

PROPERTY TOOLKIT

Commute programs build
better businesses.



Downtown
Seattle
Association



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Commercial Property Owner & Manager Toolkit

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December 2017

Dear Seattle Property Manager:

If your building is a typical Downtown commercial property, 70% of occupants choose not to drive alone to work. They arrive at your building by bus, rail, ferry, bicycle, on foot, or by ridesharing. City-wide, Seattle commuters are increasingly looking for amenities that make getting to and from your building convenient and easy.

As a real estate professional, you know it makes good business sense to deliver innovative services and amenities that are attractive to your tenants, who are increasingly looking for options to driving alone in traffic. Moreover, providing best-in-class alternative transportation amenities helps differentiate your property and strengthens your sustainability initiatives, which ultimately helps attract and retain tenants.

Commuter Seattle, The Downtown Seattle Association, and The Building Owners and Managers Association (BOMA) are pleased to offer you this toolkit that will provide a one-stop resource for sustainable transportation products, services, and incentives available to offer at your property location.

Whatever your motivation: best-in-class tenant amenities, achieving **LEED** certification, Transportation Management Program (TMP) compliance, or **2030 District** recognition; the ideas, products and services herein will improve your tenants' commuting experience, mitigate congestion, reduce the environmental impact of tenant transportation, and save you money.

Sincerely,

Jonathan Hopkins
Executive Director
Commuter Seattle

Jon Scholes
President
Downtown Seattle Association

Rod Kauffman
Executive Director
BOMA

Welcome to Commute Seattle

What is Commute Seattle?

Commute Seattle is a non-profit transportation management association that provides education, outreach, and consulting services to Downtown Seattle employers, property owners, and commuters. We also provide assistance to buildings who have TMP requirements or with tenants who participate in the [Commute Trip Reduction Program](#).

Commute Seattle's mission is to foster mobility partnerships and services to keep Seattle moving and thriving for all. Commute Seattle is supported by the Downtown Transportation Alliance, an alliance of the Downtown Seattle Association, King County Metro, Sound Transit, and the City of Seattle. This partnership exists to support mobility, access, and sustainability within Downtown.

Why Commute Seattle?

Commute trends are changing. According to Commute Seattle's 2016 Mode Split Survey, only a minority (30%) of Downtown rush-hour commute trips are made by commuters driving alone to work. Most Downtown tenants get to work by riding transit, ridesharing, walking and biking. Increasing use of alternatives to driving alone is a trend city-wide. As a property owner or manager, you want to make tenant and employee access to your building as convenient, affordable and sustainable as possible. As Seattle's economy grows and traffic congestion increases, managing tenant transportation options should be one of your top priorities. Commute Seattle's goal is to help you develop a comprehensive transportation program for your building that allows tenants to get to work conveniently, affordably and sustainably.

Downtown Seattle Commute Trends

Commute Seattle's 2016 Commuter Mode Split Survey reveals that over 70% of Downtown rush-hour commute trips are taken by modes other than driving alone, up from 66% in 2012 and 65% in 2010. Public transit (47%) remains the most popular commute choice, followed by driving alone (30%), carpool/vanpool (9%), walking (6%), teleworking/flex schedules and other (5%), and bicycling (3%). Non-motorized modes now represent 14% of all Downtown commute trips, and will continue to grow as Downtown's residential population expands.

This toolkit is made possible by the products, services and technical assistance provided by King County Metro and the City of Seattle.

Rail, bicycling, walking and teleworking have grown the fastest since 2012, reflecting the success of public investments in transit, bicycle, and pedestrian infrastructure, and a continued trend toward mobile workplaces.

Downtown Daily Commute Trends

Because the drive alone rate is going down

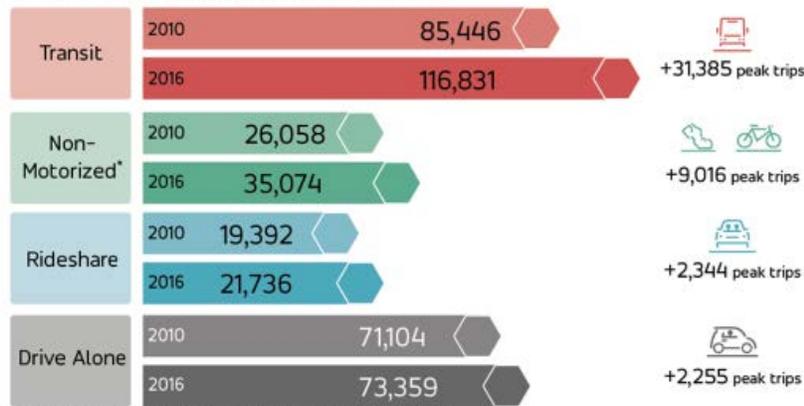
35% in 2010 to 30% in 2016.

