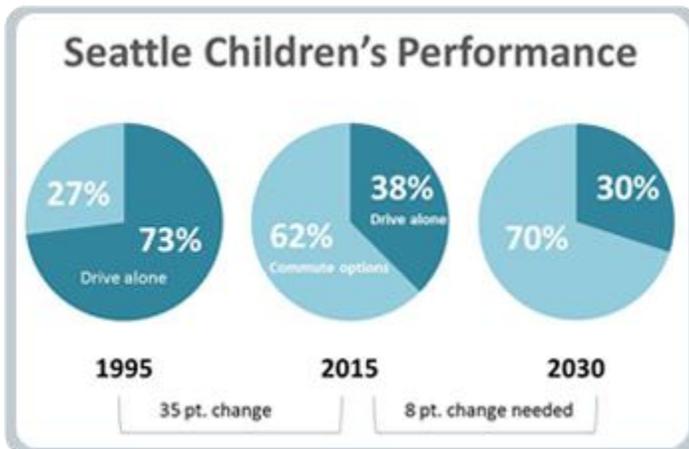


Examples of employers implementing parking cash-out

Seattle Children's Hospital used parking cash-out to reduce solo driving commutes from 73% to 38%. How? By eliminating monthly parking, transitioning to a daily parking rate, and adding cash and other incentives for employees who choose not to drive alone.

- No free parking - all hours; only daily rates; variable prices: \$3.25 - \$11.50, addresses peak travel times
- A \$4.50 daily commute bonus on days staff do not drive alone



From Seattle Children's Hospital - [Making sustainable transportation options attractive](#)

According to the Environmental Protection Agency, the transportation sector is responsible for 27% of the greenhouse gas emissions in the United States. This is just slightly below the emissions caused by coal-burning power plants. As hospitals tend to be one of the largest employers in the community in which they are located, we feel a responsibility to decrease this environmental load.

Seattle Children's has a nationally-recognized employee transportation program and is the only hospital in the country that has received a platinum-level Bicycle Friendly Business Award. Over the last two decades, Seattle Children's has reduced the percent of employee drive-alone commute trips by nearly half – from 73% in 1995 to 38% in 2015 – and has a goal of just 30% by 2030. Reducing vehicle trips supports Seattle Children's triple aim of providing value to our employees; reducing organizational expense associated with parking vehicles; and improving air quality, which supports the health of the children we serve.

Highlights of Seattle Children's employee transportation program include:

- Deeply discounted unlimited ORCA transit pass
- A \$4.50 daily commute bonus on days staff do not drive alone
- Free, premium vanpool parking
- Free use of a bike for employees who commit to biking to work twice a week
- Two free annual bicycle tune-ups
- On-site, full-service bike shop, offering discounts on bicycles, gear and accessories
- Pay-per-use parking rates that differ by location and time of day

See more at: https://commuteseattle.com/wp-content/uploads/2015/05/ParkingMgmt_handout.pdf

Downtown Grand Rapids, Inc. (DGRI) (10 employees) is the organization responsible for city building and place-management in the urban core of the City of Grand Rapids, Michigan. In 2012, the small employer only offered employer-paid parking spaces to staff. In 2013, it began offering the choice between employer-arranged monthly parking card at a nearby garage or parking cash-out. The result was 2 of the 9 DGRI employees chose parking cash-out. In 2015, DGRI transitioned to offering cash equivalent of a monthly parking space to employees who can then choose to:

- Drive and park at the nearby garage or at another parking facility but the monthly pass is now arranged by employee;
- Use other ways to get to work – bicycle, rideshare, take transit, walk, drive as needed, etc.

The result from this approach was: 9 of 10 DGRI employees chose not to purchase a parking pass at the nearby garage. (Source: Kristin Bennett, Transportation Planning/Programs Supervisor, City of Grand Rapids, MI, Email: krbennett@grand-rapids.mi.us)

Delta Dental of Washington (DDWA) for almost 30 years owned and occupied a suburban office building in North Seattle, with ample free parking for employees. Nearly 75% of DDWA employees drove alone to work. In spring of 2017, DDWA moved to Seattle’s thriving South

