

# The WAYLEADR Arrival Index Report 2023



# Introducing The Wayleadr Arrival Index

From a parking space to a hot desk, a new work model in the post-Covid era is beginning to take shape. Just like many other things in today's world, arriving at work will transform as businesses push return to the office.

A portion of the workforce will be back at their desks full-time, while others will continue to work remotely, with the majority adopting a hybrid approach. Consequently, schedules will become more inherently flexible, altering how employees commute to work and how employers consider parking spaces.



This report aims to provide employers and landlords visibility into the trends and developments in employee commuting so that they have better control over space allocation and occupancy, eliminating all the common frustrations with a time-consuming and expensive aspect of maintaining an office space. This report will look at some key points:

- Office occupancy rates between 2021 and 2022
- The percentage of parking spaces that are equipped for EVs
- How much time employees spend commuting

## About the report

The Arrival Index Report is based on analysis of over 100,000 employees from across Wayleadr's client base predominantly focusing on the technology, pharmaceutical, banking and retail industries across the globe.

Here is an example of Wayleadr's client base:



The report reflects an examination of key arrival trends including employee transportation, commuting, and parking patterns and behaviours. The information was gathered between January 1, 2022, and December 31, 2022. The date of analysis is 10th January 2023.

An aerial photograph of a city street intersection, overlaid with a semi-transparent dark blue filter. Several cars are visible on the road, each with a white Wi-Fi signal icon on its roof. Concentric blue circles radiate from each car, representing signal range. The text 'The WAYLEADR Arrival Index Key Trends' is centered in white and light blue. The background shows a modern building on the left, a crosswalk, and a landscaped area with a fountain on the right.

# The WAYLEADR Arrival Index Key Trends

# Trend #1

## Office occupancy rose 4.75% in 2022

From analyzing parking and desk booking data, we found that office occupancy rose 4.75% from 49.25% in 2021 to 54% in 2022, with Wednesday being the most popular day to go into the office globally.

In 2021, according to Wayleadr's data, January saw the lowest car park occupancy rates (43.4%) and the highest rates were in September (53.92%).

While in 2022, January also saw the lowest occupancy rate (44.9%) and the highest rate (58.59%) in November.

Occupancy increased by 9% from January to March 2022, which can be attributed to post-covid employees returning to the workplace.

The use of public transport, shared mobility services and even carpooling were considered less safe regarding COVID-19 infection, therefore, driving to work became the preference in the new climate.

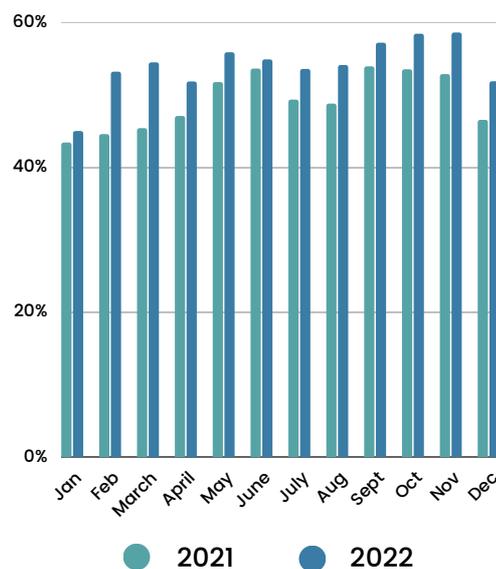
It is also true that many employees have moved farther away from cities, embracing

flexible work, meaning that some commutes are greater in distance but less frequent.

With the demand for parking gradually increasing, employers must consider a new management model to support the number of employees returning to the offices.

Especially during the midweek periods, where daily traffic volume is at its highest from Tuesdays through Thursdays and lowest Mondays and Fridays.

*Growth in office occupancy 2021 vs. 2022*



## Trend #2

# EV charging available in less than 1% of spaces

Wayleadr's data shows that only 1% of parking spaces are equipped for EVs. The data also shows that only 9% of employee car parks contain EV charging spaces.

The U.S. sold 400,000 electric vehicles (EV) last year but has only 48,000 public EV charging stations across the country – compared to 150,000 gas stations for gas-powered cars.

As an ever-growing number of vehicles require access to workplace and depot chargers, employers need solutions that prioritize the supply of power, determine the sequence by which EVs are charged, how charging is balanced to stay within the capacity of the site, and optimize the time of charging to take advantage of any lower-priced, off-peak energy tariffs.

