TO: Ms. Suarez, CEO

FROM: Ray Sanchez

DATE: July 28, 2015

SUBJECT: Workforce Transportation Habit

Here is the analysis report you requested July 1 on our company’s tremendous transportation impact to the metropolitan area and the attitudes of the workforce.

**REDUCING THE WORKFORCE TRAVEL IMPACT IN THE CITY**

**INTRODUCTION**

As the largest employer in a growing city, our company has a significant impact on the congestion rates that we watch on the morning news channel. We currently have 43,500 employees that commute to work every day. City dwellers, suburban soccer moms, and traveling partners all make their way to the same building in the city.

The problem that our company’s travel creates for the rest of the city is overwhelming. People become angry, car collisions happen often, and the police force is over-utilized. After realizing the problem, we have an opportunity to find solutions that can reduce our impact.

The purpose of this report is to cover the carpool habits of employees, the use of public transportation, the effect of potential improvements to public transportation, and whether telecommuting is an option for our workforce. In preparing this report, all employees have been surveyed in order to achieve an accurate conclusion.

**WORKFORCE CARPOOL HABITS**

Figure 1 illustrates the employees’ carpool habits from the last fiscal year. The entire workforce (43,500 employees) was surveyed and the following data was collected. The largest portion of the workforce, which makes up almost two-thirds of the employees, is not carpooling at all.

**Figure 1: Employees’ Carpool Habits**

As you can see from Figure 1, only one-third of the company is involved in the carpooling effort. Whether their reason is to reduce traffic or to save on gas, their daily choices greatly impact the traffic within the metropolitan area.

**USE OF PUBLIC TRANSPORTATION**

Figure 2 illustrates the use of public transportation by our workforce. Once again, we survey sampled the entire company in order to reach an accurate measure.

**Figure 2: Use of Public Transportation**

Based on the data above, more than half of the employees in our company use public transportation every day of the week. This significantly reduces the travel impact that our company has on the city, but we can encourage more to do the same.

**EFFECTS OF POTENTIAL IMPROVEMENTS TO PUBLIC TRANSPORTATION**

Figure 3 displays the answers of employees when they were asked the question “Which of the following would encourage you to use public transportation more frequently?” Each person was able to choose more than one answer if it applied to them. The question was only asked to the employees that *randomly* or *never* used public transportation, a small portion that represents 17,915 employees (41% of the workforce). It seems that the potential improvements to public transportation may sway the travel decisions of this specific group.

**Figure 3: Effects of Potential Improvements to Public Transportation**

A large number of the employees can’t be swayed into choosing public transportation. Remember that only the employees that *randomly* or *never* use public transportation were asked this question. On the other hand, some may choose to travel if the commute times are reduced, if the fares were subsidized, and if the transportation options became safer.

**THE POWER OF TELECOMMUNICATION**

Figure 4 explores the option of telecommuting from a remote location.

**Figure 4: Is Telecommuting An Option?**

Is it feasible to let employees complete their work from home? Even though 42% of the company thinks that they aren’t capable of working from home, the remaining 58% of the company thinks it’s possible. 28% of the company believes that they can complete their duties via telecommuting several days a week. This could greatly reduce the travel impact that we have on our city.

**METHODS FOR REDUCING OUR IMPACT**

After surveying our entire company in order to collect relevant data, I have arrived at two options to reduce our travel impact on the city. The first solution is to offer reduced or subsidized public transportation fares to our employees. The second idea is to embrace the power and technological advances that telecommuting has to offer.

**Solution 1: Offer Reduced or Subsidized Public Transportation Fares to Our Employees**

The workforce of our company would surely appreciate the reduced, or completely subsidized, fares that we would offer them. They would save money on gas, parking, car maintenance, and even the fare of the public transportation option that they choose. Whether it is a bus or a train, the time it takes to arrive at work would be greatly reduced. Less people would be driving a car to the city and the time that it takes to park would be eliminated. According to Figure 3, more than 5,600 people would consider trying public transportation if we offered reduced or subsidized fares. Also, the employees that aren’t willing to carpool may try public transportation instead.

**Solution 2: Telecommuting**

Telecommuting has been a groundbreaking option for many well-known companies alongside us. We can reduce our travel impact on the metropolitan area by simply letting some employees stay home for work. According to Figure 4, 58% of our company is willing to stay home and complete their daily duties. This is approximately 24,899 people that would be traveling to the office via car, bus, train, or walking. Many of the daily tasks such as email or video conferencing, can be achieved from a distance. As long as a worker has an active internet connection they will be able to finish their work from home. In addition to reducing the congestion in the city, working at home boosts the morale of the overall company. Sometimes people need a break from the hectic commute and this can be achieved through telecommunication.

**CONCLUSION AND RECOMMENDATIONS**

After extensive employee polling and researching the habits of our workforce, I have clearly identified the issues at hand and the possible solutions to the current transportation problem.

Two-thirds of the company does not carpool at all. This is a significant amount of cars traveling everyday into the city and taking up parking spaces. In regards to public transportation, almost one-third of the company never uses it. We need to increase the awareness of public transportation options and encourage the action. Also, lower public transportation fares will make the method of travel more appealing. Lastly, if we can offer and effectively use telecommunications, traffic would be reduced further.

Our traffic problem could be solved by offering reduced or subsidized public transportation fares to our employees and implementing a telecommunications system. The workforce will greatly appreciate the reduced costs that will be available to them and the time they will save traveling. Working from home will give them the option to work even if they have car problems, or if they have a sore throat.

If you would like to discuss this report’s recommendations in further detail, please e-mail me at: Ray@ZipMailer.com. If you would like to discuss the matter in person, I will be available after work tomorrow in the conference room.