



# ALDI US Access Report for Divisions

**Eliza Filler**, Business Development Representative

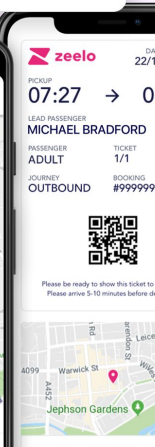
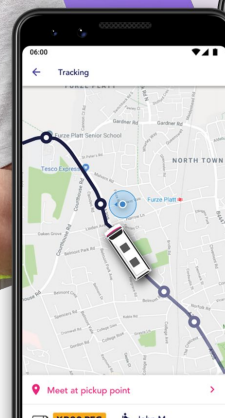
617-682-2022

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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

**95%**

Strongly Agree / Agree



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

- Rider 2022

## I cannot get to work without the Zeelo service.

**75%**

Strongly Agree / Agree



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

- Rider 2022

## 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.

91%

Strongly Agree / Agree



"The Zeelo service makes me more relaxed during my work time. I can concentrate better!" – Rider 2022

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)

93%

YES



25% \$5–\$10

30% \$10–\$20

25% More than \$30

# **ALDI Divisions**

## ***Alabama***

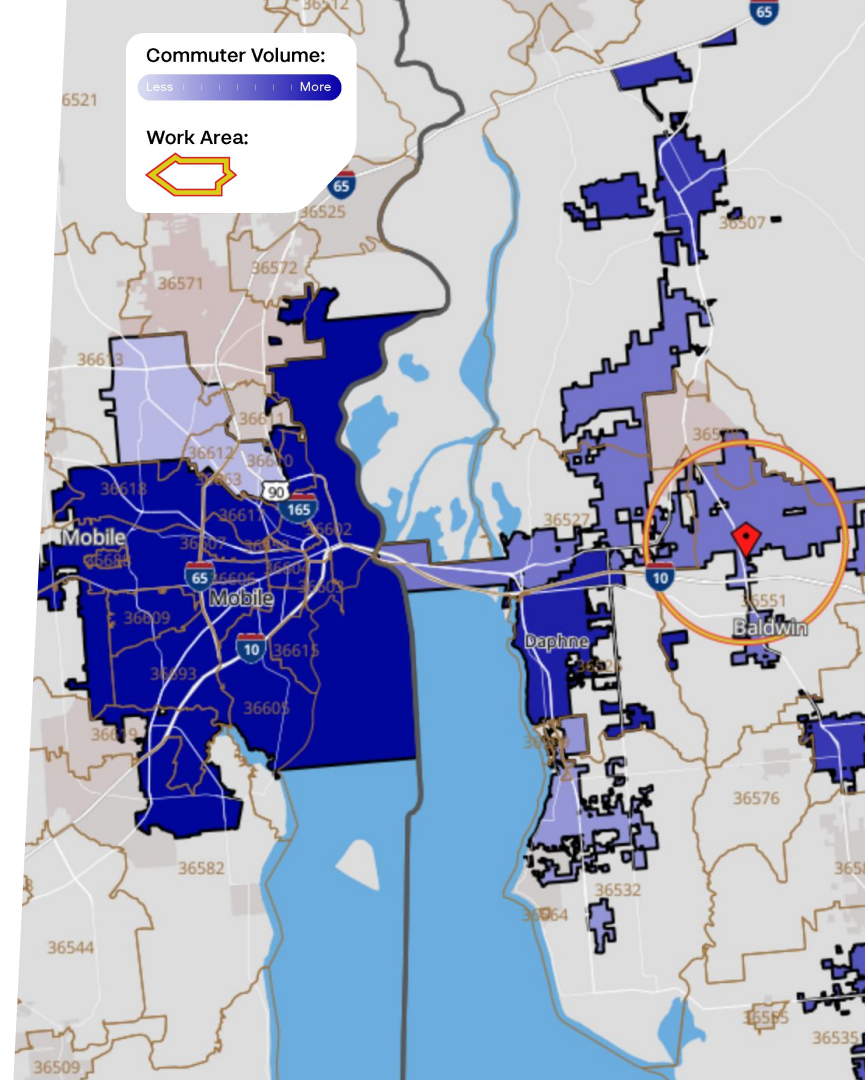
## Employee Recruitment Analysis for Loxley, Alabama

### Where is the workforce traveling from?

 Daphne, Mobile, Bay Minette

#### Analysis:

- >90% commute from outside Loxley.
- 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, along with an overview of private transport times and associated costs.



