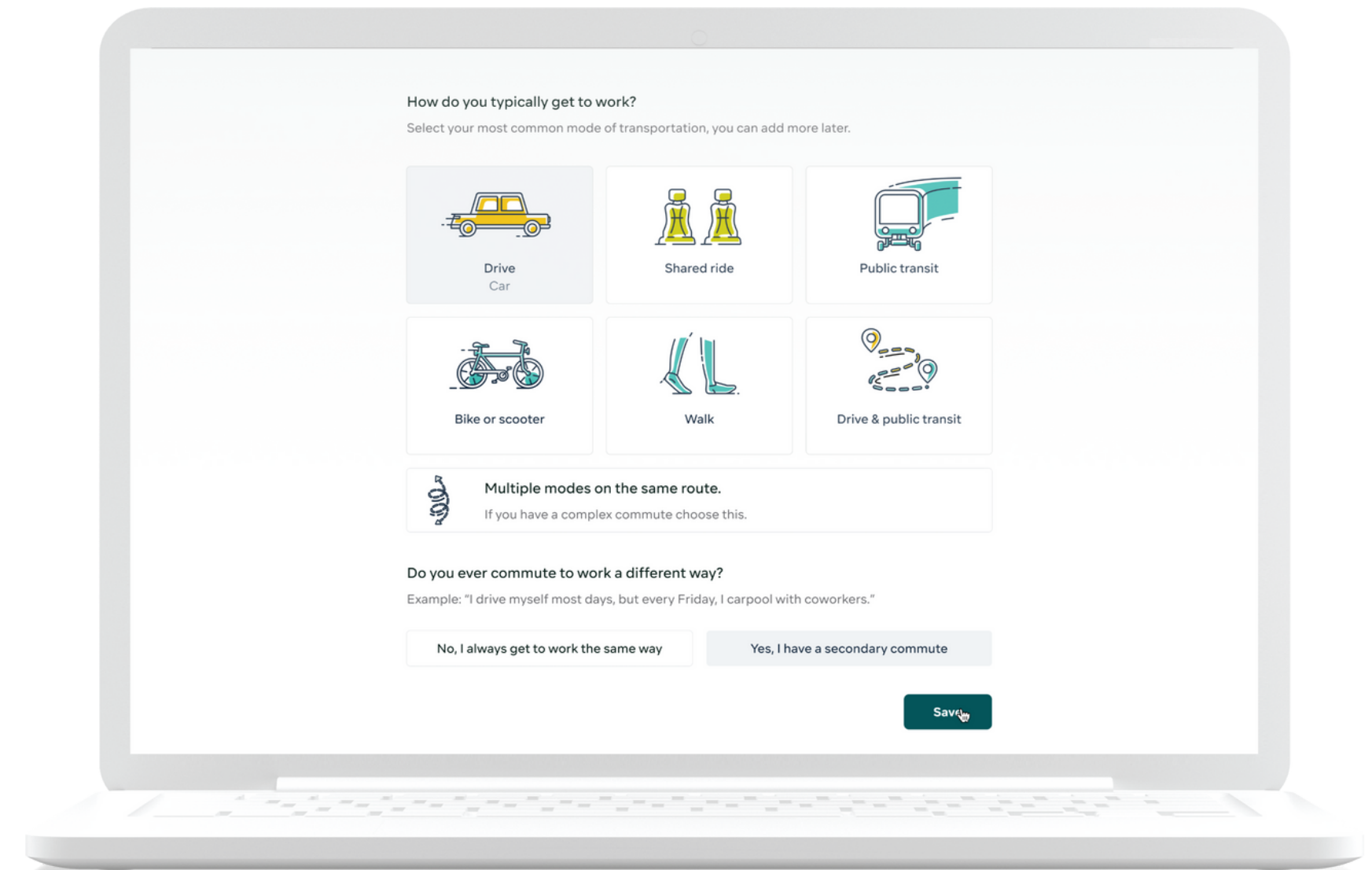
	 Standard Survey	 Effective Survey
Hosting Platform	Created w/ a one-size-fits-all survey platform (eg. SurveyMonkey) not configured for commute specifications.	Created with templates housed in a purpose-built platform designed to generate meaningful insights.
Information Accuracy	Relies on commuters to self-report key pieces of information, like distance traveled.	Automatically calculates distance, emissions, & more based on simple questions any commuter can answer.
Data Usage	A new survey is sent annually to all employees, which they must all fill out from scratch.	Employees are prompted to confirm and/or update their information at regular intervals.
Updating Data	Data is compiled in spreadsheets and manually analyzed and shared.	Advanced insights/real-time reports are generated automatically for as many applications as are needed.

Survey Better with Commutifi

Commutifi's commute survey platform and templates help you get the data you need to glean rich insights.

Our simple questions backed by powerful automation produce reports, dashboards, and heatmaps that help you understand your baseline.

[Learn more](#)



Phase 1: Understanding Your Commuting Landscape

2. Identify Problem Areas

With extensive, reliable data in hand, you can build a better view into your organization's current commuting strengths—and weaknesses, which might include:

1 Excessively long commutes:
which may be decreasing job
satisfaction and driving turnover.

3 Underutilized programs: such
as a shuttle program with
chronically low ridership.

2 High emissions: standing in the
way of sustainability goals,
favorable ESG reporting, and
certification requirements.

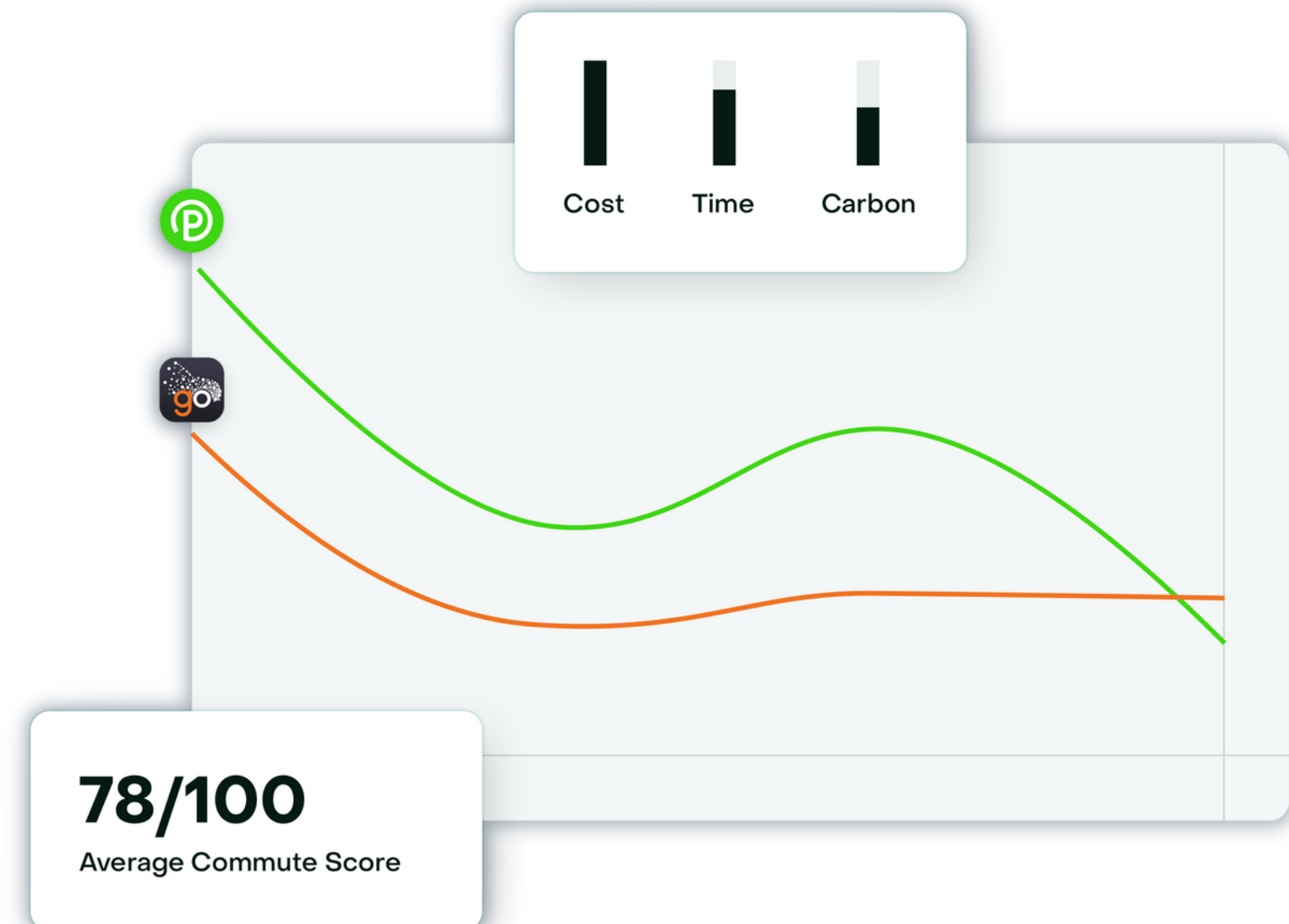
4 Poorly allocated spending:
money funnelled to less
impactful programs instead of
the areas needed most.

