

# SWEDISH CHERRY HILL'S TRANSPORTATION STORY

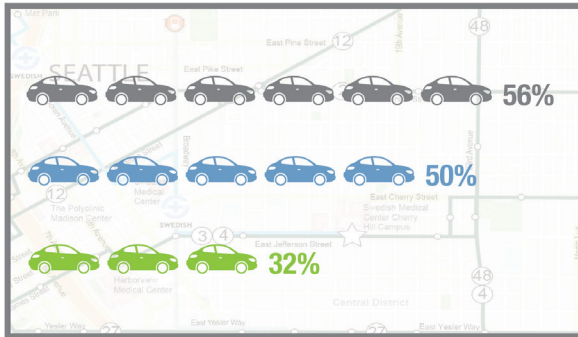


## Caregiver Commute

CURRENT

2017 GOAL

2034 GOAL



### OUR CHALLENGE

In order to meet the growing needs of our community and expand our medical facilities, Swedish Cherry Hill needed to meet its regulatory obligation and reduce the percentage of drive alone commute trips to 50% by 2017. This goal is further reduced 2% every two years until it reaches 32% by 2034. With over 3,000 employees and 1,850 parking spaces, data insights were the first step to ultimately understand, manage, and change employee commute behavior.

### OUR PROGRAM

Swedish is not only committed to being the best place to receive care, but also to being the best place to work. Our program leverages commuter data to engage people on an individual level and help connect them to transportation solutions that work best for them. Our program is designed to evolve and adapt to the changing landscape of commute options, so we offer relevant benefits and services that foster a culture of sustainable transportation choices.

56%  
AUG 2016

47%  
DEC 2017



### OUR SUCCESS

One year after we launched Caregiver Commute we met our first goal by reducing our campus drive-alone rate by 9 percentage points, exceeding our 2017 goal of 50%. The decrease in the drive-alone rate has resulted in a jump in transit ridership, rideshare, and walking.