## Employee Commute Analysis for Loxley, Alabama

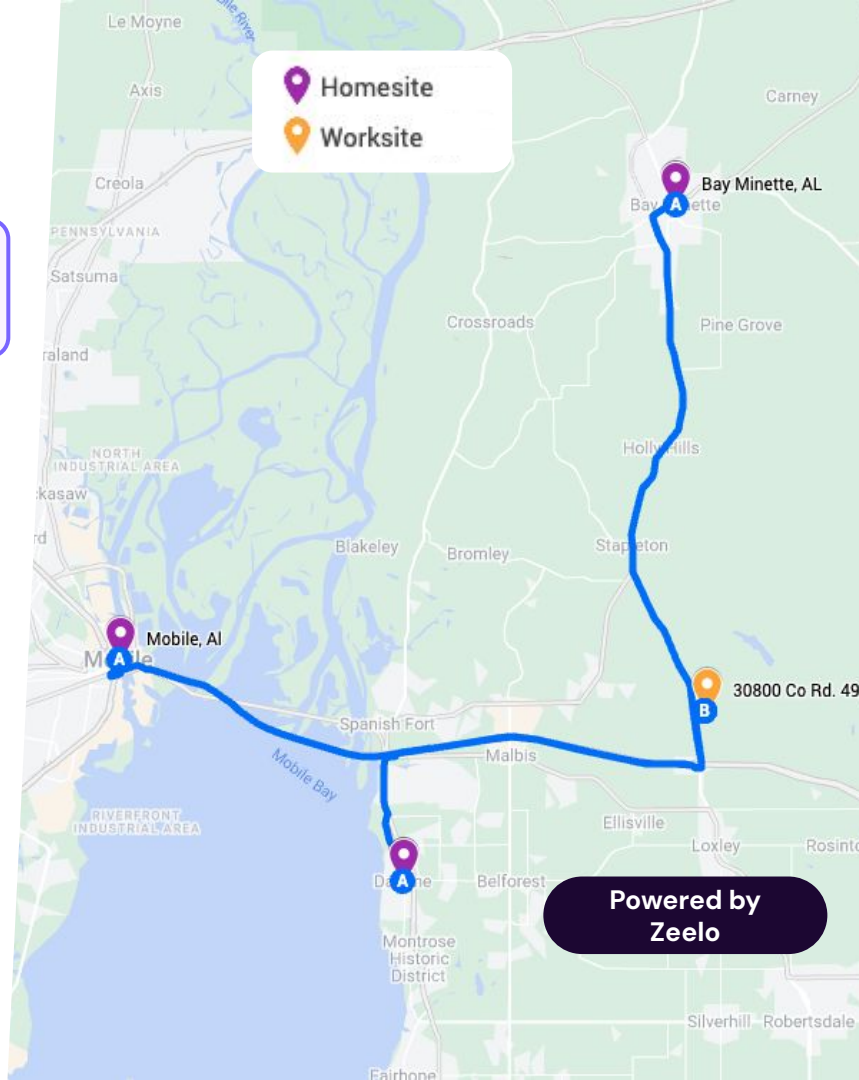
	Mobile, AL	Daphne, AL	Bay Minette, AL
Zeelo Ride Time	20.6 mi	15.2 mi	15.9 mi
	36 mins	32 mins	29 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	20.6 mi	15.2 mi	15.9 mi
	24 mins	21 mins	19 mins
	\$14.83/trip**	\$10.94/trip**	\$11.45/trip**
Public transit	No Route Found	No Route Found	No Route Found

### Analysis:

- Limited alternatives to private transportation.
- Public transit routes are not available
- Zeelo can provide a cost efficient alternative to private car transportation.

\*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)



