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Employer Toolkit

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Part One: Commute Trip Reduction (CTR) General Information

HOW DO CTR COMPANIES COMMUTE?

- Transit: 50%
- Drive Alone: 27%
- Rideshare: 10%
- Walk: 5%
- Telework: 5%
- Bike: 3%
Commute Trip Reduction (CTR)

Commute Trip Reduction (CTR)
The City of Seattle’s CTR Program is a partnership connecting large employers to resources and tools to support the use of travel options that keep businesses and the economy thriving. For more than 20 years, this partnership has helped over 250 employers city-wide provide transportation benefits for more than 139,000 daily commuters whose travel choices make significant contributions to reducing air pollution, traffic congestion and energy consumption.

Getting There by Working Together
The City of Seattle’s Commute Trip Reduction (CTR) program’s success is grounded in the contributions made by large employers. Employers participating in the CTR program have contributed a 6% reduction in the city’s drive alone rate (DAR) from 2007 to 2012. Building on this success, the City of Seattle has set a new city-wide goal to reduce the city’s DAR an additional 10% by 2017.

In order to meet this reduction, the city has adjusted goals and tailored programming for large employers based on available infrastructure and travel options at their location. Eight geographic areas, called network groups, have a specified DAR goal that employers within that network will work to achieve by 2017. The city will support employers in reaching their goals by connecting them to network specific resources and services providing enhanced program support. Local networks will foster stronger relationships between peer employers and encourage sharing of best practices to leverage commuter habits and trends. By focusing on specific geographies, the new CTR goals and programming are more responsive to local conditions that employers face and will help Seattle achieve greater reductions in commuters driving alone.

Partnerships
In addition to partnering with businesses, the Seattle Department of Transportation (SDOT) works with local and regional service providers to assist CTR employers with reaching their worksite goals. SDOT partners with Commute Seattle to provide CTR services to all employers located in Seattle.

What is Commute Seattle?
Commute Seattle is a non-profit commuter service organization designed to provide Seattle employers, property owners, and commuters with information and services to make commuting more convenient, affordable, and sustainable. Commute Seattle is the service provider for all Commute Trip Reduction affected employers in the city of Seattle. Commute Seattle seeks to keep Seattle a vibrant city that continues to bring customers and attract business. Our goal is to provide a variety of commute options to ensure that people can get to their destination without delay.

Why Commute Seattle?
Commute trends are changing. According to Commute Seattle’s 2014 Commuter Mode Split Study, only a minority of downtown commuters (31%) drive alone to work. The majority of your employees get to work by transit, ridesharing, walking and biking. As an
employer, you want to make getting to and from your business as easy and convenient as possible for your employees and customers. With traffic congestion and parking shortages on the rise, transportation should be one of your top priorities. Keeping Seattle mobile is critical to its continued economic vitality.

Commute Seattle is here to help you address your needs and concerns as an employer about parking, traffic congestion, and the increasingly high cost of commuting.

**What does Commute Seattle offer?**
Commute Seattle offers transportation products, services, and incentives that support the goal of reducing drive-alone commutes in Seattle.

Commute Seattle offers:
- Regulatory compliance with the Washington State Commute Reduction Law and [Seattle Municipal Code Chapter 25.02](#)
- Employee Transportation Coordinator outreach and education services
- Customized transportation consultations to help create and manage a successful employee commute program
- Information on a variety of commute options, resources and incentives all available in one convenient location

**Who is Commute Seattle?**
[Commute Seattle](#) is an alliance of the [Downtown Seattle Association](#), [King County Metro](#), and the [City of Seattle](#). The partnership was formed to support the growth of downtown and increase access to and mobility throughout the City.
Commute Trip Reduction (CTR)

In 1991, the Washington State Legislature passed the Commute Trip Reduction (CTR) Law requiring employers to work with employees to reduce the number and length of drive-alone commute trips made to their worksite. Here are the answers to the questions most often asked about the CTR Law.

Why did the State pass the law?
The CTR Law (RCW 70.94.524-551) was adopted 1991 as part of the Washington Clean Air Act. The purpose of the law is threefold:
- To reduce emissions of greenhouse gases and other air pollutants
- To reduce traffic congestion
- To reduce energy consumption

In Washington State, transportation accounts for nearly 50% of greenhouse gas emissions. The CTR Law is a key component of the State’s Climate Action Plan. In addition, it is seen as a strategy to help urban areas add employment and population without increasing traffic congestion.

What is a major employer and a CTR affected employee?
A major employer is a public or private employer that employs 100 or more CTR affected employees. A CTR affected employee is a full-time employee at a single worksite who is scheduled to begin their regular workday between 6am and 9am, on two or more week days, for at least 12 continuous months during the year. A full-time employee is one who is scheduled to work an average of at least 35 hours per week.

