




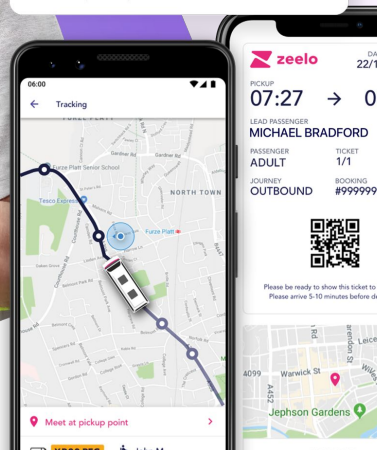
Kroger Access Report for Divisions US

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Don't see your worksite?
Let us know!



 ZEELO 3min ago
Your Zeelo is on its way!
Meet at pickup location at 07:27.



What is an access report?

- An evaluation of commute options available to a current employee or candidate.
- Analysis of key recruitment locations powered by census data for the site location.
- **Don't see your worksite listed in this report? Let us know, Zeelo will build out a report for your location.**

Why does it matter?

- Restricted transportation options lead to a significantly tighter recruitment pool.
- This has a knock-on effect to key performance metrics: early leavers, overall staff retention, employee wellbeing, productivity and overall candidate quality.
- Cost of living for employees is significantly impacted by travel to work affecting wellbeing.

What have clients achieved by using Zeelo?

- Current Zeelo services have seen an Increase of 78% in recruitment.
- 70% rate of staff retention among Zeelo clients improved after 12 months on average.
- On-Site attendance increased 62% with current clients with a supported Zeelo service.
- Conversion of temporary agency to direct staff savings.
- Higher engagement and employee satisfaction.



The Zeelo Service is important for me to get to work

98%

Strongly Agree / Agree



"It makes my transport to work much cheaper and much easier"

- Rider 2023

I cannot get to work without the Zeelo service.

74%

Strongly Agree / Agree



"Without the Zeelo Bus, I can't afford a bus or taxi going to work each day."

- Rider 2023

The Zeelo Service was important for me accepting my job

80%

Strongly Agree / Agree



vs Zeelo average - 73%



Having access to the Zeelo service has improved my mental wellbeing at work.

88%

Strongly Agree / Agree



"The Zeelo service makes me more relaxed during my work time. I can concentrate better!" – **Rider 2023**

Does riding with Zeelo save you time every day?

88%

YES



45% 0–30 minutes

37% 30–60 minutes

7% 120 minutes +

Do you save money by riding the service? (per week)

94%

YES



25% \$5–\$10

30% \$10–\$20

25% More than \$30

Kroger Divisions

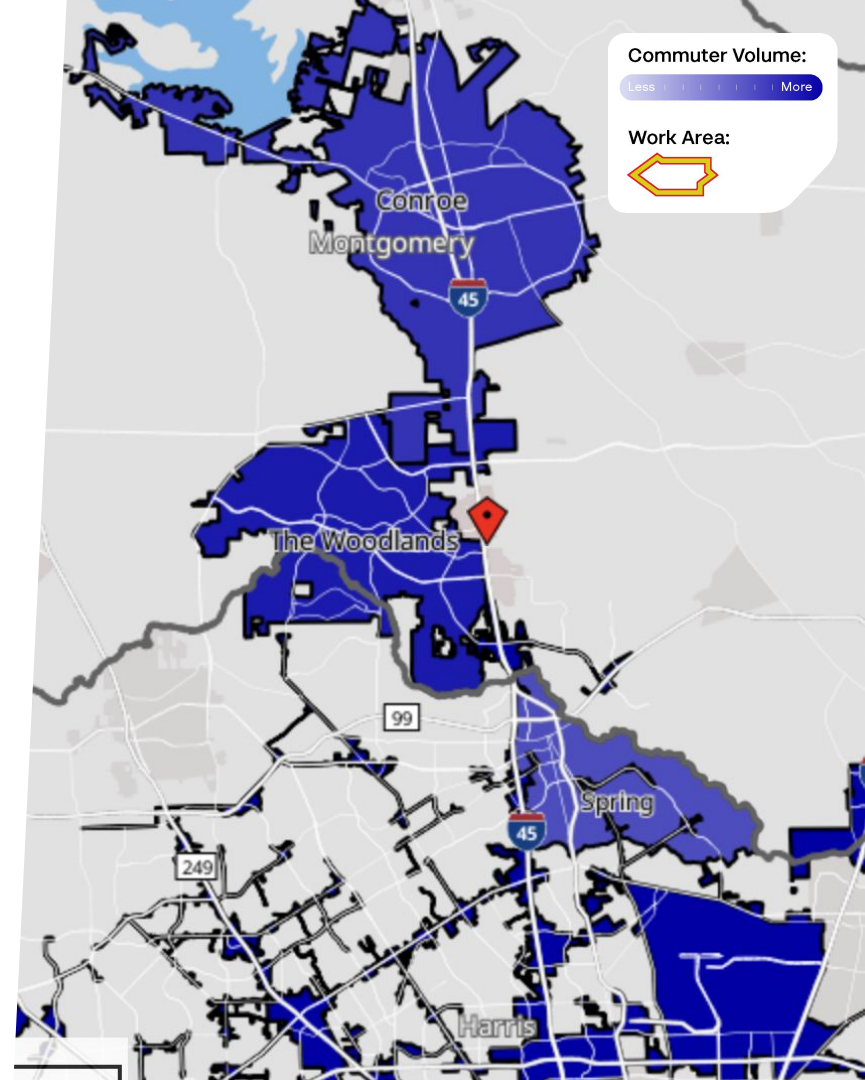
Texas

Where is the workforce traveling from?

The Woodlands, Conroe City, Spring

Analysis:

- >90% commute from outside of Shenandoah.
- This map is color coded based on where the workforce is commuting from, see the legend for more information.
- This is filtered to Individuals making between \$15,000 and \$40,000 per year.
- To ensure you can attract workers in these areas, we recommend introducing a private service which provides easier access to site from each of these locations.
- See example routes on the next slide.



