



Target Access Report for Distribution Centers

Bella Stender, Business Development Representative

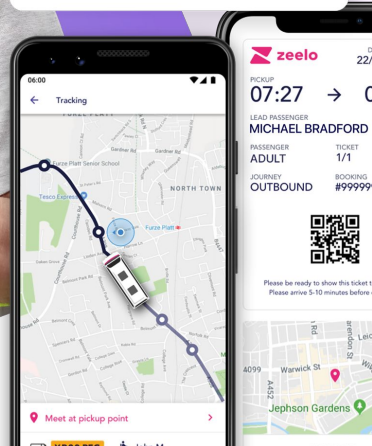
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Don't see your worksite?
Let us know!



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 2023

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 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.

91%

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)

93%

YES



25% \$5–\$10

30% \$10–\$20

25% More than \$30

Target Distribution Centers

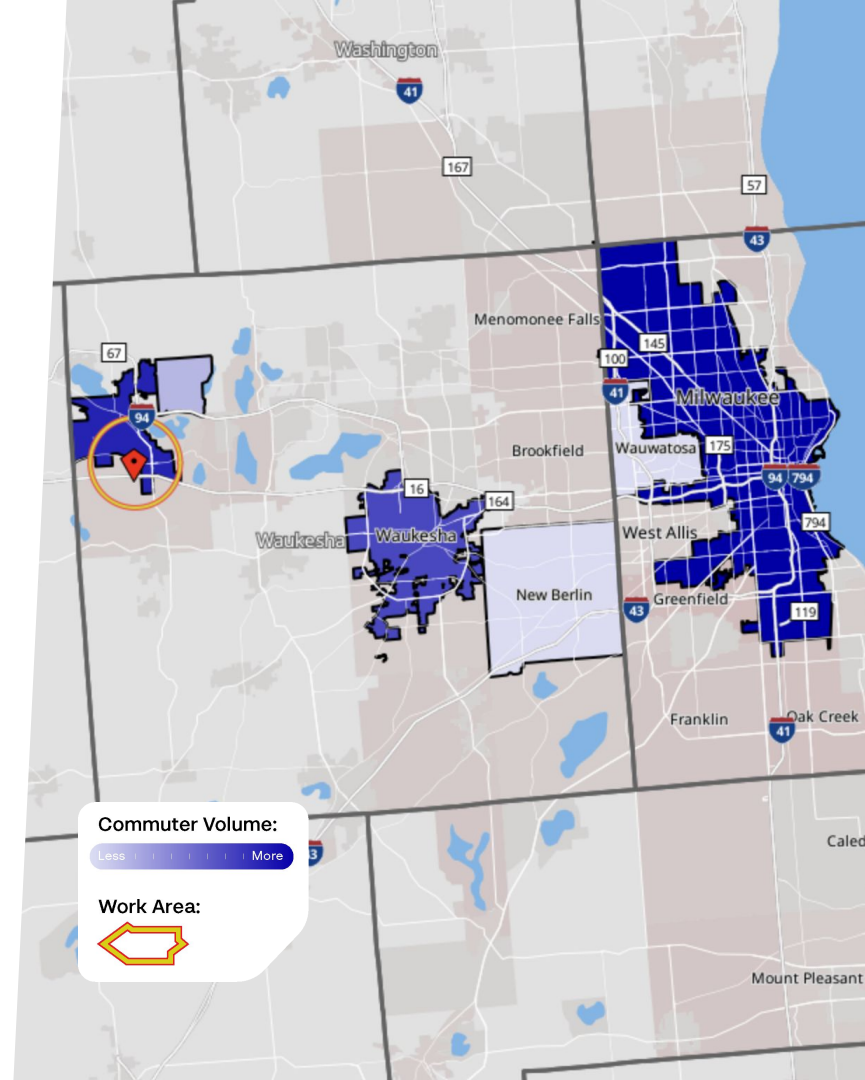
Wisconsin

Where is the workforce traveling from?