What is a commute trip reduction program?
At a minimum, an employer program must include:
- Designation of an employee transportation coordinator (ETC) and display of their name and contact information (see page 9)
- Biannual distribution of information to employees about the organization’s commute trip reduction program as well as information about alternative commute options (see page 25)
- Implementation of strategies to encourage employees to use an alternative to driving alone to work. These strategies may include (but aren’t limited to):
  - Subsidizing transit fares
  - Providing reserved parking spaces or discount spaces or discount parking for carpools and vanpools
  - Helping employees form carpools and vanpools
  - Allowing employees to work a compressed work week schedule or to telework
  - Providing secured bicycle parking for bicyclists
What are the commute trip reduction goals?
It is clear from survey results that worksite location greatly influences an employer’s employee commute patterns. New employer goals have been established based on location that are to be achieved by 2017. By tailoring worksite goals to specific geographies, the city’s program will be able to:

- Create worksite milestones that are more accessible and responsive to local conditions
- Identify specific trip mode interventions that have a proven record of success
- Provide clear program expectations based on peer performance

Listed below are the different network groups and their DAR goal for 2017
<table>
<thead>
<tr>
<th>Network Group</th>
<th>2017 DAR Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>20%</td>
</tr>
<tr>
<td>South Lake Union/ Uptown</td>
<td>40%</td>
</tr>
<tr>
<td>Elliott Corridor/ Interbay</td>
<td>49%</td>
</tr>
<tr>
<td>Fremont/ Green Lake</td>
<td>58%</td>
</tr>
<tr>
<td>First Hill</td>
<td>44%</td>
</tr>
<tr>
<td>University District</td>
<td>36%</td>
</tr>
<tr>
<td>South Seattle</td>
<td>63%</td>
</tr>
<tr>
<td>Northgate</td>
<td>69%</td>
</tr>
</tbody>
</table>
What is a regular employer program report?
Employers are required to submit a regular CTR program report to the local jurisdiction that describes the actions it has taken during the preceding year and the actions it will take in the coming year. The City of Seattle requires employers to submit a program report biennially. The report format can be completed online.

What is an employee commute survey?
Employers are required to conduct a baseline measure of employee commute behavior, via the state-provided Employee Questionnaire, within 90 days of becoming a CTR-affected employer. In addition, employers must measure employee commute behavior every two years to determine their progress towards their Drive Alone reduction goals.

The state-provided Employee Questionnaire is available in paper or online format. The ETC will distribute and collect the surveys and the state will provide survey processing. The jurisdictions require a 70% minimum response rate from employees on the survey. In lieu of the survey, employers can provide equivalent data from other records or surveys but this must be pre-approved by WSDOT.

What if an employer does nothing at all?
If an employer does not appoint an ETC, distribute information, implement a program or survey employees as required, then the jurisdiction can levy a civil penalty. Penalties for sites that are considered out of compliance are $250 per day (violation of Seattle Municipal Code Chapter 25.02).
CTR Requirements

In 1991 the Washington State Legislation adopted the Commute Trip Reduction (CTR) Law, RCW 70.94.521-527, requiring certain jurisdictions and employers to adopt plans and programs that help reduce drive-alone commutes. Consistent with the state’s requirements, the City of Seattle adopted its first commute trip reduction plan in 1992, Seattle Municipal Code Chapter 25.02.

Basic Washington State Requirements for Employers – RCW 70.94.521-527
An employer with 100 or more employees who report to work at a single site between 6 and 9 am is considered CTR affected under the CTR law. The employer must:

- Appoint and maintain an individual to act as an Employee Transportation Coordinator (ETC) and to be the primary contact for employees and report to Commute Seattle
- Develop and promote a program that helps employees reduce drive-alone commute trips
- Submit the program to Commute Seattle for review and approval once every two years
- Exercise a good faith effort by collaborating with Commute Seattle in its administration and implementation of the law
- Conduct a commuter survey once every two years to measure employees’ commute habits

City of Seattle Program Requirements – SMC 25.02
An affected employer is required to make a good faith effort to develop and implement a CTR program that will encourage its employees to reduce drive alone commute trips and vehicle miles traveled (VMT) per employee. The CTR program must include the mandatory elements as outlined below:

1. **Employee Transportation Coordinator (ETC)** – Designation of an employee transportation coordinator to administer the CTR program and to act as a liaison for one or more worksites of an affected employer. The Employee Transportation Coordinator’s name, and contact information must be displayed prominently at each worksite.
2. **Information Distribution** – Distribution of the CTR program summary to affected employees at least twice a year and to each new affected employee when the new affected employee begins employment.
3. **Additional Program Elements** – the employer’s CTR Program shall include additional elements as needed to meet CTR goals. An affected employer’s CTR program shall specifically identify at least two of the following measures to be implemented by the affected employer:
   - Provide bicycle parking facilities and/or lockers, changing areas, and showers for employees who walk or bicycle to work
   - Provide commuter ride-matching services to facilitate employee ride-sharing for commute trips
• Provide subsidies for transit fares
• Provide employer vans or third-party vans for vanpooling
• Provide subsidy for carpool and vanpool participation
• Permit the use of the employer’s vehicles for carpool and/or vanpool commute trips
• Permit alternative work schedules, such as a compressed workweek, that reduce commute trips by affected employees between six (6:00) am and nine (9:00) am. A compressed workweek regularly allows a full-time employee to eliminate at least one (1) workday every two (2) weeks by working longer hours during the remaining days, resulting in fewer commute trips by the employee
• Permit alternative work schedules such as flex-time that reduce commute trips by affected employees between six (6:00) am and nine (9:00) am. Flex-time allows individual employees some flexibility in choosing the time, but not the number, of their working hours
• Provide preferential parking for high-occupancy vehicles
• Provide reduced parking charges for high-occupancy vehicles
• Collaborate with transportation providers to provide additional regular or express service to the worksite (e.g., a custom bus service arranged specifically to transport employees to work)
• Construct special loading and unloading facilities for transit, carpool and/or vanpool users
• Provide and fund a program of parking incentives such as a cash payment for employees who do not use the parking facilities
• Institute or increase parking charges for SOVs
• Establish a program to permit employees to telecommute either part- or full-time, where telecommuting is an arrangement that permits an employee to work from home, eliminating a commute trip, or to work from a work center closer to home, reducing the distance traveled in a commute trip by at least half
• Provide a shuttle between the employer’s worksite and the closest park-and-ride lot, transit center, or principal transit street
• Attend at least four meetings of a local transportation management association, transportation management organization, or employer transportation network group each year
• Implement other measures designed and demonstrated to facilitate the use of non-SOV commute modes or to reduce vehicle miles traveled that are agreed upon between the Director and the affected employer

An affected employer’s initial CTR program shall be approved if the program does all of the following:
• Satisfies the minimum requirements (listed above)
• Is likely to achieve the commute trip reduction goals applicable to the affected employer under the City’s CTR plan
Role of an ETC

One of the most important elements of your company’s CTR program is the person selected to perform the role of Employee Transportation Coordinator (ETC) – you! You are the vital link because you are the spokesperson, public relations representative and administrator of your CTR program.

As an Employee Transportation Coordinator, you can make a difference in the way people commute to work. Not only are you showing your employees how to save money, you are contributing to the preservation of the environment and the reduction of congestion in our state. In other words, what you get out of this role depends on what you put in.

As an ETC, you will serve two key functions. You will be a point of contact between:

1. Your employer and its workforce to implement, promote, and administer your organization’s CTR program
2. Your employer and local jurisdiction to track your employer’s progress in meeting CTR requirements

Examples of specific tasks you will perform:

- Meet with employees to talk about the benefits of carpooling, vanpooling, bicycling or riding the bus
- Assist employees with ride matching to form carpools or vanpools
- Promote the worksite CTR program to employees by producing and distributing information pieces
- Coordinate the distribution and collection of biennial CTR surveys to all employees
- Track employees’ participation in specific program elements
- Complete the CTR Report & Program Description (annual report)
- Evaluate your CTR program and make enhancements when necessary
- Brief management on the CTR program’s progress

Qualities of a Successful ETC:

- Employers are free to designate anyone as their ETC from any level within the organization. The successful candidate should have a high level of interest in CTR and the ability to work with other employees and manage the elements of a worksite CTR program.
- Interest in commute alternatives and environmental sustainability
- Someone who already commutes by bicycle, carpool, vanpool, walking or bus
- Access to management and other employees
- Ability to work well with people
- Excellent communication skills
- Flexibility in work responsibilities and schedule to implement and promote a worksite CTR program
Part Two: Program Creation and Implementation
Start a Commute Program

Description:
An employee commute program is a business tool that can help you make commuting to your worksite more convenient, affordable and sustainable. Starting an employee commute program allows you to offer a broad range of commuting options to your employees and help them choose an option that works best for them.

Commute Seattle’s free transportation consultations help you develop and implement a comprehensive commute program that provides valuable employee benefits, achieves your company’s commute trip reduction and sustainability goals, and save money! Commute Seattle can also survey your employees’ transportation modes and conduct a site analysis of transportation options in your building or office.

Starting an employee commute program:
Employers should designate a person to be the Employee Transportation Coordinator (ETC) to share information with employees about available commute options and programs. Commute Seattle representatives can help your ETC design a commute program that is right for your company and provide complimentary transportation seminars for employees.

Employee commute programs can include a variety of options and services, including:
- ORCA transit and vanpool passes
- Commuter pre-tax benefits
- RideshareOnline.com and other carpooling resources
- Reserved parking and other incentives for carpooling resources
- Telework or flex schedule options
- Bike racks, lockers, and shower facilities
- Company bike teams and incentives for bike commuters
- Zipcar for Business

Business Benefits:
- Maximize tax benefits and cost savings for both employers and employees
- Reduce parking expenses and manage limited parking resources
- Support corporate sustainability and corporate social responsibility initiatives
- Improve employee morale and retention

Costs:
The costs associated with starting a commute program depend on the number of employees you have and the types of benefits you want to offer. We can help develop the commute program that fits with your goals, company culture, and budget.