Employee Commute Analysis for Shenandoah, TX

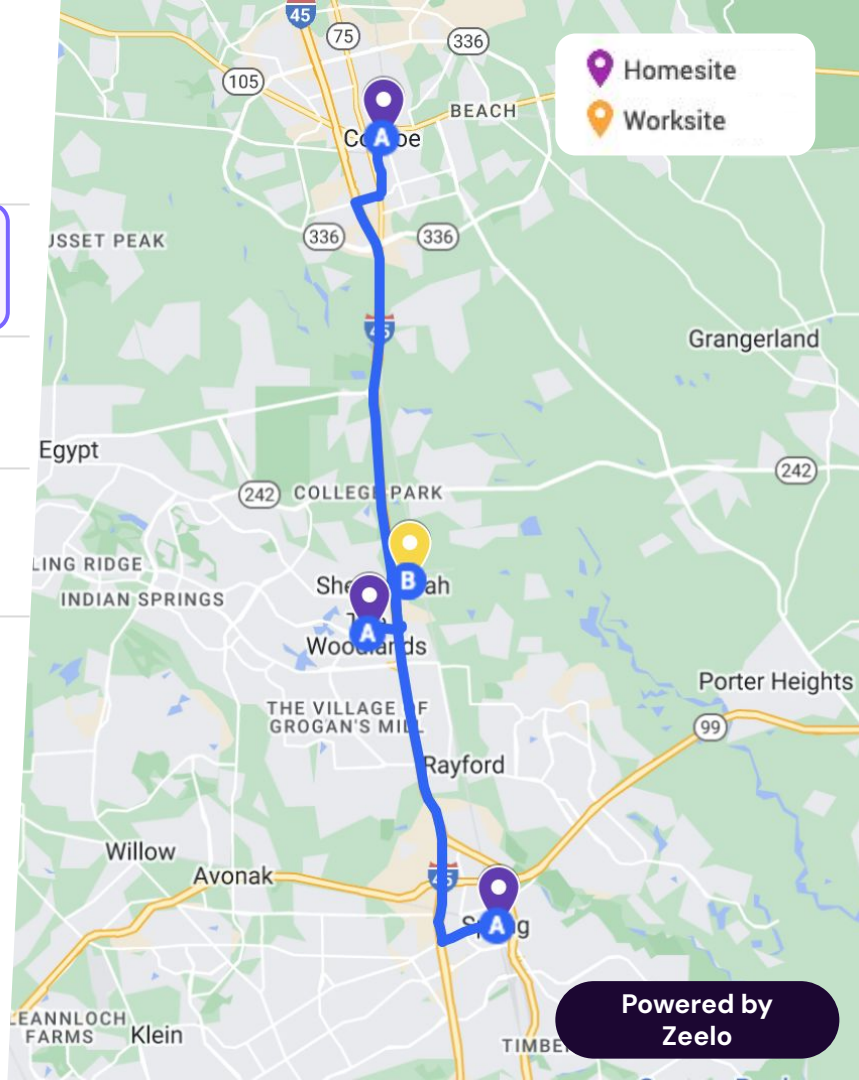
	The Woodlands	Conroe City	Spring
Zeelo Ride Time	2.1 mi	10.3 mi	9.1 mi
	5 mins	24 mins	21 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	2.1 mi	10.3 mi	9.1 mi
	5 mins	16 mins	14 mins
	\$1.51/trip**	\$7.42/trip**	\$6.55/trip**
Public transit	1.7 mi		
	39 mins	No Route Found	No Route Found

Analysis:

- Public transit routes are very limited and are not time efficient.
- Zeelo can provide an efficient alternative to private car transportation and public transit.

*On Average, riders on Zeelo services pay \$0 - \$5 per trip.

**Cost of driving per mile estimated using [AAA your driving costs fact sheet](#) (2022)



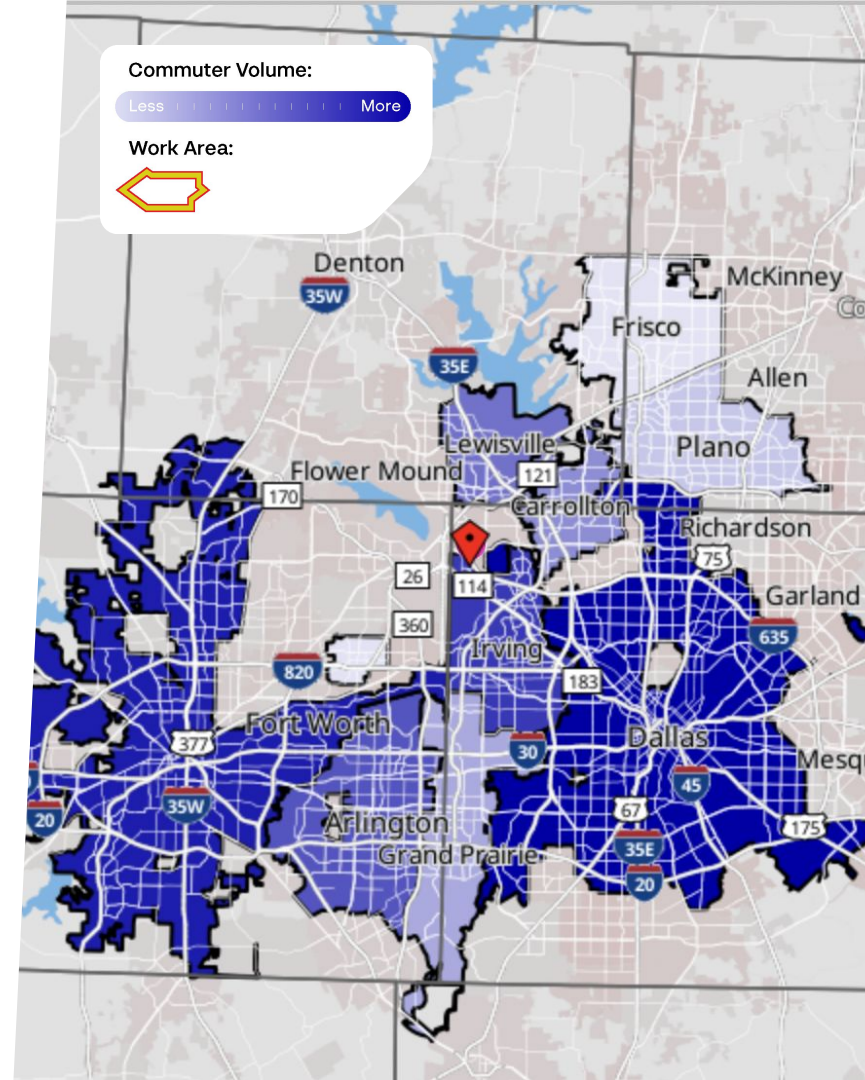
Employee Recruitment Analysis for Coppell, TX

Where is the workforce traveling from?

Dallas, Fort Worth, Arlington

Analysis:

- An estimated 75% of all employees in the worksite census tract commute from outside Coppell
- This map is color coded based on where the workforce is commuting from, see the legend for more information.
- This is filtered to Individuals making between \$15,000 and \$40,000 per year.
- To ensure you can attract workers in these areas, we recommend introducing a private service which provides easier access to site from each of these locations.
- See example routes on the next slide.