The use of survey data is critical here, as it may expose problems previously invisible.

With shortcomings laid bare, you can begin to think about how you'd like to tackle them.

Which issues impact the greatest number of your commuters? Which cost your organization (or your commuters) the most money? Which runs counter to your organization's goals and values? Which are you best poised to address?

To choose your priority issues—and begin to correct them—requires collaboration. It's time for phase two.



Phase 2: Construct a Vision for the Future

3. Collaborate to Create Solutions

No good commuter program is created in a vacuum. To succeed, there are a few important groups to have in your corner:

1 Internal stakeholders, including people from HR, facilities, and sustainability departments.

2 Your local transportation management association (TMA/TMO).

3 Your real estate developer, if you rent part or all of a building.

No good commuter program is created in a vacuum.

Internal Stakeholders

At minimum, no commuter program should be developed without input from three key groups:

- 1** Human Resources: to help incorporate commuting programs into existing and future people-focused initiatives within the organization.
- 2** Facilities: to ensure and validate that the logistical pieces are in place to achieve your goals.
- 3** Sustainability: to put commuting into a larger environmental context & to align new programs with compliance regulations, certification requirements, & emissions goals.

By bringing everyone to the table, you can begin to elevate commuting from being a siloed necessity to a central facet of strategic initiatives that span your organization.

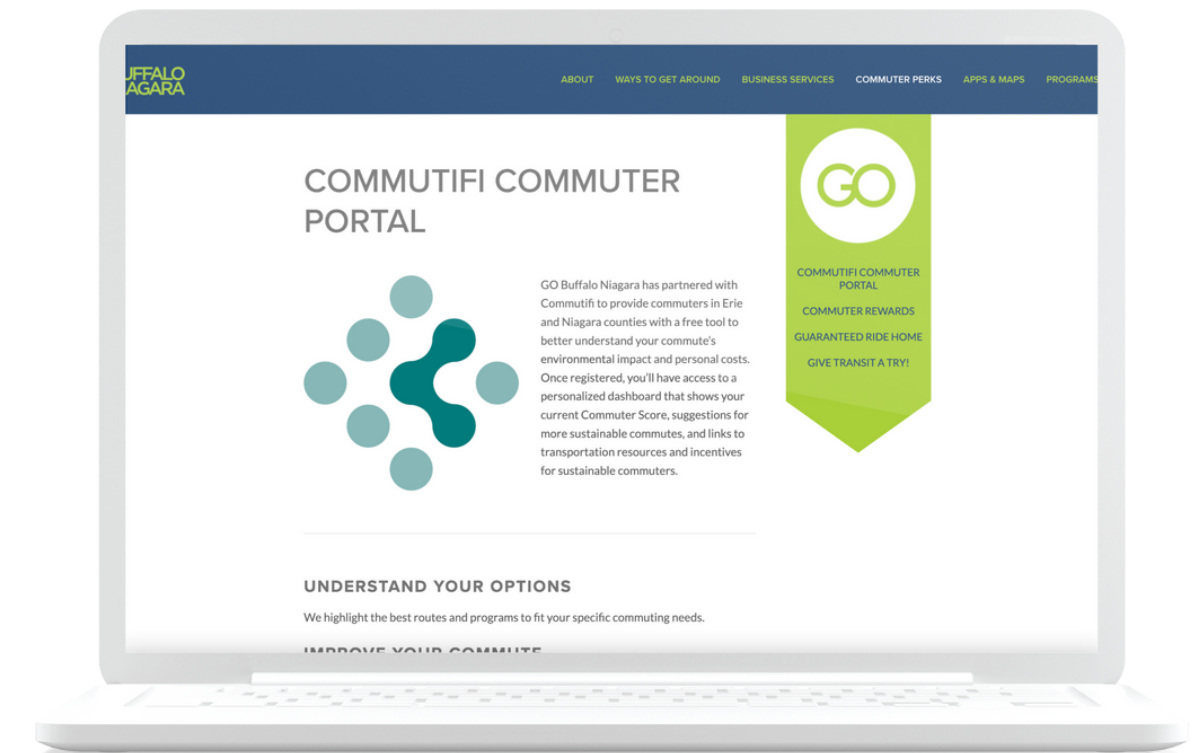
With aligned goals and bought-in stakeholders, you'll have more people in your corner as you request investment.

TMA/TMOs

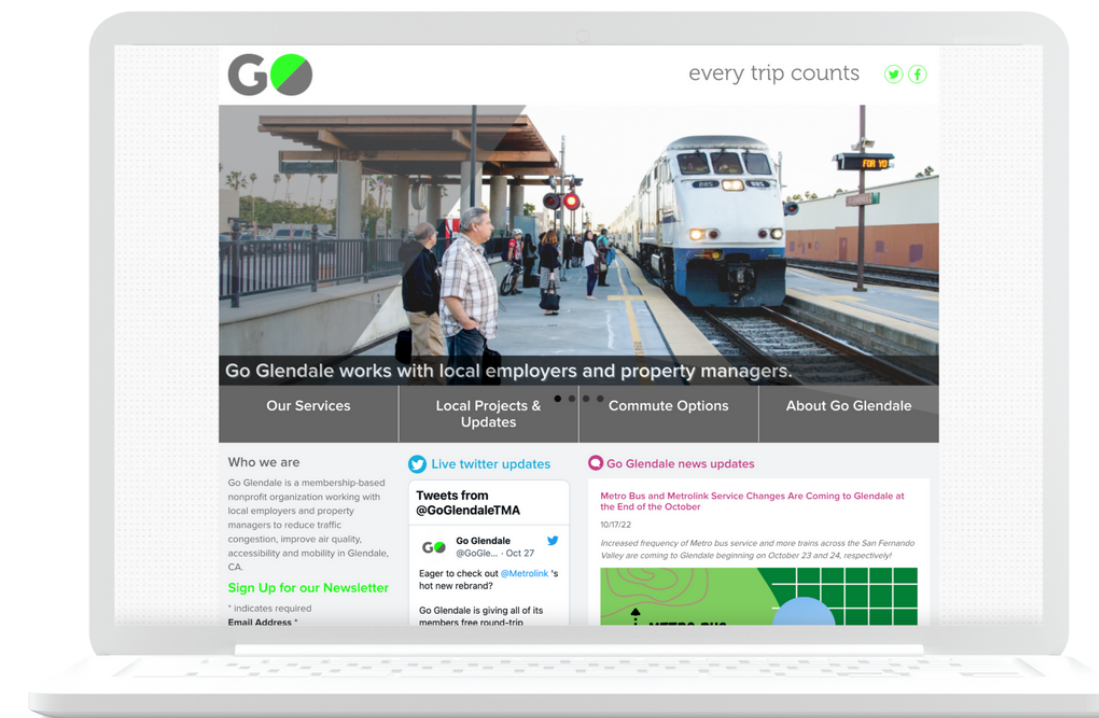
Your local transportation management association holds a host of valuable expertise.