If EVs are the future, our data shows that car parks are fundamentally unprepared to meet demand.

## Trend #3

# EV charging occupancy regularly hitting 100%

According to research from LMC Automotive and EV-Volumes.com, research groups that track automotive sales, found that EVs made up 10% of all new cars sold in 2022.

We can see from our data that from Jan - Aug 2022, EV spaces were occupied above 70%, with a **100% occupancy rate** in March, April and July, highlighting the growth in EV users and supporting the need for increased EV spaces in office car parks. Simply put, there are not enough EV charging stations to meet demand.

Moreover, a recent announcement by the US Department of Energy saw the allocation of \$42 million to develop more affordable and efficient advanced EVs in the US for 2023.

The US Secretary of Energy has said that electric vehicle sales in America have tripled since the start of the Biden Administration and by addressing battery efficiency, resiliency and

affordability, the projects announced will make EVs attractive to even more drivers.

As the demand for electric vehicles grows rapidly, car park managers should be concerned about how they can accommodate this new mode of transportation. Our data shows that they are ill-prepared to handle the demand.

Making more EV parking spaces available in the workplace and providing adequate charging will not only satisfy the needs of EV-driving employees but will also positively impact many businesses' corporate, social and environmental responsibility goals.

## Trend #4

# Employees spending 10% of day commuting

Our data shows that the average employee spends approximately 10.4% of their day driving to work. Notably, 21.7% of employees are travelling over 50km to work each day.

Americans still largely rely on their car to get to and from work. According to [Statista's Global Consumer Survey](#), 76 per cent of US commuters use their own car to move between home and work, making it by far the most popular mode of transportation. Meanwhile, only 11 per cent of respondents use public transportation while 10 per cent cycle.

Long commuting distances or “super-commuting” are contributing factors as to why many do not see returning to work as a valuable resource of time. The US Census Bureau reports that super-commuting was significantly increasing even before the COVID-19 pandemic and the subsequent boom in remote and hybrid work.

According to an [analysis by Apartment List](#), the number of super-commuters in the United States climbed by 45% between 2010 and 2019. 4.6 million Americans commuted in 2019 for longer than 90 minutes one way.

It is necessary for employers to ensure that there are sufficient parking spaces available, in particular for employees travelling long distances or “super-commuters”.

## Trend #5

# Reserved parking spaces now only used by 32% of companies

68% of parking spaces are now allocated on a hybrid basis. 32% are still allocated on a fixed basis. This shows that the days of reserved parking are nearing an end.

Parking policies often reflect company cultures. For instance, if a management structure is flat, its parking policies should reflect this and everyone is deserving of a space. Employers need to consider carefully whether they want to provide employee benefits based on seniority.

This strategy has benefits that include maintaining the satisfaction of your highest-paid staff. Theoretically, more content senior management should lead to a more prosperous company.

However, many companies are attempting to do away with obvious hierarchical arrangements. When the parking lot serves as a continual reminder of inequality, it may seem difficult to reassure employees that everyone is treated equally.

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# The WAYLEADR Arrival Index Conclusion

# Conclusions From The Wayleadr Arrival Index

Wayleadr's platform enables a fully optimized commute, saving the most valuable commodity of all; time. Solving issues associated with parking improves the employee experience, safety, and productivity, thus creating a more pleasant work environment, creating positive effects on employee retention.

'Parking' is one of the most hated words universally, and Wayleadr wants to change that.

For employees, parking issues can be a stressor, consuming time and mental energy that would be better used elsewhere. Our research has shown the average employee will spend 6 minutes driving around the car park looking for somewhere to park, which is an average of 36.5 hours a year. This does not have to be the case.

Employees who are required to search for parking spaces may be less productive, less satisfied with their jobs, and more likely to look for alternative employment. It is therefore crucial to have an efficient parking structure and direction management services like Wayfinding in place to ensure both employee happiness and satisfaction.

This report makes clear that companies across the globe are not yet ready to meet the changing landscape of the future, particularly when it comes to EVs. However, with the help of the same spirit of technological innovation that fuels these companies, hopefully we as a society will cross the threshold and begin embracing innovative technologies to safeguard our future commutes today.

To recap the data, our key takeaways are:

- Office occupancy rose 4.75% between 2021 and 2022
- Only 1% of parking spaces are equipped for EVs
- Employees spend over one tenth of their day commuting

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