Employee Commute Analysis for Coppell, TX

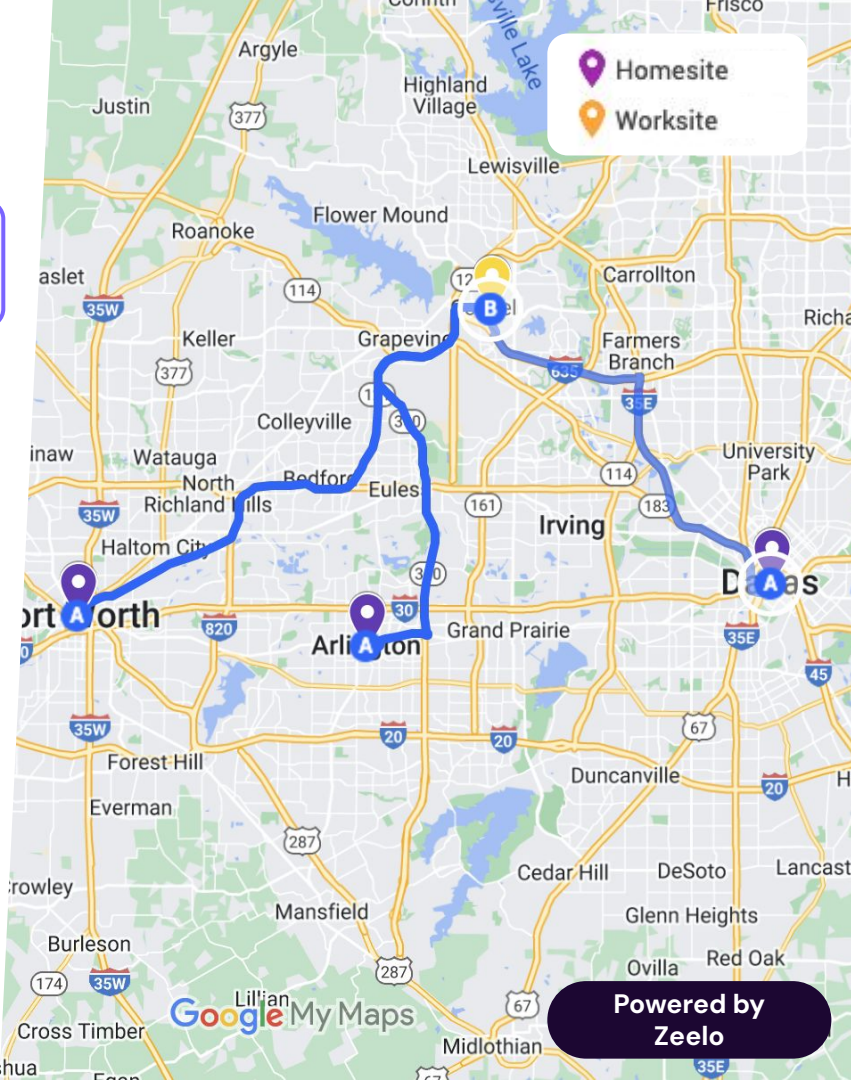
	Dallas	Fort Worth	Arlington
Zeelo Ride Time	22.6 mi	27.4 mi	22.8 mi
	38 mins	44 mins	42 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	22.6 mi	27.4 mi	22.8 mi
	25 mins	29 mins	28 mins
	\$16.27/trip**	\$19.73/trip**	\$16.42/trip**
Public transit	No Route Found	No Route Found	No Route Found

Analysis:

- No Public transit routes are available
- Zeelo can provide an efficient alternative to private car transportation and public transit.

*On Average, riders on Zeelo services pay \$0 - \$5 per trip.

**Cost of driving per mile estimated using [AAA your driving costs fact sheet](#) (2022)



Kroger Divisions & Headquarters

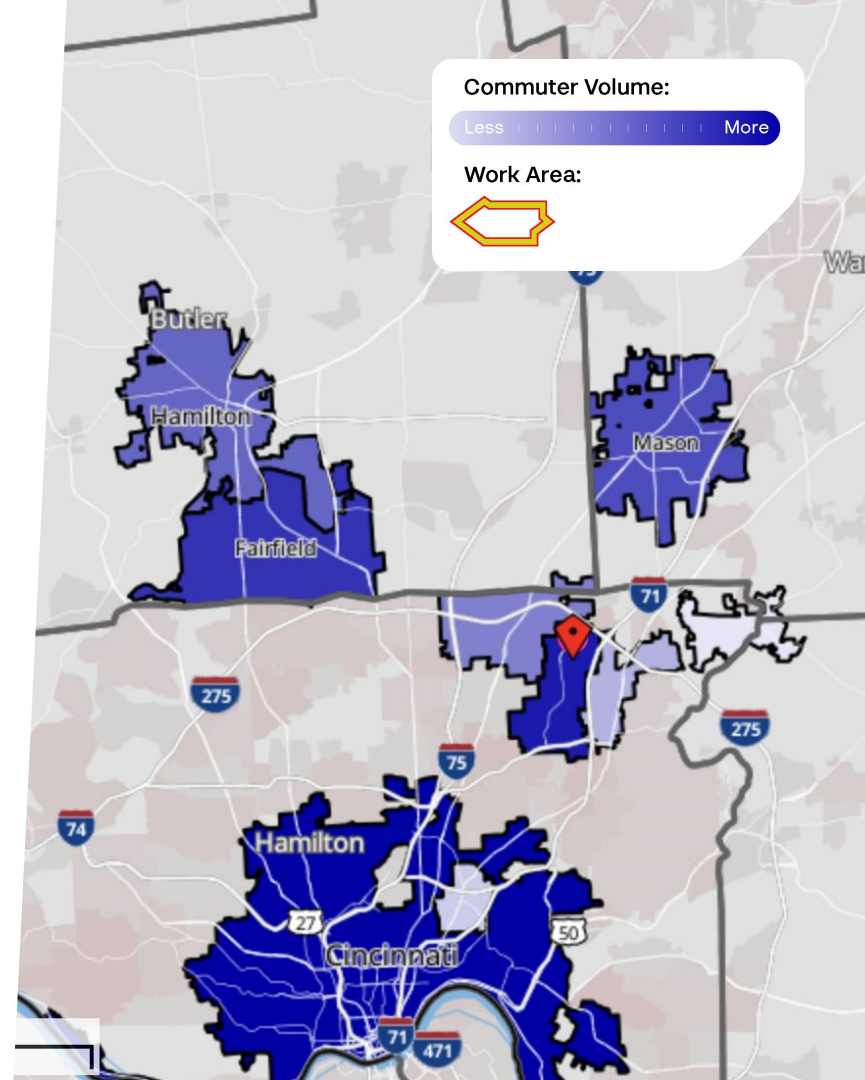
Ohio

Where is the workforce traveling from?