Downtown roads have only absorbed

2,255 single occupant vehicle trips daily.



Downtown Daily Commute Trends



Given that the overwhelming majority of your tenants and their employees do not drive to work, meeting their transportation needs is critical to your bottom line. By offering a comprehensive commute program, your building can remain an attractive and competitive place to do business.

Learn more about Commute Seattle’s 2016 Commuter Mode Split at:

<https://commuteseattle.com/wp-content/uploads/2017/02/2016-Mode-Split-Report-FINAL.pdf>

What does Commute Seattle offer?

Commute Seattle provides information, resources, products, and services that help make commuting to your building more convenient, affordable and sustainable. These include:

- Customized transportation consulting and planning assistance to help develop successful building commute programs
- Transportation fairs, commuter seminars, and other tenant outreach services that inform tenants on transportation options, employer resources, and current events affecting downtown commuters
- Innovative programs to manage parking supply and price, and support tenant parking needs
- ORCA transit pass business accounts for your company and tenants

Starting a Commute Program

Description:

Starting a commute program in your building is a low-cost way to expand your suite of tenant services and amenities. A building commute program allows you to offer a broad range of options to your tenants that differentiate your property, free up parking availability for visitors and clients, and help achieve your Transportation Management Program (TMP) and sustainability goals.

Property Owner Benefits:

There are many benefits to starting a commute program for your tenants:

- Leverage your location and available transportation service by offering attractive transportation amenities.
- Attract new tenants with innovative leasing strategies that support sustainable commute options. Meet the needs of large employers subject to CTR Law.
- Attain TMP goals, sustainability objectives, 2030 District targets and LEED points by reducing the number of tenants who drive alone to work.
- Free up parking spaces for visitors, customers, carsharing, and other building needs.

Starting a Building Commute Program:

Property managers should designate a person to be the Building Transportation Coordinator (BTC) to share information with tenants about available commute options and programs.

Commute programs can include a variety of options and services, including:

- Transportation fairs and seminars
- Employee transit pass incentives for tenants
- Secure bike parking, lockers, and showers
- Smart parking management strategies
- Preferred parking for carpools, vanpools, motorcycles, and alternative-fuel vehicles
- Real-time transportation information screens and websites for tenants
- Access to carsharing services like Zipcar, Car2Go, and BMW ReachNow

Contact [Commute Seattle](http://www.commuteseattle.com) for more information on starting a customized commute program for your property. The City's TMP [Director's Rule](#) also offers a template for a building-based commute program.

Parking Management Made Easy

Why change your parking policies?

Parking is one of the most significant factors influencing your tenants' decision to drive or to take an alternative mode of transportation. Implementing innovative parking management strategies allows you to better serve your tenants by providing flexible parking options and freeing up parking availability for their clients and other short-term parking customers.

Parking Management Strategies:

On-Demand Parking Options

Full-month parking passes give people a financial incentive to drive to work every day, even if an alternative mode might be more convenient and enjoyable on any given day. By offering daily parking rates, discounted daily carpool parking, pay-as-you-go parking accounts, or other on-demand parking options, commuters can drive on the days they need to, but have the option of taking transit, carpooling, walking or biking when convenient throughout the month. On-demand parking options can increase parking capacity and profit margins, provide an affordable parking alternative for commuters concerned about the rising costs of drive-alone commuting, and support investments in transportation amenities like bike facilities or transit pass subsidies.

Parking Stall Conversion

Dedicated commuter parking spaces encourage tenants and employees to drive to work every day, and take away valuable parking spaces for customers, clients, and visitors. To better manage your garage, convert some (or all) of your commuter parking spaces to accommodate short-term visitor parking, vanpools, carsharing, electric vehicle charging stations, and bicycle parking. This will allow for greater flexibility in managing your garage and can lead to increased parking revenue.

