



Impact level  
**Cutting Edge**

# PARKING MANAGEMENT

The single most effective way to reduce your company's DAR is to switch away from monthly parking passes, which incentivize employees to drive to work every day rather than consider their best commute options for the day.

## Common ways to manage parking in a smarter way include:

- Switching from monthly parking passes, to daily parking rates, possibly capped at an amount that doesn't make it prohibitively expensive for employees who have to drive to work every day
- Priority parking for carpools and/or vanpools
- Discounted parking rates for carpools/vanpools

## Alternative parking management strategies:

### Free Parking Days

Allow employees who commit to taking an alternative mode into work the ability to park for free 3-5 days a month, giving them flexibility needed to commit to their alternative mode.

### Parking Cash Outs

Offer employees a portion of the cost of the monthly parking your company pays for their spot if they give up.

## Company Example



**Seattle Children's**  
HOSPITAL • RESEARCH • FOUNDATION

By eliminating monthly parking, transitioning to a daily parking rate and adding incentives for employees who take alternative means of transportation into work, Seattle Children's Hospital has reduced their company DAR from 73% in 1995 to 38% today.

Seattle Children's Hospital has embraced and continues to embrace many parking

management strategies including variable pricing for employee parking (with employees who arrive during peak commuting hours paying the highest rates), to providing priority parking for carpools and vanpools, to providing shuttles from popular transit hubs to their campus.



# PARKING MANAGEMENT CHECKLIST

- Evaluate your current parking situation. Who manages the parking? How many spots do you have? How are parking passes currently structured?
- Work with your property manager, parking management company, or facilities department to install necessary pay stations, parking arms or other physical amenities (if needed).
- Transition from annual or monthly parking passes to weekly and daily parking rates, while rolling out incentives like preferred parking spots, discounted/free parking, or cash-out options for employees who carpool, vanpool, or take other transportation alternatives to work.
- Work with services that track travel costs and behaviors. Several companies integrate with payroll and HR systems including **Luum**, **Paychex**, **WageWorks**, and **ALICE**.