Oconomowoc, Milwaukee, Waukesha

Analysis:

- Commuters are also living outside of the worksite area in these other cities.
- 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 Oconomowoc, WI

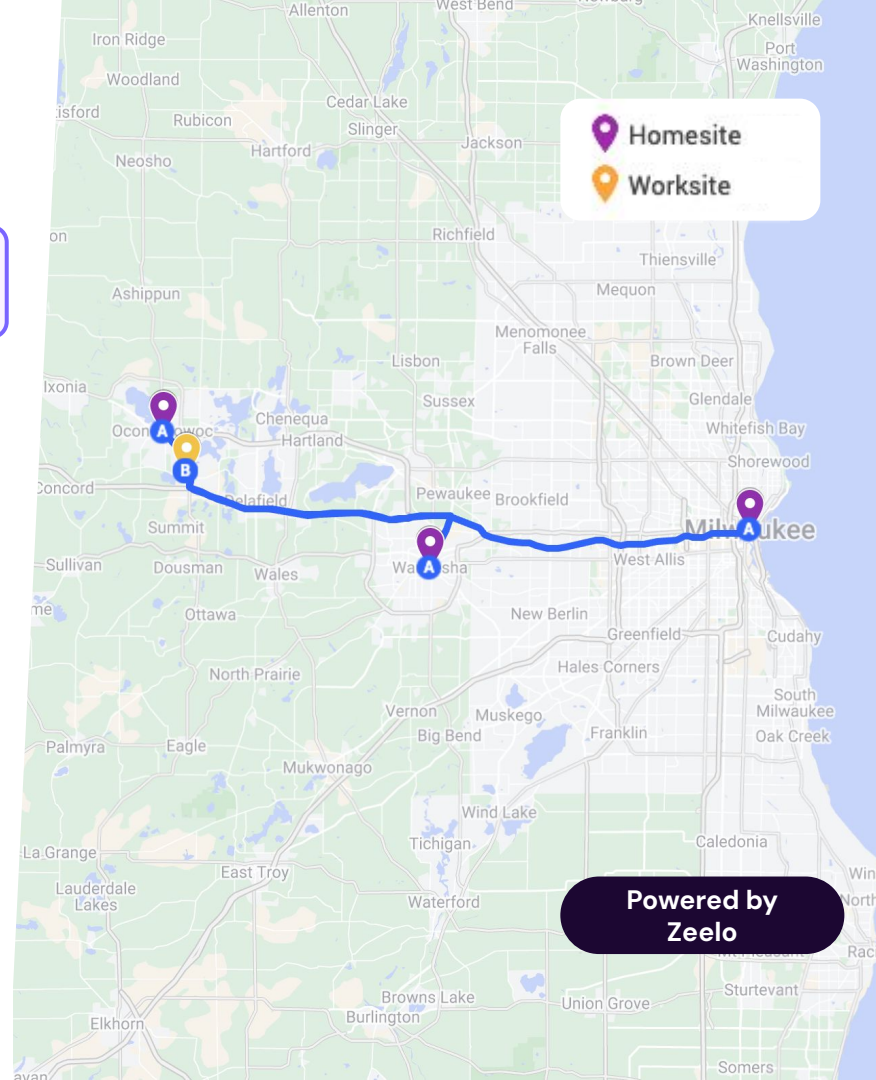
	Homesite Oconomowoc, WI	Homesite Milwaukee, WI	Homesite Waukesha city, WI
Zeelo	3.1 mi	30.5 mi	17.2 mi
	8 mins	48 mins	32 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	3.1 mi	30.5 mi	17.2 mi
	8 mins	32 mins	21 mins
	\$2.23/trip**	\$21.96/trip**	\$12.38/trip**
Public transit	No Route Found	No Route Found	No Route Found

Analysis:

- Limited alternatives to private transportation.
- Public transit options were not found for these locations.
- 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)