Parking Pricing

Parking space is a valuable and limited resource for the users of your building. Prioritize parking availability for short-term visitors to ensure that customers can access your tenants' businesses. Short-term parking provides higher profit margins than monthly parking and increasing parking turnover in your garage can significantly increase parking revenue. Consider lowering hourly parking rates for the first two hours to encourage short-term customer parking, and set monthly permit fees and commuter parking at market rates or higher.

Support:

Free parking consultations from parking and transportation demand management experts are available to provide technical assistance and advice.

Contact [Gracie Geremia](#) at Commute Seattle to learn how to support commute options and maximize revenue through smart parking management strategies.

Short-Term Parking Marketing



MORE PARKING. LESS CIRCLING.

DowntownSeattleParking.com

www.DowntownSeattleParking.com

WSDOT, the City of Seattle, Downtown Seattle Association, Alliance for Pioneer Square, and Waterfront and Pioneer Square neighborhood representatives, have launched a multimedia campaign to communicate the multitude of available short-term parking options in Pioneer Square and on the Waterfront during SR 99 tunnel construction. The campaign is designed to inform Waterfront and Pioneer Square visitors about www.DowntownSeattleParking.com, a clean and simple website with an interactive map of garages and lots. The site highlights low-rate parking options and features addresses, hours of operation, current rate information, and links to additional parking resources. Downtown visitors can access the mobile-friendly website before leaving home or via their smartphones.



e-Park

e-Park is a parking guidance system that uses way-finding technology and marketing to help Downtown visitors find parking faster. e-Park uses dynamic signs and a mobile-friendly website to provide motorists with real-time parking space availability and direct them from main Downtown access points to participating parking garages. e-Park signs and website make it easier for shoppers and visitors to find parking and reduce traffic congestion and pollution by avoiding circling for vacant on-street parking. More information is available at www.seattle.gov/epark.

Is your building a good partner for short-term marketing?

To help determine if www.DowntownSeattleParking.com or e-Park are a good fit for your parking garage, please contact Parking Outreach Manager:

Kevin Futhey
(206) 613-3230
KevinF@commuteseattle.com

ORCA Transit Passes

One simple way you can make your building more attractive to tenants is by making transit passes easily accessible to them. Transportation agencies in the Central Puget Sound region have collaborated on a simplified fare collection program – using smart card technology – for bus, rail, vanpool and ferry travel in King, Kitsap, Pierce and Snohomish Counties. ORCA (One Regional Card for All) makes travel and fare payment more convenient for hundreds of thousands of passengers in the Puget Sound Region.

ORCA can help reduce drive-alone commutes among your tenants:

With ORCA, your tenants will have multiple transportation options at their fingertips to encourage non-drive alone commute trips. Whether your tenants are hopping on a bus or train, sailing on a ferry or joining a vanpool, ORCA makes riding and paying for transit easier than ever before.

You can promote transit pass use among your tenants:

- Connect tenants with Commute Seattle to learn about ORCA business options, incentives, and tax benefits.
- Fully or partially subsidize tenants' ORCA transit passes as a building amenity.
- Offer ORCA Business Passport as part of your leasing package
- Incorporate transportation fees into the square foot cost of your lease agreements or add transportation fees as a line item in operating expenses. Use transportation fees to provide subsidized transit passes to your tenants.
- Dedicate a portion of parking fee increases to transit incentives.
- Make bus, light rail, train and ferry schedules easily available to your tenants.
- Provide real-time transit information screens in your lobby

ORCA Business Choice allows employers to load a dollar amount or monthly PugetPass onto their employees' ORCA cards at retail pricing on a monthly basis. Business choice gives the employer the flexibility to subsidize as much or as little of their employees' transportation costs as they want, for as few or as many of their employees as they want.

ORCA Business Passport is a *deeply discounted* comprehensive, annual transportation pass program for employers with 5 to 499 employees in the Puget Sound region. It includes *unlimited* rides on all Metro, Sound Transit (including Link light rail and Sounder commuter train), Community, Kitsap, Pierce and Everett transit services, West Seattle and Vashon water taxis, Seattle streetcars, and 100% vanpool and vanship subsidy. WA State Ferry passes can be added to individual cards. ORCA Business Passport also comes with the Home Free Guarantee emergency taxi service, providing employees with eight free taxi rides home in the case of an unexpected emergency. Employers must purchase Passport for all full-time benefited employees, and can cost-share with employees up to 50%.

