



## Making the Business Case for Commute Benefits

With rising costs and longer distances traveled, commuting has become **more expensive and time-consuming for many workers**. It's no surprise **the commute is a top factor in job satisfaction**.

Offering **commute benefits** to improve employee commutes **can serve all kinds of workforce and business needs**. But competing with other business priorities to provide commute benefits can be challenging.

How can you persuade leadership to invest staff time, resources, and funds into providing or expanding employee commute benefits? This guide offers **strategies for “making the case” to get buy-in**.



### How to build a business case

Start by building a “business case” for providing or expanding employee commute benefits, covering the following key components:

- ▶ **Define problems and opportunities:** Identify all business needs—workforce, HR, and operational—and issues that can be addressed by offering commute benefits.
- ▶ **Propose solution(s):** Define what commute benefits—resources, services, and perks—will be offered, detailing scope and impacts.
- ▶ **Project return on investment:** Demonstrate how offering commute benefits can cost-effectively serve business needs and solve issues. Support your case with data related to identified issues and opportunities.
- ▶ **Outline a plan:** Provide a roadmap for how you'll deliver identified commute benefits, including staffing, action steps and tasks, timeline, budget, and results reporting.



### Workforce Impacts

#### High Costs

- ▶ Workers spend up to **19% of their pay on commuting**.

#### Time Lost

- ▶ Commutes take **3x longer & 20% more time**.

#### Lower Job Satisfaction

- ▶ 50% of workers say **their commute is stressful**.



### Business Benefits

#### Retain Staff

Improve job satisfaction & morale.

- ▶ 23% of workers **quit jobs over commute pain**.

#### Recruit Workers

Attract talent, including from farther away.

- ▶ Up to 60% of job seekers **don't apply due to bad commutes**.

#### Improve Productivity

Boost productivity with higher job satisfaction.

- ▶ Employees with high levels of job satisfaction and engagement are **20% more productive**.

#### Cut Costs

Decrease parking demand & costs.

- ▶ Building one parking spot **costs over \$29K**.

#### Boost Sustainability

Reduce emissions to improve sustainability.

- ▶ 70% of millennials & Gen Z **prefer working for eco-friendly companies**.



# Strategies for Building Buy-in



## Create A Plan

Develop a **detailed framework** outlining your **business case** for offering employee commute benefits. Cover **how commute benefits will serve business needs/solve issues** and benefit your workforce and organization. Provide a **tentative roadmap for how you'll deliver identified commute benefits**, including staffing, action steps and tasks, timeline, budget, and results reporting.



## Involve Stakeholders

Engage employees and key departments, such as HR, environmental health and safety, facilities, communications, and sustainability, in your planning process. **Ask them about business needs/issues** to help make your case. Involve them in commute benefits delivery planning and implementation.



## Tie-in Programs

Tie in **existing organizational programs**, such as HR benefits, new employee onboarding, communications, and health and wellness and sustainability initiatives, **to promote and implement commute benefits**.



## Enroll Influencers & Champions

Seek out **influential staff**—like department heads and key managers and employee commute options champions—**who can help influence leadership**.



## Listen & Adapt

Share your plans and seek ongoing input from **key stakeholders**. Check-in early and often throughout the planning process, relay what you've heard from others and **adjust plans to incorporate stakeholder input**.



## Report Out

Once your commute benefits initiative is approved and underway, **maintain regular communication with stakeholders and leadership**. Provide regular updates on progress, milestones achieved, and any adjustments made along the way.



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