These non-profits exist to advocate for commute solutions and have been helping employers create commute programs for decades.

Not only can these organizations help you understand broad trends and methods used across the industry, but they also offer deep, local knowledge that can help you design a program that takes advantage of commuting subsidies and programs that exist in your area.



GO Buffalo Niagara, TMA



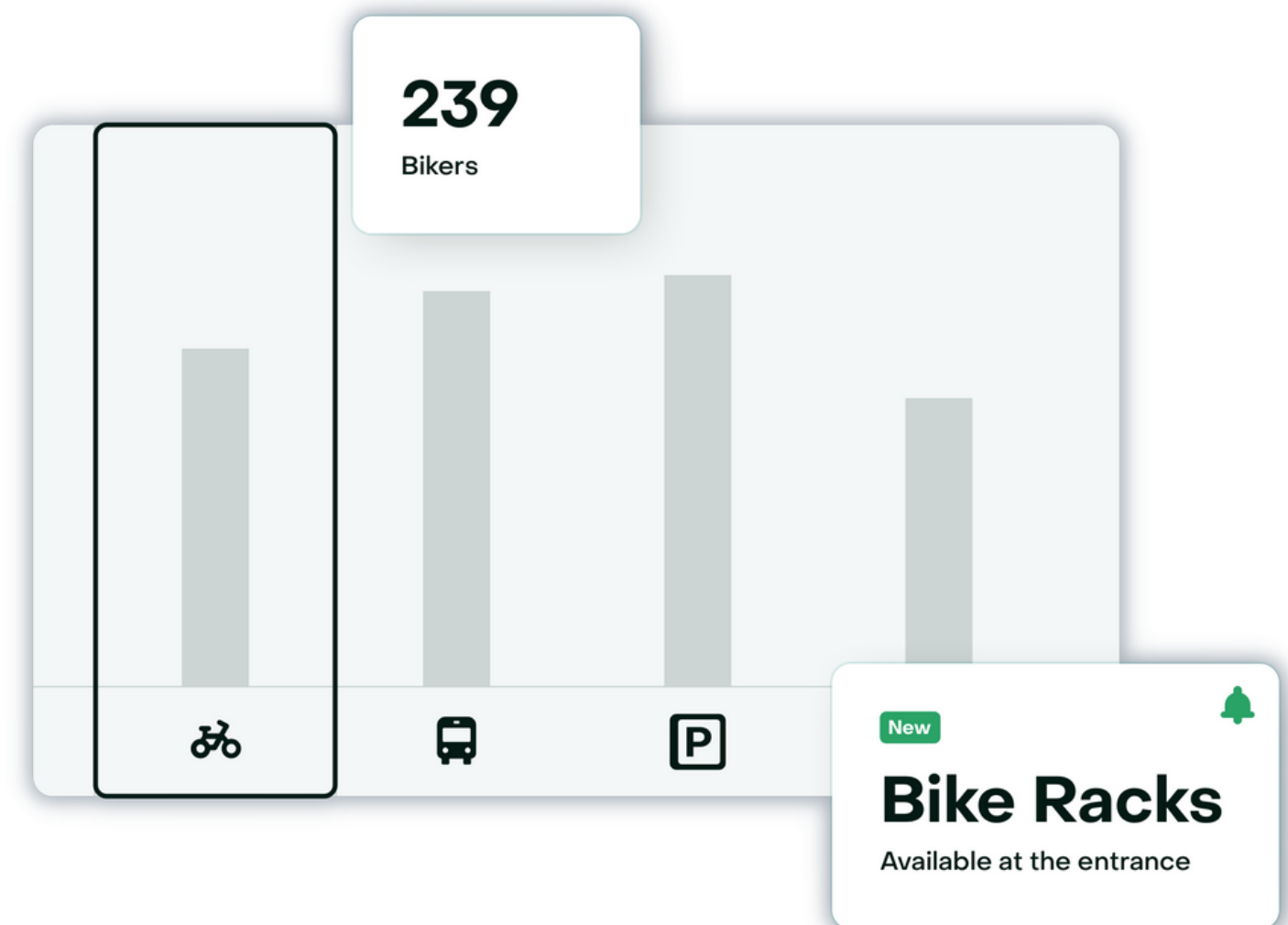
GO Glendale, TMA

Real Estate Developers

If you lease space rather than owning your building outright, you'll have far less control over commuting facilities (say, how parking spaces are allocated, or whether there are bike racks) than you would for an owned property.

But this doesn't mean you don't have a say!

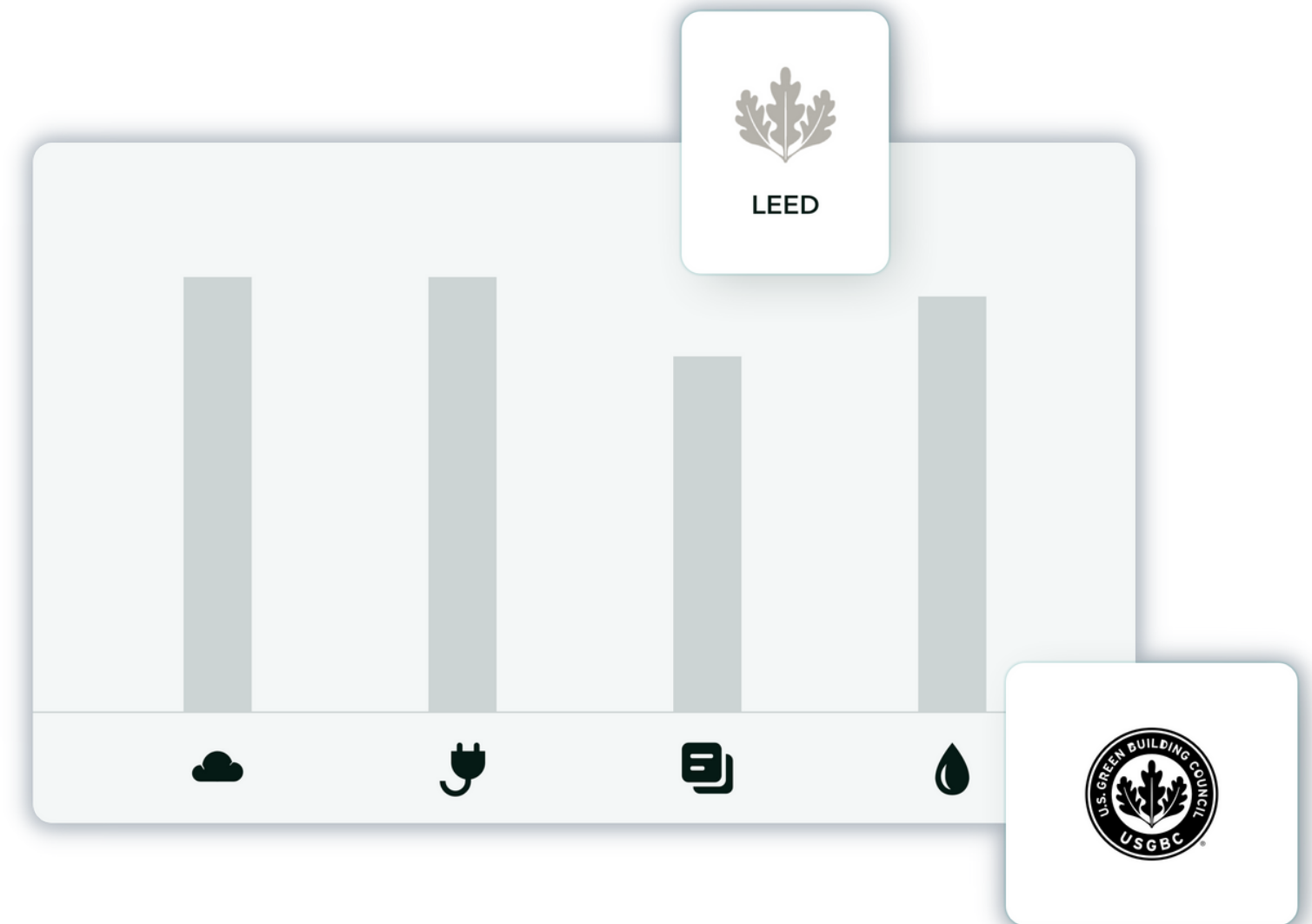
As you consider possible commuting programs, bring in the management from your building's operator and make sure your facilities are serving you and your commuters as effectively as they can.