# **ALDI Divisions**

## *Illinois*

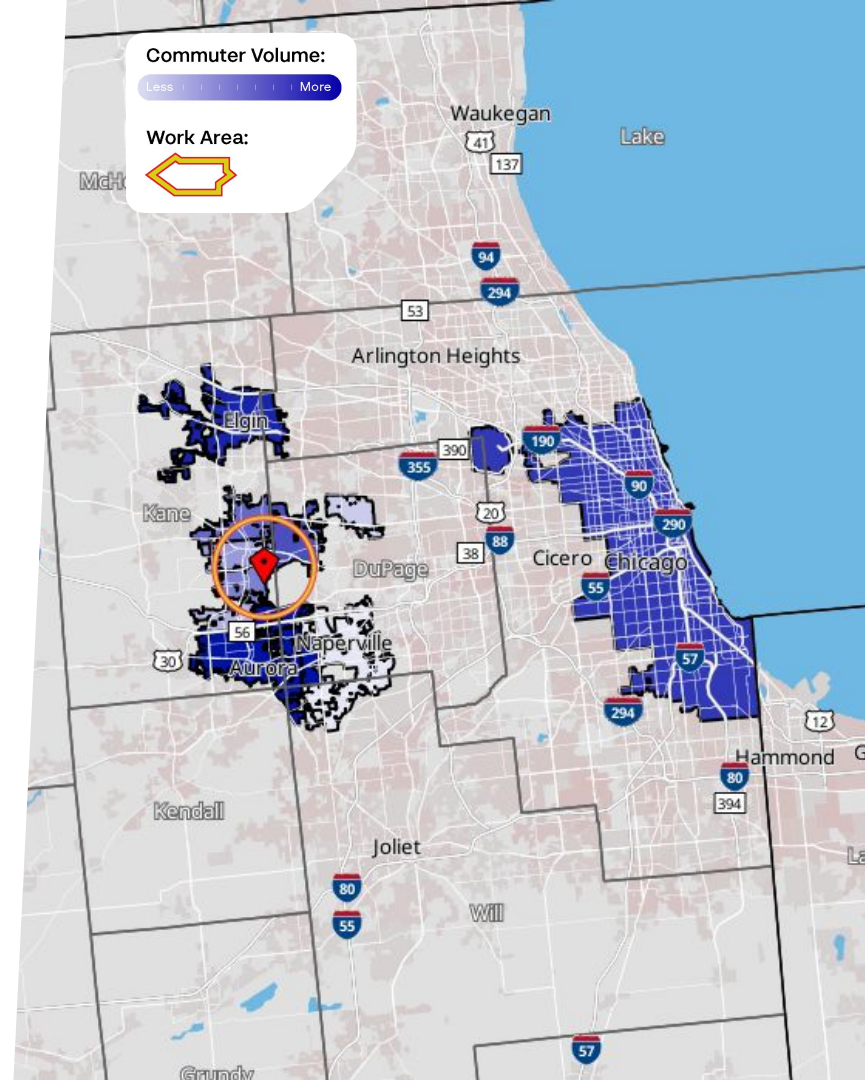


## Where is the workforce traveling from?

Aurora, Elgin, Chicago

### Analysis:

- >90% commute from outside Batavia
- 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, along with an overview of private transport times and associated costs.



## Employee Commute Analysis

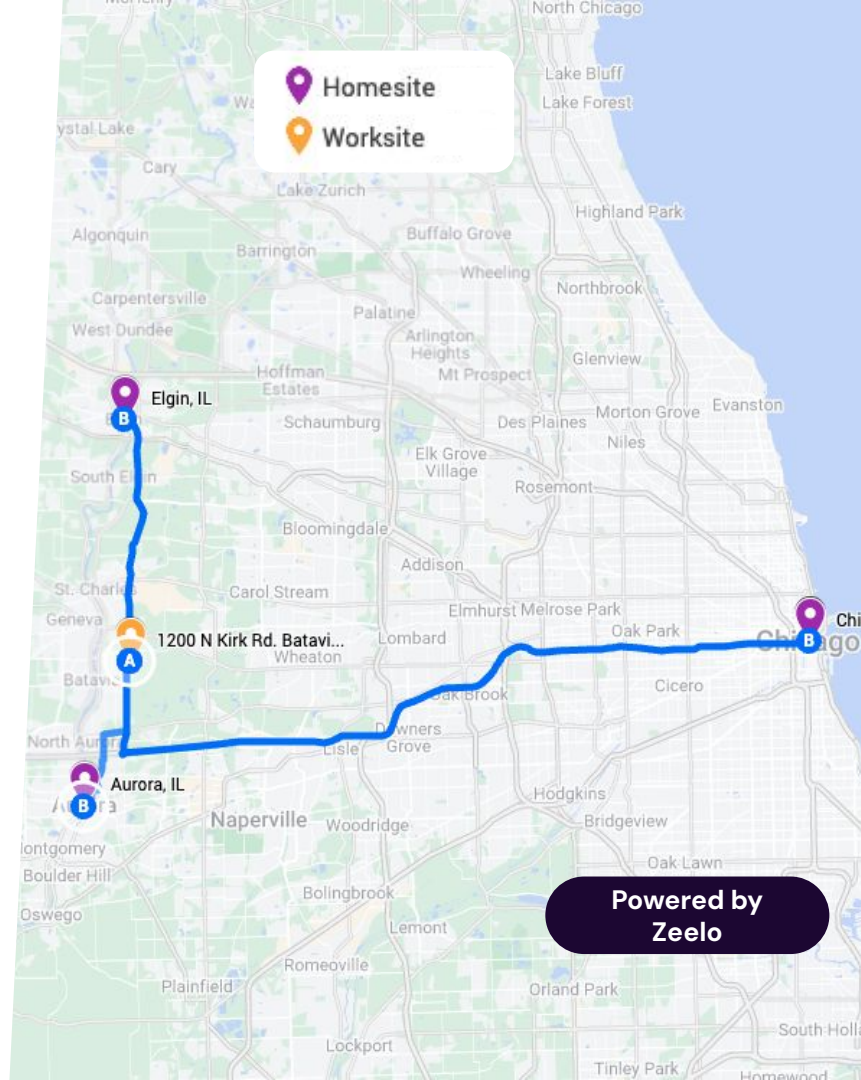
	Aurora, IL	Elgin, IL	Chicago, IL
Zeelo Ride Time	9.0 mi	13.1 mi	40.4 mi
	22 mins	31 mins	69 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	9.0 mi	13.1 mi	40.4 mi
	19 mins	26 mins	46 mins
	\$6.48/trip**	\$9.43/trip**	\$29.09/trip**
Public transit	No Route Found	No Route Found	No Route Found

