

TRANSITSCREEN



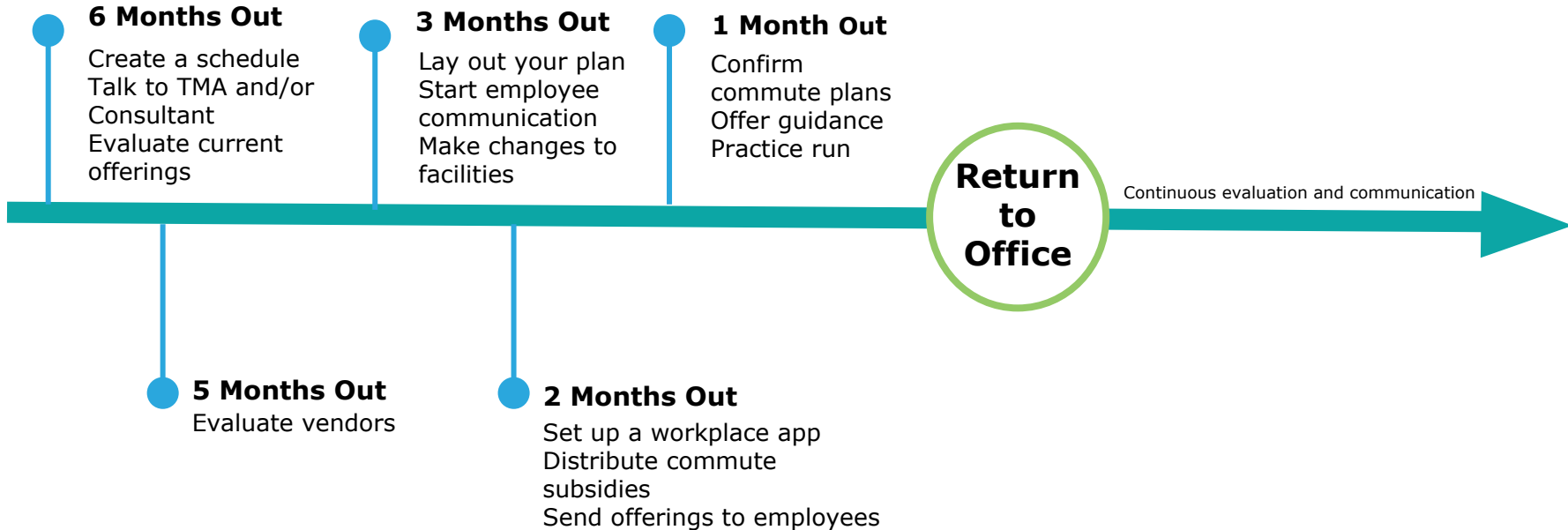
RTO is moving FAST!!! Changing quickly.
Leading to a REVOLUTION!

Initial RTO Timeline

Microsoft is letting more employees work from home permanently

Microsoft employees will also be able to relocate

By Tom Warren | @tomwarren | Oct 9, 2020, 7:32am EDT



Before We Move Forward, CEOs Want to Go Back



Francis Scialabba

Dust off your daily podcast of choice, because an old friend is waiting to welcome you back: the commute. In the last week...

- Google said it's [moving up](#) reopening plans and allowing workers to return in a limited capacity this month.
- Goldman Sachs told summer interns they're [headed](#) to TriBeCa.
- Wells Fargo told employees [it's eyeing](#) a return after Labor Day.
- Amazon said it's [bringing](#) Seattle HQ employees back in time for sweater weather.

Morning Brew - April 1st, 2021

Why not go full remote? Some execs aren't convinced full-time remote work is better for the employee or the business. Microsoft CEO Satya Nadella [has warned](#) it causes burnout, and incoming Amazon CEO Andy Jassy said that with WFH, "You just don't riff the same way," which hurts innovation.