To learn more about ORCA business accounts, visit <https://commuteseattle.com/orca/>

ORCA Business Passport for Tenants

Attract and retain tenants with an innovative lease concession. Help your tenants' employees get to work more affordably and conveniently by offering to subsidize the powerful ORCA Business Passport program as part of your leasing package. ORCA Business Passport provides tenants with unlimited transportation services on the region's extensive transit network which includes bus, light rail, commuter rail, water taxi, vanpool and more. Reducing employee transportation costs and providing valuable commuter benefits is important to prospective and renewing tenants.

Why provide ORCA Passport to your tenants?

Fully or partially subsidizing ORCA Business Passport as a lease concession for new and renewing tenants or as a building-wide amenity is a smart business strategy. ORCA Business Passport can help increase tenant satisfaction, reduce tenants' transportation expenses and support your property's TMP requirements, LEED performance and 2030 District carbon-reduction goals. When negotiating a leasing package, why not include an amenity that creates real value for tenants and their employees while simultaneously supporting your building's sustainability goals?

Benefits to Tenants:

- ORCA Business Passport provides a highly valued employee benefit and saves tenants and their employees thousands of dollars in commuter transportation expenses.
- Unlimited rides allow employees to get to work conveniently and affordably and enjoy transportation benefits after-hours and on weekends.
- One pass covers all employees' commute needs, significantly reducing administrative burdens and allowing tenants to offer an equitable transportation benefit to all employees.
- Helps green business practices and reduce company CO₂ emissions.

Benefits to Property Owners:

- Creates an innovative, meaningful, and relatively low-cost amenity that tenants and their employees use and appreciate on a daily basis.
- Leverages your location. For example, transit benefits are highly valued in Downtown Seattle's excellent transit service environment and helps attract companies moving to from areas with free or cheap parking.
- Supports LEED, 2030 District, and TMP goals and demonstrates a commitment to sustainable property management practices.

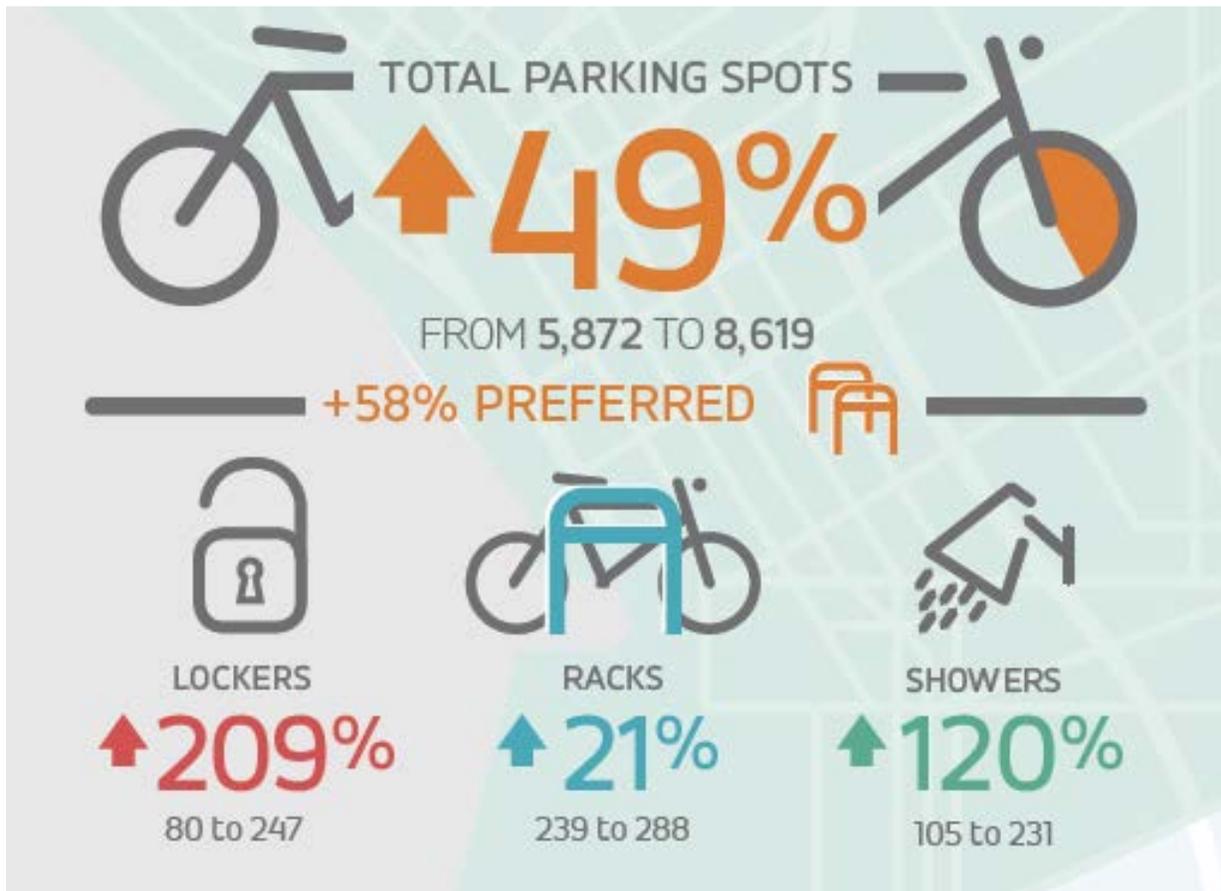
Contact Commute Seattle to learn more about providing ORCA Business Passport to your tenants.

