

The State of the American Commute

The commute's impact, implications, and how you can make a change

Charlie Knuth, Strategic Research
Scoop Technologies



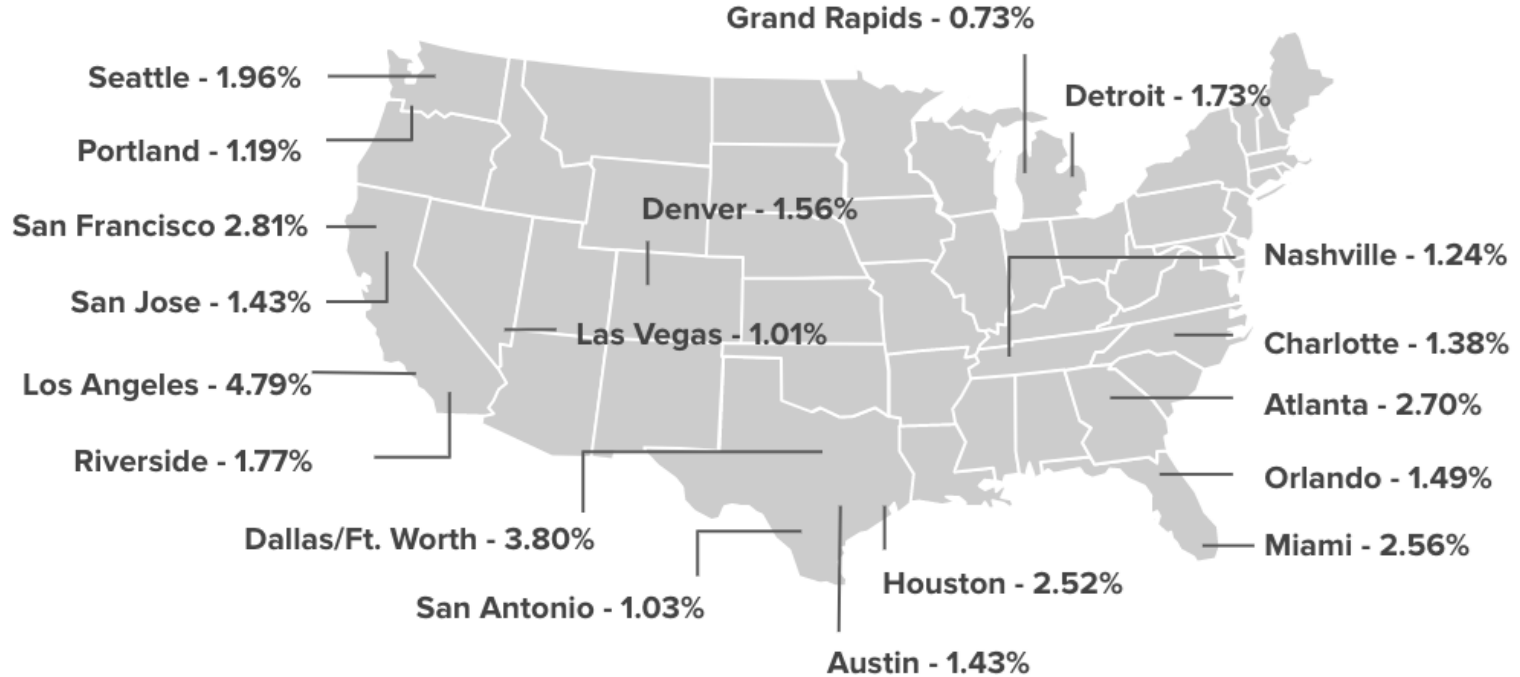
| ride**amigos**



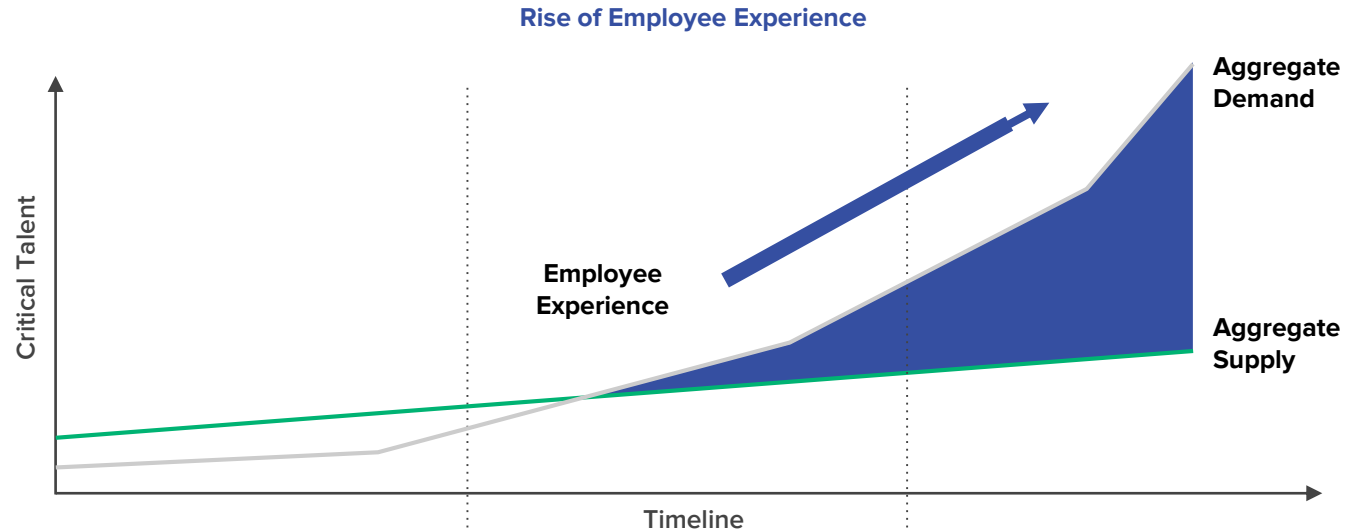
@takescoop



Concentration of talent supply



Organizations can no longer outcompete these challenges



Past Era: Employer's Market

- Surplus of critical talent
- Reliance on active candidates
- Predictable talent needs

Current Era: Talent Crunch

- Skill shortages
- Need for sourcing expertise
- Plug vacancies with contractors

Future Era: Hypercompetition