Blue Ash City, Fairfield City, Mason

Analysis:

- >70% commute from outside of Cincinnati
- This map is color coded based on where the workforce is commuting from, see the legend for more information.
- This is filtered to Individuals making between \$15,000 and \$40,000 per year.
- To ensure you can attract workers in these areas, we recommend introducing a private service which provides easier access to site from each of these locations.
- See example routes on the next slide.



Employee Commute Analysis for Cincinnati, OH

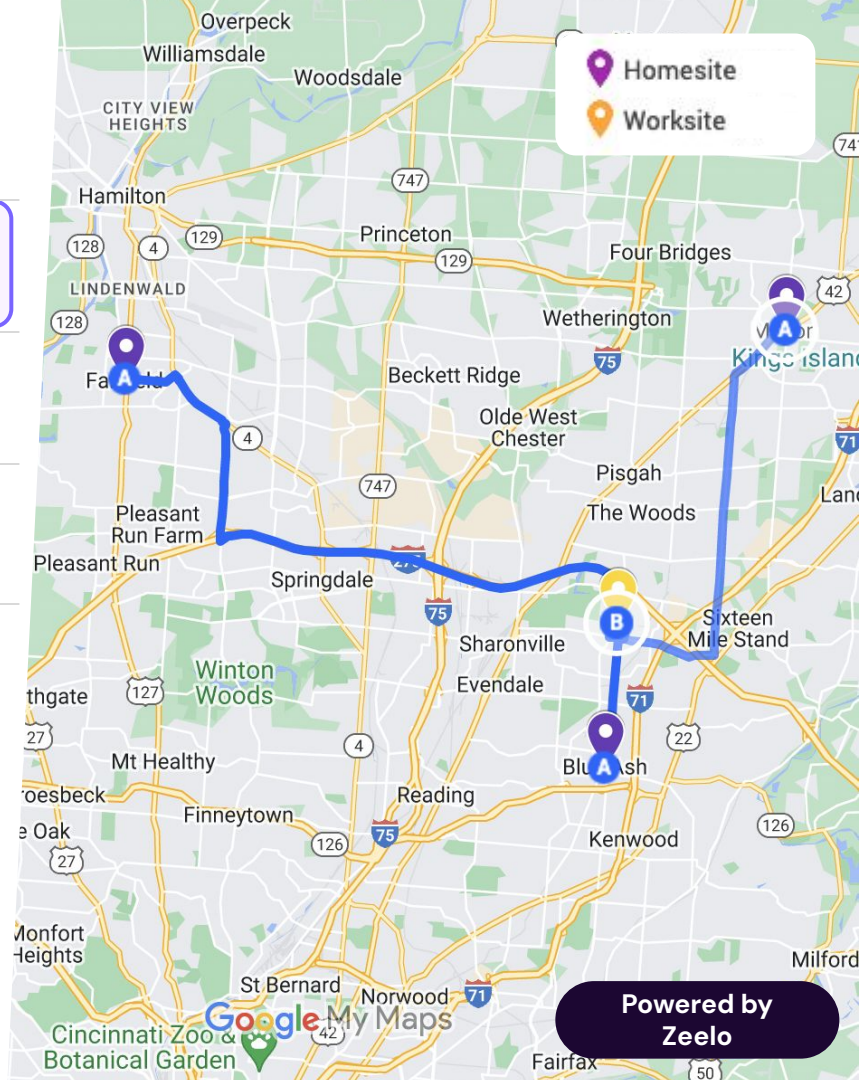
	Blue Ash City	Fairfield City	Mason City
Zeelo Ride Time	3.3 mi	15.2 mi	9.4 mi
	8 mins	36 mins	23 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	3.3 mi	15.2 mi	9.4 mi
	8 mins	25 mins	20 mins
	\$2.38/trip**	\$10.94/trip**	\$6.77/trip**
Public transit	3.3 mi	15.2 mi	9.4 mi
	41 mins	8 hours 23 mins	1 hour 3 mins

Analysis:

- Public transit routes are available, but are not time efficient.
- Zeelo can provide an efficient alternative to private car transportation and public transit.

*On Average, riders on Zeelo services pay \$0 - \$5 per trip.

**Cost of driving per mile estimated using [AAA your driving costs fact sheet](#) (2022)



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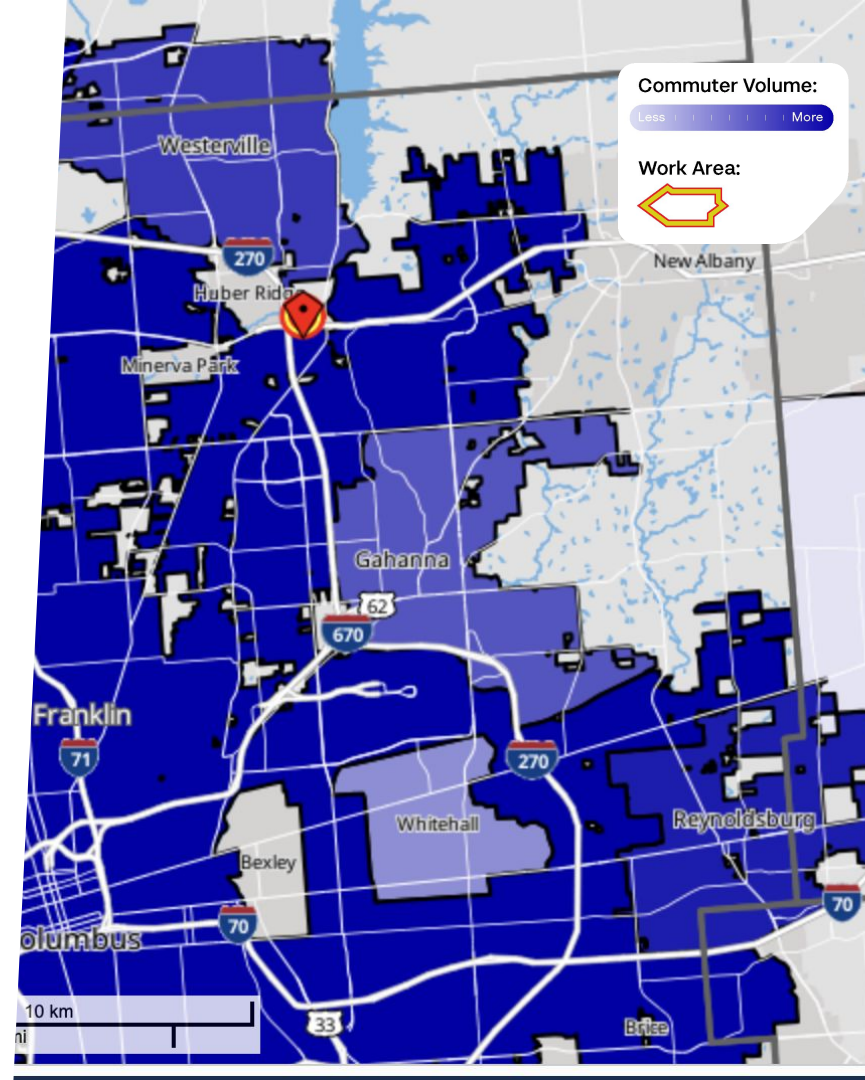
Employee Recruitment Analysis for Westerville, OH

Where is the workforce traveling from?

