

Return to office, not stressful commutes.

Programs created for real life.

Choice and flexibility are becoming the new norm as commute programs become more holistic and personalized. How will you readdress your programs to better support the changing needs of your workforce as you return to office?

Midtown Transportation has helped more than 150 employers navigate a variety of complex commute-related challenges. This guide explores the requisite support services, incentives, and fundamentals for bringing people back to the office.



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*Midtown Alliance is a
501(c)3 non-profit organization.*

Flexibility that Works for Real Life

Monthly, single-mode benefit programs are not cost effective for employees or employers and represent rigid, outdated models.

Consider the following:



23% of workers have left their job due to a bad commute (Robert Half). Organizations bringing employees back to the office should use this moment to **address the most stressful part of the workday** - getting there.



Workplace resources, such as parking and commuter programs, can be adapted to better support the flexible nature of employees' lives.

How We Can Help

Let us help you transition from rigid, outdated commuter benefits structures and programs to strategies better suited for today's business needs and employee's well-being.



Tailored Commuter Programs:

We can help your business with long-term strategies tailored to your specific business needs and designed to support your employees' well-being.



For Your Organization:

We work with your organization to create and implement enhanced commuter policies, procedures and agreements.



For Managers:

We equip managers with specialized training - from managing remote teams to educating employees on commute options.



For Employees:

We support your employees with customized collateral on commute options near campus, customized one-on-one route planning, incentive programs, and more.

Additional Resources:

- Midtown Transportation: [Return to Office Strategy](#)
- Midtown Transportation: [COVID-19 Public Transportation Updates](#)
- CDC: [COVID-19 Employer Information for Office Buildings](#)
- Georgia Commute Options: [COVID-19 Commute Impact Report](#)

How We Can Help

EXECUTIVE
LEVEL

HUMAN
RESOURCES

REAL ESTATE/
FACILITIES

MARKETING/
COMMUNICATIONS

Consulting

Review commuter benefits, like parking subsidies and transit pass programs, with recommendations for optimizing these programs.



Conduct workforce "Improve Your Commute" survey - aimed at better understanding how employees plan to commute when they return to the office, what is driving these decisions, and how your organization can best support.



Recommend adjustments to parking facilities, shuttle services and other commuter programs to fit newly flexible work patterns.



Provide resources, policy templates and personalized guidance to enhance FlexWork arrangements and scheduling strategies.



Offer best practices and case studies from comparable Midtown organizations.



Implementation + Education

Connect your organization to resources and tech solutions to manage new programs like flexible, daily parking.



Create information to help your employees and new hires to better understand their safe and reliable commuting options.



Deliver ready-to-use communications materials that guide and support employees through newly adopted commuter programs.



Schedule a meeting with our transportation team to get started.

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