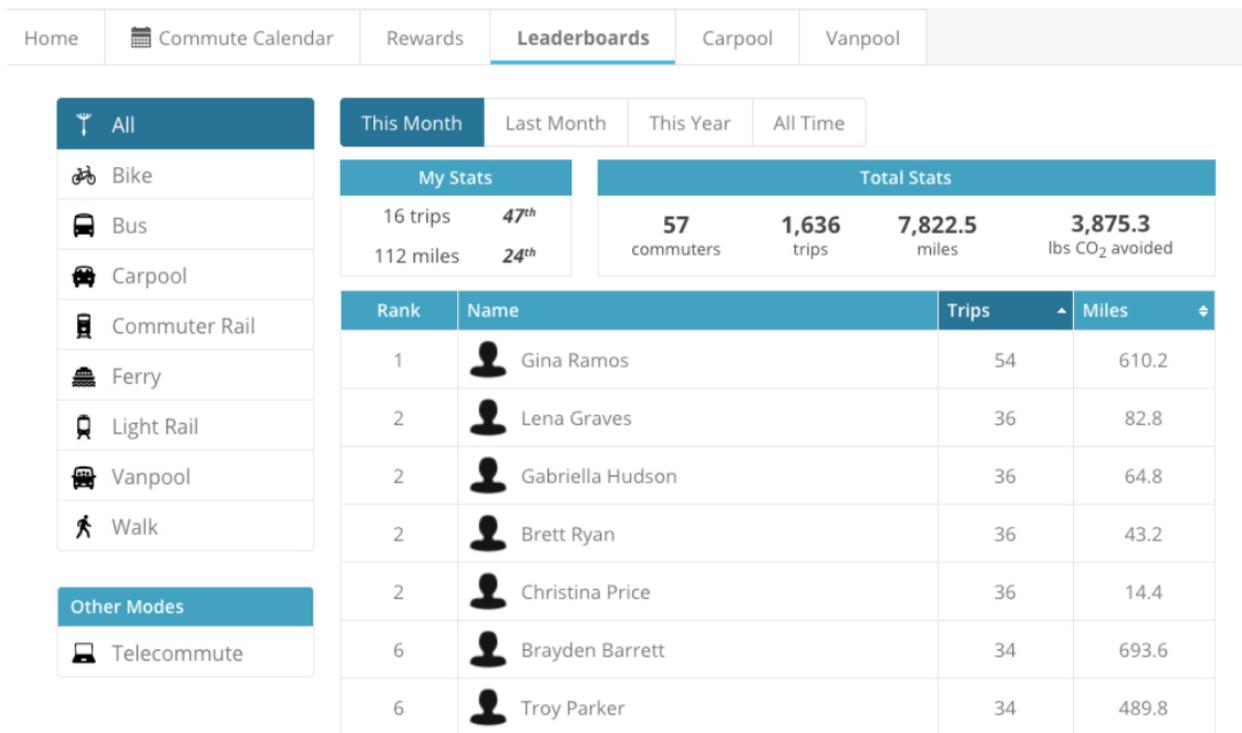


Lake Union neighborhood. Now a tenant of a large office building, DDWA is limited to parking stalls for only 40% of their employees. In the two months following the office move, a daily average of 42 vehicles (including carpools and vanpools) have driven to the new office. This represents a drive alone rate of 15%. These results were achieved when DDWA implemented a commute benefits program, managed by MyCommute program, by Luum, which provides employees the flexibility and options to get the most out of their commute, and employees occupy fewer than the available parking stalls. At this rate, DDWA can consider reducing the number of stalls included in their lease to match the declining parking demand.

How did DDWA accomplish this steep decline in drive alone commuting? Instead of issuing monthly parking permits to a select group of employees, DDWA focuses on providing flexibility and choice to support all employees as part of the new MyCommute program. To give employees the ability to decide how to get to work on a daily basis and meet the parking constraints of their new office, DDWA implemented the following solutions:

1. MyCommute Hub: A one-stop-shop with tools and resources to support employee commute choices.
2. Daily Parking: All employees have the option to drive when needed. Employees are only charged for the days they choose to drive and the charges are automatically deducted from their paycheck.
3. Daily Bonus: Employees receive a bonus for each day they commute by any mode other than driving alone, including telecommuting.
4. Reduced-rate Rideshare Parking: Free parking for vanpools and split parking charges for carpools discourage single occupancy vehicles.
5. Fully Subsidized ORCA Transit Cards: Passes provided by DDWA cover transit and vanpool fees.

LUUM Leaderboard example – encouraging employees to make more sustainable commutes.



Source: LUUM, a company that provides employers with alternative, responsible, and sustainable commute solutions. www.LUUM.com

Compiled by Coalition for Smarter Growth, 1/19/2018
www.smartergrowth.net