Plus, there are social effects to consider. Economist Enrico Moretti [told Vox](#) that "high-productivity" workers and specialized industries have always clustered in cities (think tech in Seattle, financial services in NYC, biotech in Boston). Moretti argues the pull of certain industries, packed bars, and Shawarma Guys is too strong for most people to work remote full-time in the long run.

Actual RTO Timeline

Employees could be heading back to the office sooner than they think

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1 Month Out

Leadership presentation outlining the contracted program and its implementation plan.

2 Weeks Out

Virtual/on-site commuter presentations and training with hands on guidance.

Launch

C-Suite and management lead by example and utilize new program on day 1.

**Learn
+
Optimize**

Continuous evaluation and communication

6 Weeks Out

Leadership presentation outlining the contracted program and its implementation plan.

3 Weeks Out

Manager training and implementation (Soft-launch)

1 Week Out

All-hands meeting, letter, or email from a C-suite member outlining the organization's motive for the program and benefit to individual commuters and the organization alike. Ideally, showcasing photos and testimonials from managers who piloted the programs during the soft-launch (3 weeks out) to build commuter-confidence.

Real World Expectations

In a survey of more than 350 CEOs and human resources and finance leaders, 70% said they plan to have employees [back in the office](#) by the fall of this year, according to a report by staffing firm LaSalle Network.

“I think every office will have re-entry done by Labor Day,” said LaSalle Network’s founder and CEO, Tom Gimbel.

Future of Workplace - Flexibility

- Hybrid workplace models
- Flexible work hours
- Work from anywhere

How this relates to the commute

- Employees won't have regular commutes anymore
- Typical rush hour commute times will be harder to predict
- Workplaces will be numerous



Workplace Trend #2 - Office space as an amenity

- The office will be viewed as an amenity rather than a necessity
- Increase in hub-and-spoke models
- Shared workspace memberships as employee perks

How this relates to the commute

- Employees will go to the office when needed - collaboration/meetings
- Offices need access to mobility options for effective commuting - info & modes
- Employees will have to learn new commutes - multiple commutes



Workplace Trend #3 - Employees move to the suburbs

- People are leaving the cities for life in the suburbs - some are returning
- A need for more living space
- City life isn't as attractive, especially for the cost of living

How this relates to the commute

- Longer commutes done less frequently
- Employees will need to learn and test new commutes
- Commute offerings will need to grow - be flexible and creative