Reynoldsburg, Westerville, Gahanna

Analysis:

- >60% commute from outside of Westerville.
- This map is color coded based on where the workforce is commuting from, see the legend for more information.
- This is filtered to Individuals making between \$15,000 and \$40,000 per year.
- To ensure you can attract workers in these areas, we recommend introducing a private service which provides easier access to site from each of these locations.
- See example routes on the next slide.



Employee Commute Analysis for Westerville, OH

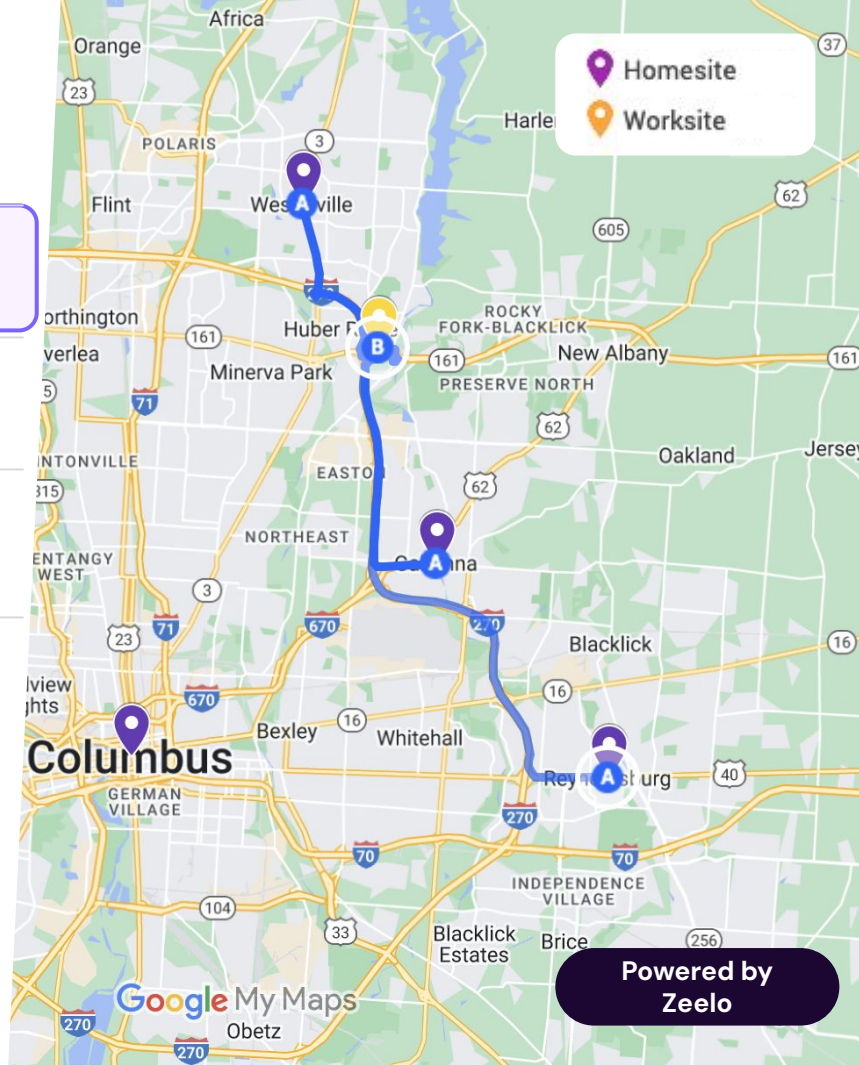
	Reynoldsburg	Westerville	Gahanna
Zeelo Ride Time	13.7 mi	5.6 mi	7.0 mi
	29 mins	13 mins	17 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	13.7 mi	5.6 mi	7.0 mi
	19 mins	12 mins	11 mins
	\$9.86/trip**	\$4.03/trip**	\$5.04/trip**
Public transit	No Route Found	No Route Found	No Route Found

Analysis:

- Public transit routes are not available for this worksite.
- Zeelo can provide an efficient alternative to private car transportation and public transit.

*On Average, riders on Zeelo services pay \$0 - \$5 per trip.

**Cost of driving per mile estimated using [AAA your driving costs fact sheet](#) (2022)



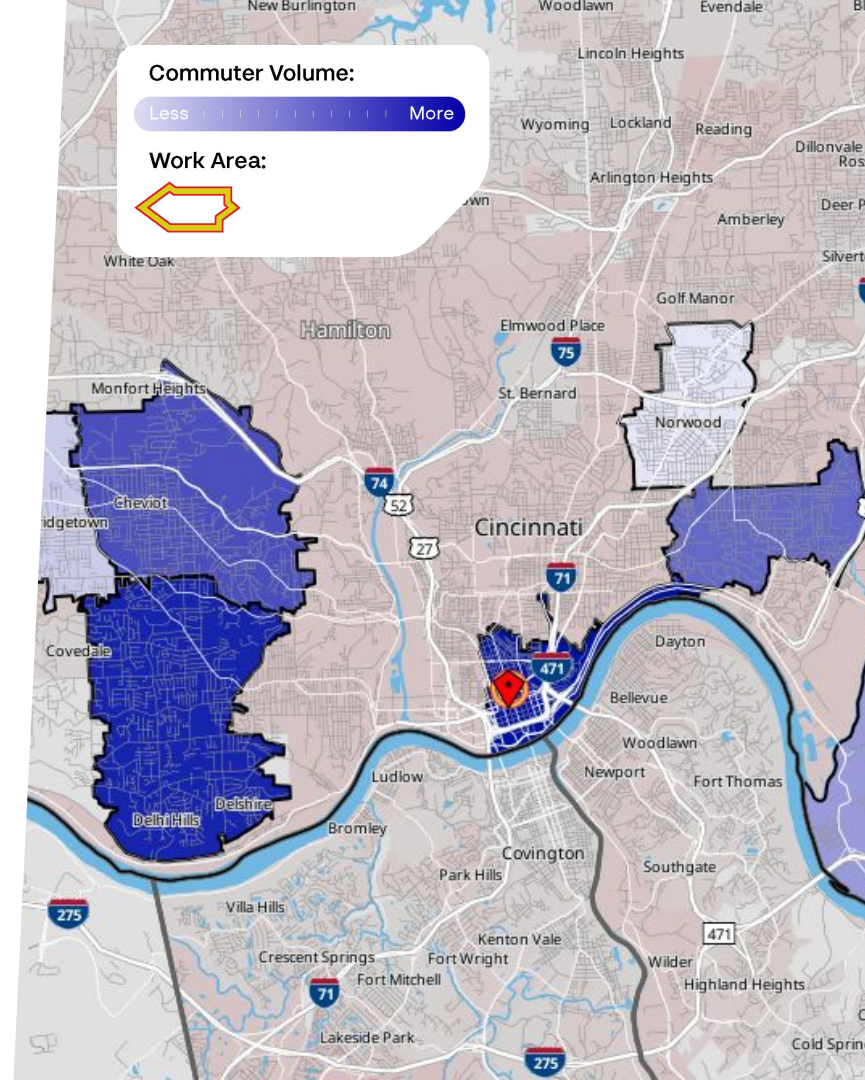
Employee Recruitment Analysis for Kroger HQ