Target Distribution Centers

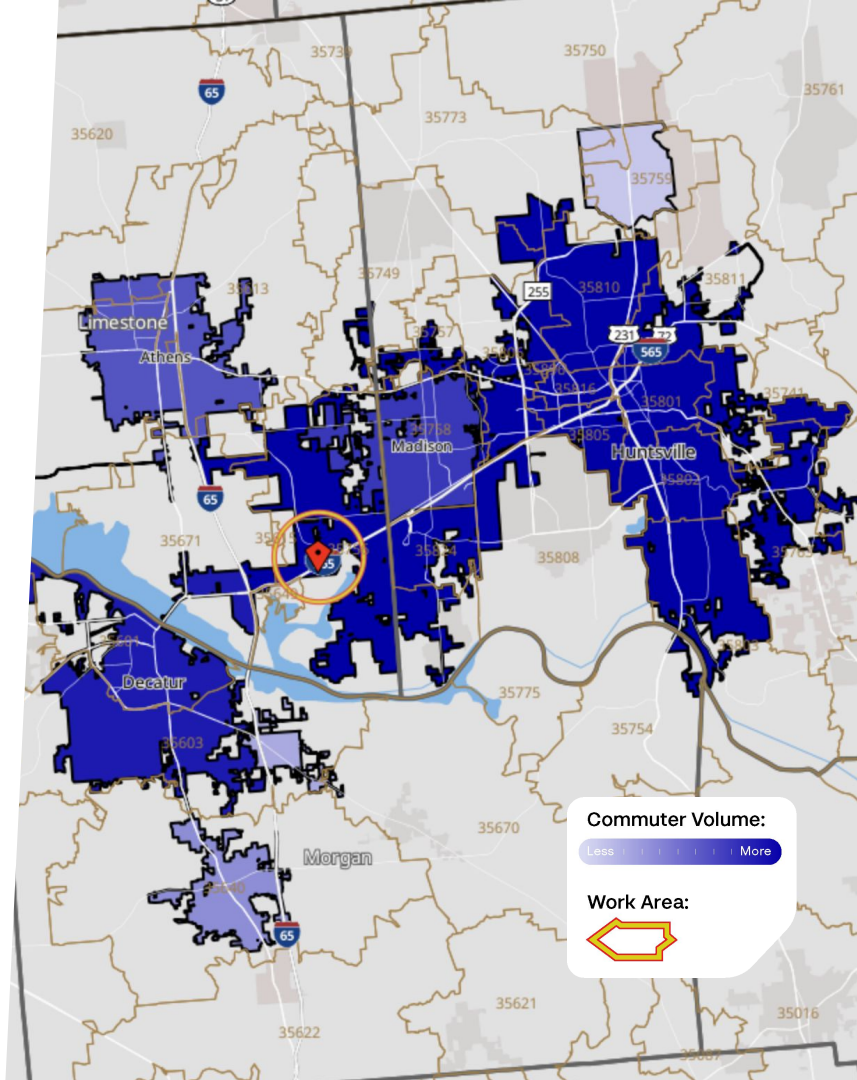
Alabama

Where is the workforce traveling from?

Huntsville, Decatur, Madison

Analysis:

- The workforce commutes from the within the worksite city, but also 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, along with an overview of private transport times and associated costs.