- Salary wars
- Aggressive poaching strategies
- New employment models
(gig economy, portfolio, careers, etc.)

An area often overlooked has big impact

Predicting turnover
with analytics
ADP, 2018



#1 - Pay and Promotion



#2 - Working Overtime

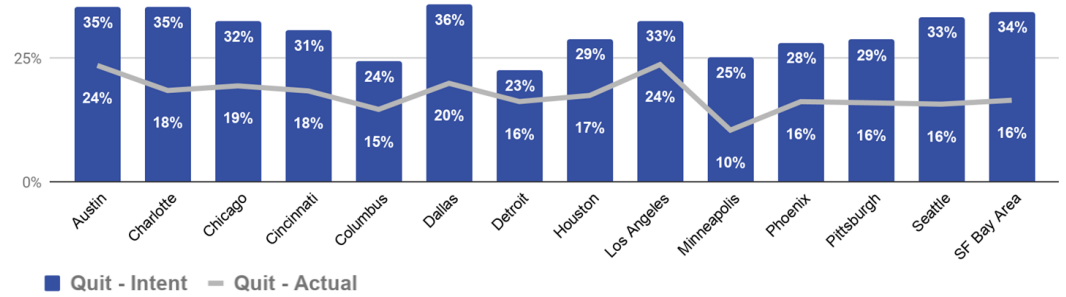


#3 - Commuting

Commute caused turnover
State of the American Commute, 2019

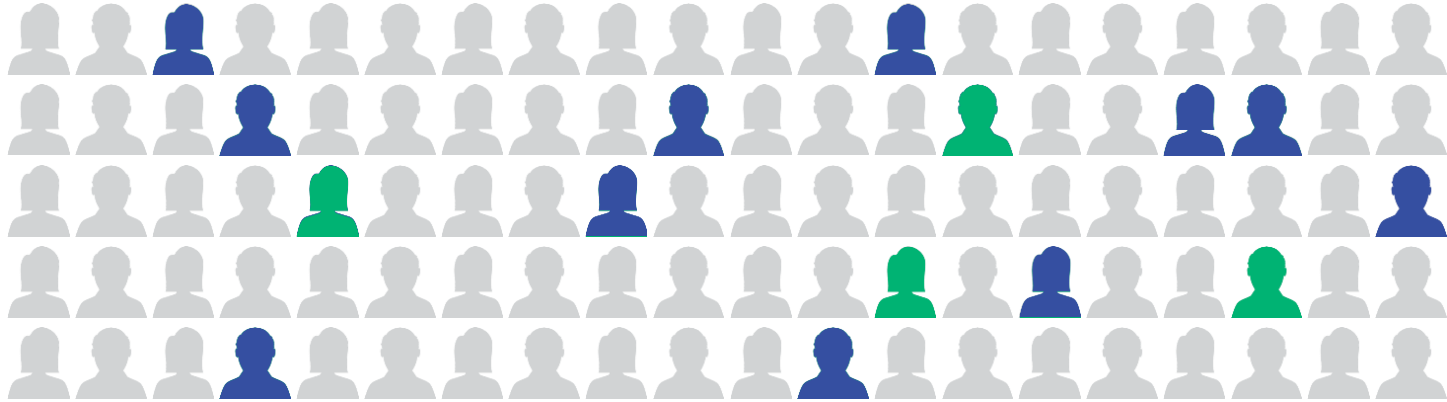
1/3 of employees are considering quitting

1/5 of employees have quit because of the commute



Source: ADP, 2018 and The State of the American Commute, 2019

What does this mean for our organizations?



