



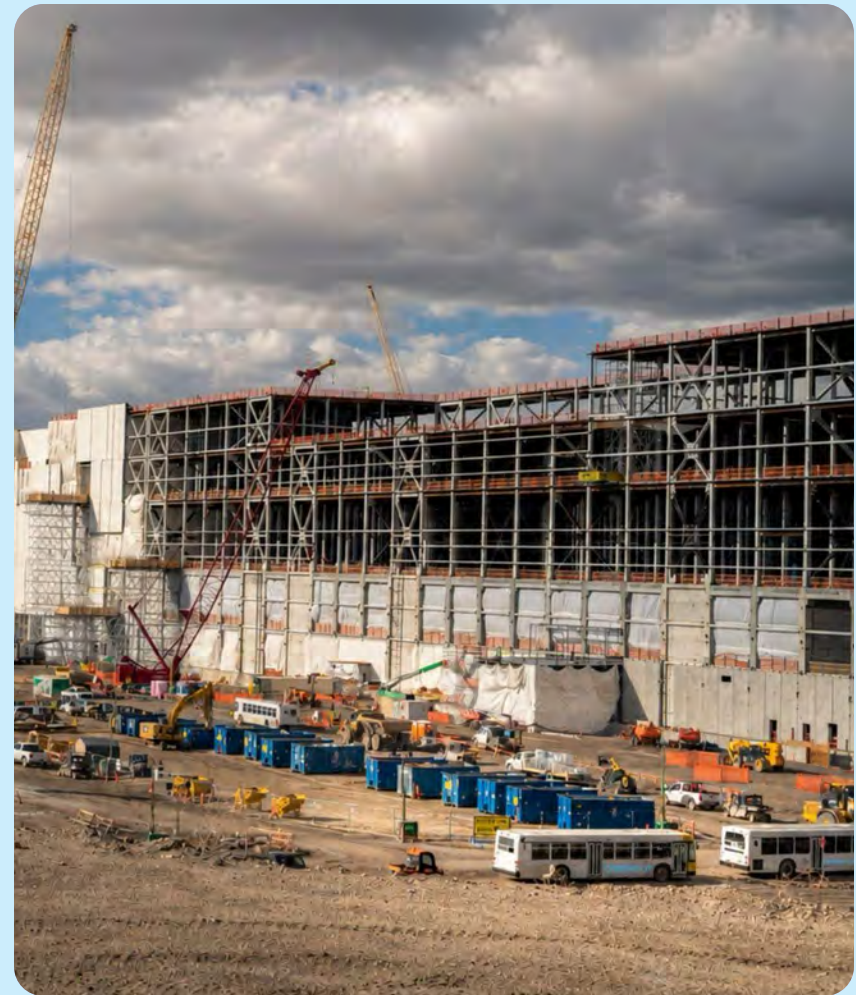
Is Workforce Mobility the Weak Link in Your Labor Strategy?

When a major project is about to break ground, the pre-construction checklist is a mile long.

At the very top: locking in labor commitments and making sure a skilled, capable crew is ready. **That work doesn't come cheap**, so it's critical to set the team up to deliver.

Transportation is a big part of making that happen. What will mobility look like on the site, how it will change with each phase, and **how workers will get to and from the site safely and efficiently?** Your answers shape how the project plays out. After all, labor availability means nothing when crews can't get to work.

When transportation is improvised at the last minute, damage spreads across the project: late starts, unplanned overtime, frustrated workers, poor productivity, and slipping schedules. When handled well, the opposite is true: crews show up ready, projects stay on track, and your jobs become more attractive to subcontractors and the employees you need to keep.



Workforce mobility should strengthen people and projects, not stand in their way.