Employee Commute Analysis for Madison, AL

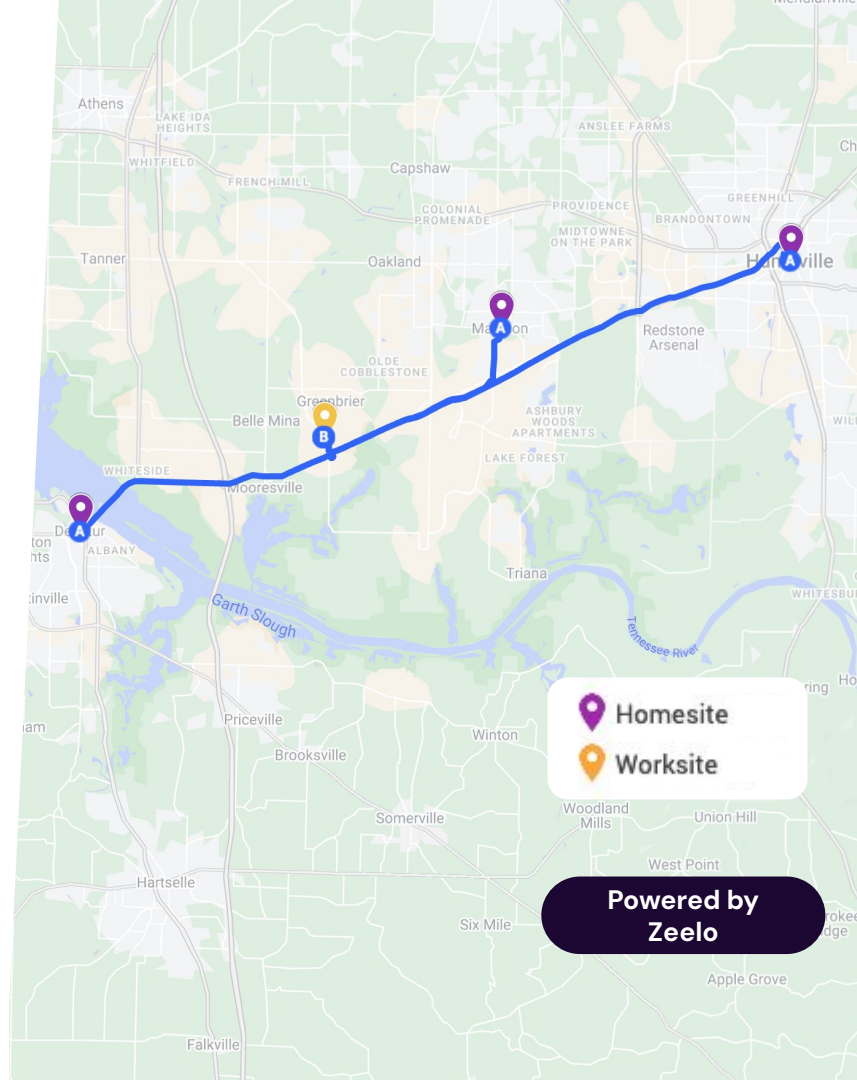
	Huntsville, AL	Decatur, AL	Madison, AL
Zeelo	17.9 mi	10.6 mi	8.6 mi
	36 mins	25 mins	21 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	17.9 mi	10.6 mi	8.6 mi
	24 mins	18 mins	17 mins
	\$12.89/trip**	\$7.63/trip**	\$6.19/trip**
Public transit	No Route Found	No Route Found	No Route Found

Analysis:

- Limited alternatives to private car transportation.
- Public transit options were not found for these locations.
- Zeelo can provide a cost efficient alternative to private transportation.

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




Target Distribution Centers

Iowa

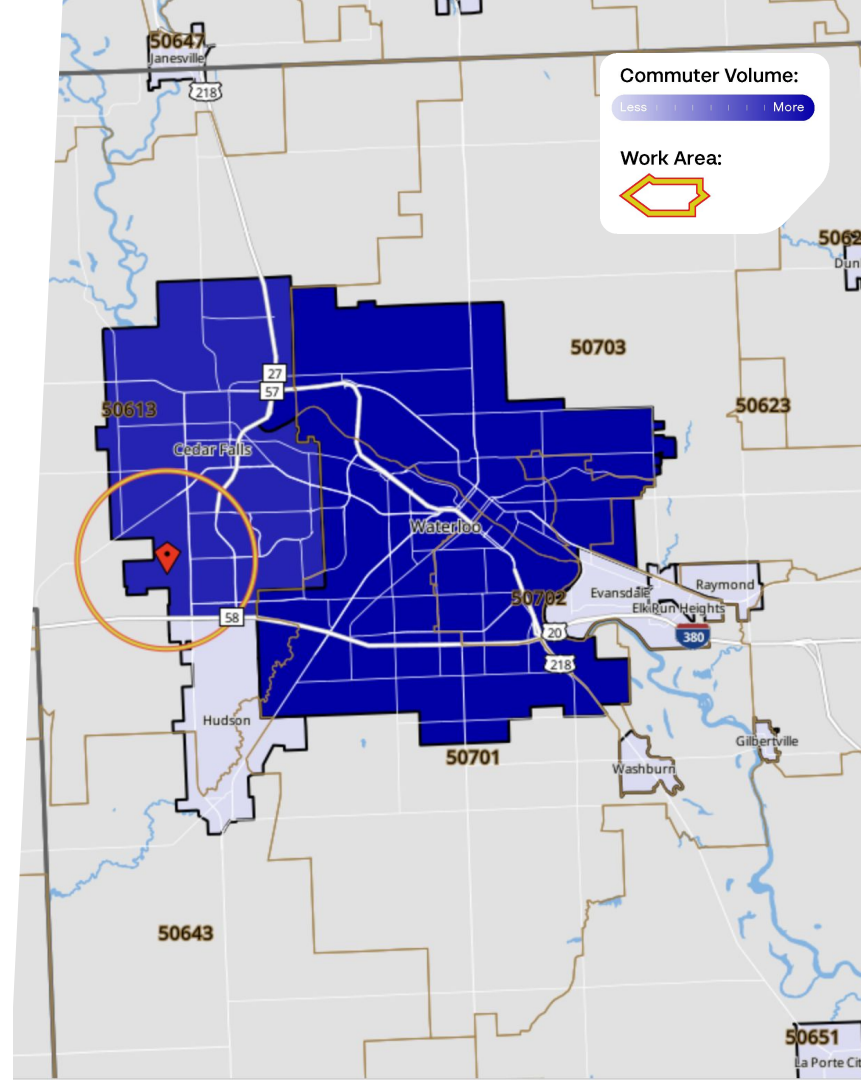
Employee Recruitment Analysis for Cedar Falls, IA

