

## Business Communication Informational Reports-Including Data

The purpose of this activity is to give you the opportunity to apply the three step writing process and to utilize graphic information in your writing. Working in small groups of two or three, prepare an outline for an informational report based on the following scenario:

Your company is the largest private employer in your metropolitan area, and the 43,500 employees in your workforce have a tremendous impact on the local traffic. A group of city and county transportation officials recently approached your CEO with a request to explore ways to reduce this impact. The CEO has assigned you the task of analyzing the workforce's transportation habits and attitudes as a first step towards identifying potential solutions. The CEO is willing to consider anything from subsidized bus passes to company owned shuttle busses to telecommuting, but the decision requires a thorough understanding of employee transportation needs. Tables 11.1 through 11.5 summarize data you collected in an employee survey. You are to present the results of your survey in an informational report using the data provided in the tables.

At this point, your task is to create an outline for that report and presentation. Try to limit the text to the front and back of this page.

You do not need to recreate the tables, a reference to them is adequate (i. e. See table 11.5). Keep in mind that the information in the tables may not be organized in any particular order (i.e. you do not need to use table 11.1, then 11.2, and so on).

---

Date:  
To:  
From:  
Subject:

Table 11.1-Employee Carpool Habits

<b>Frequency Of Use: Carpooling</b>	<b>Portion of Workforce</b>
Every Day, Every, Week	10,138 (23%)
Certain Days, Every Week	4,361 (10%)
Randomly	983 (2%)
Never	28,018 (64%)

Table 11.2-Use of Public Transportation

<b>Frequency Of Use: Public Transportation</b>	<b>Portion Of Workforce</b>
Every Day, Every, Week	22,556 (54%)
Certain Days, Every Week	852 (5%)
Randomly	5,862 (13%)
Never	12,053 (28%)

Table 11.3-Effect of Potential Improvements to Public Transportation

<b>Which of The Following Would Encourage You To Use Public Transportation More Frequently? (Check All That Apply)*</b>	<b>Portion of Respondents</b>
Increased Perception Of Safety	4,932 (28%)
Improved Cleanliness	852 (5%)
Reduced Commute Times	7,285 (41%)
Greater Convenience: Reduced Transfers	3,278 (18%)
Greater Convenience: More Stops	1,155 (6%)
Lower (Or Subsidized) Fares	5,634 (31%)
Nothing Could Encourage Me To Take Public Transportation	8,294 (46%)
*Note: This Question Was Asked Of Those Respondents Who Use Public Transportation Randomly Or Never, A Subgroup That Represents 17,915 Employees Or 41 Percent Of The Workforce.	

Table 11.4-Distance Traveled To/From Work

<b>Distance You Travel To Work (One Way)</b>	<b>Portion Of Workforce</b>
Less Than 1 Mile	531 (1%)
Between 1 and 4 Miles	6,874 (16%)
Between 4 and 11 Miles	22,951 (53%)
Between 11 and 20 Miles	10,605 (24%)
More Than 20 Miles	2,539 (6%)

Table 11.5-Is Telecommuting An Option?

<b>Does The Nature of Your Work Make Telecommuting A Realistic Option?</b>	<b>Portion of Workforce</b>
Yes, Every Day	3,460 (8%)
Yes, Several Days A Week	8,521 (20%)
Yes, Random Days	12,918 (30%)
No	18,601 (43%)