



Kraft*Heinz*

Kraft Heinz Access Report for Warehouses US

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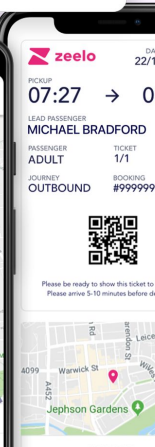
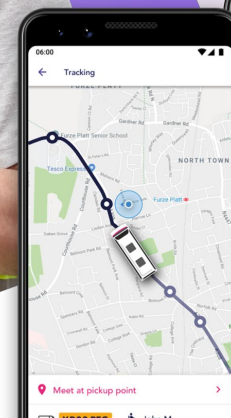
Don't see your worksite?
Let us know!



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

Kraft Heinz Warehouses

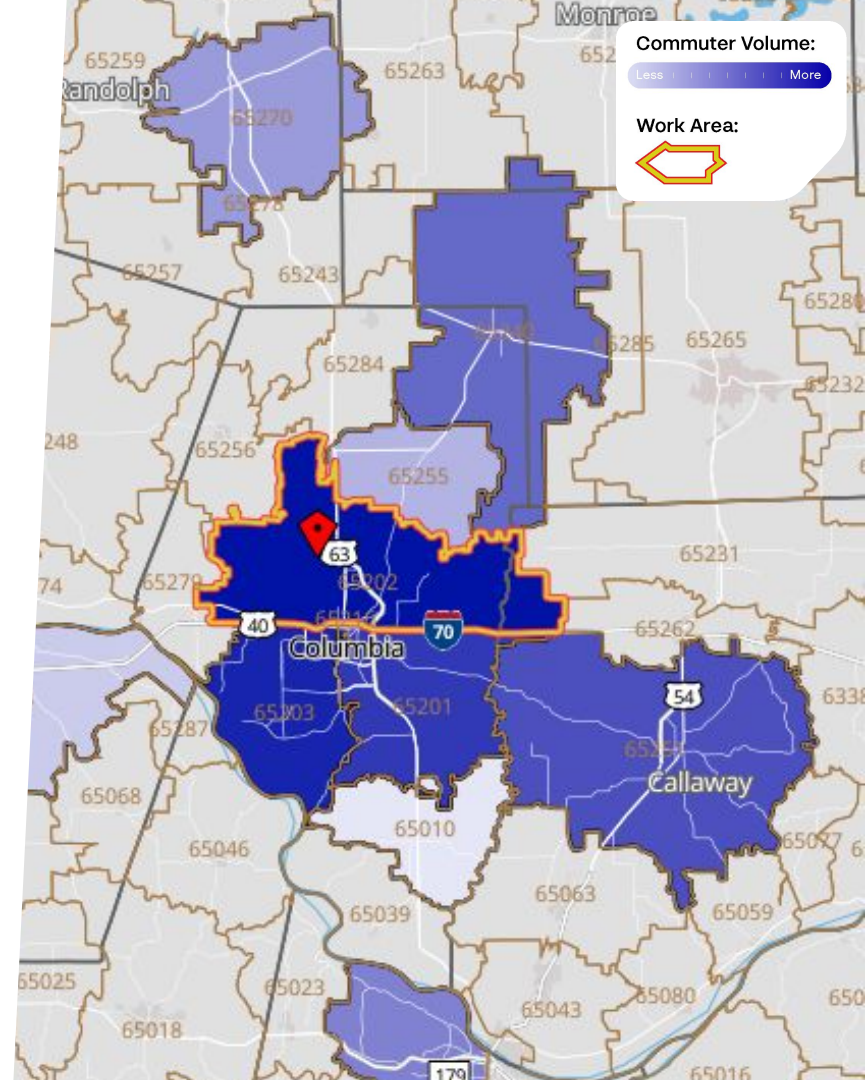
Missouri

Where is the workforce traveling from?

65203, 65201, 65251

Analysis:

- >85% commute from within the Colombia 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 Columbia, MO

