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ATL Airport Community Improvement Districts Relaunches Commuting Services Program 'Shift'

*Expanded Program Targets Improved Commuting Options for 157,000+ Workers in the
ATL Airport Area*

ATLANTA, GA – [August 15, 2024] – The ATL Airport Community Improvement Districts (ATL Airport CIDs), a catalyst for transportation innovation in the communities surrounding the ATL Airport, is proud to relaunch and expand a commuting services program for the areas surrounding the Hartsfield-Jackson Atlanta International Airport (HJIA). Relunched as "Shift," the program is designed to address the significant transportation challenges faced by the airport area's diverse workforce—many of whom are shift workers—by promoting more equitable and sustainable commuting options that reduce costs and overcome barriers to accessing reliable transportation.

For nearly a decade, the commuting services program, formerly known as "Aero," operated under the City of Atlanta's Department of Aviation (DOA), serving the 63,000+ workforce at Hartsfield-Jackson Atlanta International Airport (HJIA). In July 2023, with support from the DOA and the Atlanta Regional Commission (ARC), Aero transitioned to become a program of the ATL Airport CIDs, signaling the ATL Airport CIDs' ongoing commitment to creating an economically strong, safe and vibrant community.

"The rollout and relaunch of the Shift program is consistent with our overall objective of supporting our business community and providing improved transportation options for the southside," said Gerald McDowell, Executive Director of the ATL Airport CIDs. "It's time for a shift in how our communities and region tackle the transportation barrier, and we're proud to expand this program beyond the airport to reach our business community."

Building on the success of the original program—which improved commutes for airport employees through carpooling, transit and other travel behavior change initiatives—Shift aims to provide comprehensive support to commuters and local businesses while addressing the critical transportation needs of the area's workforce. This expansion covers the cities of Atlanta, College Park, East Point, Hapeville and Forest Park and major employment centers, including the airport's South Cargo campus and Camp Creek Business Center.



This relaunch is part of a broader, more comprehensive effort by the ATL Airport CIDs to advance innovative solutions that address common transportation gaps and meet the evolving needs of the area. Since 2016, the ATL Airport CIDs have invested \$70+ million in infrastructure improvements to support the area's growth. As part of this commitment, the CIDs are developing two pilot projects to test on-demand and autonomous mobility solutions, including [microtransit](#) and an [automated transit network](#), that create a more connected and accessible airport area.

Solving Workforce Commuting Challenges

Home to the busiest and most efficient airport in the world, the ATL Airport CIDs area supports more than 157,000 jobs, many concentrated in logistics, transportation, and warehousing, according to the 2021 U.S. Census. However, commuting challenges frequently rank among the top operational hurdles for the area's employers.

Take, for example, the region's largest employer, Hartsfield-Jackson Atlanta International Airport (HJAIA). A 2022 travel survey revealed that airport workers earning less than \$50,000 per year face an average commute time of 62 minutes—nearly double the metro Atlanta average. Furthermore, over 10 percent of the airport workforce, often those with lower incomes, struggle with unreliable transportation, whether due to inconsistent access to a personal vehicle, a ride, or public transit. This prolonged travel time, compounded by high commuting costs such as parking fees up to \$36 per day or lack of transportation access, often results in higher-than-average turnover and absenteeism rates for airport area employers.

"Representing nearly half the workforce population, this data highlights the extra burden faced by both employers and employees in the area," said Katie Marticke, program manager for Shift. "Our program will be a vital link for businesses in south metro who need innovative transportation solutions that keep their operations running smoothly 24/7/365."

Comprehensive Commuter Solutions for Employees and Businesses

Shift tackles these issues head-on by offering practical, affordable commuting solutions and services designed to ease the burden on workers and enhance overall access to reliable transportation options for the ATL Airport area workforce. Through Shift, employees can access personalized commute planning, tailored commute and transportation updates, and the Guaranteed Ride Home program for emergencies. The program also provides incentives for carpooling and other alternative commute options, helping reduce costs and improve air quality.

For businesses, Shift offers tailored commuter program support that include, among other strategies, transit subsidies and parking solutions. These services not only help cut down on operational pain points like parking needs but also can reduce employee turnover and absenteeism and align with corporate sustainability initiatives.

Visit www.shift-atl.com for more information about the Shift program or contact Katie Marticke to discuss commuting solutions for your business: katie@shift-atl.com



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About ATL Airport Community Improvement Districts (ATL Airport CIDs)

The ATL Airport Community Improvement Districts (ATL Airport CIDs) is a self-taxing district of commercial property owners, comprising the Airport West CID and the Airport South CID. Covering a 15.7-mile area across Fulton and Clayton Counties, the CIDs include portions of the cities of Atlanta, East Point, Hapeville, South Fulton, College Park, and Forest Park. The ATL Airport CIDs work to enhance the economic vitality and quality of life in the airport area through infrastructure improvements, transportation initiatives, and community development projects. Learn more: www.aacids.com

About Shift

Shift is a program of the ATL Airport Community Improvement Districts (ATL Airport CIDs) dedicated to helping ATL airport area workers reduce commuting costs and hassles through a range of information and incentive-based services. The program also supports employers in developing and managing commuter benefit programs, offering resources like discounted transit passes, carpool rewards, and the Guaranteed Ride Home program. Shift is committed to improving transportation options and enhancing the overall commuting experience in the airport district. Learn more: www.shift-atl.com