Where is the workforce traveling from?

 Cedar Falls, Waterloo, Hudson

Analysis:

- The workforce commutes from the worksite city and 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, along with an overview of private transport times and associated costs.



Employee Commute Analysis for Cedar Falls, IA

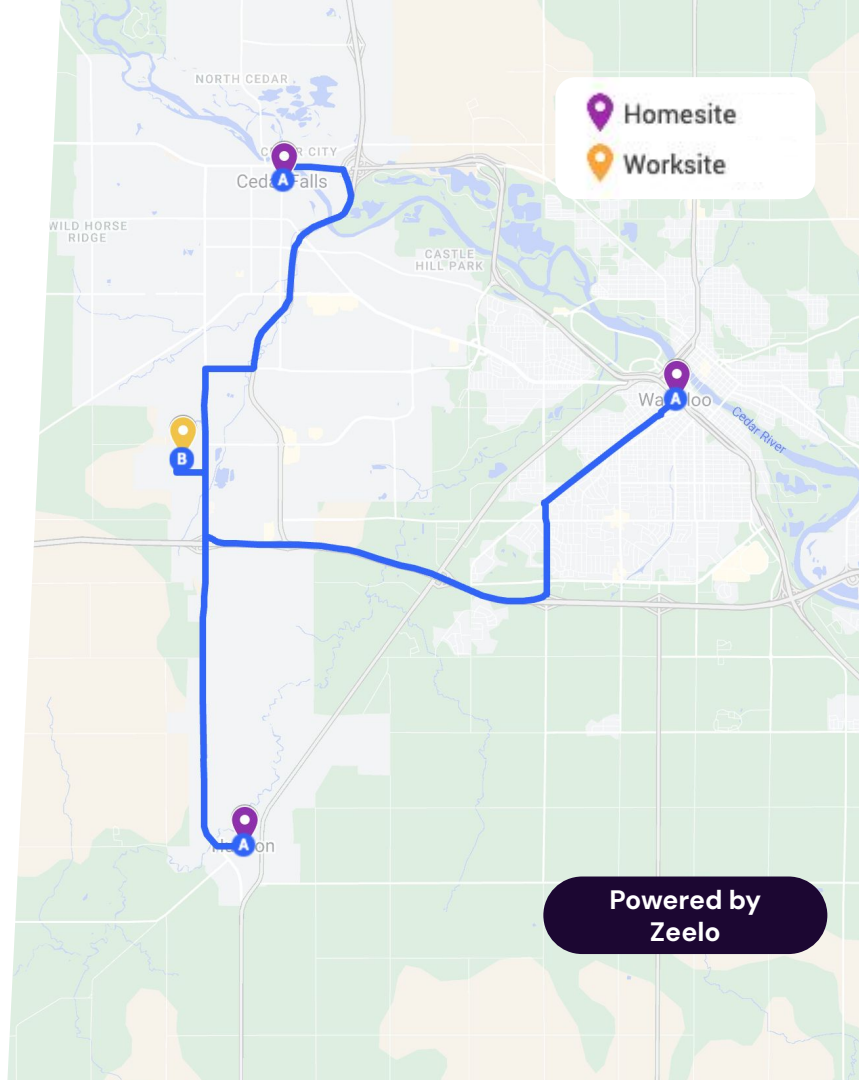
	Cedar Falls, IA	Waterloo, IA	Hudson, IA
Zeelo	6.3 mi	9.8 mi	6.2 mi
	15 mins	24 mins	15 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	6.3 mi	9.8 mi	6.2 mi
	11 mins	17 mins	10 mins
	\$4.54/trip**	\$7.06/trip**	\$4.46/trip**
Public transit	6.3 mi	9.8 mi	
	1 hour 44 mins	2 hours 16 mins	No Route Found