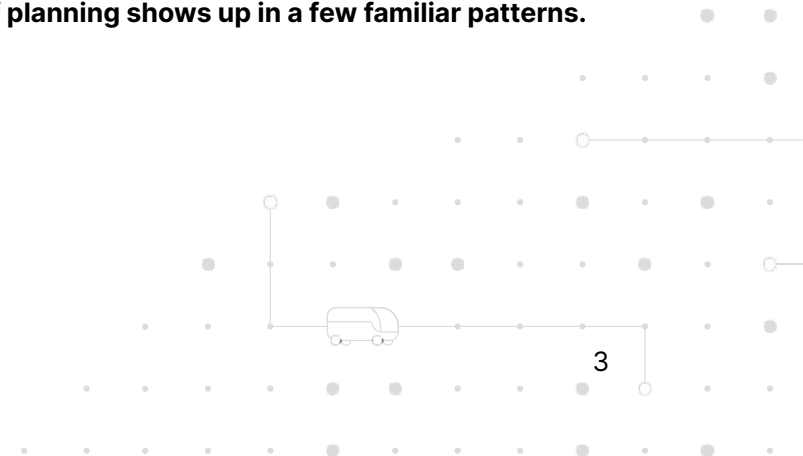
charterUP

What Happens When Crews Manage Their Own Commutes?

For many construction companies, workforce mobility is an “unknown unknown,” as Bobby Taylor, enterprise account executive at [CharterUP](#), describes it. **Leaders don't realize the impact of transportation** until the project is underway and a crisis forces the issue.

By then, it's too late to plan. No one has the time, tools, or visibility to create a full program, so the problem is passed along to workers. In some cases, entire projects are delayed because this piece of the puzzle wasn't handled before crews were on the schedule.

This lack of planning shows up in a few familiar patterns.



Workers Drive Themselves

Transportation is **left up to individual crew members** who have to absorb time and fuel costs and find ways to cope with inconsistent site access.

Workers drive their own vehicles to the site (or as close as they can get) and navigate whatever the surrounding area throws at them: weather, parking tickets and meters, detours, safety risks and more. They may get stuck in long lines of traffic, end up parking illegally, or have to walk from lots several minutes away, arriving late through no fault of their own.

Patchwork DIY Programs

Workers set up **informal ridesharing arrangements** (sometimes with support from the office); crew members double up or supervisors take people to and from the site with vans or buses. Attempting to hold the system together gets even trickier with shift changes and as workers move between projects.

This work of coordinating transportation is often absorbed by a project manager who should be focused on running the job ... not chasing down rides and managing pickup lists. The time they spend deciding who will ride together, where they'll be picked up, and what happens when someone is sick is time taken away from the work they were hired to do.

There are also CDL requirements and insurance requirements to consider with this approach: Anyone driving a vehicle that carries a certain number of passengers needs a commercial license. Without realizing it, many contractors take on this liability without being prepared.

Last-Minute Shuttling

As crews ramp up, the **office rushes to find buses**, charter coaches, van services, or other transportation available locally, regardless of cost or reliability. Anyone or anything that can get workers to the site is fair game — even if they've never worked a construction schedule before.

Just as the construction industry continues to face shortages of skilled labor, there is also a shortage of qualified drivers and operators who understand the demands of these specialized projects. Many operators enter these opportunities without fully understanding the scope, timelines, and operational requirements involved," explains Taylor. "With CharterUP's nationwide network of trusted operators and their vehicles, we can identify the right operator and the right vehicle for any job. If needed, we can bring certified operators to market who have the specific experience managing construction shuttle jobs.

There's no route design involved, which means trips take longer than they need to. There's no way to know whether or when vehicles are showing up or how full they'll be: Workers just have to wait and see. Finally, there's little or no flexibility to scale up or down as headcount changes. What you signed up for is what you get.

The Cost of Treating Transportation as an Afterthought

As the industry takes on new generations of mega projects, **workforce mobility only becomes more urgent**. From data center campuses to airport expansions, sites can span hundreds of acres with labor forces in the thousands. On-site parking is limited or nonexistent, and surrounding roads aren't always built to absorb traffic increases.

"On these projects, even a short transportation delay can represent huge losses. For one construction company, a 15-minute disruption costs \$85,000. This number will differ for everyone, but workers showing up late due to traffic or parking issues, or a bus full of crew members not being able to access the site, can quickly lose you hundreds of thousands of dollars a day."