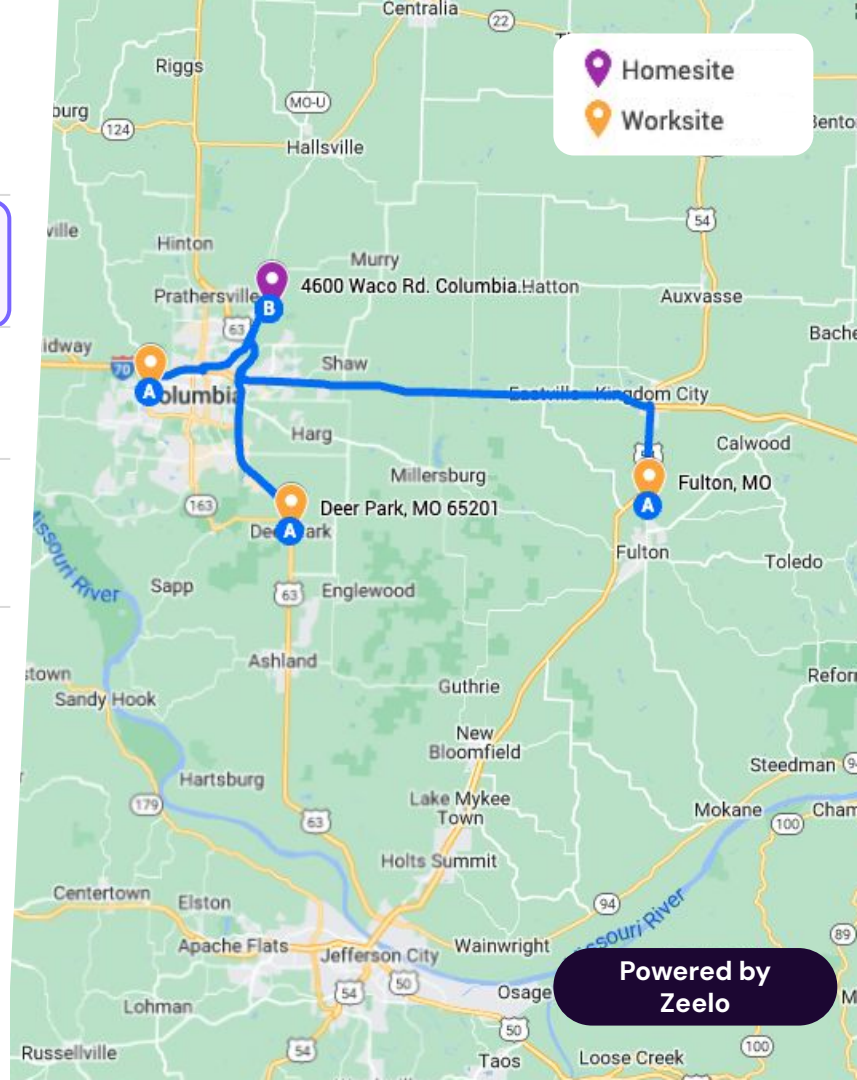
	65203	65201	65251
Zeelo Ride Time	8.5 mi	6.1 mi	26.3 mi
	20 mins	15 mins	50 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	8.5 mi	6.1 mi	26.3 mi
	15 mins	13 mins	33 mins
	\$6.12/trip**	\$4.39/trip**	\$18.94/trip**
Public transit	No Route Found	No Route Found	No Route Found

Analysis:

- Public transit routes are not 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)



Kraft Heinz Warehouses *Ohio*

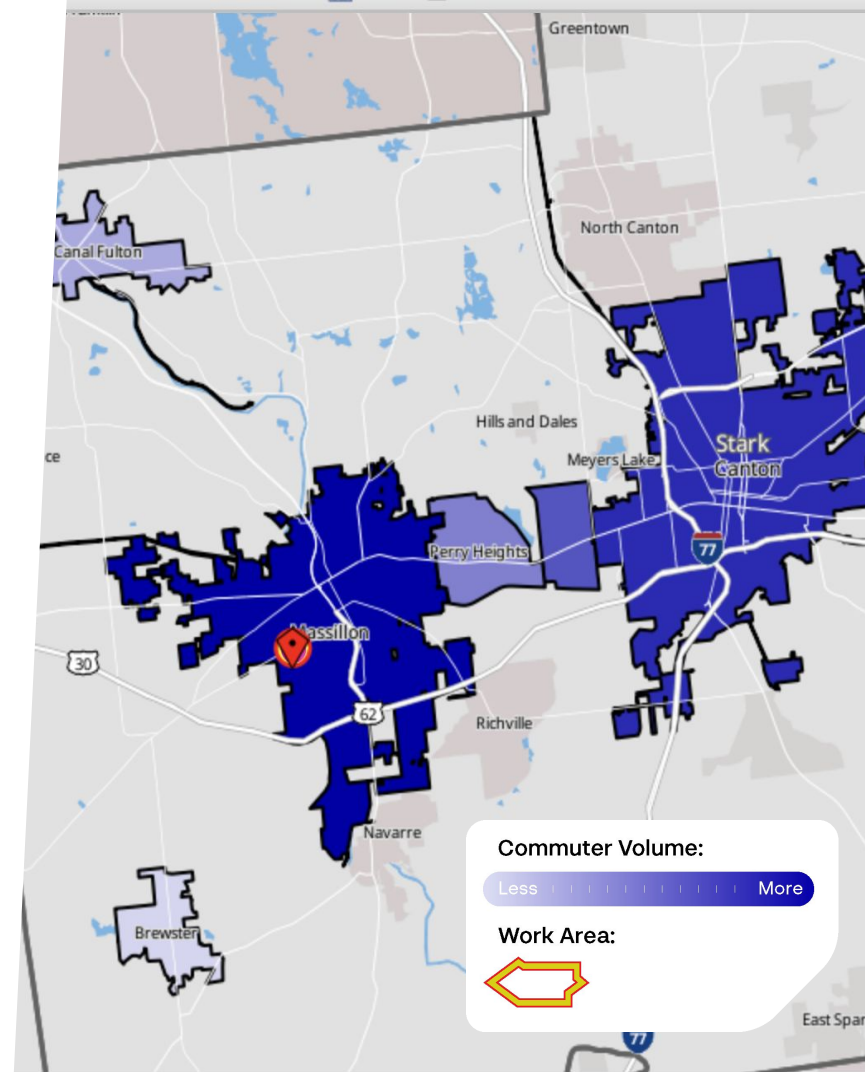
Employee Recruitment Analysis for Massillon City