Bicycle Amenities and Services

Why support bicycle commuting?

Seattle is recognized as one of the top U.S. cities for bicycle commuting. Investments in protected bike lanes, neighborhood greenways, and other bicycle road safety improvements are opening up bicycling to a wider segment of the population. More and more commuters are choosing to ride to work because bicycling is a healthy, affordable, reliable, sustainable, and fun mode of transportation.

The rapid growth in bicycle commuting has led to increased tenant demand for high quality bicycle amenities and services. Findings from Commute Seattle's 2015 bicycle parking inventory study showed a 49% increase in bike parking provided in Downtown worksites since 2010.



Offering high quality bicycle amenities and services can help you differentiate your building as a bicycle friendly destination.

Elements of a successful building bike program could include:

- Providing high quality bicycle racks, bicycle lockers, and secured bike rooms that adequately protect bikes from theft, weather and damage
- Providing access to showers and lockers or local gym facilities
- Providing access to a repair kit with basic bike tools
- Scheduling a mobile bike mechanic to visit your building for basic repairs, maintenance, and technical assistance on any bike-related issues
- Hosting informative transportation fairs, educational workshops and fun commuter stations to celebrate National Bike Month in May
- Encouraging healthy competition between tenants by promoting the Cascade Bicycle Club's *Bike Everywhere Month* in May and *Ride in the Rain Challenge* in November.
- Offering a "bike buddy" program to connect new riders with experienced riders willing to share bike commuting tips and routes.
- Posting bicycle maps and information in bike rooms and information kiosks.
- Offering incentives and prizes to bike commuters.

Benefits for Tenants

- Getting around by bike is healthy, efficient, affordable, sustainable and fun!
- Biking or walking to work is an easy way to incorporate exercise into daily routines.
- Bicycle commuters arrive to work more alert and productive, and take fewer sick days.
- Offering amenities for cyclists and pedestrians is an effective way to attract and retain employees.

What steps to take in setting up a bicycle program?

A good first place to start is to provide your tenants with the infrastructure they need to become safe bicycle commuters. Offering secure, covered bicycle parking will make your tenants more likely to use their bicycle to get to work.

Commute Seattle offers free consulting services to help property owners and managers plan adding or upgrading bicycle facilities. Commute Seattle works closely with local rack manufacturers, and can provide recommendations on bicycle parking solutions that maximize space efficiency and fit your building's design standards and budget.

Commute Seattle can also help you market your investments in bicycle facilities by engaging tenants through workshops, transportation fairs, and educational seminars.

Contact [Commute Seattle](https://www.commuteseattle.com) to learn more about our bicycle program services.

Ride Sharing

Whether it is a commute by carpool, vanpool or vanshare, your tenants can save time, save money, utilize High Occupancy Vehicle (HOV) lanes, and reduce demand for parking at your building. Fostering connections between commuters, providing preferential parking for HOV vehicles, and participating in ride-share promotions are ways to leverage existing services and improve commute options at your building.