### Analysis:

- Limited alternatives to private transportation.
- Public transit limits shift option, no direct routes to access the worksite..
- Zeelo can provide a cost efficient alternative to private car transportation.

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



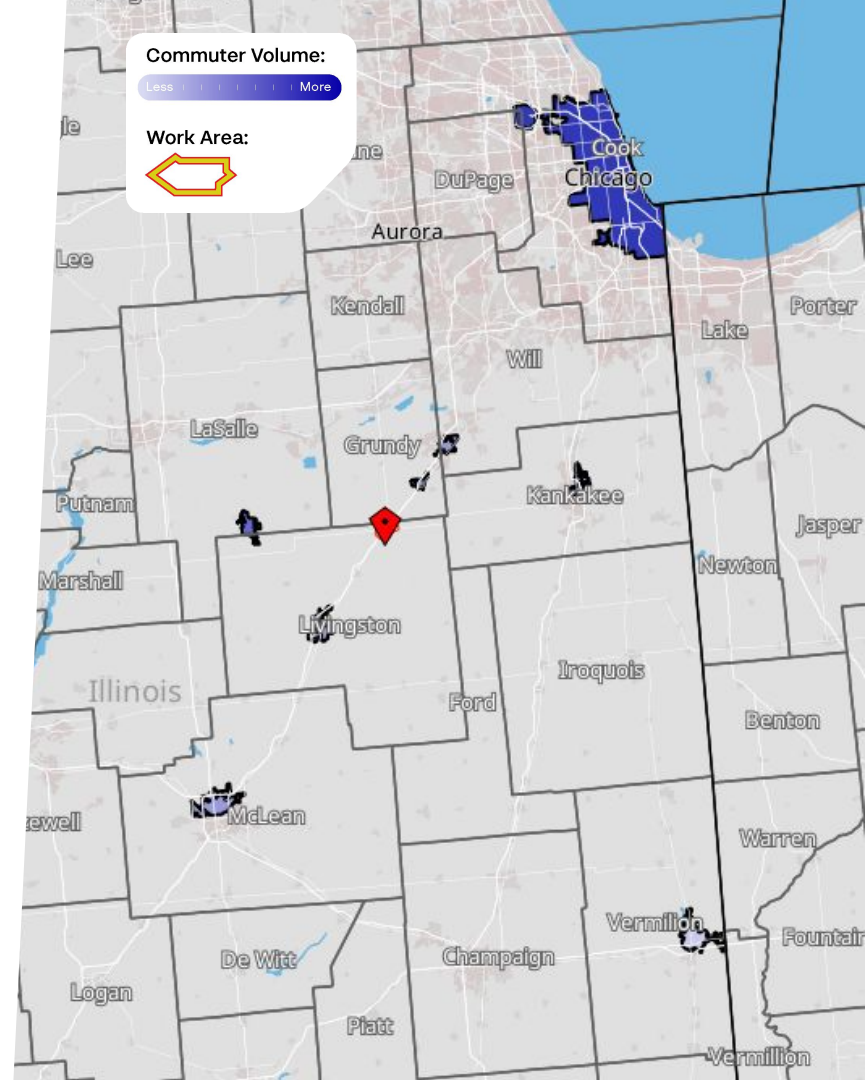
## Employee Recruitment Analysis for Dwight, Illinois

### Where is the workforce traveling from?

Chicago, Streater, Bradley

#### Analysis:

- >80% commute from outside Dwight
- 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, along with an overview of private transport times and associated costs.



