Commuting Program / Employee Shuttles
Commuting to Mill Valley

- Glassdoor provides $100 monthly mass transit subsidy to Mill Valley employees. Employees must commit to taking mass transit 50% of the time.

- Mass transit providers are limited to serving Mill Valley.

- The Golden Gate Bridge & Richmond can be viewed as an obstacle with a toll.
Map of Direct Transit Routes to Glassdoor

- Golden Gate Transit Bus
- Vanpool
- No Direct Options
Providing Access: Area of Need & Benefits

In this area:

- High density population
- Many do not own a car
- Residential parking: $250+ a month
- Younger in age

Having a cost effective commuting solution is important for:

- Recruiting
- Retention
- Stress reduction
- Increased productivity
Access at the Right Cost

Reviewed three options based on Employee Commuter Survey results:

1) Traditional Shuttles Seat 35+ Riders
   ➔ Quoted annual fixed cost: $126,000
   ➔ Expected cost per ride: ~ $10.50 (based on 25 EEs)

2) Ridehailing / TNCs
   ➔ Expected cost per ride: $25 - $40
   ➔ Use of pre-tax benefits not available for all vehicles

3) Chariot “Microtransit” Shuttles*
   ➔ Commercial vanpool with driver that seats up to 14 riders
   ➔ Annual cost for GD: $30,000 (based on 25 riders)
   ➔ Total cost: $67,500 (based on 25 riders)
   * Most cost-effective and scalable option
Glassdoor / Chariot Program

Cost Details
➔ $225/month pass: $100 from Glassdoor + $125 is pretax through employee payroll deductions.
➔ $8/ride pay as you go option.
➔ One route with two sets of AM and PM times.
➔ Eight stops in San Francisco / two stops in Marin.
➔ Route share with one other business.

Employer Data Dashboard
➔ Access to ridership data daily.
➔ Ridership fluctuation: 15 - 25 monthly riders since Jan 2016.

Employee Satisfaction:
➔ Cost is more expensive when compared to Golden Gate bus, but time savings is valued by employees.
➔ Depending on your location, a rider can save up to 30 - 90 mins round trip when compared to existing bus route with transfer option.
Sharing the Route / More Details

➔ Public or Private?

➔ Increased Riders = more Chariots & more routes & more frequent times. Does add more ride time with adding stops.

➔ Employees get week free trial!

➔ Glassdoor currently shares routes with one employer and has been approached by another to continually reduce costs.

➔ Glassdoor handles promotion and initial sign up / Chariot handles all ongoing communications.
Thank You!

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