Analysis:

- Public transit limits shift options and are not as time efficient as other modes of transportation.
- Zeelo can provide an efficient alternative to private car transportation.

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



Target Distribution Centers

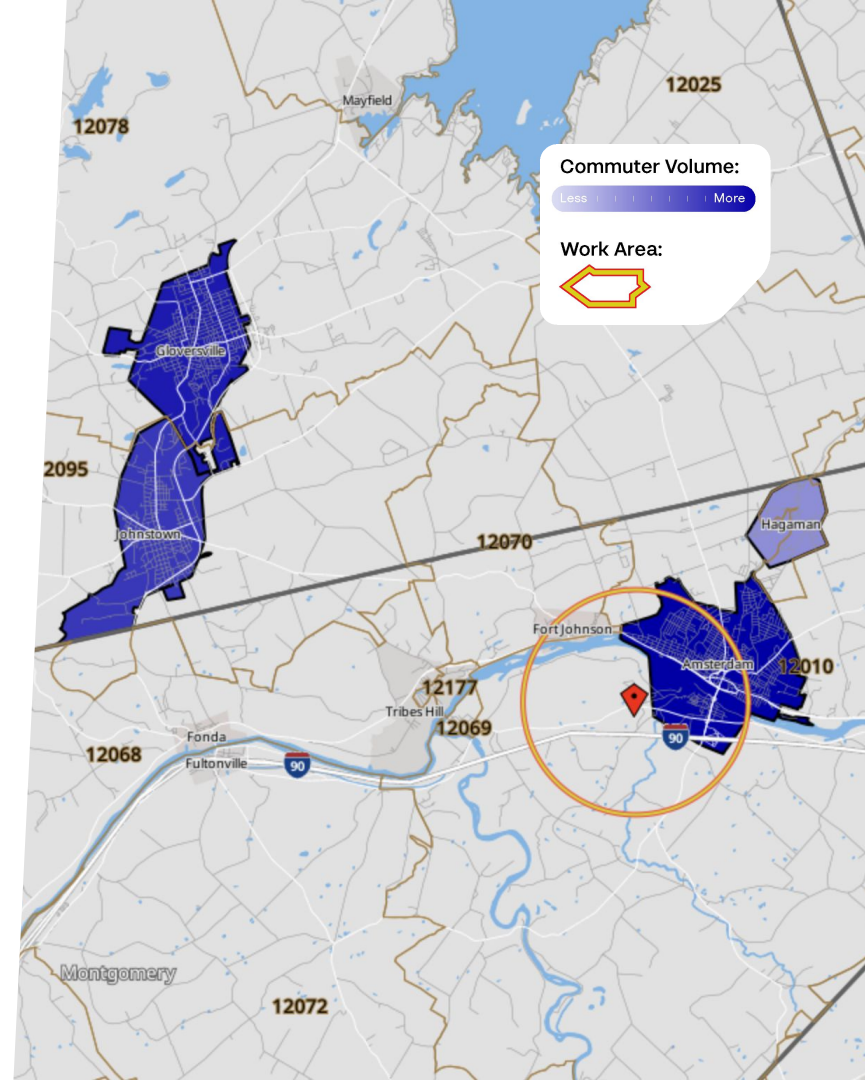
New York

Where is the workforce traveling from?