## Employee Commute Analysis for Dwight, Illinois

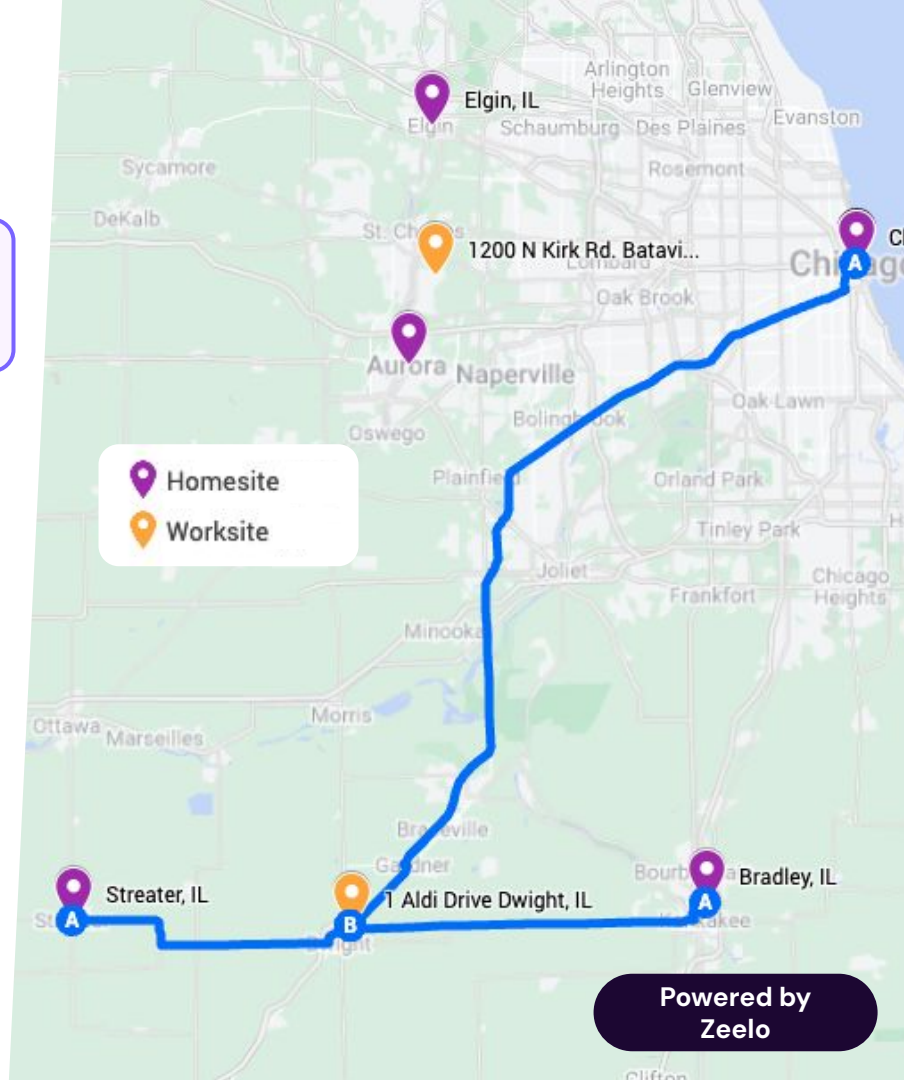
	Chicago, IL	Streater, IL	Bradley, IL
Zeelo Ride Time	76.6 mi	25.0 mi	31.1 mi
	114 mins	47 mins	60 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	76.6 mi	25.0 mi	31.1 mi
	1 hour 16 mins	31 mins	40 mins
	\$55.15/trip**	\$18.00/trip**	\$22.39/trip**
Public transit	No Route Found	No Route Found	No Route Found

### Analysis:

- Limited alternatives to private transportation.
- Public transit limits shift options, no direct routes to access the worksite..
- Zeelo can provide a cost efficient alternative to private car transportation.

