



meet the transportation needs of your **late-shift workers**

You know that business doesn't always stop at 5 o'clock. If your business specializes in such industries such as healthcare, manufacturing, warehousing, transportation, emergency services or restaurants, chances are you rely on shift work to meet customer demand.

But are you keeping up with your workforce's transportation needs?

shift work fuels economic growth

Shift work allows businesses to operate outside of traditional 9-to-5 working hours, providing goods and services around the clock. In large metro areas like Atlanta, about **17% of the workforce** works late-shift jobs. Their schedules span the remaining hours (roughly between 4 p.m. and 6 a.m.) not met by the first shift, and include second shift, third shift, split shift and rotational shift workers. Late shift work has a considerable impact on business as well as the economy, representing **\$28 billion in wages and \$84 billion in annual sales**.

However, late-shift workers often struggle with getting to and from work. Many don't own a car and they work at times when public transit options are limited. The report finds that limited transportation options lead to more late arrivals and higher turnover rates, costing employers billions of dollars in hiring and retraining.

strengthen business with rideshare

Reliable transportation is essential for attending training, going to job interviews and commuting to work. Offering a commuter benefits program that incentivizes ridesharing is a great way to meet the critical transportation needs of your late-shift workers.

Carpooling can help your employees get to work, especially where transit is not available. Alternatively, employers can offer priority parking for vehicles used in carpools and a monthly incentive, such as a gas card for carpool drivers, to encourage employees to use this mode of transportation if possible.

Vanpooling is another way to help late-shift workers with reliable transportation, while reducing workforce parking demand. Groups of four or more people meet up before work and use an Enterprise vehicle to go to work, with no additional stop required.

Guaranteed Ride Home is an essential component of any successful ridesharing program. This benefit provides employees a certain number of free rides home in case of the unexpected so they don't worry about being stranded at work.

Georgia Commute Options — a program made possible by the Atlanta Regional Commission and the Georgia Department of Transportation — can help you find the right blend of employee commute strategies that suit your business. **Contact us today** to schedule a free, no-obligation consultation.