Where is the workforce traveling from?

Massillon, Canton, Perry Heights

Analysis:

- >20% commute from the Massillon census tract, but other workers are coming from outside 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 Massillon, OH

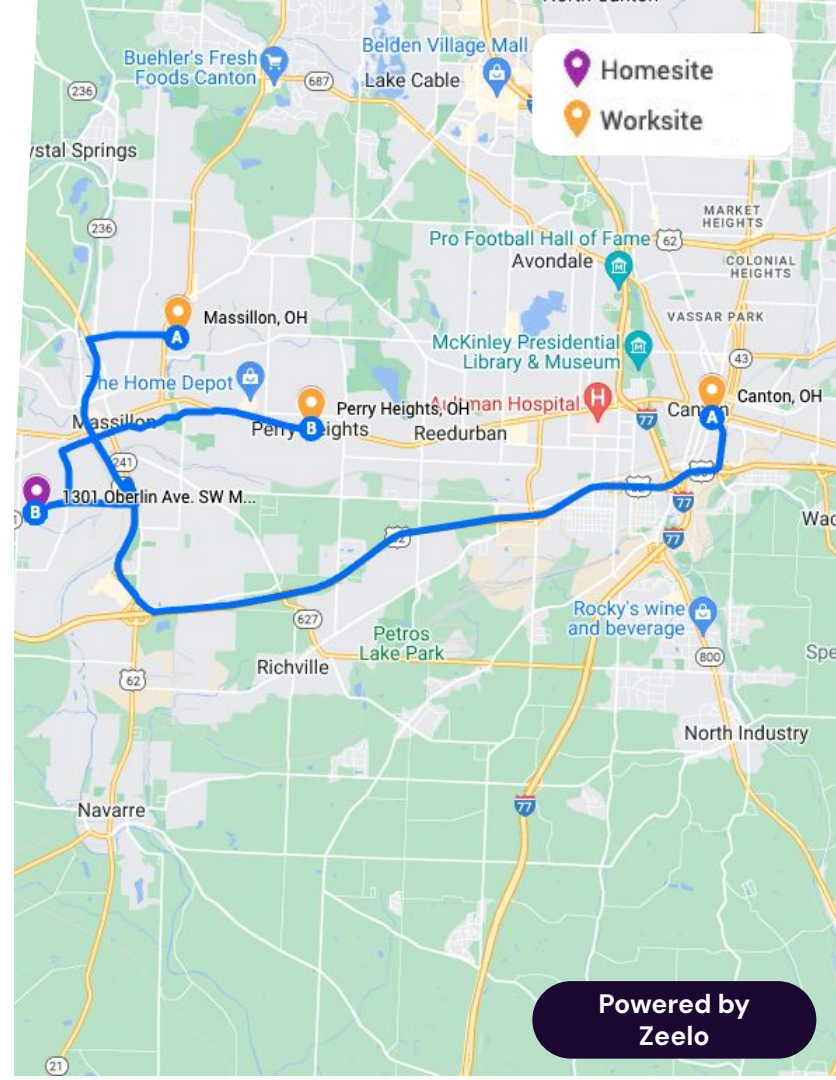
	Massillon, OH	Canton, OH	Perry Heights, OH
Zeelo Ride Time	2.6 mi	11.6 mi	4.9 mi
	7 mins	26 mins	15 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	2.6 mi	11.6 mi	4.9 mi
	7 mins	17 mins	13 mins
	\$1.87/trip**	\$8.35/trip**	\$3.53/trip**
Public transit	2.6 mi	11.6 mi	4.9 mi
	34 mins	1 hour 19 mins	59 mins