Contact Commute Seattle about state, county and city incentives available to support commute programs by visiting our website (www.commuteseattle.com), emailing (info@commuteseattle.com), or calling (206.613.3131).
What is ORCA?
ORCA (One Regional Card for All), is a smart card transit pass that is accepted on Community Transit, Everett Transit, King County Metro Transit, Kitsap Transit, Pierce Transit, Sound Transit and Washington State Ferries. With ORCA, individuals or businesses can purchase different PugetPass transit products or load a dollar amount into an “e-purse” debit account. Users then simply tap their card at an ORCA card reader, and their pass product is recognized or the fare is automatically deducted from their e-purse account. ORCA’s convenient payment options and seamless fare transfer services make using transit easier than ever before.

There are two ORCA account options available for businesses:

- **ORCA Business Choice**— Business Choice allows employers to load a dollar amount or any 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**— Business Passport is a deeply discounted comprehensive, annual transportation pass program for employers with 5 to 499 employees in downtown Seattle. It includes unlimited rides on all Metro, Sound Transit (including LINK Light Rail), Community, Kitsap, Pierce and Everett transit services (with a ferry add on option) and 100% vanpool and vanshare subsidy. Employers must purchase Passport for all full-time benefited employees, and can cost-share with employees up to 50%.

- **ORCA Business Passport Custom Account**—Companies with over 499 employees will work with King County Metro to set up a custom account where pricing and features vary depending on each company’s needs and use.

Commute Seattle is available to meet with your company to provide an overview of ORCA business options, run detailed cost comparisons, identify eligible government incentives and tax benefits, and answer any questions you may have about employee transit programs.
Benefits to Employer:
- ORCA transit pass programs are competitive employee benefits in the Seattle market that can allow you to attract and retain the best employees.
- ORCA transit pass programs are qualified tax-free federal transportation fringe benefits, and are also eligible for WA State B&O Tax credits (see page 23 for details).
- ORCA business accounts are easy to administer, businesses can load products or funds, order new cards, and block stolen or lost cards all online.
- Providing easy access to transit supports company sustainability goals and helps free up valuable parking availability for customers and clients.

Benefits to Employees:
- Tax-free or company-subsidized transit passes allow employees to get to work affordably, conveniently and sustainably.
- Taking transit saves employees time and allows them to utilize their commute time more effectively by reading or checking email.
- One easy-to-use card provides access to many different modes of transportation.

ORCA Business Passport

Description:
ORCA Business Passport is a comprehensive annual transportation pass program for employers with 5-499 employees. Passport includes unlimited rides on all Metro, Sound, Community, Kitsap, Pierce and Everett transit services, Sounder Train, Link Light Rail, Seattle Streetcar, Vashon and West Seattle Water Taxis, 100% Vanpool and Vanshare subsidies and the Home Free Guarantee emergency taxi service. Washington State Ferry passes can be added on individual employee cards.

ORCA Business Passport Custom Account—Companies with over 499 employees will work with King County Metro to set up a custom account where pricing and features vary depending on each company’s needs and use.

Benefits to Employer:
- ORCA Business Passport is deeply discounted from retail pass pricing, and is available only to businesses.
- The average annual cost of a parking spot in downtown Seattle is over $3,500. Replacing company paid parking with an annual transit pass creates immense savings.
- One pass covers all employees’ commute needs, significantly reducing administrative burdens and allowing companies to offer an equitable transportation benefit.
- Companies that participate in the ORCA Business Passport program typically see a 15% increase in transit ridership, supporting company sustainability goals and helping free up valuable parking availability for customers and clients.
Benefits to Employees:
- Unlimited rides employees to get to work conveniently and affordably, and enjoy transportation benefits after-hours and on weekends.
- ORCA Business Passport saves employees thousands of dollars in out-of-pocket transportation expenses.
- ORCA Business Passport includes Home Free Guarantee: Employees can take eight free taxi rides home per year in the event of an unexpected emergency, allowing employees to feel comfortable leaving their car at home (see page 16).

How does it work?
Cost varies depending on the location of your company’s work site and number of employees. The program requires that a pass be purchased for every benefits-eligible employee. Participating companies can choose to have employees who receive the pass co-pay up to 50% of the cost of an individual pass. Passport is available to individuals only through their participating employer.

ORCA Passport pricing:
The price of ORCA Business Passport varies depending on the location(s) of a company’s worksite. Passport prices are based on average ridership levels within zone boundaries, and are adjusted every 6 months to reflect fare changes amongst the seven participating transit agencies. For current pricing, details about exact pricing boundaries, and company qualifications, please visit [http://commuteseattle.com/orca/](http://commuteseattle.com/orca/) or contact Commute Seattle at [info@commuteseattle.com](mailto:info@commuteseattle.com).
Home Free Guarantee

Description:
Home Free Guarantee (HFG) is an emergency taxi program provided by King County Metro for your employees who take alternative modes of transportation to work. If an unexpected situation arises, transit, bike, or rideshare commuters will not be stranded. Metro will provide them with FREE cab ride home up to 8 times a year. Home Free Guarantee is fully included with the ORCA Passport or can be arranged as a separate program with your company.