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# **ALDI Divisions**

## ***Pennsylvania***

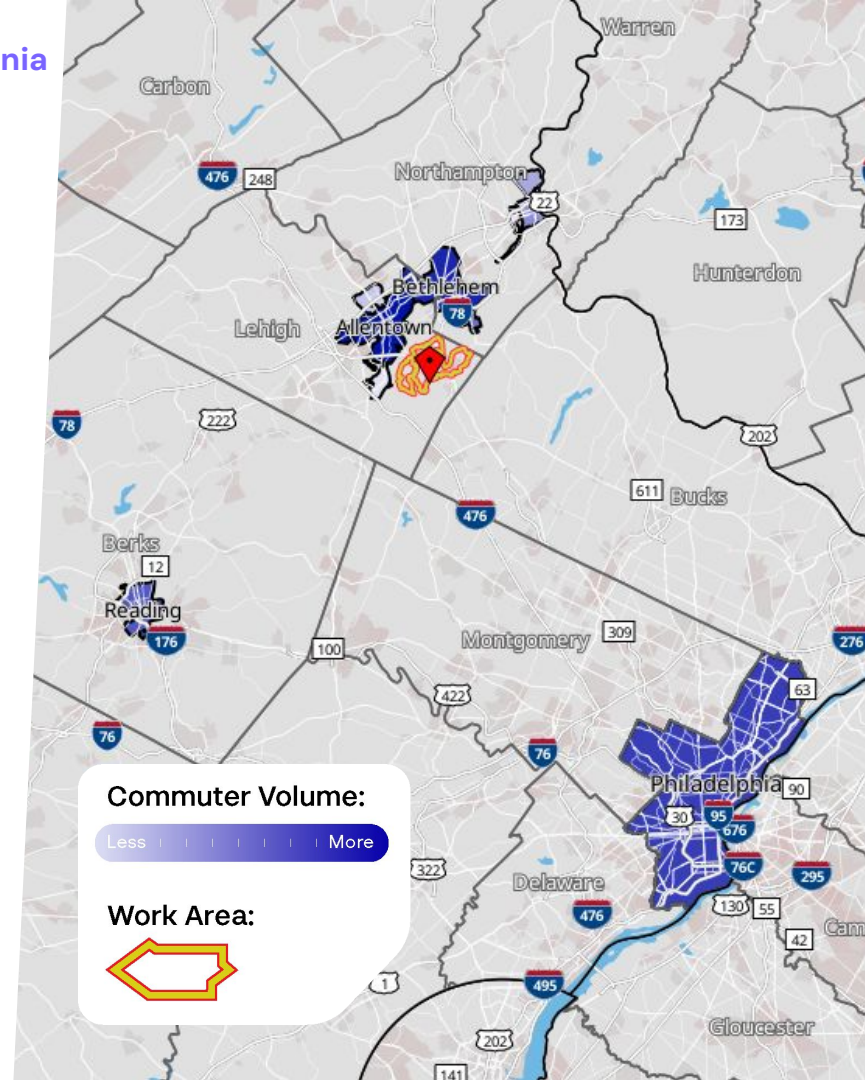


## Where is the workforce traveling from?

📍 Allentown, Bethlehem, Philadelphia

### Analysis:

- >90% commute from outside Center Valley.
- 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, along with an overview of private transport times and associated costs.