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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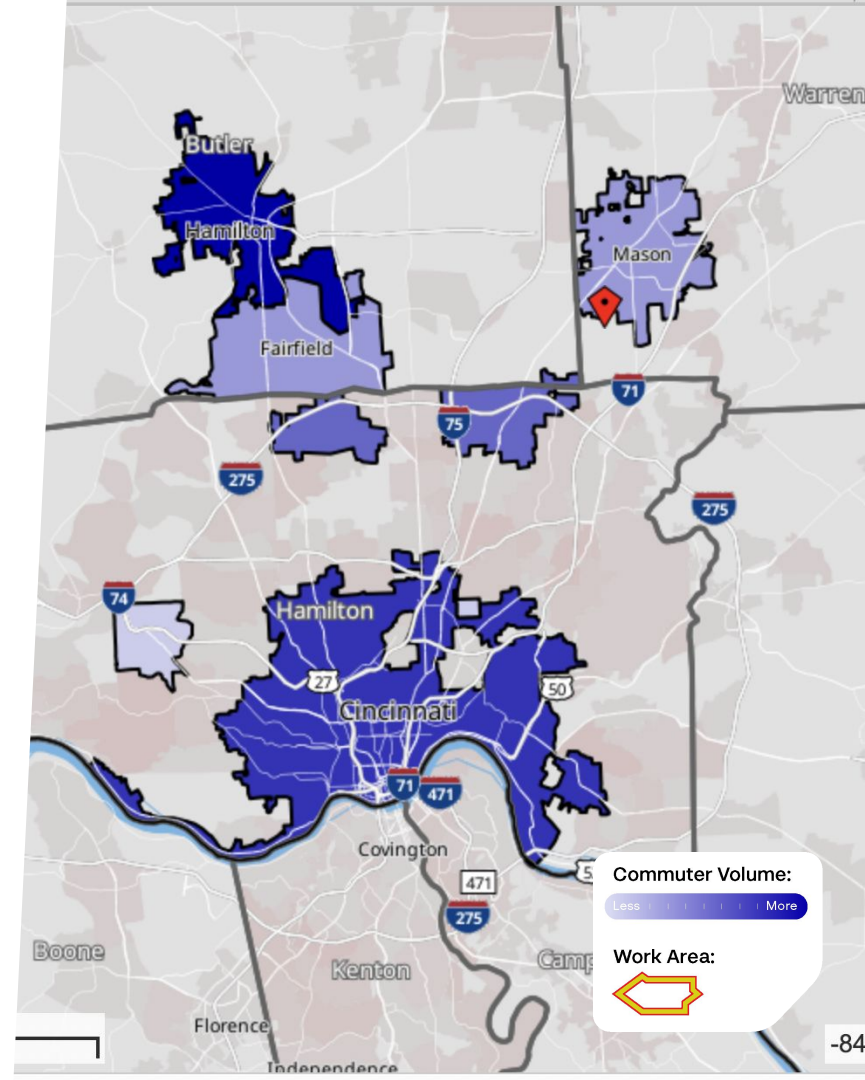
Employee Recruitment Analysis for Mason, OH

Where is the workforce traveling from?

Hamilton, Cincinnati, Forest Park City

Analysis:

- >60% commute from outside of the Mason worksite.
- 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 Mason, OH