Amsterdam, Gloversville, Johnstown

Analysis:

- The workforce commutes from outside the worksite location in Amsterdam and 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, along with an overview of private transport times and associated costs.



Employee Commute Analysis for Amsterdam, NY

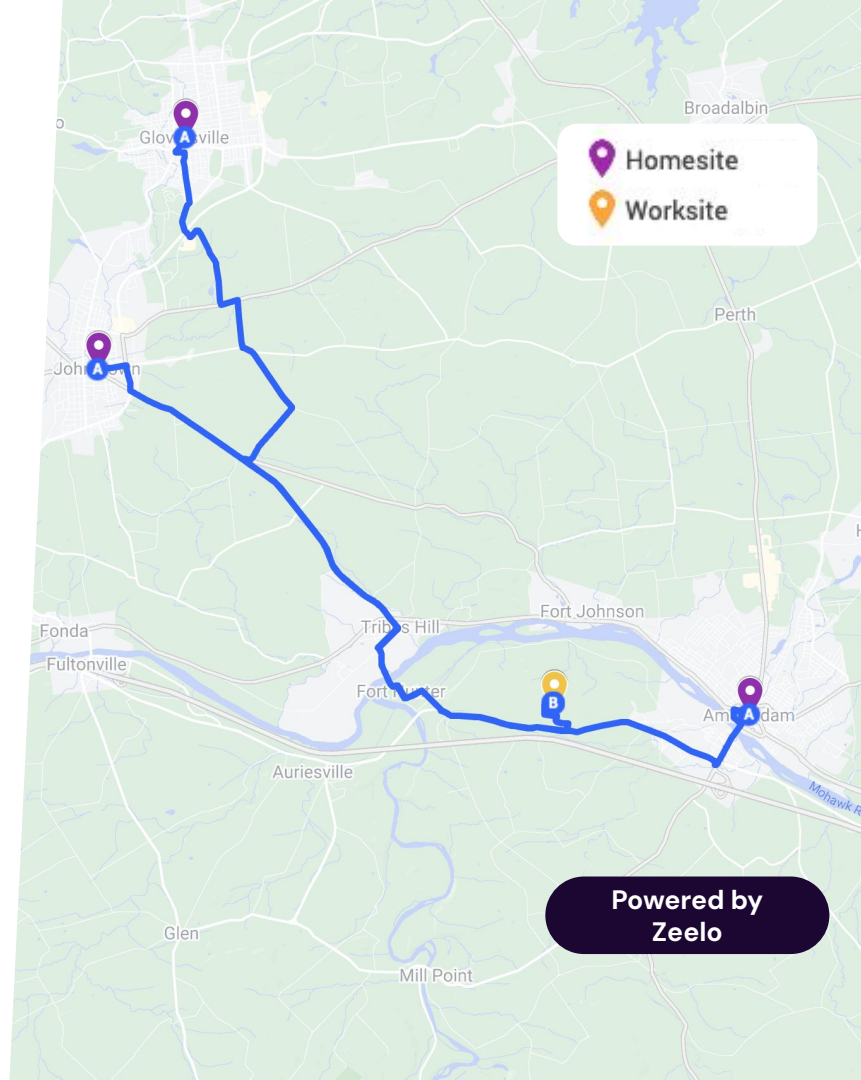
	Amsterdam, NY	Gloversville, NY	Johnstown, NY
Zeelo	4.2 mi	13.6 mi	10.3 mi
	10 mins	33 mins	25 mins
	\$5/trip*	\$5/trip*	\$5/trip*
Car Travel	4.2 mi	13.6 mi	10.3 mi
	10 mins	27 mins	20 mins
	\$3.02/trip**	\$9.79/trip**	\$7.42/trip**
Public transit	4.2 mi		
	1 hour 25 mins	No Route Found	No Route Found

Analysis:

- Limited alternatives to private transportation.
- Public transit limits shift options and routes for some locations were not found
- 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)





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 postcodes for sites
- Flexible routing to maximize recruitment pool
- Assessment of expected ROI from launching a private route

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