

Uber for Business

# Reimagining the daily commute



# Contents

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- 3 Introduction
- 5 An alternate way to get to work
- 6 Work, don't drive
- 7 The new park-and-ride
- 8 Uber and Eataly
- 9 Summing up

# Introduction

As state and local governments begin to reopen across the country, employers are facing the task of creating an environment that employees feel confident returning to. As of July 2020, 51% of respondents to an Uber survey said they fear getting infected with COVID-19 once they have to return to the workplace and 77% said they are anxious about commuting.<sup>1</sup> The fact is, the daily commute is going to look different than it did pre-COVID.

<sup>1</sup> Internal Uber survey, July 2020

Whether you're beginning to think through future plans or already have essential workers to consider, you can help keep employees comfortable by offering alternatives to their usual commute. Not only can this alleviate some of the potential stress of returning to work, but it can also help reduce their exposure to large groups.

Uber for Business is not new to helping companies implement commute programs through its rideshare options. And as cities begin to reopen, safety remains a top priority for Uber. We've updated our safety policies and introduced in-app features to include new measures such as these:



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As part of our new safety standards, drivers must confirm that they've taken specific safety measures by completing a checklist before they go online. We've also introduced technology that will verify if the driver is wearing a face cover or mask by asking them to take a selfie.



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Riders must also confirm that they're wearing a face mask and taking other precautions, such as washing or sanitizing their hands before each trip.



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Uber is encouraging users to help uphold these standards through accountability, such as the ability to cancel trips if someone isn't wearing a mask.

# An alternate ride to work

According to our recent survey, 77% of workers say they'll now be avoiding public transit for their daily commute.<sup>2</sup> This presents a tough challenge for businesses in metropolitan areas where public transit has historically been the most available means of getting to work. Those who previously relied on buses and trains are going to have to find a new way to get to their workplace.

Companies should look to other options that help their employees feel safer on their way to the office. Riding bikes and walking are great ways to be in the open air and avoid enclosed spaces filled with people. Additionally, 3 out of 4 respondents to our survey consider ridesharing to be a safer alternative to public transit.<sup>3</sup> Creating a commute program that subsidizes the entire cost of a trip or just a part of it can help make ridesharing accessible and affordable for your employees.

However you structure your program, you can show your employees that you care about them and are willing to do what you can for their well-being and comfort. Employees will be grateful to get a little relief in managing their daily commute and come to work feeling fresh and ready to get the job done.

<sup>2</sup> Internal Uber survey, July 2020

<sup>3</sup> Internal Uber survey, July 2020





# Work, don't drive

Even in normal times, commuting is rarely the highlight of anyone's day. According to the US Census Bureau, 17% of the US workforce lost 16 days' worth of time per year to commuting to and from work.<sup>4</sup> Additionally, research from LinkedIn suggests 85% of workers would take a pay cut for lower commute times.<sup>5</sup> A lot is riding on solving the continual problem of commuting for your employees.

For companies that are cleared to return to work, creating a commute program may help to improve employee morale and productivity. They'll show up better prepared to take on the day, having completed some of their routine busywork or enjoyed some downtime to themselves in the back seat.

While not every company can completely solve the problem of a commute, your company can provide some relief to the daily grind of navigating traffic. Employees can spend more time helping to get their kids off to school, or just sleep in an extra 30 minutes, knowing that they'll have a ride to take them to the office when they're ready.

<sup>4</sup> SHRM, [How to Ease Commuting Pains](#), June 8, 2019

<sup>5</sup> SHRM, [Commuter Benefits Are an Investment in Employees](#), October 25, 2019





# The new park-and-ride

Sometimes the problem isn't driving, it's parking. Your company may have solved this by providing a parking lot or garage for your employees. But unless that parking area is adjacent to the office (that's if you only have one office in the area anyway), you still need to get them to the front door.

While shuttle buses help to bridge the gap, they present many of their own, expensive, challenges. We're seeing a number of clients turn to rides with Uber to supplement their shuttles—especially during the daytime.

The on-demand technology also helps employees avoid inconveniences like waiting for the next shuttle (after they just missed one), and instead spend more time at their destination. You can create a rides program for your employees to request their own ride with Uber and to help them get from the lot to their office. By limiting the times of day to off-peak hours, you can provide transportation that is cost-effective and puts fewer people into a confined space together.



## Uber vouchers

Vouchers lets you cover the cost of rides, however you decide. Provide a daily stipend employees can use at morning and evening commute hours. Set a monthly spending limit for rides to and from the office without requiring time-consuming expense reports. Vouchers lets you give your employees the flexibility to ride when they need to, without going over budget.

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# How Eataly uses ridesharing to support employee health

Eataly is the largest Italian retail and dining experience in the world, with 40 locations across the globe, including 7 in North America. Because of Eataly's experience dealing with the early COVID-19 outbreaks in Italy, the brand put stringent safety procedures in place at their North American locations.

As part of this plan, they used Uber for Business to set up their corporate commute program, providing a \$100 weekly stipend to essential employees to use toward rides with Uber.

By providing this benefit to hundreds of employees across the US and Canada, Eataly said they saw improved employee morale and productivity. Moreover, they were able to maintain continuity for their grocery and prepared food sections of the business.



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“The health and well-being of our employees is our highest priority. We wanted to provide our essential workers with convenient and safe commuting options as well as subsidize their costs. Uber for Business gave us the ability to provide a cost-efficient solution for our employees while also helping to practice social distancing.”

— Dino Borri  
Global Vice President of Brand Partnerships, Eataly

# Summing up

As employees return to work, they'll be looking for a new status quo. Returning to work will require rethinking how they make the daily commute. For many, their routes will stay the same, but it's important to consider how ridesharing could help your employees stay safe and healthy.

There are many points in a commute where you can help reduce exposure for your employees—and in turn help keep your office healthy. Showing your employees that you're concerned about their health and safety both before they get to work and after they leave can help show how much your company cares for them. Reducing stress may also help improve employee morale during a tough time of transition.

As you look for ways to support your employees, Uber for Business is here to support you. With our platform, organizations can create programs so that their employees and customers can use the Uber and Uber Eats apps to request on-demand rides and meals in their work lives—everything from finding rides for meetings or commuting to enjoying their favorite food when working or sharing a meal with a customer.

We're on a mission to help move the business world forward with the power of Uber. We do this by enabling organizations to create value for their employees and guests using our rides and eats platforms.

**Contact the Uber for Business team [here](#) to learn more.**