Get your LEED score with Commutfi

Our Arc integration ensures you
receive the most accurate score
for LEED O&M 4.1.

[Learn more](#)



Phase 2: Construct a Vision for the Future

4. Model New Programs

Launching a new commuter program is a major investment—of time, of resources, and of logistical effort.

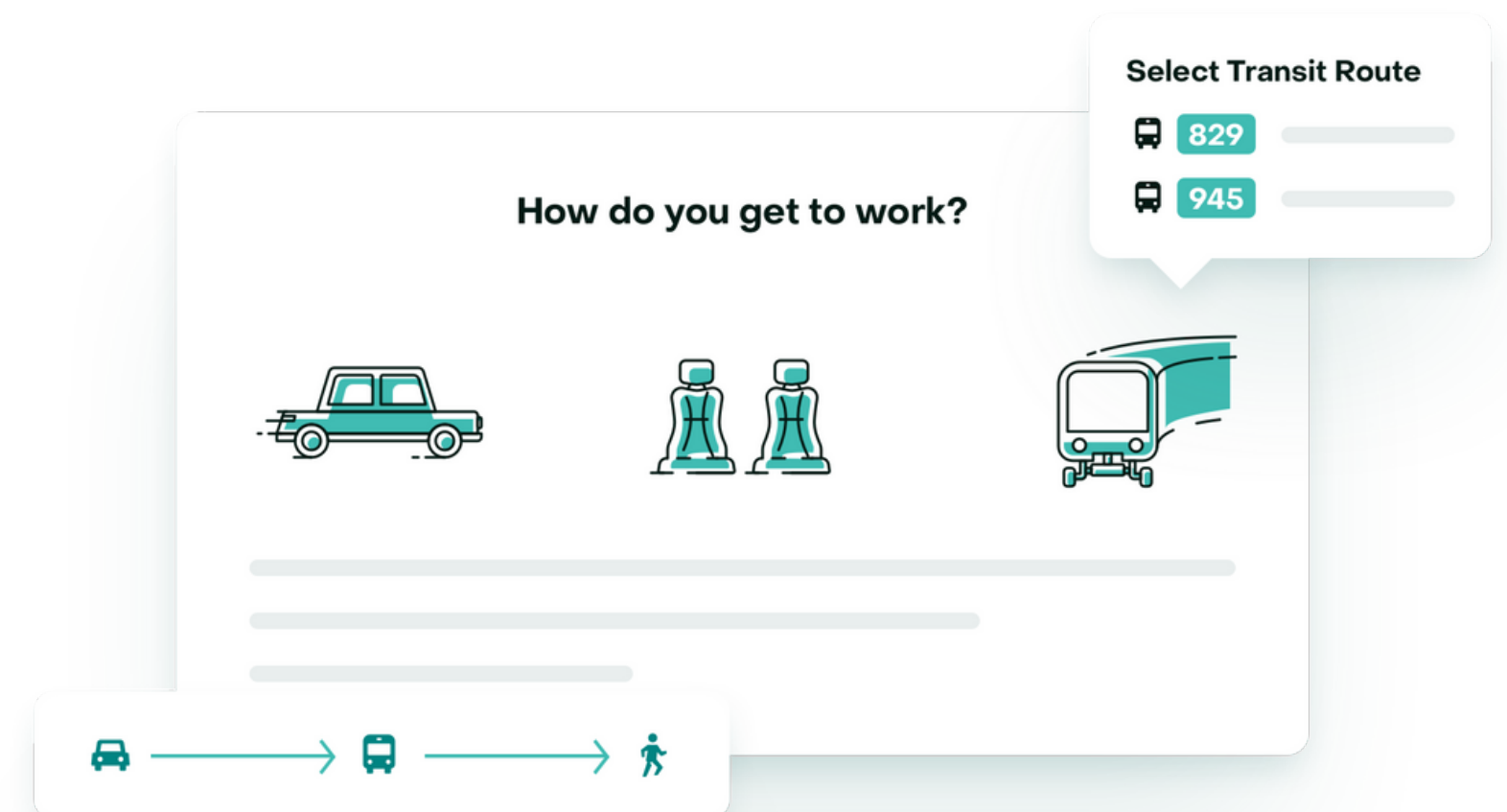
Taking a new approach may require that you contract a new vendor, rework employee commuter benefits, or educate commuters about their new options. But how can you be confident that your programs will work? And how will you measure whether they do?

It starts, as all things do, with solid data about your current commuting reality.

**It starts, as all
things do, with
solid data about
your current
commuting reality.**

What does your current landscape look like in terms of time spent, cost incurred, and carbon emitted? And what improvements do you want or expect to see in each program you've designed?

Some basic tools or pre-built models provided by certification or other groups exist, but to make data-driven decisions, you're best served by dynamic modeling technology that can estimate adoption rates, impacts, and ROI of the programs you're considering.



Modeling can help you understand both the viability of a program in and of itself, as well as how small adjustments may influence its effectiveness. Some programs you may consider implementing include:

1 Transit passes for employees who live near public transit stops

2 Shuttle routes that pass through areas where many employees live but do not have easy access to transit

3 Bike programs for people who live within three-five miles of the office

4 Carpool and Vanpooling for small employee enclaves where a full shuttle would be unnecessary

5 New satellite offices—part of a floor at a coworking space, say—for employees who live far from HQ

6 Remote / flexible hybrid working arrangements that allow people to work from home either full- or part-time

Putting your assumptions aside is an essential part of this step.

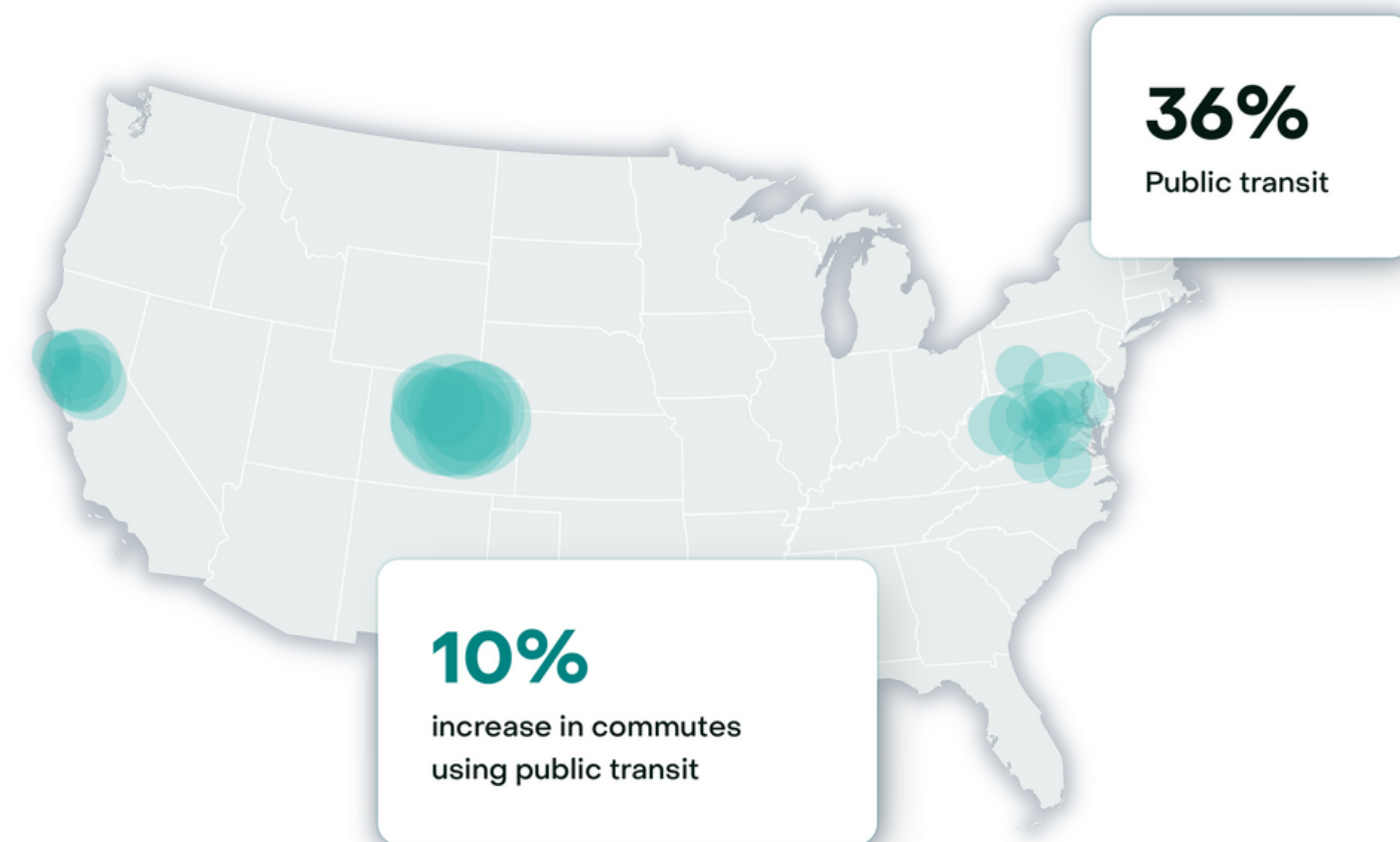
Your modeling may show you that a program you like is actually less likely to succeed than you thought, or even that the best option may be a series of different programs for different commuter groups.