Where is the workforce traveling from?

Cincinnati City, Columbus City, Northwood City

Analysis:

- Almost 20% of all employees in the worksite census tract commute from Cincinnati alone.
- This map is color coded based on where the workforce is commuting from, see the legend for more information.
- This is filtered to Individuals making between \$15,000 and \$40,000 per year.
- To ensure you can attract workers in these areas, we recommend introducing a private service which provides easier access to site from each of these locations.
- See example routes on the next slide.



Employee Commute Analysis for Kroger

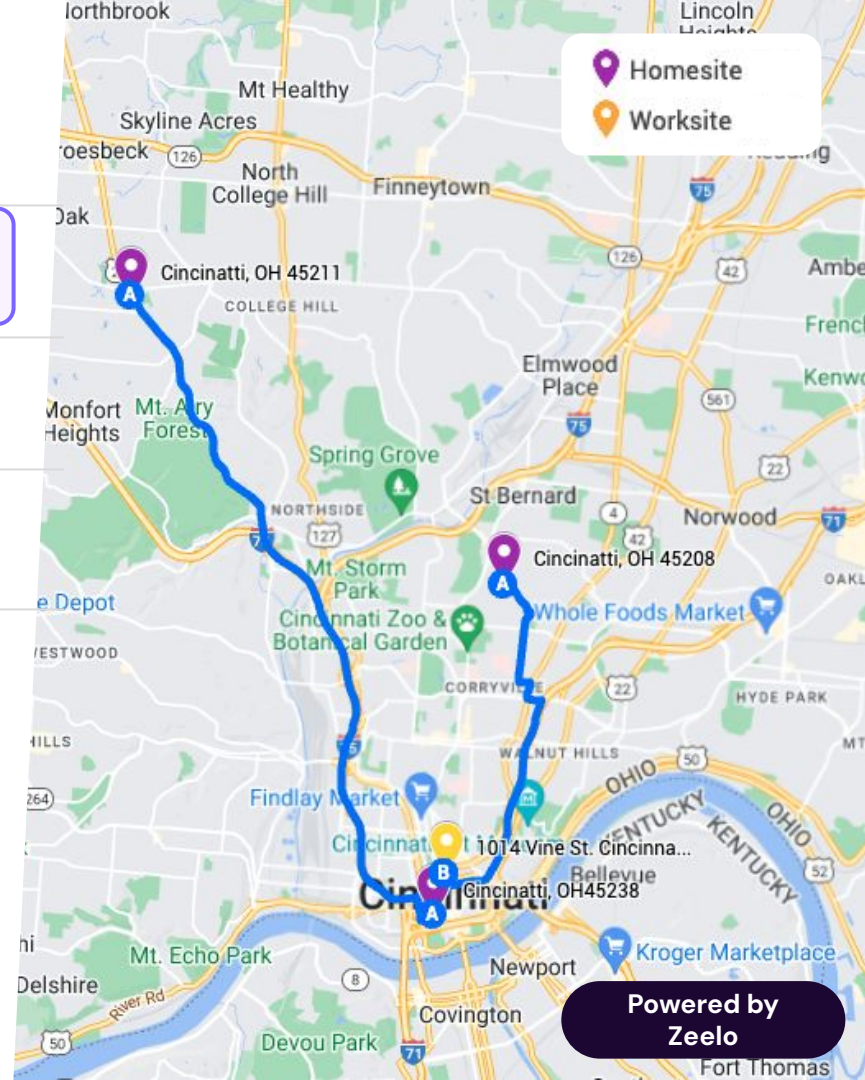
	45238	45211	45208
Zeelo Ride Time	7.3 mi	11.3 mi	6.4 mi
	18 mins	26 mins	15 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	7.3 mi	11.3 mi	6.4 mi
	18 mins	17 mins	13 mins
	\$5.26/trip**	\$8.14/trip**	\$4.61/trip**
Public transit	7.3 mi	11.3 mi	6.4 mi
	1 hour 6 mins	55 mins	37 mins

Analysis:

- Public transit routes are available, but are not time efficient.
- Zeelo can provide an efficient alternative to private car transportation and public transit.

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**Cost of driving per mile estimated using [AAA your driving costs fact sheet](#) (2022)