Service Details:
Home Free Guarantee provides the following benefits and services for your employees:
- If a family crisis, unexpected event, or illness strikes, HFG will allow your employees to get where they need to be if they did not drive that day.
- Eligible employees receive up to 8 FREE cab rides a year, up to 60 miles each time.
- No hassle for your employees, they simply show the cab driver the designated authorization number given to the coordinator over the phone and then turn in the receipt to your office staff.

Home Free Guarantee will reduce drive-alone commutes among your employees: HFG gives employees greater flexibility to take alternative modes of transportation to work without having to worry about being stranded without a care in the case of an emergency.

Business Benefits:
- Add a competitive advantage to your business by offering employees a wider range of commute options and transportation benefits.
- Ensure that your employees have a reliable way to get home in the case of an unexpected emergency.
- Allow employees to feel comfortable leaving their cars at home.

Costs:
Home Free Guarantee is free for companies participating in the ORCA Business Passport program, and can be included in ORCA Business Passport Custom Accounts. This program is also included for individuals in a vanpool or vanshare program. Home Free Guarantee is available to companies with over 100 employees for less than $3.00 per employee for the first six months. After the initial six months pricing is recalibrated based on usage.

Contact Commute Seattle at info@commuteseattle.com to learn more about Home Free Guarantee.
Parking Management Strategies

Why change your parking benefits?
Free or discounted parking is one of the greatest factors in deciding whether to drive or take an alternative mode of transportation. By implementing new parking management strategies you can save money and your employees will have more commuting options, so they will be more likely to think twice about driving alone to work.

Parking Management Strategies:
Parking Pricing and Subsidies—Subsidizing employee parking is expensive! According to a 2012 Collier's international study, the median price for monthly parking in Downtown Seattle is $285 per month. Employers have a choice between paying high monthly parking fees for employee parking or supporting affordable commute alternatives. Replacing monthly parking subsidies with transit benefits can save companies money and encourage employees to use sustainable commute modes. If you do subsidize parking, you should consider only doing so for employees who use non-drive alone commute modes such as carpool or vanpool, or requiring employees to share company subsidizing parking spaces throughout the month.

On-Demand Parking Options—Full-month parking passes give employees a financial incentive to drive to work every day, even if an alternative mode might be more convenient and affordable on a given day. Offering on-demand parking options like flexible half-month parking passes, pay-as-you-go parking debit accounts, or ticket books can allow employees to drive on the days they need to, but have the option of taking transit, carpooling, walking or biking when convenient throughout the month. Ask your property manager about offering on-demand parking options for your employees.

Parking Cash Out—if you currently pay parking fees for employees, you could implement a “parking cash out” policy; offer your employee a portion of the cost of monthly parking you pay to give up his or her parking space. You save the difference!

Parking Free Days—Reserve parking spaces for your employees who take transit everyday but might need to drive to work a couple times a month. Allot employees 3-5 days each month where they can drive to work and park for free if they commit to commuting via non-drive-alone modes the rest of the time.

Business Benefits:
- Save your company money on parking expenses
- Create more options and incentives for sustainable employee commuting
- Open up more parking spaces for customers and clients
- Reduce CO₂ emissions and vehicle miles traveled to your business

Contact Commute Seattle at infor@commuteseattle.com to learn more about parking management strategies.
Bicycling

Why encourage commuting by bicycle?
Recent studies have shown that employees who bicycle commute are a better value: they are out sick less than the average workers and make 14% fewer claims on their health insurance. Bicycle commuting improves workplace morale by fostering feelings of accomplishment and good health in your employees. Bicycling is a non-polluting form of transportation that can help reach sustainability goals.

Cost savings alone make a strong case for getting employees on a bicycle. Compared to a $285 monthly parking spot for each individual car in downtown Seattle, it takes minor cost and commitment to shift resources to provide bicycle incentives, access to showers, lockers and bicycle parking for bicycle commuters.

In short, bicycling is a smart business strategy. We believe that almost anyone can commute by bicycle either alone or in conjunction with another mode of transit (bus, vanpool, train). With the proper infrastructure, information, and incentives your business and your employees will reap the benefits of bicycle commuting.

Benefits to your employees:
- Bicycle commuting costs much less than driving a car.
- Bicycling is aerobic. Starting the day with exercise and fresh air makes employees more energetic and productive.
- Bicycles require little parking space and bicycle parking is usually free.
- Bicycling is efficient. If your commute is short or in-city, it is probably as fast (or faster!) than traveling by car. Combining bicycling with transit is a fast and convenient option for longer commutes.
- Bicycling is fun!