Similarly, what works at one of your office locations may not work in another located in a different geographic area.

But geography isn't destiny: what works for the business across the street may not

work for your employees, and aggregated local trends may not always be relevant.

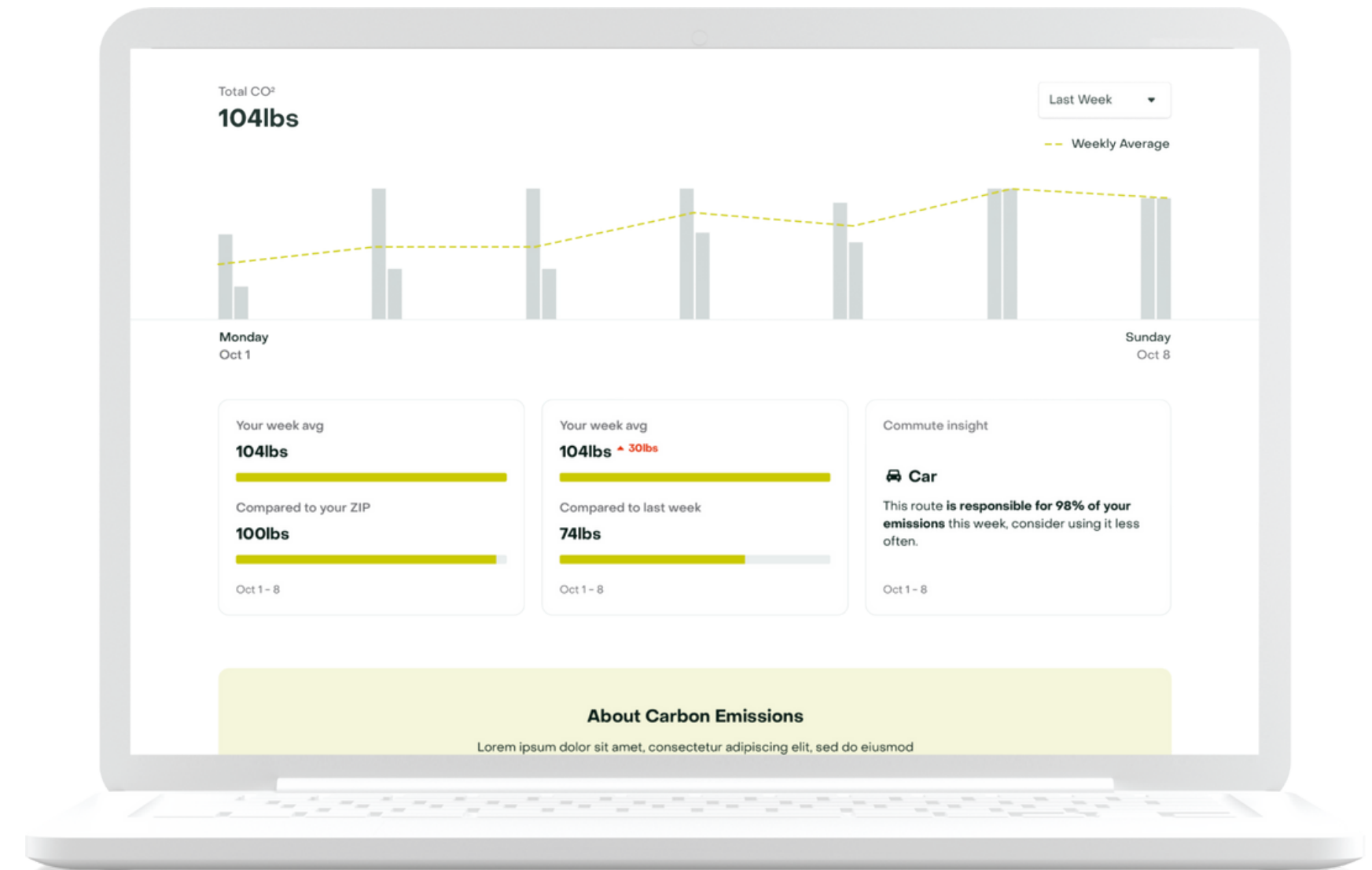
For example, your office's proximity to a light rail station isn't significant if none of your employees live near enough to stops on the line.



Model Programs with Commutifi

Estimate success without spending a penny. Estimate adoption and ROI, identify mode shifts over time, and quantify your goals.

[Learn more](#)





Phase 3: Get New Programs Up & Running, Then Report & Adapt

5. Launch New Programs & Support Them with the Right Tech

The right technology is essential to maximize the effectiveness of commuting programs. For example, let's consider how a shuttle program might be run with and without good tech.

Purpose-built tech can eliminate cumbersome manual work and automate complex processes in order to help you optimize how programs are run.

<div> Manually Run Shuttle Program</div>	<div> Tech-Supported Shuttle Program</div>	Outcomes
Shuttles run in the morning and evening from large city centers near an office.	Shuttles run to and from areas ill-served by public transportation that house clusters of employees.	Higher ridership
By default, the maximum appropriate shuttle size is used, and employees don't book seats ahead of time.	Employees book seats ahead of time and are picked up by a shuttle optimized to match the size of demand.	Lower program cost
The total number of employees using shuttles is measured daily.	Employers can automatically see exactly who uses shuttles and when.	More accurate data on program cost, time, and emissions
Shuttles run at the same time each day.	Shuttles run when people need them.	Lower program cost

Phase 3: Get New Programs Up & Running, Then Report & Adapt

6. Track Success in a Centralized Platform

You probably have (or could have) access to more commuter data than you think.