15%

Attrition rate for the average organization



26%

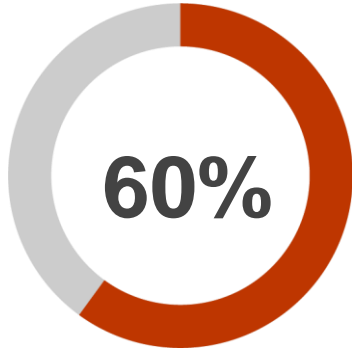
of that is directly related to the commute



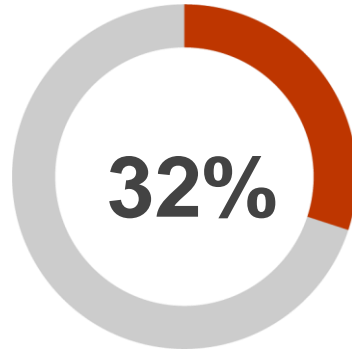
\$19M

turnover cost risk

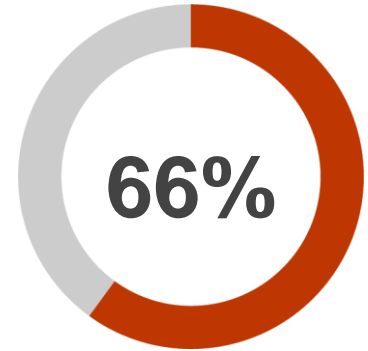
What's the impact on individuals?



See the commute getting longer
and more painful each day



Feel that commuting causes them
personal stress each day...