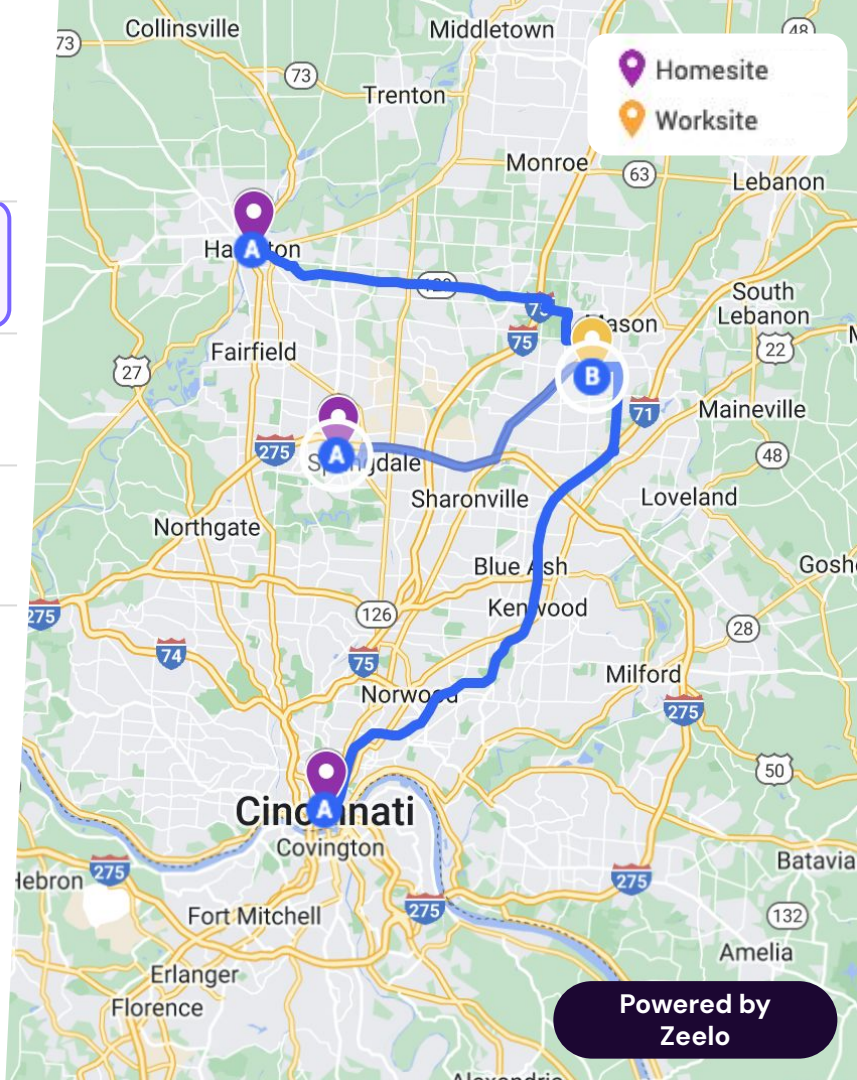
	Hamilton OH	Cincinnati City	Forest Park OH
Zeelo Ride Time	15.7 mi	23.0 mi	12.0 mi
	35 mins	44 mins	29 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	15.7 mi	23.0 mi	12.0 mi
	23 mins	29 mins	21 mins
	\$11.30/trip**	\$16.56/trip**	\$8.64/trip**
Public transit	15.7 mi	23.0 mi	12.0 mi
	9 hours 33 mins	2 hours 3 mins	2 hours 0 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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Illinois

Employee Commute Analysis for Champaign, IL

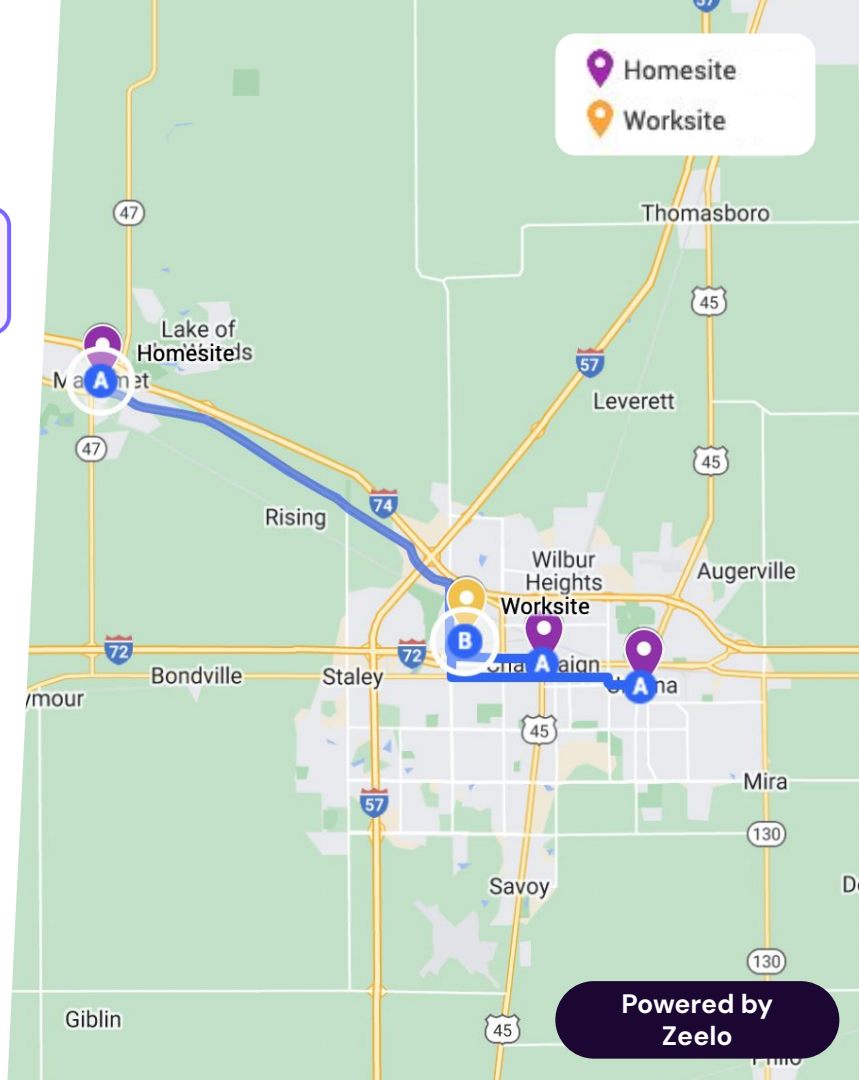
	Champaign	Mahomet	Urbana
Zeelo Ride Time	2.5 mi	9.6 mi	4.9 mi
	6 mins	23 mins	21 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	2.5 mi	9.6 mi	4.9 mi
	9 mins	18 mins	17 mins
	\$1.80/trip**	\$6.91/trip**	\$3.53/trip**
Public transit	2.8 mi		6.2 mi
	54 mins	No Route Found	55 mins