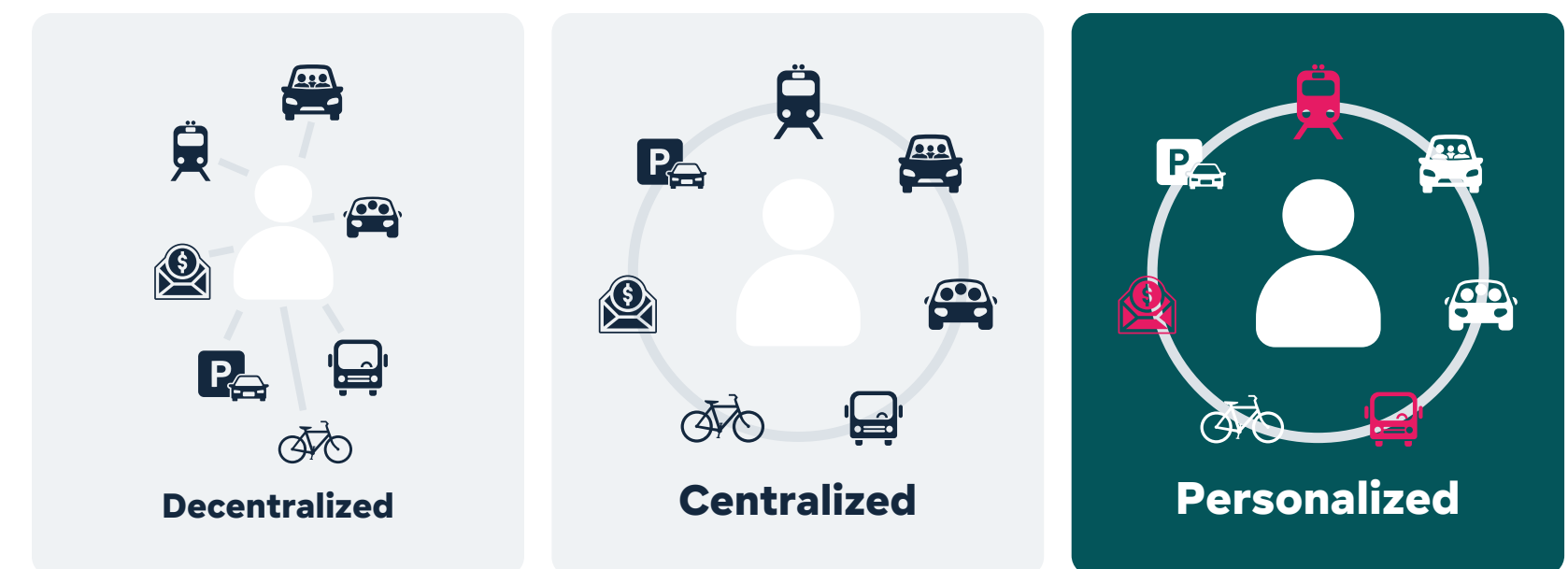
Like it or not, data is being tracked everywhere, from transit cards swiped to parking passes purchased to trips booked with rideshare apps.

The trick, then, is figuring out how to see it, make sense of it, and use it to make commuting programs better for everyone involved.

To do so, data, collected by everything from smart parking gates to carpool apps, needs to flow through a central system.

When viewed alone, either as numbers manually tracked by your internal team or as reports shared by each amenity provider, siloed analytics can only get you so far.

Understanding what's working, what isn't, and how your commuters are shifting their behavior over time requires disparate data to be contextualized as part of a larger whole.

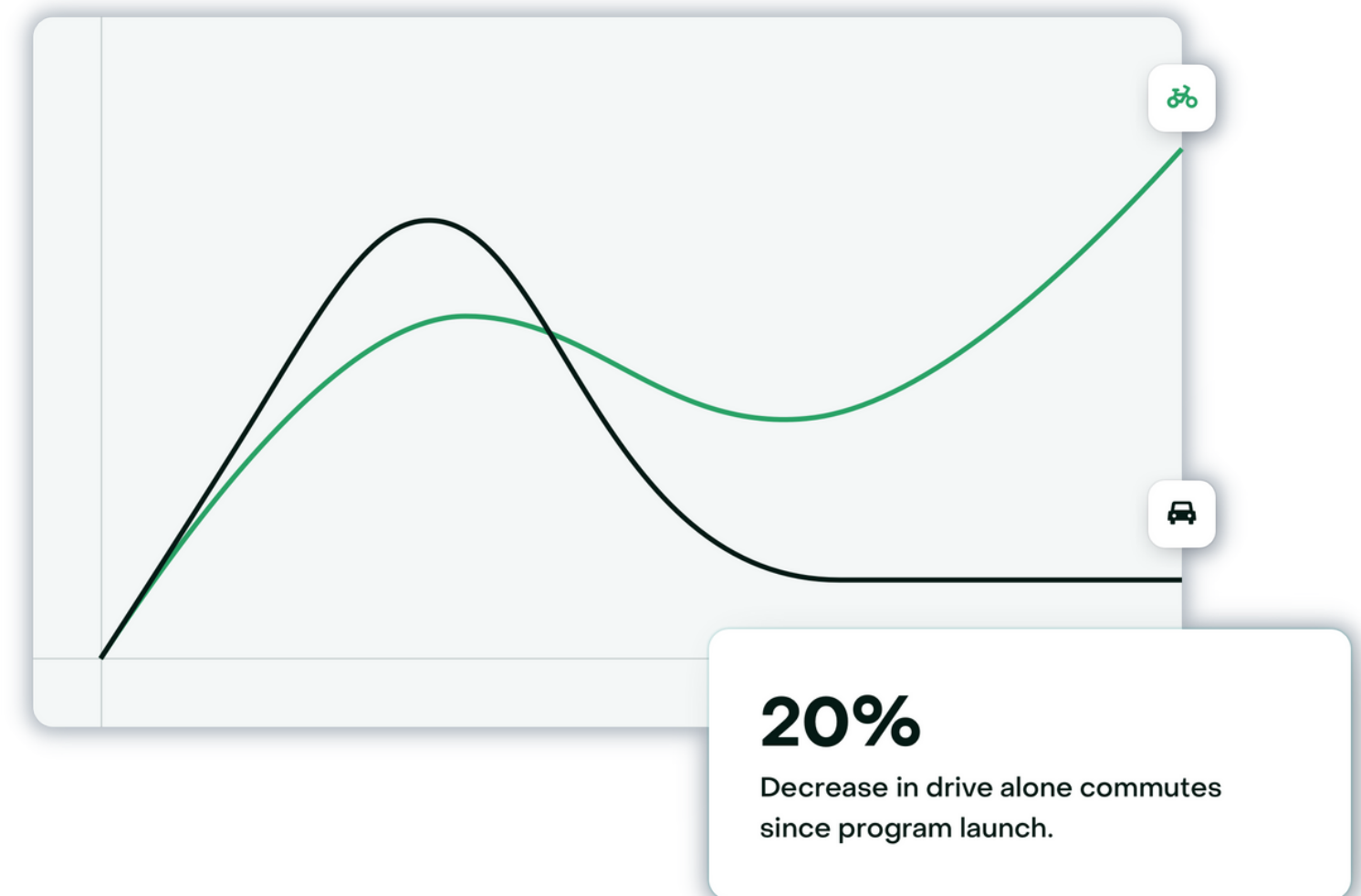


Has a corporate bikeshare reduced drive-alone rates? Is a shuttle program actually yielding a favorable ROi? Who is taking advantage of transit passes, who isn't, and why?

A centralized platform can ingest all of your commuter data, put it in one place, and give you the real story of your full commuting landscape.

With data generated automatically rather than compiled manually, you'll be able to track trends as they happen, make adjustments, and spot and fix problems as they arise.

