

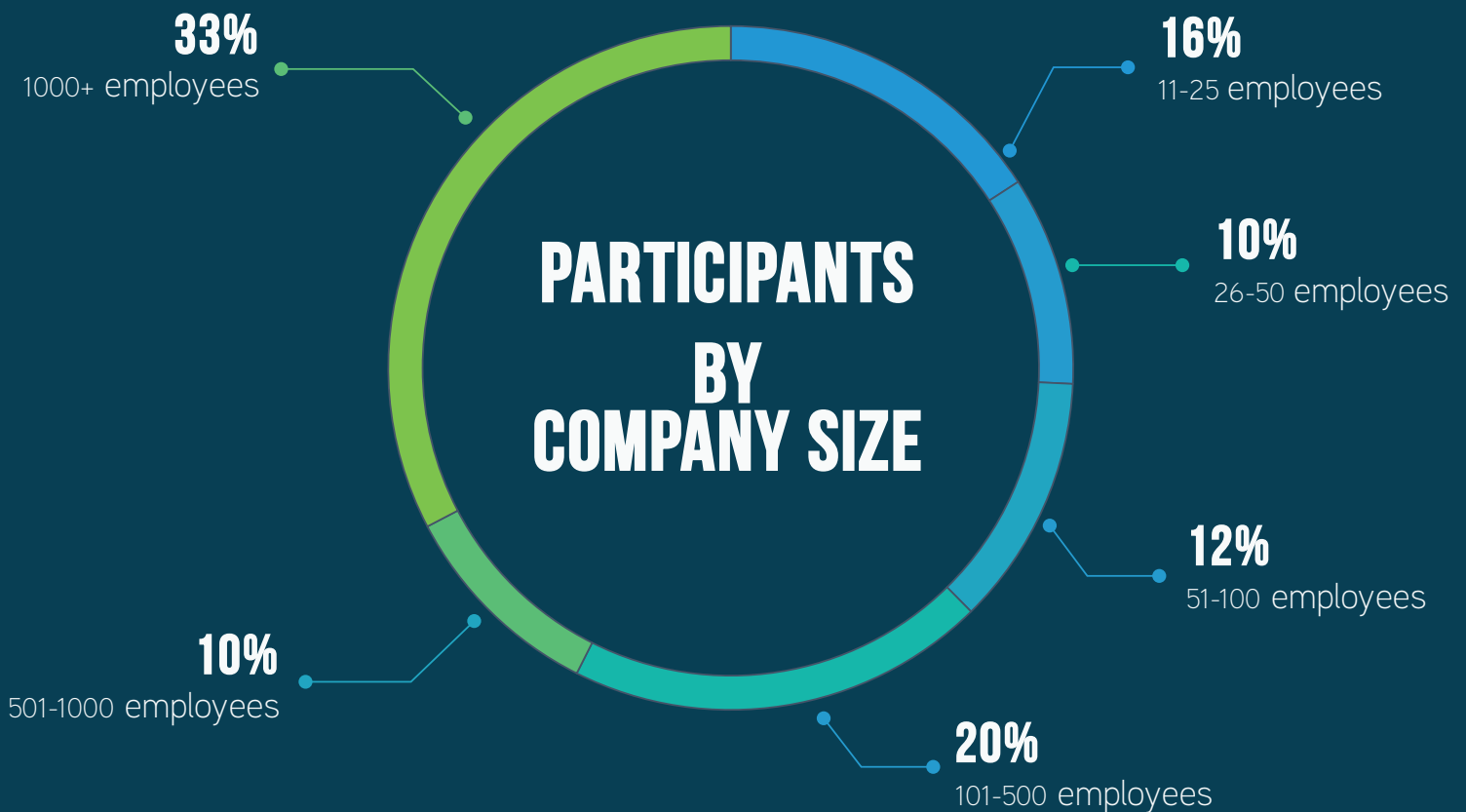
# 2017 Corporate Amenities **Survey**

## ALABAMA



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In order to gain a deeper understanding of workspace amenities so we can better advise our clients and understand trends in the industry, Colliers recently surveyed 51 Alabama employers about the amenities currently being offered to employees by companies large and small.



## a·men·i·ty

noun

plural noun: amenities

a desirable or useful feature of a building or place.





## The Stand-up Desk

The most common amenity offered by all survey respondents is the Stand-up desk; often, they are offered on an “opt-in” basis by employee request or to address a medical/ergonomic need. In many companies, the stand-up desk functionality is accomplished through a Vari-Desk adapter placed on top of a traditional desk surface. This option is an excellent way to test usage of stand-up desks before committing to a large-scale capital investment in them.

60%

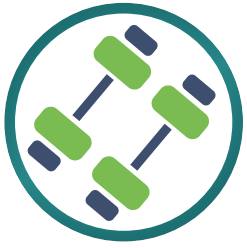
offer a  
Stand-Up Desk



## Dedicated Lactation Room

Large companies are significantly more likely to offer dedicated lactation rooms to their female employees, because the Affordable Care Act mandates that employers with 50+ employees must offer them.