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)

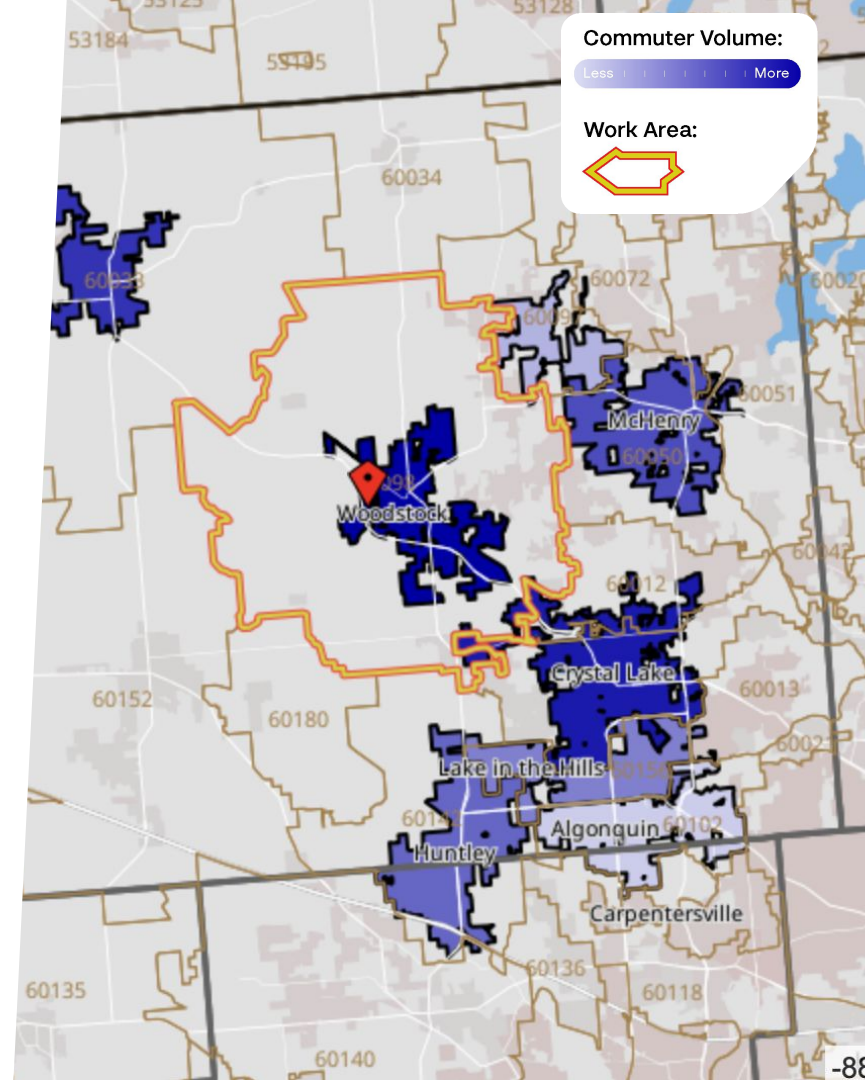


Where is the workforce traveling from?

Woodstock, Crystal Lake, Harvard

Analysis:

- <20% commute from the Woodstock census tract, other workers commute from surrounding areas.
- 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 Woodstock, IL