RideshareOnline.com is a FREE service that matches commuters with other people in their area who are looking to share a ride. It provides a secure and confidential way for your tenants to match up with others in your building or those nearby to share the commute. RideshareOnline.com makes it easy for your tenants to find a carpool, Vanpool or bicycling partner.

How RideshareOnline.com can reduce drive-alone commutes among your tenants:

RideshareOnline.com is a powerful commute program management tool and a useful resource for promoting and supporting alternatives to driving and commuting alone. Both property managers and employers can create RideshareOnline.com networks that allow transportation coordinators to track and report participants' commute choices and CO₂ emissions over time, and incentivize specific transportation modes.

Services and Support:

- RideshareOnline.com is a commute program management website that includes:
- Security and confidentiality for everyone who signs up
- Interactive maps to help your tenants locate the most convenient matches
- A commute trip calculator for instant feedback on financial and environmental savings
- A trip calendar that encourages participants to log their commutes for incentives and rewards
- Ride-matching services for regional events

Benefits to Property Owners:

- A useful tool for managing commute programs, incentives and communications
- Allows companies to track tenant's commute choices and provide targeted incentives that encourage specific transportation modes
- Gives tenants access to state, county and city commuter incentive programs
- Allows property managers to monitor and report CO₂ emission savings from commute trip reduction efforts

To learn more about rideshare services, visit: <http://metro.kingcounty.gov/tops/van-car/van-car.html>. To learn more about RideshareOnline.com for your building, contact [Victoria Tobin](#) at King County Metro.

Car Sharing

Offer your tenants the convenience of having car sharing vehicles available for all of their transportation needs. Car sharing services like Zipcar, Car2Go, and BMW ReachNow offer affordable rental rates by the hour or by the minute for cars conveniently located throughout Seattle. Car sharing allows employees to reserve a vehicle online or by phone and drive away, 24 hours a day. Whether for a 10-minute hop across town, a 3-hour client meeting, or a commute alternative, car sharing services provide tenants with the flexibility to leave their own vehicle at home. Businesses are increasingly using car sharing services to provide mid-day transportation options for employees, or to replace their own fleet of company vehicles.

How car sharing will reduce drive-alone commutes among your tenants

Providing onsite car sharing vehicles and discount car sharing membership options to tenants enables them to leave their car at home and still have a vehicle available at the office for off-site meetings, appointments, and errands.

Benefits:

- Gain a competitive advantage by offering your tenants convenient access to a variety of vehicles during the day.
- Allow tenants to save money by replacing their company fleet with car sharing vehicles.
- Support Commute Trip Reduction efforts by your larger employer tenants by enabling their commuters to bus, bike or vanpool to work and still have a car available at the office.

Contact [Commuter Seattle](#) to learn more about integrating car sharing into your building's commute program.

Building Transportation Evaluations

A building transportation evaluation is a benchmarking tool designed to assess a building's ability to support various commute modes. Commute Seattle's comprehensive building evaluation services can help property owners better understand how tenants arrive to their buildings, align parking policies, tenant services and amenities with sustainability goals and regulatory requirements, and prioritize investments in transportation infrastructure and carbon-reduction strategies.

A building transportation evaluation will:

- Compare your building's current mode-split and transportation carbon footprint to neighborhood averages and targets associated with LEED or 2030 District goals, TMP requirements and sustainability objectives;
- Evaluate the maximum capacity of your building's existing transportation infrastructure (carpool parking, bike racks, local transit service, etc.) to support each commute mode;
- Determine whether performance in each mode would be more effectively improved through extending transportation infrastructure (*supply*) or through communication, education, and commuter incentives (*demand*); and
- Offer recommendations to improve performance for each mode and highlight resources and incentives that can help support recommended actions.

Commute Seattle staff will conduct the site assessment, collect data, and provide a report summarizing findings and recommendations aimed to benefit your building's operations and increase tenant satisfaction.

Property Owner Benefits:

There are many benefits to conducting a transportation evaluation in your building. Understanding how your tenants commute to your building and utilize transportation amenities and infrastructure can help inform how to prioritize investments, target tenant outreach activities, and achieve sustainability goals. The recommendations provided will help you improve your tenants' experience getting to and from your building, mitigate congestion, reduce the impact of drive-alone commuting on the environment, and save money.

Contact [Commute Seattle](https://www.commuteseattle.com) to learn more about Building Transportation Evaluations.