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Kroger Divisions

Tennessee

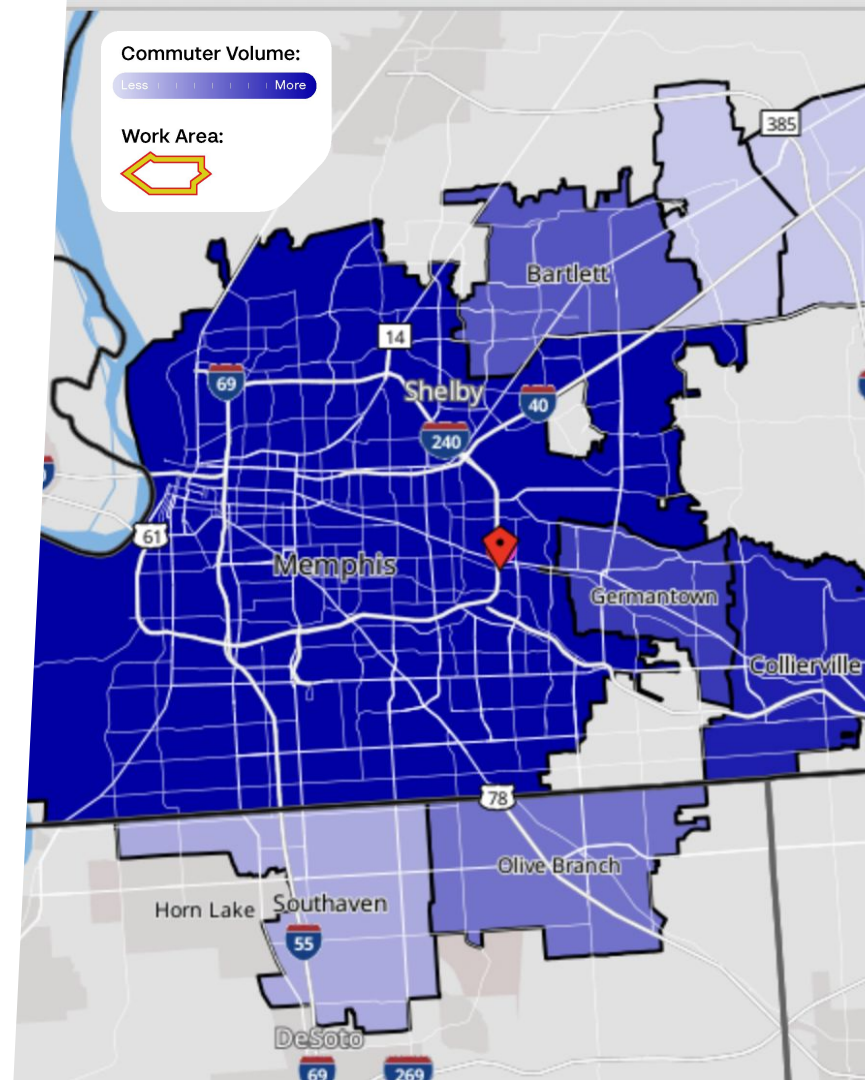
Employee Recruitment Analysis for Memphis, TN

Where is the workforce traveling from?

Memphis City, Collierville, Germantown

Analysis:

- >50% commute from outside of the worksite census tract.
- This map is color coded based on where the workforce is commuting from, see the legend for more information.
- This is filtered to Individuals making between \$15,000 and \$40,000 per year.
- To ensure you can attract workers in these areas, we recommend introducing a private service which provides easier access to site from each of these locations.
- See example routes on the next slide.



Employee Commute Analysis for Memphis, TN

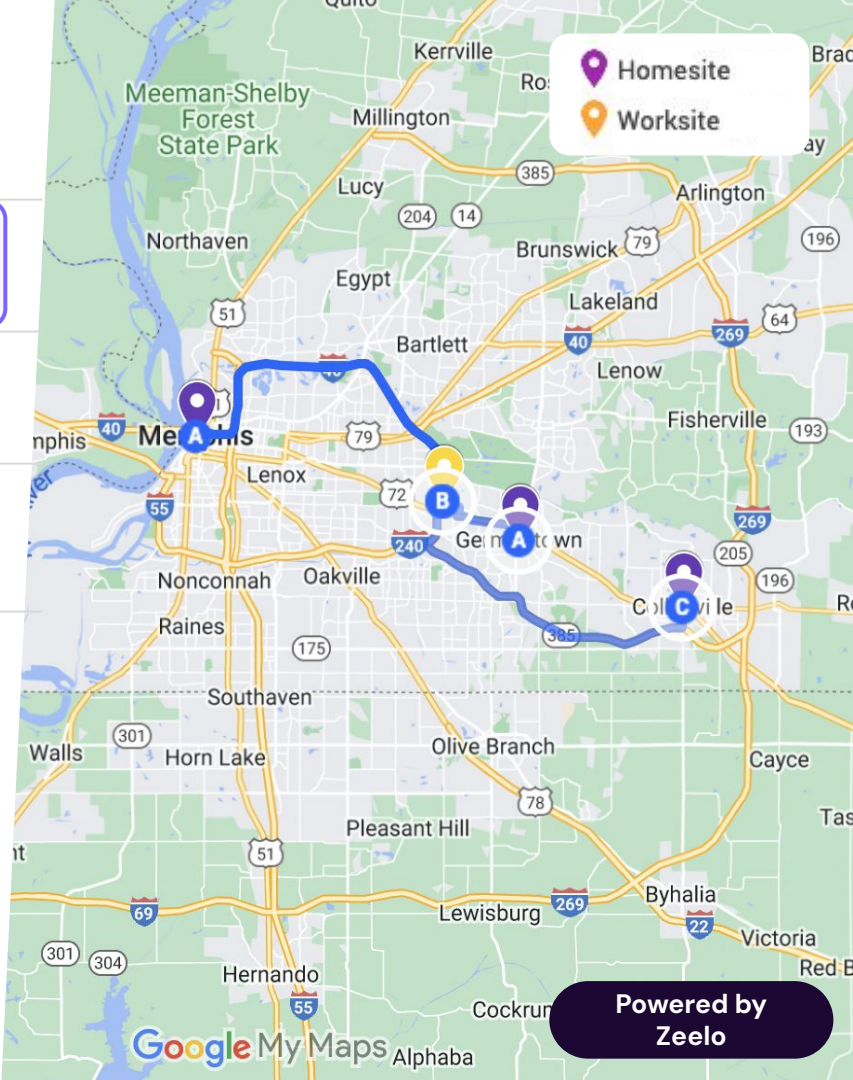
	Memphis	Collierville	Germantown
Zeelo Ride Time	18.2 mi	15.4 mi	4.9 mi
	30 mins	27 mins	12 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	18.2 mi	15.4 mi	4.9 mi
	20 mins	18 mins	12 mins
	\$13.10/trip**	\$11.09/trip**	\$3.53/trip**
Public transit	18.2 mi		4.9 mi
	1 hour 8 mins	No Route Found	27 mins

Analysis:

- Public transit routes are available, but are not time efficient.
- Zeelo can provide an efficient alternative to private car transportation and public transit.

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**Cost of driving per mile estimated using [AAA your driving costs fact sheet](#) (2022)