Mike Ge, vice president of business development at [CharterUP](#)

Downtime is only the tip of the iceberg; there are many other consequences to consider, whether they show up on the project ledger or not:



Fatigued workers make more mistakes and produce lower-quality work



Late arrivals impact shift handoffs, which impact inspections and other trades waiting their turn



Crew morale takes a hit when workers feel like their time and energy are being wasted



Turnover increases as workers leave for projects with easier commutes



Subcontractor relationships falter as their crews absorb unexpected transportation costs

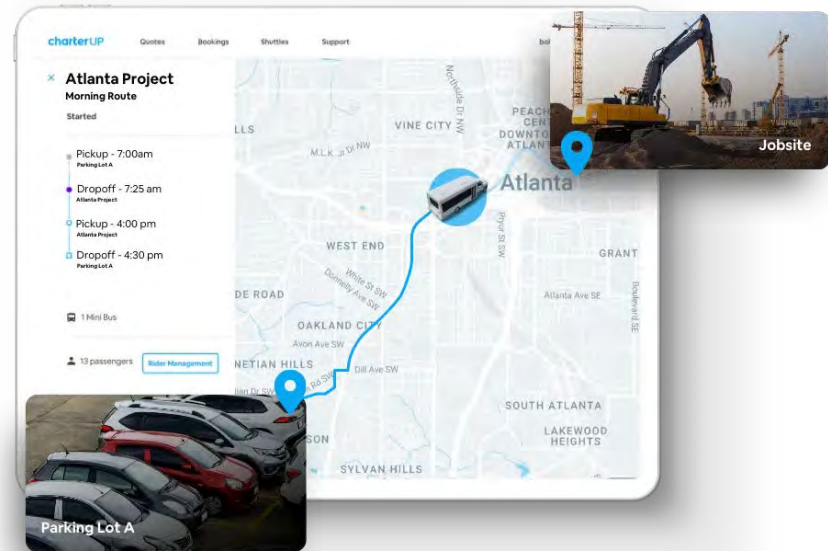
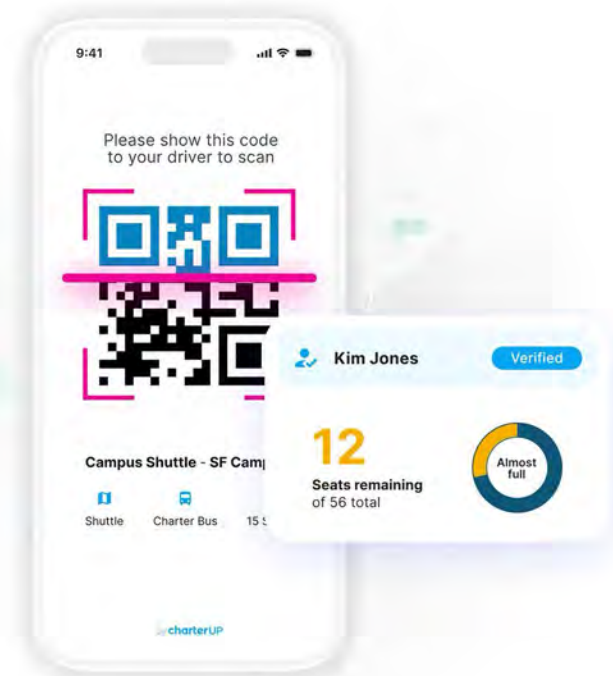
- before schedules, staffing, or site access are impacted.

The background of the slide features a light gray grid representing a city street layout. A bus icon is positioned on one of the horizontal lines. The text 'charterUP' is written in a blue, sans-serif font, with 'charter' in lowercase and 'UP' in uppercase. The overall design is clean and modern.

Through its nationwide vehicle network and technology platform, **CharterUP** helps contractors proactively coordinate workforce transportation schedules, well before schedules, staffing, or site access are impacted.

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What Full Transportation Management Looks Like

When worker mobility is predictable, everything else moves faster.