Commuter Outreach Services

Hosting a transportation fair, tenant seminar or other commuter outreach event is an easy and effective way to extend your building's transportation services to tenants. With 69% of downtown employees relying on a commute mode other than driving alone, providing commuter information is a valuable service that tenants appreciate. Commute Seattle's commuter outreach services can help you highlight your building's accessibility and sustainability initiatives, promote what might be your best kept secrets (bike facilities, Zipcars, etc.), earn LEED points and comply with your Transportation Management Plan (TMP) and Commute Trip Reduction (CTR) regulations. Whatever your motivator, Commute Seattle can make it easy.

Transportation Fairs:

Commute Seattle is available to provide turn-key fairs and tabling events that inform tenants about multi-modal transportation resources, employer commute programs, and updates on current events and issues that affect downtown commuters. Focus on your core business and let us drive the commuter fair! Our knowledgeable outreach staff will:

- Distribute informative maps, brochures and fun promotional giveaways;
- Answer questions about tolling and construction projects, new transportation resources, transit service changes and local government incentive programs;
- Offer trip-planning assistance and online transportation app demos; and
- Highlight your building's transportation amenities and policies

Transportation fairs include an inviting Commute Seattle information table with banners and one staff person for two hours. Fairs should be located in a building lobby or other high-traffic and high-visibility location. Commute Seattle can coordinate the participation of a mobile bike mechanic as well as other transportation experts including King County Metro, Sound Transit, SDOT, Pronto, Zipcar, Car2Go, Lyft, and Cascade Bike Club. Commute Seattle offers customized invite templates, transportation amenities handouts, and more.

Transportation Seminars:

Commute Seattle can educate and encourage your tenants with seminars on Downtown transportation options, bike commuting tips, employer commute program resources, and more. Let our experts help guide your tenants to an alternative, sustainable and affordable commute.

A Commute Seattle representative will give an hour-long brown bag presentation and Q&A session on a topic of your choosing at your worksite and prepare info packets to distribute to attendees. Seminars are open to employees or tenants to attend, learn, ask questions and receive material applicable to the event.

Contact [Commute Seattle](#) to learn more about Commuter Outreach Services.

info@commuteseattle.com

www.commuteseattle.com

Ph: 206.613.3131

Transportation Management Program Services

A Transportation Management Program (TMP) is a Master Use Permit requirement on private development to mitigate traffic congestion and parking impacts by reducing drive alone automobile and motorcycle trips, otherwise known as single-occupant vehicle (SOV) trips. TMPs generally include two parts: 1) an SOV commute rate goal, and 2) a selection of required program elements that are designed to help the building achieve that SOV goal. Some TMPs have unique or parking-based goals that were established with their permit approval.

Commuter Seattle's Transportation Management Plan (TMP) professional services are a comprehensive suite of consulting and outreach services for Downtown properties interested achieving TMP compliance, LEED certification, and transportation sustainability goals.

Do you know what is in your TMP? Commuter Seattle's transportation experts can help property managers and staff better understand property and tenant regulatory requirements, tenant commute patterns, and transportation programs and services available to Downtown Seattle businesses. We can work with your tenants and parking management to align sustainability objectives with parking revenue goals. Our high-quality outreach events and educational seminars will keep tenants informed about property amenities, commuter resources and upcoming changes to Downtown's transportation network. Focus on your core business and let Commuter Seattle help your property become world class commuter destination.

Policy and Planning Assistance

- Comprehensive analysis of tenant Modesplit survey, TMP requirements, existing transportation and parking policies and commuter patterns at your building.
- Meetings with tenant reps, parking operators and local regulatory agencies.
- Service provider referrals for discounts and special offers
- Record-keeping and BTC training
- Free BTC training class offerings throughout the year

Commuter Outreach

- Customized maps and outreach materials
- Targeted outreach events for commuters and tenant representatives.
- Free Transportation service provider referrals for discounts and special offers

Free Regulatory reporting assistance

- Survey planning, coordination, and implementation
- Program report assistance

Contact [Commuter Seattle](https://www.commuteseattle.com) to learn more about TMP Services.

Contact Information

Commute Seattle is available to you as a one-stop-resource for sustainable transportation products, services, and incentives.

We hope that these ideas, products, and services will help you improve your tenants' experience getting to and from your building, mitigate congestion, save money, and reduce the impact of commuter transportation on the environment.

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