Powered by
Zeelo

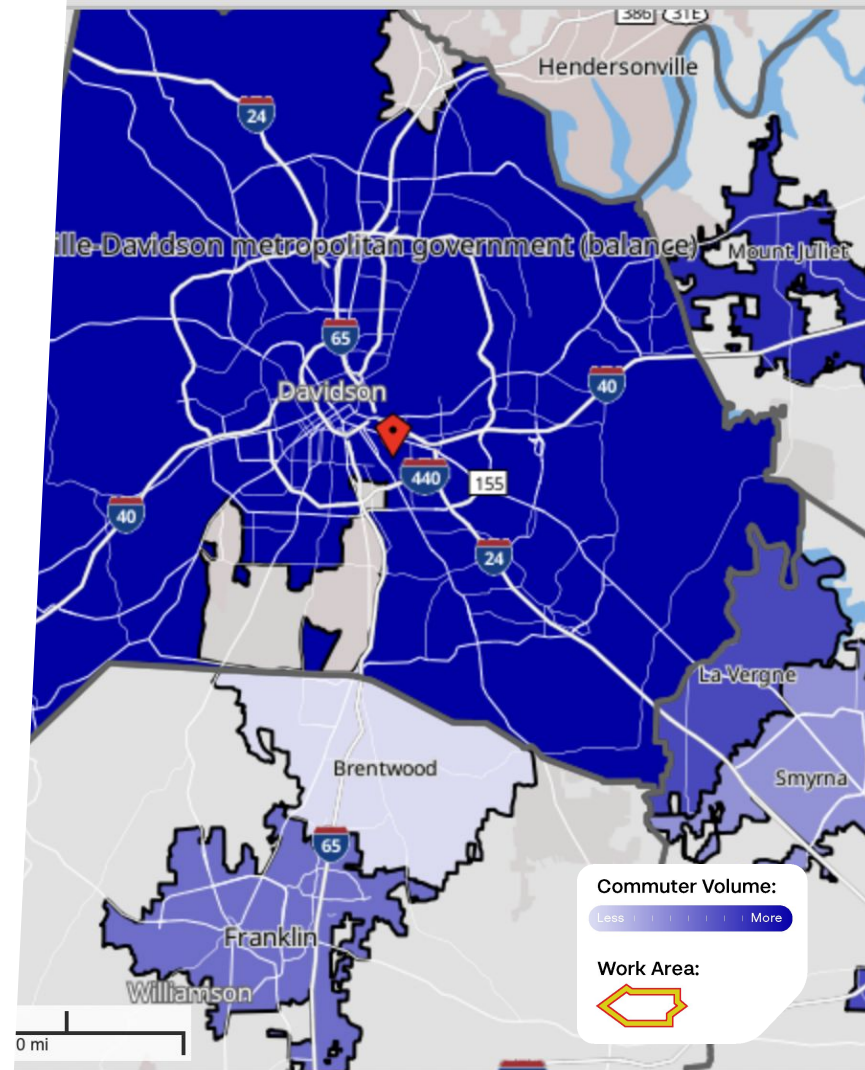
Employee Recruitment Analysis for Nashville, TN

Where is the workforce traveling from?

Nashville, Mount Juliet, La Vergne

Analysis:

- >40% commute from outside of Nashville
- This map is color coded based on where the workforce is commuting from, see the legend for more information.
- This is filtered to Individuals making between \$15,000 and \$40,000 per year.
- To ensure you can attract workers in these areas, we recommend introducing a private service which provides easier access to site from each of these locations.
- See example routes on the next slide.



Employee Commute Analysis for Nashville, TN

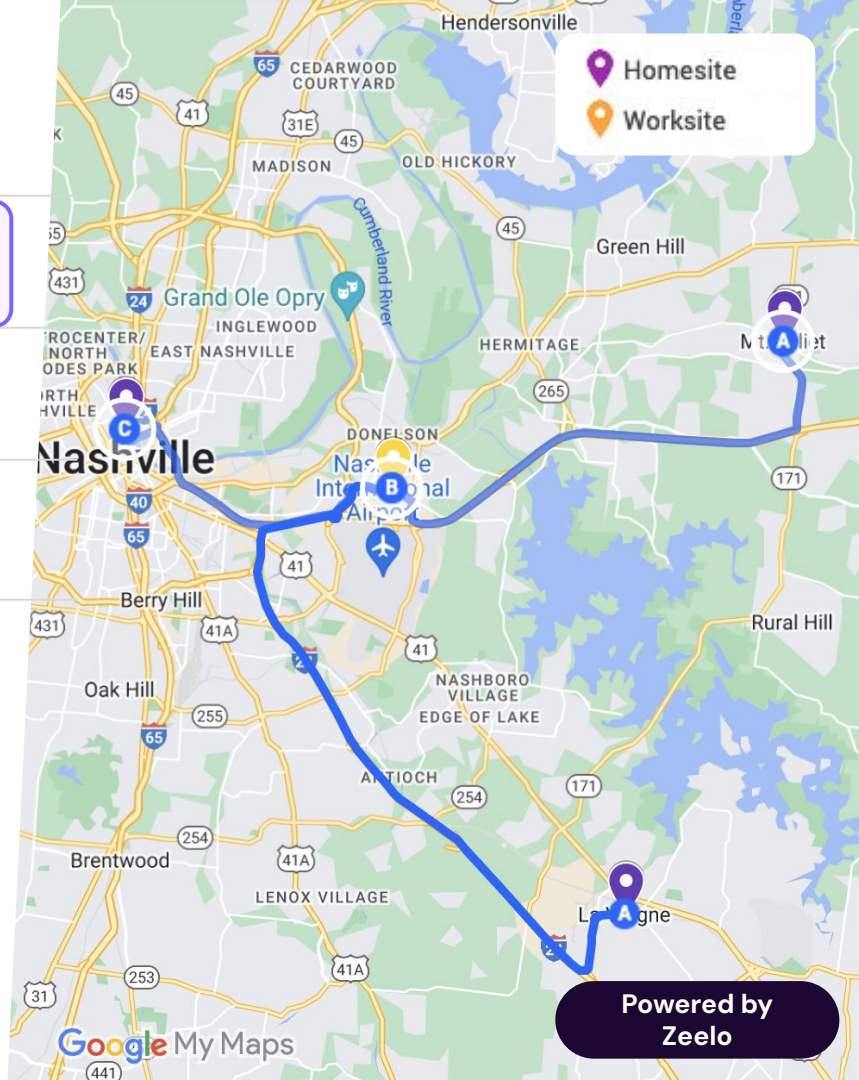
	Nashville-Davidson	Mount Juliet	La Vergne
Zeelo Ride Time	8.7 mi	12.4 mi	18.4 mi
	21 mins	26 mins	35 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	8.7 mi	12.4 mi	18.4 mi
	14 mins	17 mins	23 mins
	\$6.26/trip**	\$8.93/trip**	\$13.25/trip**
Public transit	8.7 mi	12.4 mi	18.4 mi
	28 mins	58 mins	1 hour 22 mins

Analysis:

- Public transit routes are available, but are not time efficient.
- Zeelo can provide an efficient alternative to private car transportation and public transit.

*On Average, riders on Zeelo services pay \$0 - \$5 per trip.

**Cost of driving per mile estimated using [AAA your driving costs fact sheet](#) (2022)





Next Steps

Zeelo can make custom reports for your worksite. Reach out and let us know if we missed your worksite in this report.

If transportation can help your sites, here's the next steps:

- Book a free consultation and data report with your Zeelo representative
- Zeelo will map employee/candidate postcode for sites
- Flexible routing to maximize recruitment pool
- Assessment of expected ROI from launching a private route

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