...observe commuting
stress in others each day

Given the choice, we'd make commute time meaningful

20%

Learn new skills



31%

Make healthier food choices



37%

Get more sleep



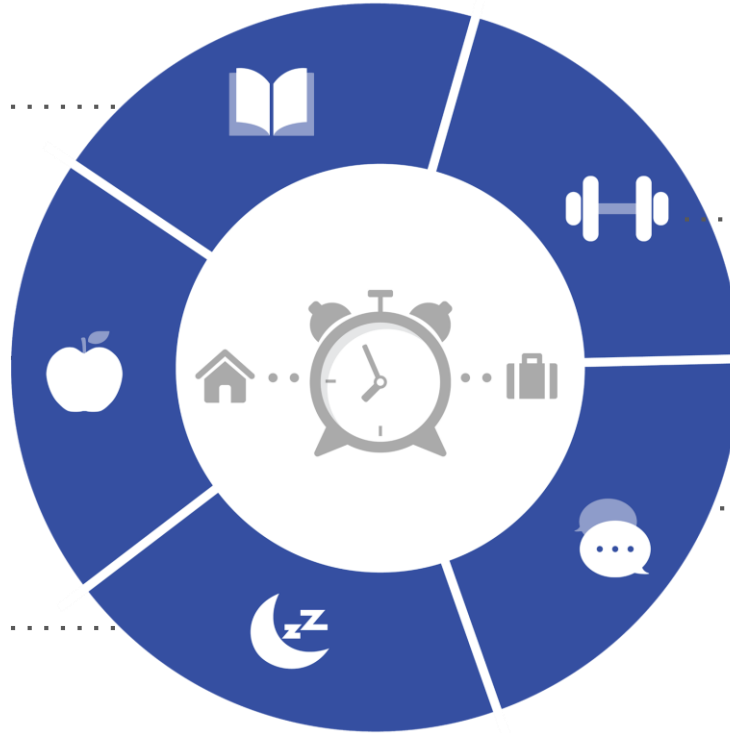
50%

Exercise



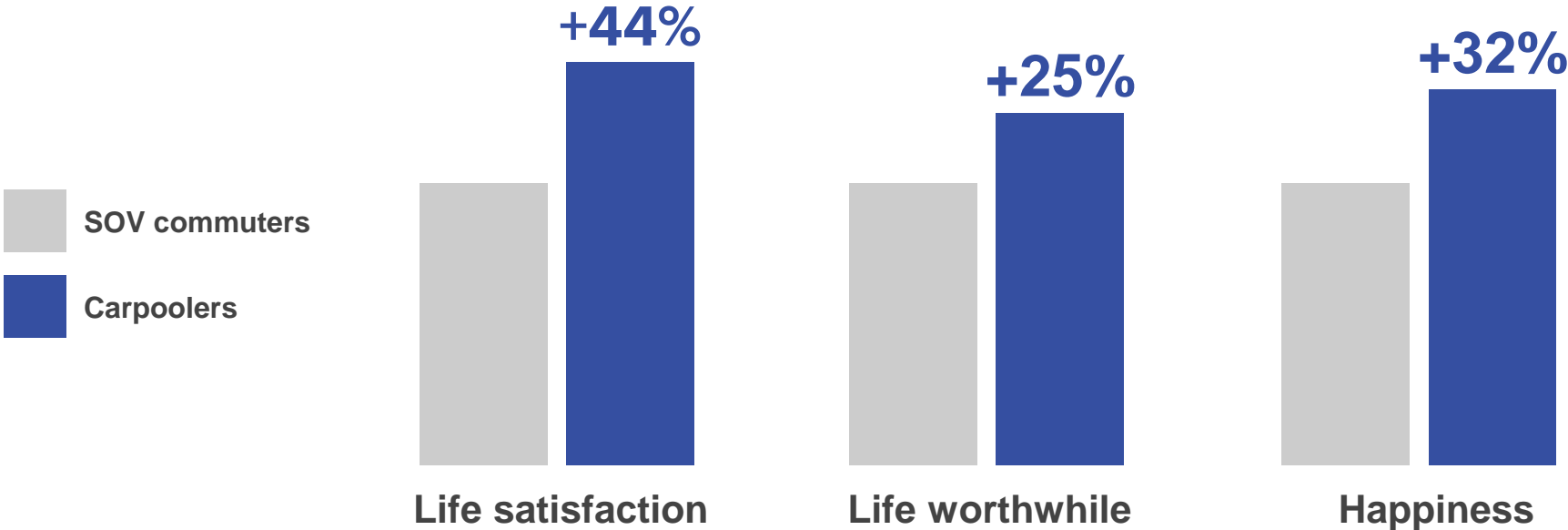
43%

Socialize with friends and family



Source: Scoop State of the American Commute Report, June 2019

Mode choice drives commuter well-being



Source: Scoop State of the American Commute Report, June 2019

Measure + address the commute's impact on your people

1 Understand your people

Money: Financial incentive has to consistently be made clear

Flexibility: Both around when you work and how you get there

Help: Guidance on how to commute better

2 Equip your managers

Help your managers: Teach managers how to spot the warning signs of commute-related attrition.

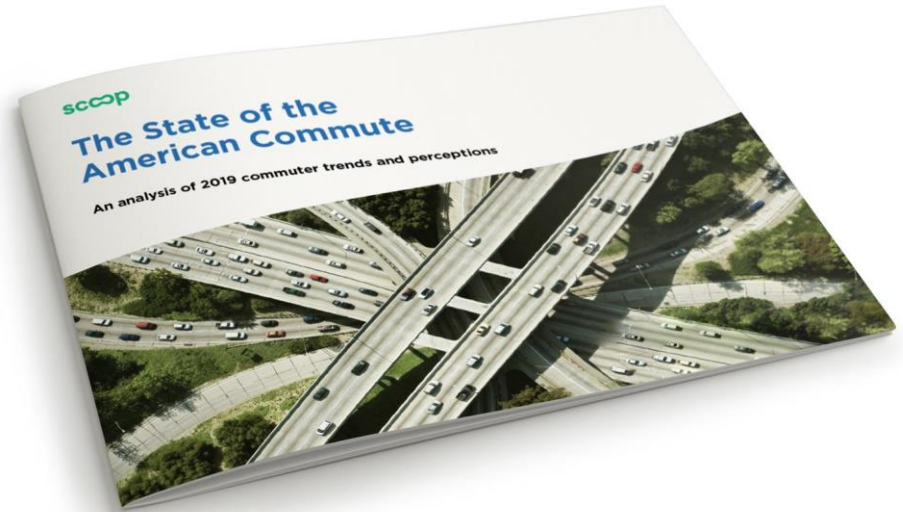
Engage HR/People Ops: Facilitate manager training/development to learn how to have these conversations

3 Review offerings

Set measurable goals: Identify common objectives to benchmark progress

Take a portfolio approach: Diverse offerings for the majority of your workforce

Back up evaluation criteria with data: Talent analytics, pulse and annual surveys



<http://bit.ly/scoop-commutecon>



Charlie Knuth

Senior Director, Strategic Research
Scoop Technologies, Inc.

<http://bit.ly/scoop-commutecon>



| ride**amigos**