42%  
offer a  
Lactation Room



## Fitness & Wellbeing

Large (100+ employee) companies are also significantly more likely to offer subsidized gym memberships. Such companies often have the critical mass for wellness programs and are able to negotiate health insurance discounts by offering this amenity.

Survey respondent Protective Life's focus on employee wellness manifests itself in an on-site fitness facility with group exercise classes, massage services, and health coaching for a minimal monthly rate of \$20 per employee.

Protective Life also has an on-site clinic staffed with a nurse practitioner who offers limited sick-care options as well as numerous preventive services such as flu vaccines and smoking cessation programs.

In regional offices, Protective provides its employees with subsidized or discounted gym memberships in nearby commercial facilities.

29%

offer  
Subsidized Gym  
Memberships



25%

offer  
Fitness Centers



6%

offer  
On-site Wellness  
Clinics





## Free Food

Regardless of the budget, our experience (confirmed by many survey participants) is that drinks and snacks not only make employees happy, they bring them together. If your company is trying to encourage interaction and a culture of camaraderie, these amenities might be a worthwhile investment. Further, our unscientific estimate of the cost of providing free soda to staff is approximately \$92/year/person. Providing complimentary snacks can be as inexpensive or high-cost as the offeror chooses.

While the number of respondents providing regular free meals is only 15%, the companies that do so have some interesting approaches including lunch-and-learns and free after-work meals.



Daxko provides lunch for the entire staff every Friday.



### DID YOU KNOW?

AtlasRFID allows any employee working late to sign up for a free dinner to be delivered at 6 pm.



52%

offer

Free Espresso-style Coffee



37%

offer

Free Sodas



35%

offer

Free Snacks



17%

offer

Free Weekly or Daily Meals





## Getting There

Birmingham is clearly not cutting edge on the transportation front as only one respondent offered its employees a public transit/carpool incentive. This is probably reflective of the challenges of using public transit or finding a reasonable carpool in a city with such an extensive geographic spread and challenging topography. Thankfully, a few of the survey respondents offer loaner bikes and/or bike storage options to employees and many other respondents are located downtown near Zyp bike stations.

**15%**  
offer  
Bicycle Storage



**6%**  
offer  
Loaner Bicycles



**2%**  
offer  
Public Transit/  
Carpool Incentive



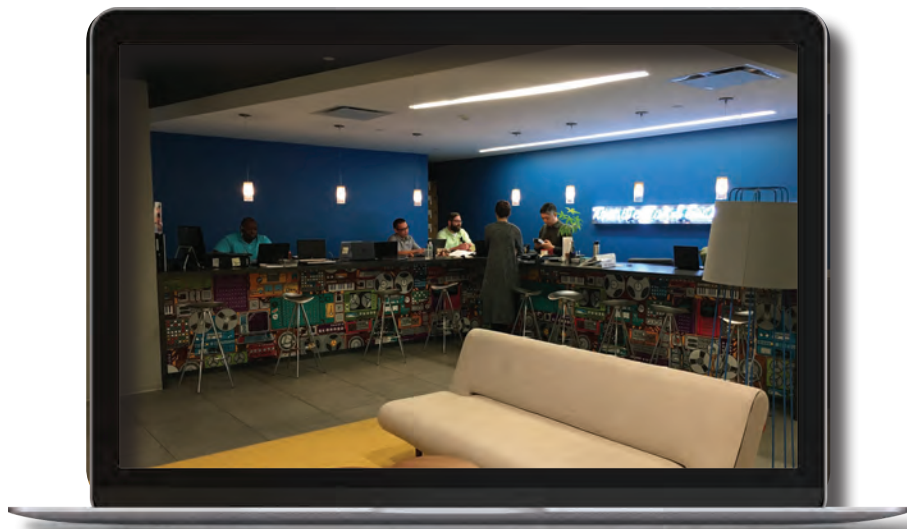
### DID YOU KNOW?

Some San Francisco and New York companies offer their employees bike labs for on-site maintenance.



## Genius Bars are Genius

One amenity growing in popularity is the on-site walk-up tech support, or “genius bar.” This can often be accomplished with little expense by relocating tech support from a cubicle in the back forty to a counter area in the more-frequented common areas. Providing easy access to technology solution can make for a happier and more productive workforce.



## Professional Development

Small companies (less than 100 employees) are significantly more likely to offer professional development allowances and free snacks.



48% of respondents overall offer professional development allowances, but only 29% of the companies with more than 1,000 employees offer this amenity.

In contrast, 77% of the companies with less than 50 employees offer professional development allowances.