What steps to take in setting up a bicycle program?
- Ask your property manager about bicycle racks, lockers and shower facilities.
- Offer up a tax free incentive of up to $20 per month to bike commuting employees.
- Promote Bike Month in May and enter a company team in the Commute Challenge.
- Hire a mobile bike mechanic to visit your office for basic repairs, maintenance, and technical assistance on any bike-related issues.
- Create company-branded jerseys to create highly visible “mobile billboards” that advertise your company’s commitment to health and sustainability.

A good first place to start is to provide your employees the tools they need to become safe bicycle commuters. Commute Seattle offers transportation consulting services to help employers plan everything from adding bicycle facilities to starting an effective bicycle commuting program. Commute Seattle can provide educational employee seminars on bike commuting, safety and repair, as well as informative transportation fairs highlighting resources for bike commuters. Contact Commute Seattle at info@commuteseattle.com for more information on our consulting and employee outreach services.
Vanpool

Description:
A vanpool is a group of 5-15 people who share a ride to work in a van or Nissan Leaf that is owned, insured and maintained by King County Metro. The group enjoys a low monthly fare and a comfortable commute in a van that seats 7, 12, or 15 passengers. Vanpools with only 5 passengers and a commute distance under 50 miles can share a Nissan Leaf electric vehicle. Vanpool members are usually co-workers or people who work in the same vicinity and share driving responsibilities. Each individual vanpool decides their own schedule, pick up and drop off points based on the group’s needs.

How vanpool can reduce drive-alone commutes among your employees:
One vanpool can take as many as 14 vehicles off the road during peak commute hours. The more people who sign up for the program, the fewer drive-alone commute trips contribute to congestion and parking shortages.

Business benefits:
- Provide a valuable transportation benefit for employees who live far away or in areas with lower transit service
- Reduces employee parking and commute expenses
- Registered Vanpool drivers share 40 miles of personal van use each month. Nissan Leaf Vanpool drivers get unlimited personal use. Personal use may include errands after hours or on weekends, meetings or business events.
- Reduces employee vehicle miles traveled and CO₂ emissions from commuting
- Increases employee reliability and decreases tardiness

Costs:
Individual vanpoolers pay monthly fare that is based on the group’s round trip mileage and the number of riders in the group. The vanpool fare includes gas, insurance, maintenance, 24-hour roadside assistance and a guaranteed ride home in a case of an emergency or unanticipated overtime. The ORCA Passport Program covers vanpool fares 100% and can be included in ORCA Business Passport Custom accounts (500+ employees).

Support for Employees:
Employers can help encourage their employees to join a vanpool by offering support and incentives. Employers could:
- Provide free, discounted or reserved parking for vanpools
- Provide incentives for forming vanpools among employees
- Subsidize vanpool fares for their employees through ORCA Passport or pre-tax payroll deductions
- Encourage employees to register at RideshareOnline.com to find an existing vanpool or commuters looking to start a new group
Vanshare

**Description:**
Do you have employees who want to use transit but the bus, ferry or train does not fully connect to their home or work destination? Vanshare will bridge the gap by providing a way to connect your employees from home to a nearby transportation hub or from the hub to work. With vanshare, a group can park a van in a reserved parking space at any Park & Ride lot, rail station, or ferry terminal and use it again for their return trip home.

**How vanshare can reduce drive-alone commutes among your employees:**
Vanshare gives your employees greater flexibility to take alternative modes of transportation to work so they do not have to make the commute trip alone.

**Business benefits:**
- Allow employees living in areas with lower transit service to connect to public transportation networks.
- Allow employees to easily connect to your worksite from train stations or ferry terminals.
- Ensure that employees can utilize Park & Ride lots that fill up early.

**Costs:**
Vanshare groups start at 5 and go up to 15 people. Riders split a monthly fare that includes fuel, maintenance, insurance and 24-hour roadside assistance and a guaranteed ride home in case of emergency of unanticipated overtime. The ORCA Passport program covers vanshare fares 100%, and can be included in ORCA Business Passport Custom accounts (500+ employees).

**Support for employees:**
Employers can encourage their employees to join a vanshare by offering support and incentives. Employers could:
- Provide free, discounted or reserved parking for vanshares
- Provide incentives for forming vanshares among employees
- Subsidize vanshare fares for their employees through ORCA Passport or monthly subsidies
- Encourage employees to register at RideshareOnline.com to find an existing vanshare or commuters looking to start a new group
Description:
Business can benefit from increased worker productivity, improved business continuity, and increased employee morale by offering telework, flexible schedules, or compressed work week (CWW) programs. WorkSmart provides tools to help businesses set up programs that meet the needs of the company, the managers, and the employees.

Telework—Telework programs allow eligible employees to work from home, providing benefits to both the company and the employee. Good telework policies include agreements on responsibilities, obligations, and reporting requirements.

Flex-Schedule—Flex-Schedule allows your employees to come to work during non-peak hours of traffic, making their commute quicker and less stressful while reducing traffic congestion.