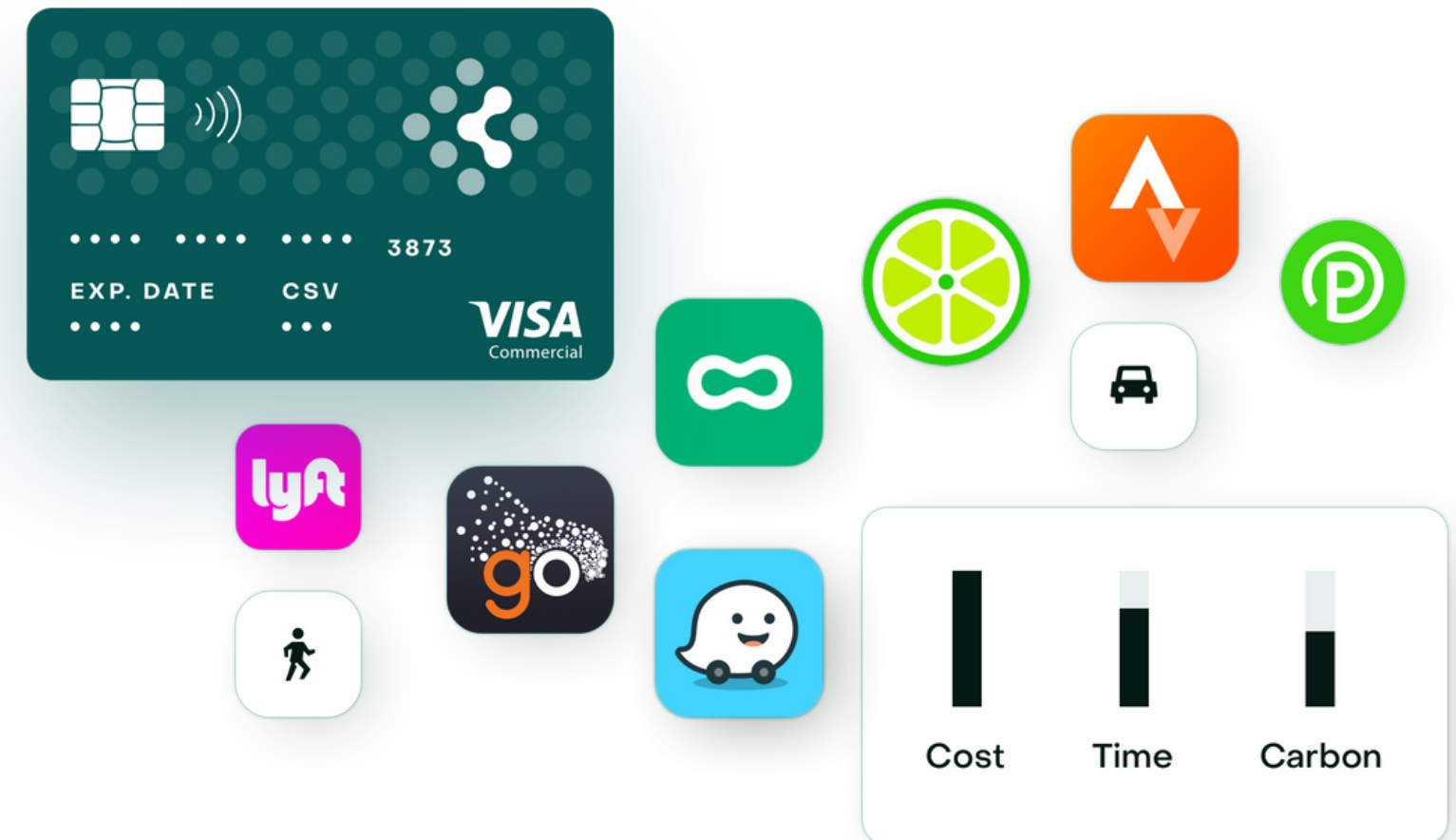
A central view of all commuter program data maximizes the power of all your separate technology pieces, making their insights greater than the sum of their parts.



Centralize Your Data & Automate Reporting with Commutifi

Commutifi connects with all your mobility and parking providers to gather real-time information about how your commuters are getting to and from the office.

[Learn more](#)



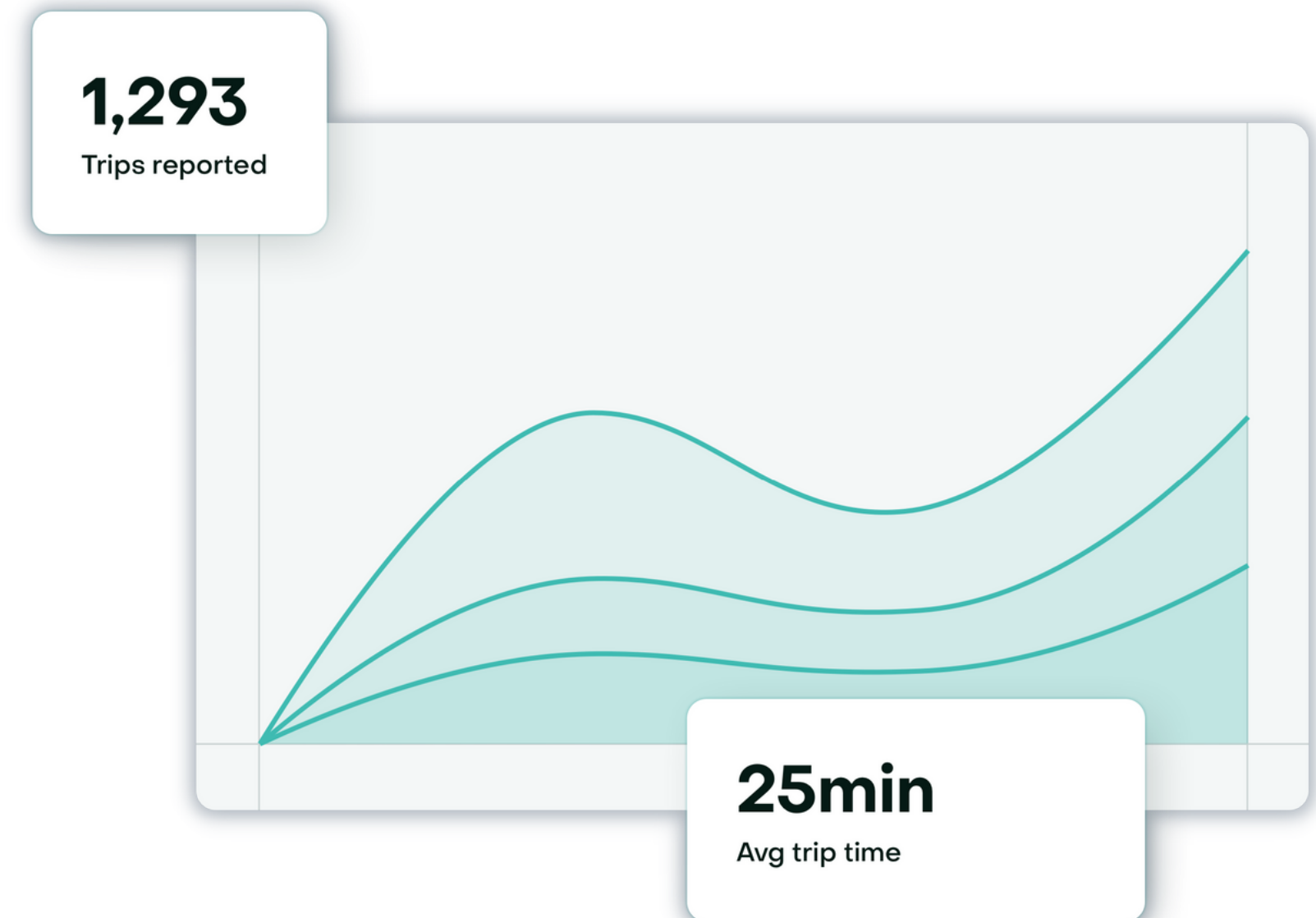
Phase 3: Get New Programs Up & Running, Then Report & Adapt

7. Report on Progress to Increase Support

Just as you brought many stakeholders to the table to design your commuting programs, it's essential to keep them informed, engaged, and invested in the work you're doing.

To do so, you'll need to proactively share your wins, your learnings, and your plans for improvement.