Theranest CEO Shegun Otulana provides his employees a budget for books and training as he is always asking his people **“How are you going to grow?”**





## Fresh Air

Many survey respondents indicated that they offered their employees outdoor patios or roof decks. However, this frequently takes the form of a common amenity offered by a multi-tenant office building like Innovation Depot rather than an exclusive outdoor space private to that company. Outdoor options are most valuable to employees when they are able to function as alternate workspaces with comfortable seating and wi-fi connectivity. Kinetic's roof deck is an example of the ideal set-up: private, wi-fi accessible, offering different seating options and activities.

**52%**  
offer  
Outdoor Patio or  
Roof Deck Seating



**15%**  
offer  
Pool/Ping-Pong/  
Video Games

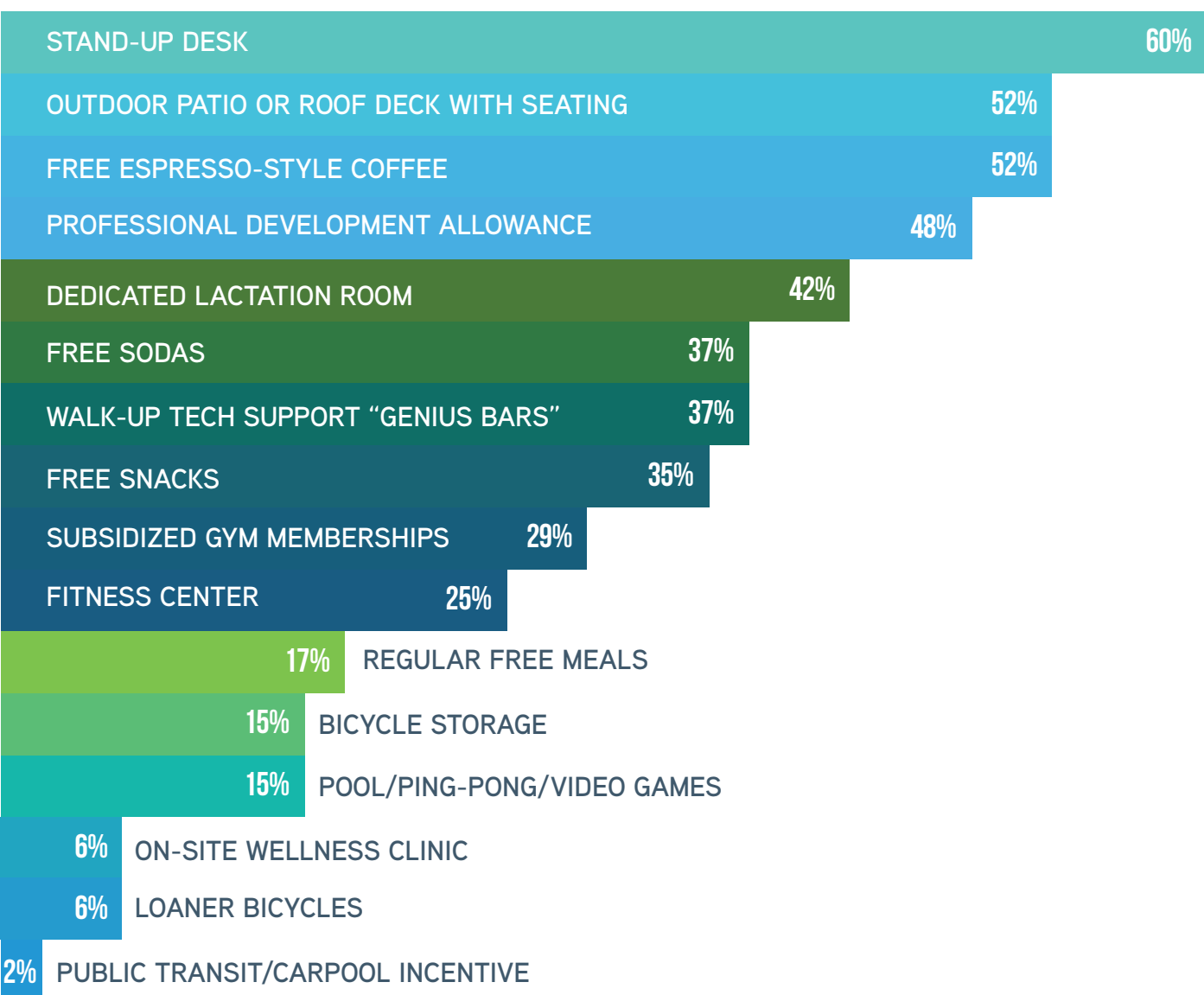






## How Does Your Company Stack Up?

The percentage of survey respondents that offered each amenity is listed below for easy reference. Our Colliers team would love to talk to you about how your space can better accommodate the amenities you deem appropriate and valuable to attract and retain talent. Give us a call!





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## ABOUT COLLIERS

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