Compressed Work Week—Compressed Work Week schedules allow employees to work the same hours each week but longer hours each day, allowing a day off each week or every other week.

How WorkSmart will reduce drive-alone commutes among your employees:
WorkSmart programs allow employees more flexibility in their commutes. Telework and CWW eliminate trips completely, reducing traffic congestion, CO₂ emissions, and fuel use, while saving time and money. With Flex-Schedule, your employees will have more transportation options available to them through increased flexibility in work start and end times.

Business Benefits:
Research has shown that WorkSmart programs can enhance an employee’s level of productivity and increase morale, which is good for your business! Other benefits of WorkSmart programs include:
- Adding a competitive advantage to your business when recruiting employees
- Reducing demand for employee parking and freeing up more customer parking
- Reducing employee absenteeism and improving morale
- Improving customer and business services through extended work hours

Costs:
Businesses starting a telework program may need to invest in upgrading technology or equipment, but overall the costs are small. Out-of-pocket expenses for implementing flex schedules and CWW are usually minimal. If alternative work schedules result in extended business hours, ongoing costs such as utilities, security, or maintenance are small. These costs may even be offset by financial gains from client transaction conducted during longer hours or by making long distance calls or faxes at lower-cost times.
To learn more about the WorkSmart program, please contact worksmart@kingcounty.gov or visit www.kingcounty.gov/transportation/kcdot/MetroTransit/Telework.
Carsharing

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

Zipcar—is the leading carsharing company in Seattle, and it’s optimizing for roundtrips of 1-24 hours. Zipcar provides guaranteed parking and a wide selection of new vehicles from which to choose. From Mini Convertibles to Honda Civics to cargo vans, Zipcar has got you covered. Hundreds of vehicles are currently available in Seattle, Bellevue, Redmond, and Tacoma. Businesses are eligible for special rates and discounted membership fees.

Car2Go—is the newest carsharing company in Seattle with a fleet of 250 Smart ForTwo cars. Car2Go charges just $0.41/minute and encourages one-way trips anywhere within its Seattle Home Area.

How Carsharing will reduce drive-alone commute among your employees:
Providing carsharing memberships to employees enables them to take an alternative mode of transportation to work and still have a car available at the office for off-site meetings, appointments, and errands.

Business Benefits:
- Save money on reimbursing employees for parking and mileage
- Reduce or eliminate the need for a company fleet
- Gain a competitive advantage by offering your employees convenient access to a variety of vehicles during the day

Please contact Commute Seattle at info@commuteseattle.com for details regarding Zipcar and Car2Go rates and features.
Commuter Tax Benefits

Description:
Offer commute options to your employees and take advantage of federal and state commuter tax benefits. The IRS and State of Washington offer tax benefits to support employee commute programs.

Washington State B&O Tax Credit:
Employers or property managers who provide commute trip reduction incentives to their employees or tenants are eligible for a credit against their business and occupation (B&O) or public utility tax (PUT) liability. The credit is equal to 50% of benefit costs, up to $60 per employee per year. No employer or property manager may receive more than $200,000 of credit per fiscal year. The total amount of credit available for all taxpayers is limited to $1.5 million per fiscal year.

2015 Federal Commuter Tax Benefits:
Tax-free Benefit-- Employers can give employees up to $130 per month in benefits (i.e. transit pass, ticket book, voucher) to commute by mass transit (bus, rail, ferry) or vanpool. The employer pays for the benefit and receives an equivalent deduction from business income taxes. Employees receive the benefit free of all payroll and income taxes. Any spending over $130 per month is considered taxable income.

Pre-tax Benefit-- Employers can have employees set aside up to $130 per month of their pretax income to pay for mass transit fare media or vanpool fares. Employees save on payroll and income taxes and employers save on payroll costs. ORCA transit passes, ticket books and/or vouchers must be ordered and distributed by the employer to the employee.

Combination Benefit-- Employers can share the cost of commuting by giving the employee part of the commuting expense tax-free and allowing the employee to set aside the remaining amount pre-tax up to the total limit of $130 per month. For example, an employer provides $50 towards the cost of a $100 transit pass, and the employee contributes the remaining $50 with pre-tax income.

Qualified Parking Benefit-- Qualified parking is parking provided to employees on or near the business work premises, or parking on or near a location from which employees commute to work by commuter highway vehicle, mass transit, or vanpool. An employer may provide employees a parking subsidy, allow employees to spend pre-tax dollars, or a combination of the two up to $250 per month for this benefit.

