



Three Employers, Three Levels of Partnership, One Goal: Better Commutes for Atlanta's Workforce.

Shift helps South Atlanta employers improve retention, reliability, and access to opportunity through solutions that fit their unique needs.

CASE STUDY: How Shift On Demand Transformed South Cargo Commutes

Partner: *South Cargo Employers*

Overview: Transit options were limited and many workers didn't have cars causing supervisors to need to pick up stranded staff. The Shift team saw two clear answers emerge: 1) basic transit access, and 2) options to fill the transportation gaps.

The Challenges

- No direct transit access to the South Cargo area.
- Many employees lack vehicles or reliable transportation, forcing supervisors to use their personal cars to pick up stranded workers.
- 24/7 operations required coverage for overnight shifts.

Our Approach

- Conducted a **workforce survey and analyzed worker commutes** to understand:
 - Employee origins, shift patterns and transportation barriers
- Analyzed multiple transportation options including improved fixed-route service, microtransit, and employer shuttles.
- Identified two complementary solutions:
 - **Transit Advocacy + Coordination:**
 - Coordinated with MARTA, providing commute data to show transit needs.
 - Helped extend **Route 191** to serve South Cargo.
 - **Microtransit Deployment:**
 - Designed and launched **Shift On Demand**, a free, app-based microtransit system.
 - Provides last-mile connections from nearby transit and direct service from surrounding neighborhoods.
 - Covers both day and overnight shifts.

The Result

- **First-ever transit access to the South Cargo area via Shift On Demand.**
- **Over 400 workers gained a reliable, no-cost commute option.**

CASE STUDY: Onboarding That Works: Giving New Hires a Clear Way to Get to Work

Partner: *Global Concessions*

Overview: Global Concessions looked to Shift to help keep employees from leaving before their first paycheck. The fix was a hands-on approach.

The Challenges

- High turnover among new hires due to transportation challenges.
- Many employees lacked awareness of available commute options.

Our Approach

- Presented at new-hire orientations to introduce employees to their commute choices.
- Created a **custom one-pager** for new-hire packets outlining all commute options.
- Provided **10-trip MARTA passes** to help employees try transit right away and bridge them until their first paycheck.

The Result

- **Stronger first-day experience and smoother transition for new hires.**
- **Resources that reduce transportation-related turnover and improve workforce reliability.**

CASE STUDY: Vanpools That Saved the Commute—and the Workforce

Partner: *Sunrise and Sunshine Concessions*

Overview: Sunrise and Sunshine Concessions were about to lose their Clarkston-to-ATL shuttle. To avoid being stranded, employees without cars or licenses turned to a vanpool program.

The Challenges

- The employer-operated shuttle from Clarkston to ATL was ending.
- Many employees lacked cars or driver's licenses, putting jobs at risk.

Our Approach

- Conducted a **needs assessment** to understand workforce size, shift times, and transportation barriers.
- **Provided cost exploration** of various transportation options.
- Connected the employer with a **vanpool** provider and advised on **recruiting qualified drivers**, structuring **participation incentives**, and coordinating **start-up logistics**.
- Developed **custom employee one pagers**, breakroom flyers, and email and text templates.
- Promoted **Guaranteed Ride Home (GRH)** as a safety net for employees.

The Result

- **Seamless transition from private shuttle to sustainable vanpool model.**
- **Maintained access for non-drivers and reduced absenteeism risk.**
- **Employer established a scalable, cost-effective transportation benefit.**

Turning Transportation Barriers Into Workforce Wins

In the face of transport challenges like new hires struggling to get to work, shuttles disappearing, or areas with no transit, Shift provided practical fixes. We made employees' commutes easier and helped employers build a more reliable workforce.

Ready to fix your commute challenges?

[Click here](#) and use this form to connect with Shift's expert team.