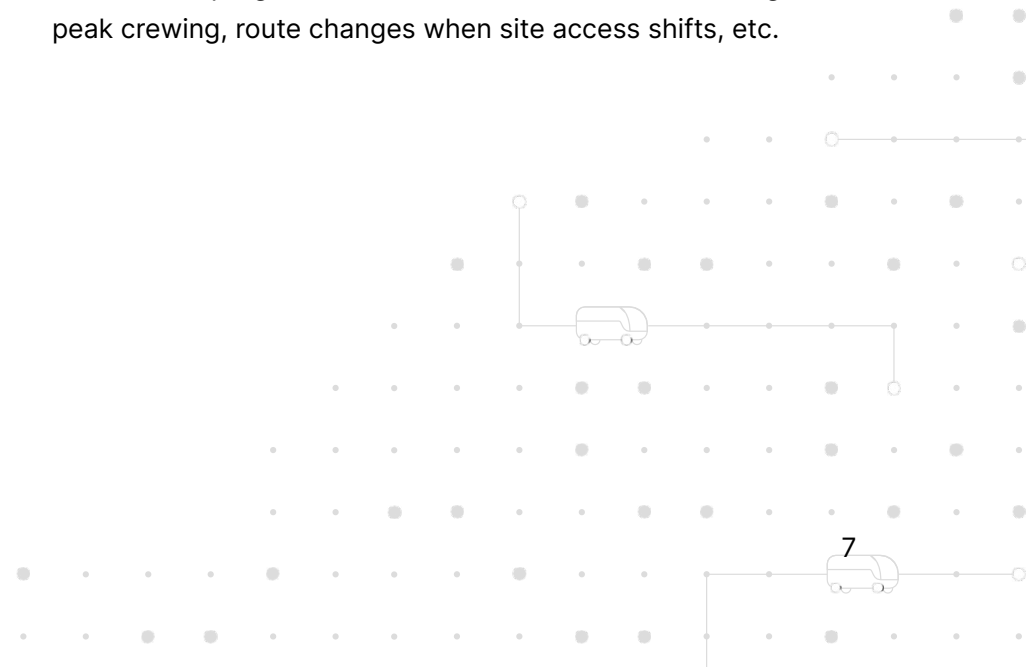
A full transportation management program **takes the burden off project managers and in-house teams** and turns transportation into a service instead of someone's side job, with one trusted point of contact. There are no surprise line items and no surprise logistics problems to manage mid-project.

It covers all the details no one has time to think about:

- **Routing** designed around the realities of the site and adjacent roads
- **Parking procurement**, including identifying, leasing, and managing lots
- **Scheduling** that aligns with shift start and end times and accommodates staggered crews
- **Driver coordination**, including licensing, insurance, and compliance
- **Vehicle sourcing** across multiple types and sizes
- **Adjustments in real-time** based on site conditions and crew size
- **24-hour operations** when projects run multiple shifts

Every program starts with the specifics of your project, taking into account details like project type, crew size, number of shifts, parking constraints, and even community impact. “Designing the right program involves everything from looking at the jobsite and reviewing maps to understanding parking scenarios and planning the right routes,” says Ge.

From there, it's built around what you need, whether that's a continuous-loop shuttle between an offsite lot and the jobsite, long-haul coaches running from labor hubs in nearby cities, onsite shuttles to move workers between work zones on the site, or a combination. As the project evolves, the program evolves with it: more vehicles during peak crewing, route changes when site access shifts, etc.



The Data Behind a Well-Designed Program

Behind every well-run transportation program is something else that's just as important as the shuttles on the road: a data layer that converts day-to-day movement of workers and vehicles into information project teams can use.

A tech-enabled program **treats transportation like critical infrastructure**, giving the right people access to information they need to manage workforce mobility just like they do power, permitting, and materials.

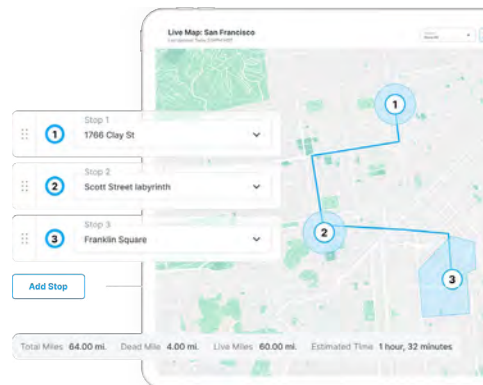
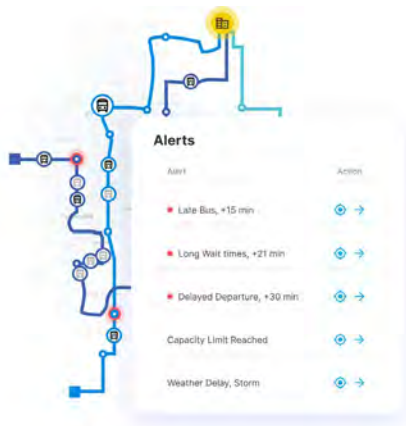
"GPS visibility enables project managers to determine in real-time where buses are," explains Ge. "They can see on a map which buses are en route and which are at the site. They can choose to keep this information internal to the project team or surface it to riders to better plan their commutes and cut down on missed shifts and congestion."