## Employee Commute Analysis for Center Valley, Pennsylvania

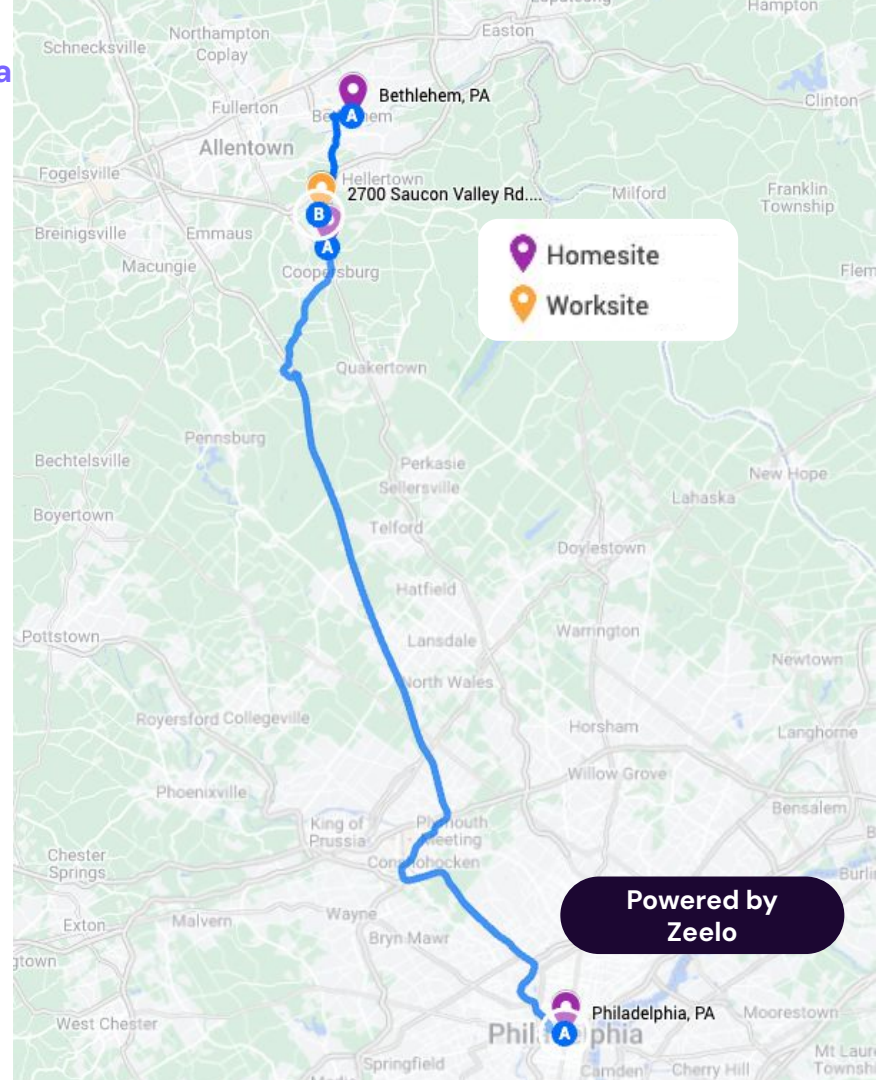
	Center Valley, PA	Bethlehem, PA	Philadelphia, PA
Zeelo Ride Time	2.6 mi	6.6 mi	53.9 mi
	6 mins	16 mins	104 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	2.6 mi	6.6 mi	53.9 mi
	5 mins	16 mins	1 hour 9 mins
	\$1.87/trip**	\$4.75/trip**	\$38.81/trip**
Public transit	2.6 mi	6.6 mi	No Route Found

### Analysis:

- Limited alternatives to private transportation.
- Public transit limits shift options.
- Zeelo can provide an efficient alternative to private car transportation.

\*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)