Workplace Trend #4 - Higher emphasis on employee well-being

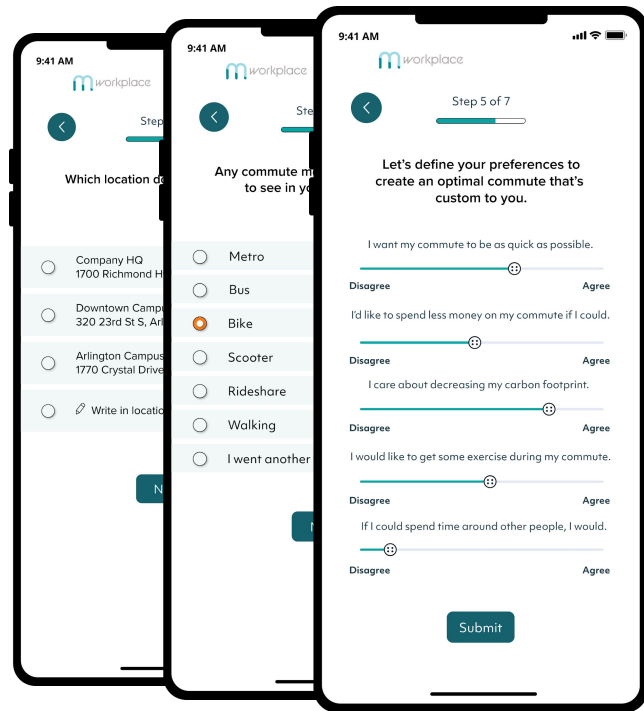
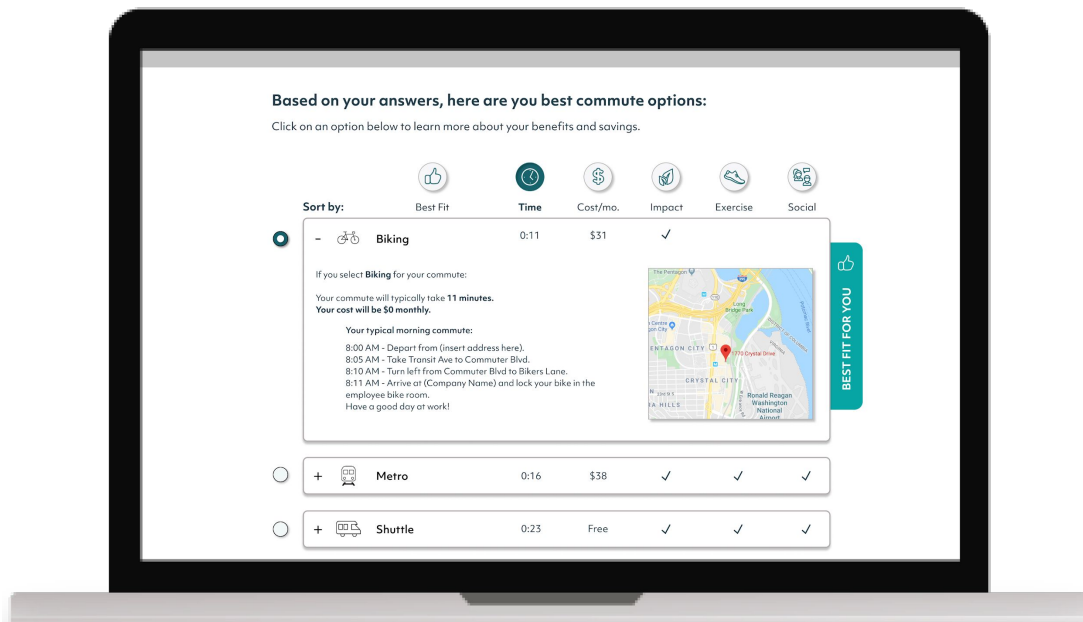
- Employee well-being was already a growing priority before the pandemic
- 2020 has made it even more of a priority
- Companies could expect post-pandemic turnover - expand recruitment

How it relates to the commute

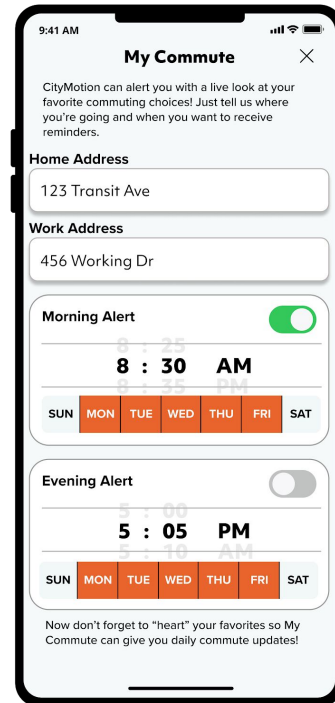
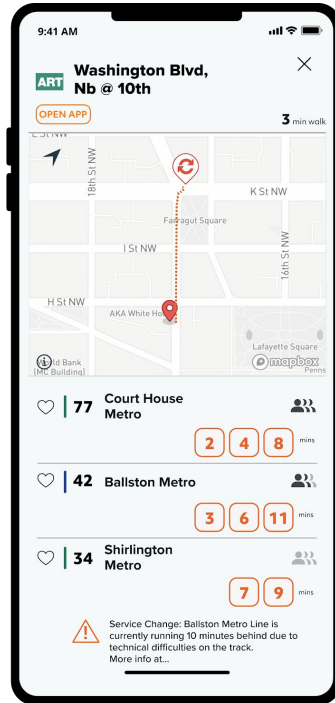
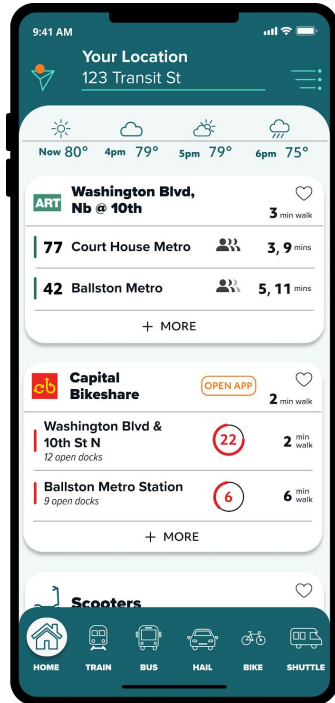
- Bad commutes lead to employee unhappiness and turnover
- A break from commutes could lead to greater commute dissatisfaction
- Commutes will be more complex - Employers need to be aware