Ridership data is also part of the equation, helping leaders **see how transportation is being used** and where it could be working harder.

"With this insight, you know how many people are on the bus in the morning and the afternoon so you can adjust routes to optimize staff schedules."

Mike Ge, vice president of business development at **CharterUP**

Weekly and monthly reporting provide a clear picture of how the project is tracking from a transportation perspective, including details about on-time performance, trip verification, and safety.



**With all this information in hand,
leaders can also answer questions like:**



Which crews and trades are most affected when a route runs behind?



How should we scale the program for the next phase — and what will that cost?



Are we adhering to the community commitments we made to local officials when the project was approved?



How is transportation contributing to schedule and budget performance?



Are there patterns of lateness or absenteeism that need to be addressed?

Workforce Mobility in Northern Virginia's Data Center Boom

Northern Virginia's Data Center Alley, which carries more than 70% of global internet traffic, is the backbone of the digital economy, and **CharterUP** helps keep its workforce moving.

Across Ashburn, Manassas, and Leesburg, **CharterUP** supports multiple concurrent projects for leading hyperscalers, general contractors, and subcontractors, while also delivering workforce transportation programs in more than 30 states. These projects range from six-month builds to multi-year developments and require transportation solutions that can scale with changing workforce demands.

Large data center projects can generate hundreds of additional daily vehicle trips, creating congestion and increasing pressure on local infrastructure. As a result, many jurisdictions now require traffic mitigation and transportation plans as part of the development approval process.

CharterUP helps reduce single occupancy vehicle trips through technology-powered shuttle programs featuring real-time tracking, route optimization, and data-driven fleet management. The result is a flexible transportation solution that helps maintain compliance, control costs, and keep critical infrastructure projects on schedule.

Transportation as a Competitive Labor Perk

Predictable, no-cost transportation transforms the worker experience: Project team members spend their energy on the job at hand, not on figuring out commutes. The advantages of offering a reliable commute are especially powerful when labor is tight and commutes are long.

“Establishing an efficient program early allows you to attract higher-caliber crew members and subcontractors. These workers have their pick of projects as long as they meet the minimum qualifications: The world is their oyster. Why would you work somewhere that tells you it’s your job to figure out how to get to the jobsite on time?”

Bobby Taylor, enterprise account executive at [CharterUP](#)

When transportation is handled, workers know when and how they’ll get to the site; they arrive on time and ready to go, not worrying about planning or paying their own way. They can seriously consider taking on jobs in remote locations or parking-constrained areas because they know how they’ll get there — and what it will cost (usually nothing).

For the project team that would otherwise inherit this planning work, a reliable program means fewer last-minute scrambles, less time chasing down workers who are late, and more stable crews at every project phase. “Otherwise, they can spend weeks and months talking to people and trying to gather quotes and competitive bids,” Ge points out. “Once the project begins, it takes even more time out of their day to manage.”



Signs You Need a Full Transportation Program

These signals suggest that you may need to bring a partner on board to manage workforce mobility:

- The jobsite sits on a campus where onsite parking is limited, far from the building, or disappearing as construction progresses
- The number of workers arriving every day is in the hundreds or thousands (or higher)
- Roads surrounding the project weren't built to absorb lots of additional traffic
- Workers are being recruited from neighboring cities or hubs far from the project
- The project takes place in a downtown or urban area with expensive or restricted parking
- Local community members are raising concerns about traffic
- A project manager is handling transportation on their own