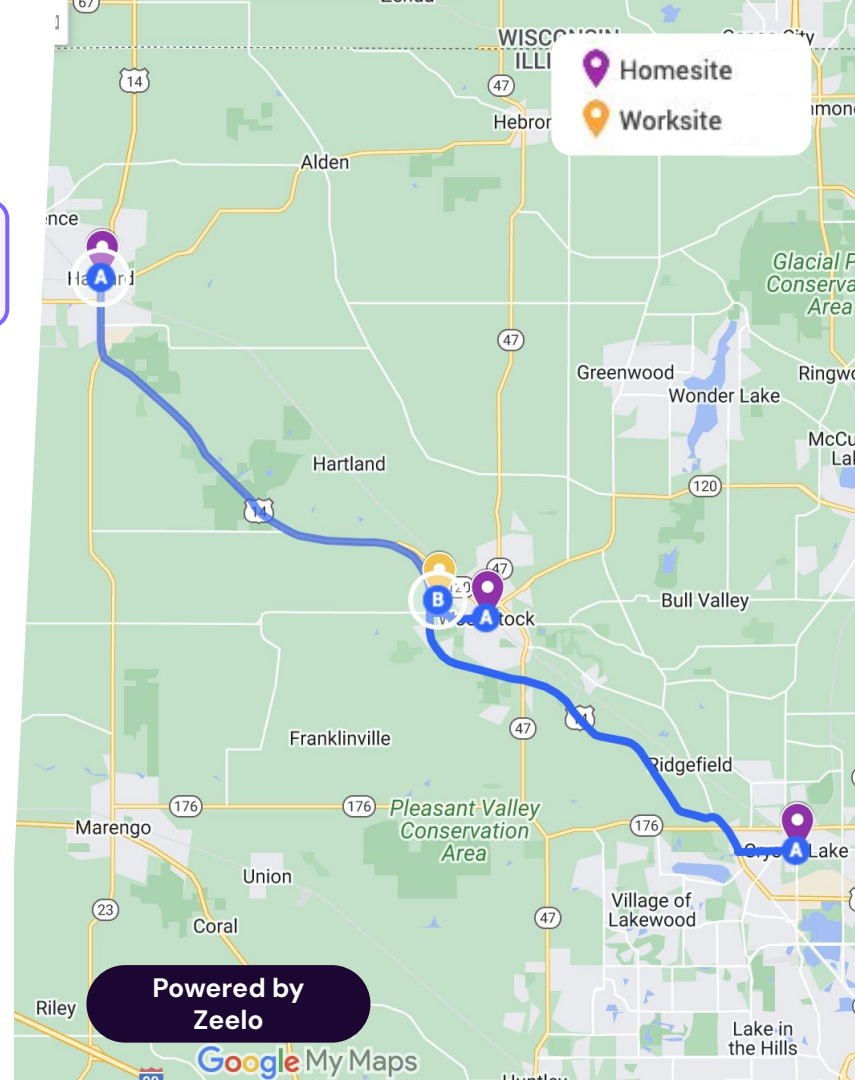
	Woodstock	Crystal Lake	Harvard
Zeelo Ride Time	1.5 mi	11.1 mi	12.0 mi
	8 mins	27 mins	24 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	1.5 mi	11.1 mi	12.0 mi
	5 mins	19 mins	16 mins
	\$1.08/trip**	\$7.99/trip**	\$8.64/trip**
Public transit	1.5 mi	11.1 mi	12.0 mi
	31 mins	46 mins	49 mins

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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Google My Maps

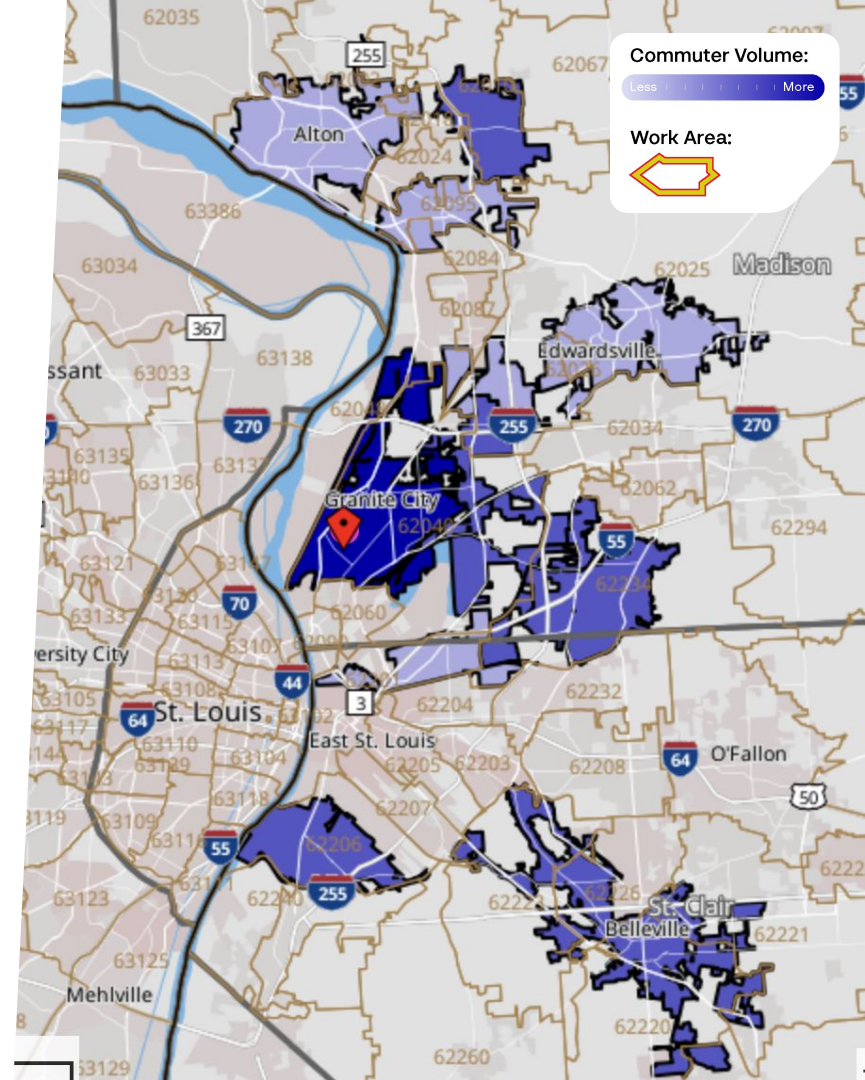
Employee Recruitment Analysis for Granite City, IL