CommuteWise.



CityMotion.



TransitScreen.

Farragut North
4 min Scheduled (min)

RD	Glenmont	4, 10
RD	Shady Grove	8, 12

Farragut West
7 min Scheduled (min)

SV	Largo Town Center	6, 14
SV	White-Reston East	6, 15
BL	Franconia-Springfield	9, 21
OR	New Carrollton	11, 32

Connecticut & L St
6 min Arrives (min)

42	Gallery Place Southbound	10, 27
42	Mt Pleasant via Adams Morgan Northbound	7, 13

16th & M St
7 min Arrives (min)

S9	Colorado & 16th Southbound	6, 14
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Capital Bikeshare Walk (min)

18th & M St	4
Rhode Island & Connecticut Ave	6
17th St NW	7

Dockless Mobility Walk (min)

1706 M St NW	5
750 17th St NW	1
Pennsylvania Ave & M St NW	3
1803 Pennsylvania St	3
Rhode Island & Connecticut Ave	9
18th & M St	5
750 17th St NW	1
18th & M St	5

Farragut North Walk (min)

RD	Glenmont	4, 10
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TransitScreen
Live transit information at a glance

Admins, you can change this content through your TransitScreen dashboard.

3:34 pm
Wednesday, July 15
TSHQ - 750 17th St NW

Now 68° 12 pm 70° 1 pm 73° 2 pm 73°

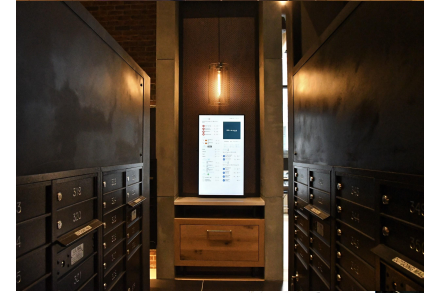
Rideshare Distance (min)

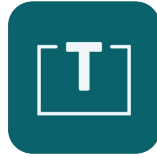
Lyft XL	4
Lyft	6
Shared Lyft	7

Carshare Walk (min)

1119 K St NW Smart	4
1719 K St NW Smart	6
1774 K St NW Mercedes-Benz GLA	9

Get live, reliable transit data
Scan the QR code to have access 24/7!





TRANSITSCREEN

Platform



Screens for communication

- Full screen messaging
- Real-time transit info (public, private micro-mobility)
- Neighborhood information/amenities
- Building directory
- Real-time weather
- Flight information
- Screen monetization
- Mobile App mirroring
- White labeling



Mobile App for on-demand communication and experience

- Real-time transit info (public, private micro-mobility)
- Transit Alerts
- Crowding info
- Distributed messaging from screens
- Trip Recommendations
- Trip planning
- Payments
- Parking (static & dynamic capable)
- White labeling



Workplace Commuter Benefits Guidance

- Surveys
- Trip planning
- Personalized recommendations
- Private transit modes
- Private transit mode payments
- Parking (static & dynamic)
- White labeling



People are ready to ADAPT.

Let's ADAPT with them!

Q & A



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