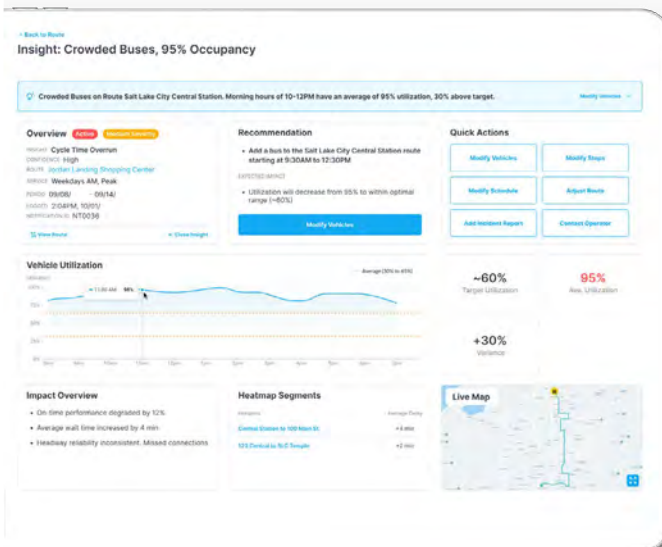
The Choice Isn't Whether to Spend on Transportation — It's How

Whether you plan for it or not, **transportation spending is happening in some form**. When it's left up to chance, the costs are spread across overtime payroll, turnover replacement, schedule delays, and crew productivity — where it's hard to see and even harder to control.

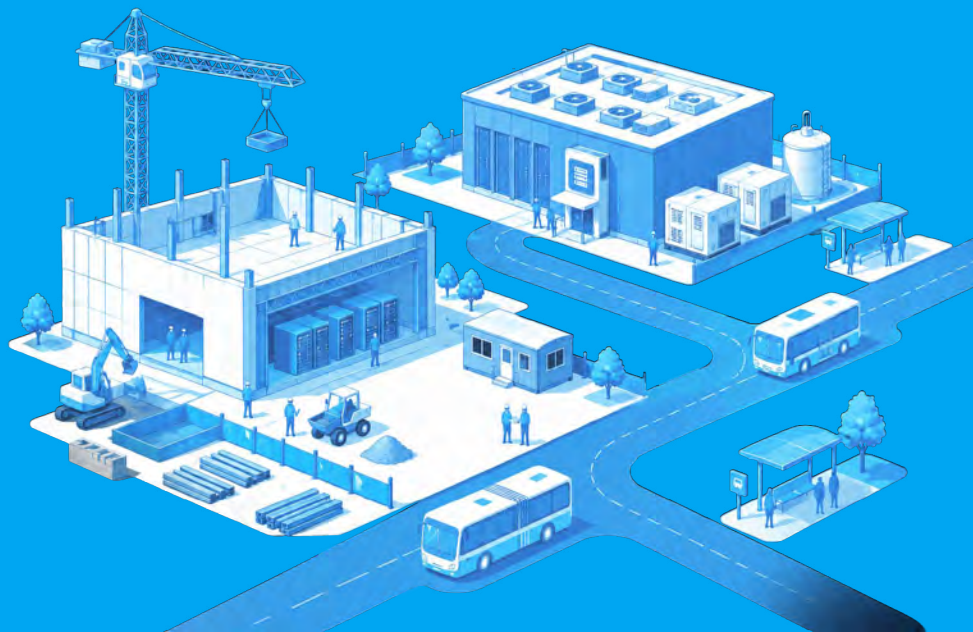
But with a full program in place, it's a clear investment that earns its keep through predictable scheduling, scalable capacity, and the data to make informed decisions about workforce mobility.

“Letting an expert handle a large, complex problem from end-to-end is no different than bringing any other specialty trade onto a project. Why hire and train up an electrician when you can partner with an electrical contractor? The same logic applies here. You focus on your project and bring in a partner who can focus on doing what they do best every day.”

Bobby Taylor, enterprise account executive at **CharterUP**



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CharterUP is North America's leading bus marketplace and enterprise mobility platform for group and shuttle transportation. CharterUP delivers AI-enabled, turnkey mobility solutions for construction, large events, Fortune 100s, universities, transit agencies, airports, enterprises, and communities across the United States.

Through advanced technology and a trusted nationwide network with 10,000+ vehicles, CharterUP delivers scalable, efficient, and modern transportation solutions that flexibly evolve with customer needs.

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