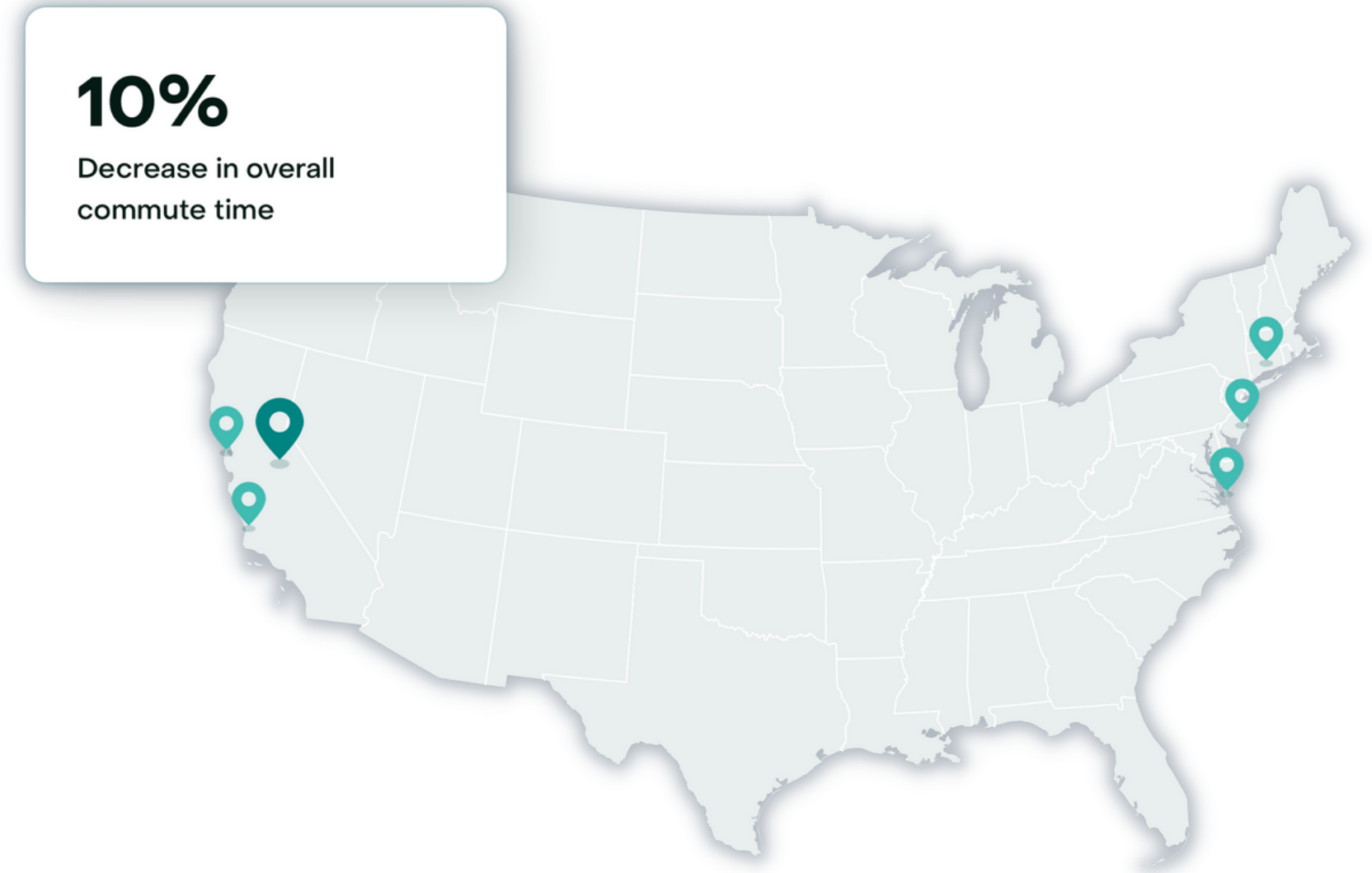
A commute management platform can automatically produce reports across myriad objectives, including tracking progress toward meeting compliance requirements, improving employee experience, boosting program ROI, etc.



As you look to maintain or expand the level of investment from your organization, it's critical that you are able to answer for your work with meaningful numbers that prove that your efforts are making an impact.

Keeping internal teams excited about what you're doing keeps a cross-departmental cohort in your corner.

When you spend less time manually calculating metrics and drafting reports, you'll be able to spend more time perfecting your programs and taking your success to key members of your organization.



Phase 3: Get New Programs Up & Running, Then Report & Adapt

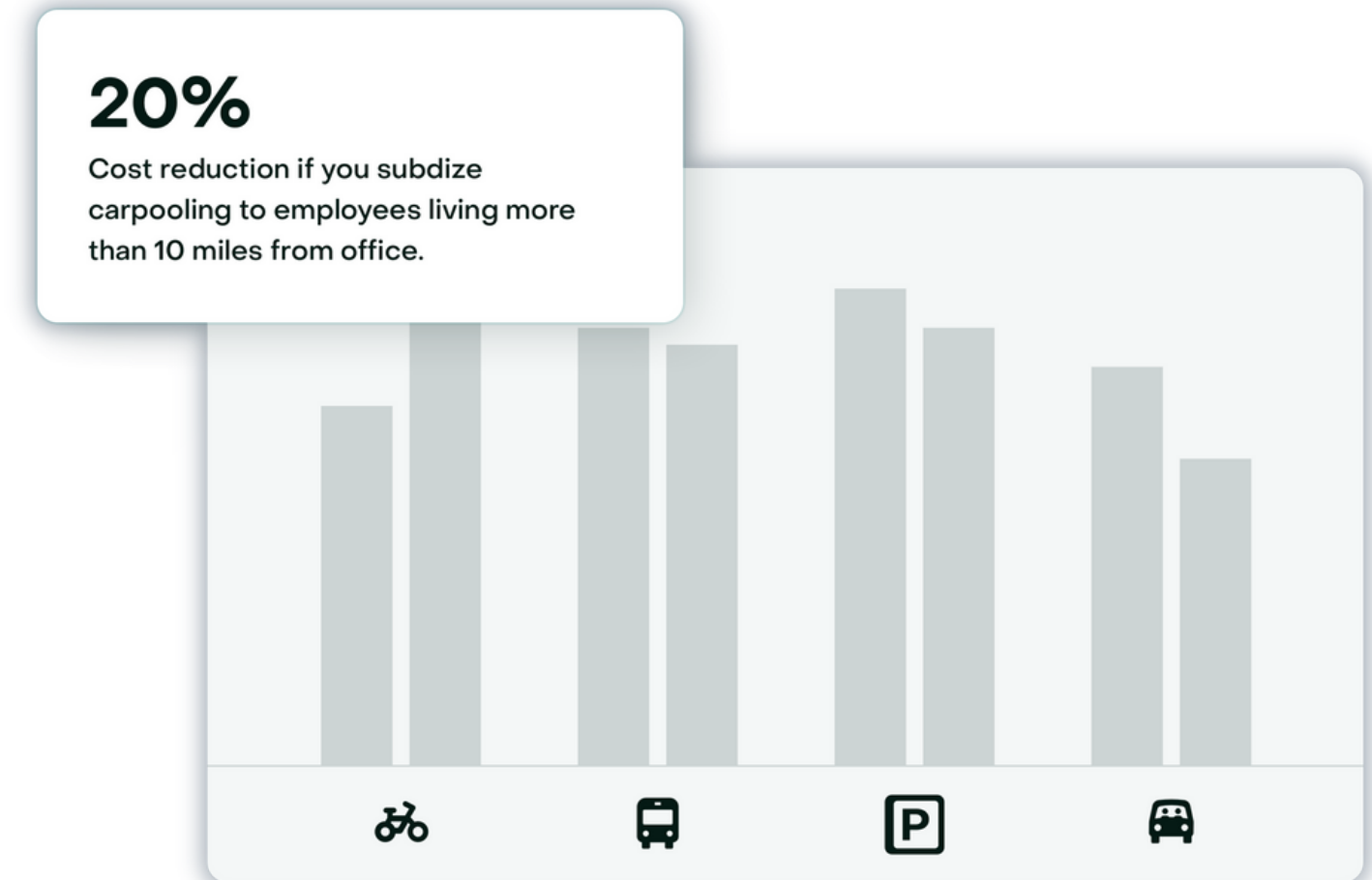
8. Collaborate, Iterate, and Improve

Commuting programs aren't one-and-done operations. Instead, they should be seen as living, breathing things that need to adapt in order to remain effective.

Automatic reporting and continued feedback from and collaboration with internal stakeholders should always drive your efforts forward.

Again, this is a time when egos must be set aside in favor of real, solid data.

With up-to-date insights generated from connected systems, centralized reporting, and ongoing commuter input via surveys, you can close gaps, expand what's working, and maximize your investment dollars to drive the best outcomes for everyone.



Solve your employees' commuting problems with all your transportation solutions - and more - in one place.

Better allocate your spending, reduce admin time, reduce your emissions, and increase employee retention with Commutifi.

Talk to a Commute Expert