Where is the workforce traveling from?

Granite City, Belleville, Bethalto village

Analysis:

- >70% commute from outside of the Granite City 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 Kraft for Granite City, IL

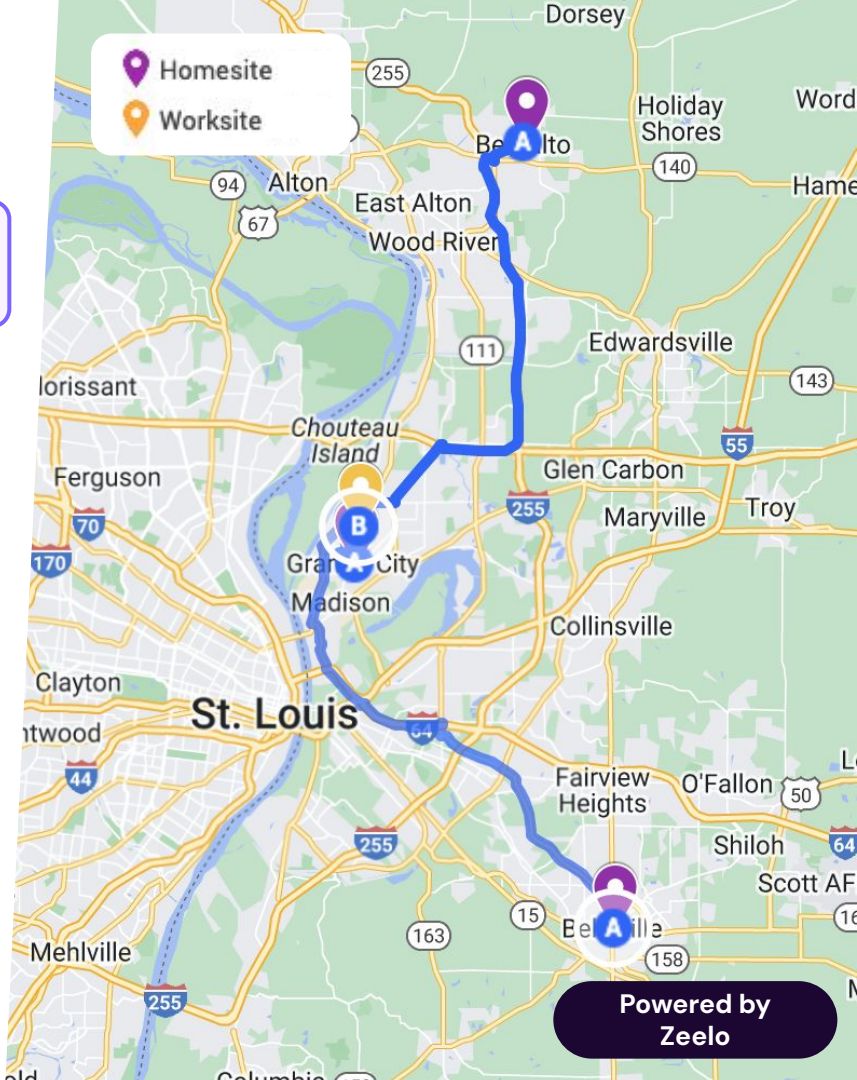
	Granite City	Belleville IL	Bethalto village
Zeelo Ride Time	2.2 mi	21.2 mi	18.8 mi
	9 mins	50 mins	35 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	2.2 mi	21.2 mi	18.8 mi
	7 mins	33 mins	23 mins
	\$1.58/trip**	\$15.26/trip**	\$13.54/trip**
Public transit	2.2 mi	21.2 mi	18.8 mi
	43 mins	2 hours 31 mins	1 hour 53 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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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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