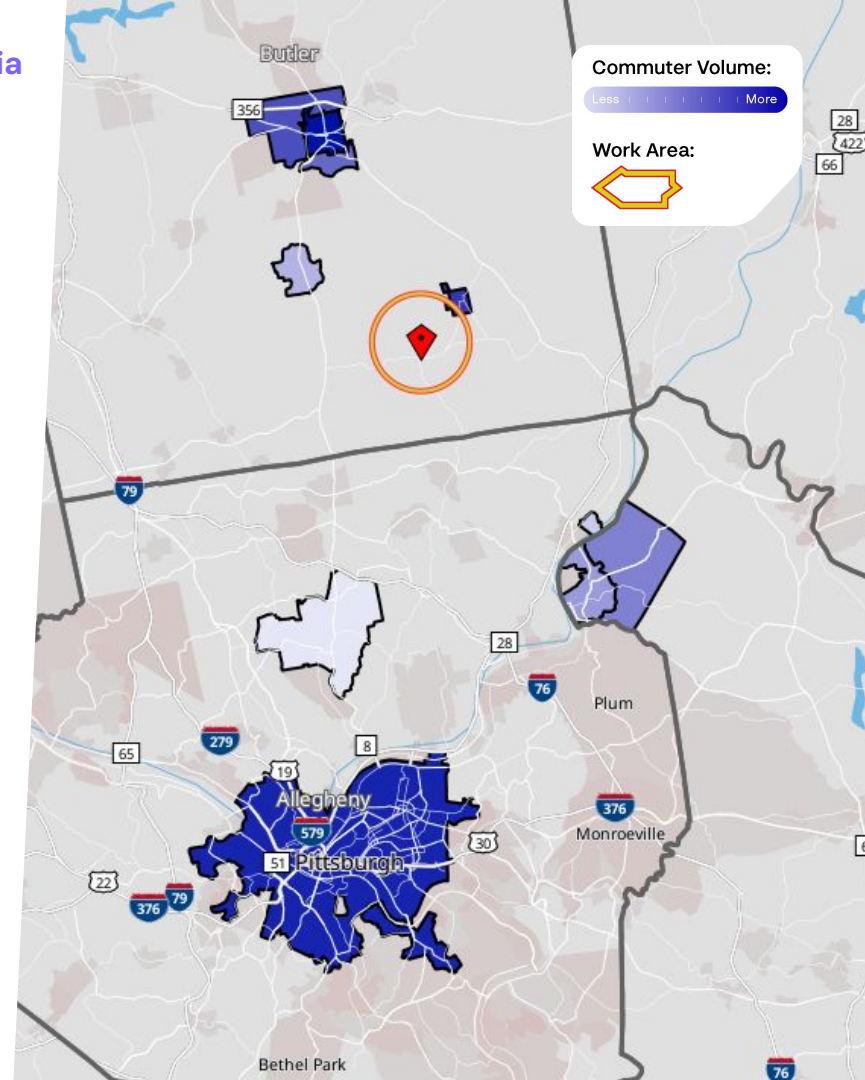


## Where is the workforce traveling from?

Butler City, Pittsburgh, Homeacre-Lyndora

### Analysis:

- >80% commute from outside Saxonburg.
- 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.
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## Employee Commute Analysis for Saxonburg, Pennsylvania

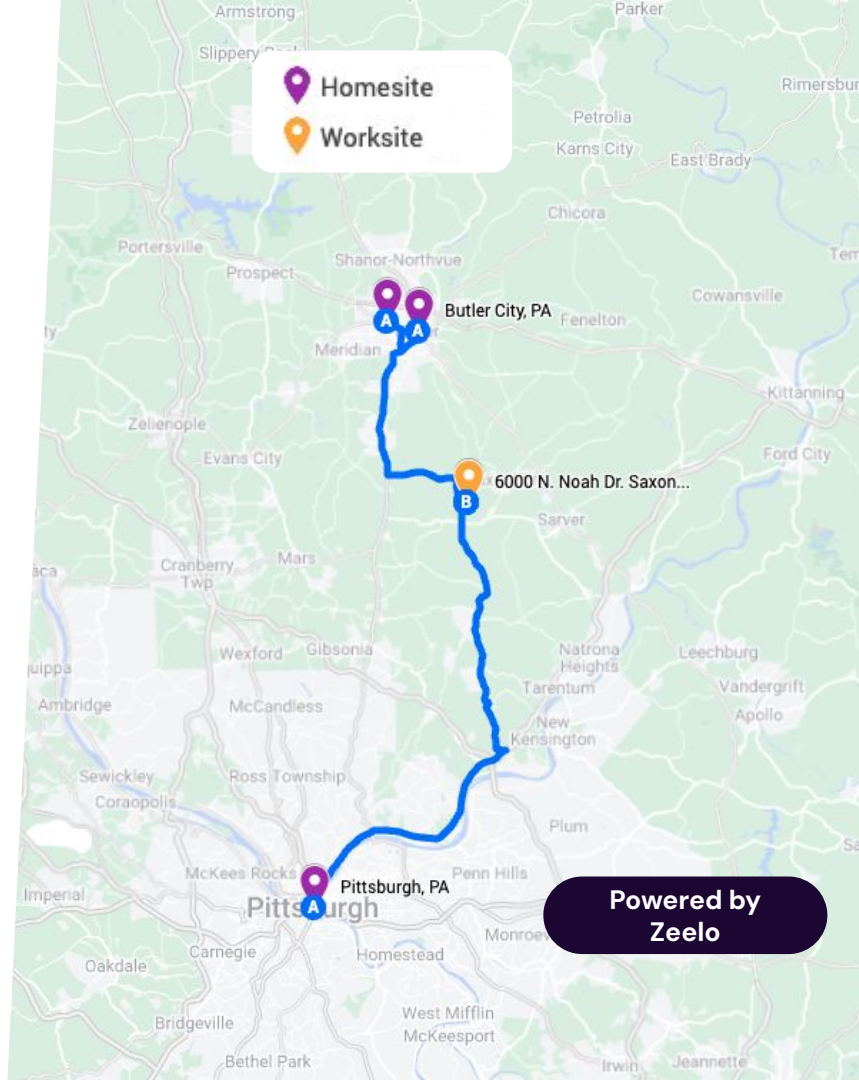
	Butler City, PA	Pittsburgh, PA	Homeacre, PA
Zeelo Ride Time	14.0 mi	29.3 mi	14.6 mi
	33 mins	63 mins	35 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	14.0 mi	29.3 mi	14.6 mi
	22 mins	42 mins	23 mins
	\$10.08/trip**	\$21.10/trip**	\$10.51/trip**
Public transit	No Route Found	No Route Found	No Route Found

### Analysis:

- Limited alternatives to private transportation.
- Public transit limits shift options, no route options were found.
- Zeelo can provide an cost efficient alternative to private car transportation.

\*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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## 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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Representative

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