Employees can receive tax benefits for both transit and parking spending. An employee could spend pre-tax income or receive tax-free commuter benefits up to $380 per month in the 2015 tax year if they use both transit/vanpool and qualified parking to commute to work.
**Bicycle Commuter Benefit:**
The Internal Revenue Service allows employers to offer up to $20 per month to employees who are bicycle commuters as a tax-exempt fringe benefit (meaning employees are not required to pay taxes on the benefit). The benefit may be offered to employees that use bicycle commuting for a substantial portion of the travel between the residence and place of work for the following:

- Purchase of a bicycle
- Bicycle improvements
- Bicycle repair
- Bicycle storage or locker rental


At this time, the $20 may not be offered to those employees who are already receiving a tax-exempt fringe benefit for commuting via public transportation (bus, rail, ferry) or vanpool. Unlike the other qualified transportation fringe benefits, a qualified bicycle commuting reimbursement benefit cannot be funded through employee pre-tax income.
Part Three: ETC Tools and Marketing
Sample Program Summary

Description:
The Program Summary is a requirement of the CTR Law, and the City of Seattle requires sites to distribute this piece to new hires and actively distribute this piece to all employees at least twice a year.

The Program Summary can exist in many forms (online, paper, PDF, booklet, etc.). The purpose of the summary is to inform your employees what commute options are available to them (ORCA cards, showers/lockers for bikers, carpool parking, etc.). The summary should also encourage employees to choose sustainable commute options for their daily routine. Commute Seattle has created a sample Program Summary piece for your use.
## CTR Timeline

### Description:
This is an example of the timeframe regarding Program Reports, surveys, and other CTR related activities for both newly affected sites and existing CTR sites.

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<th>Commute Trip Reduction Timeline</th>
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**Year One:**
1. Submit Employee Response Form (due 2 weeks from notification)
2. Submit Survey Response Form (due 30 days from CTR affected date)
3. Survey Employee Commute Habits (90 days from affected date)
4. Program Report (due 90 days from receiving survey results)
5. Create and Distribute approved Program Summary to employees

**Future Years:**
- Even numbered Years: Submit Program Report 30 days after notification (usually in Fall)
- Odd Numbered Years: Survey Employee Habits 60 days after notification (usually in Fall)
- Distribute Program Summary to employees at least twice a year
ETC Network Meetings, ETC Events, Commuter Events

ETC Network Meeting:
Every quarter Commute Seattle hosts an ETC Network Meeting. This is an opportunity for ETCs to gather and learn what is going with CTR regulations and other transportation issues that will affect their business and their commuters. ETCs are encouraged to attend as many Network Meetings as they can as it will provide them with the proper tools and information to both manage their programs and to be informed on what is going on around the city in regards to construction, service changes, traffic impacts, etc. As an ETC that knows what is going on in your neighborhood, you will be better equipped to assist your employees with their commute questions.

ETC Events:
On top of the quarterly ETC Network Meetings, Commute Seattle hosts various forums and convenes topic experts for ETCs and other business representatives to voice their opinions and or learn about various time sensitive topics affecting transportation in Seattle. These forums or workshops give ETCs the opportunity to look at various transportation projects and/or subjects and how it will impact their business.

Commuter Events:
Commut Seattle hosts commuter specific events that are aimed at reducing the number of employees driving alone to work. These events are free, and specifically for your employees. You as an ETC are encouraged to invite your employees to come, learn about their options and potentially find an alternative to driving alone to work. Commuter events vary depending on season and location and we will always send you an electronic invitation to promote to your employees. Past events have included Bikes and Bagels, Ridematching happy hours, Dump the Pump fair, and more.

There are also some commute campaigns that happen annually and are created specifically to encourage and reward employees for making smart commute choices. Wheel Options, Walk | Bike | Ride challenge, and Cascade Bicycle Club’s Bike to Work Challenge are all calendaring campaigns, and all you need to do as an ETC is promote these events and let your employees know how to participate. These campaigns are offered at no cost to your company and allow you to promote and reward employees for making smart commute choices.
Description:
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 to your employees to match up with others in your building or in nearby offices to share the commute. RideshareOnline.com makes it easy for your employees to find a carpool, vanpool, or bicycling partner.

How RideshareOnline.com can reduce drive-alone commutes among your employees:
RideshareOnline.com is a great resource for promoting and supporting alternatives to driving and commuting alone. Companies can create a RideshareOnline.com employer network in order to manage commute programs, track and report employees commute modes and CO₂ emissions over time, and incentivize specific transportation modes.

Services and support:
RideshareOnline.com is a comprehensive commute management website that includes:
- Security and confidentiality for everyone who signs up
- Interactive maps to help your employees 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

Business benefits:
- A powerful tool for managing commute programs, incentives and communications
- Allows companies to track employee’s commute choices and provide targeted incentives that encourage specific transportation modes
- Gives employees access to state, county and city commuter incentive programs
- Allows employers to monitor and report CO₂ emission savings from commute trip reduction efforts

Costs:
RideshareOnline.com is FREE for your employees! Employees go online, complete the registration and then start finding matches in their area to start a carpool or vanpool. To create a RideshareOnline.com employer network, contact Commute Seattle at info@commuteseattle.com.
Commuter Outreach Services

Description:
Hosting a transportation fair, commuter seminar, or other employee outreach event is an easy and effective way to keep your employees informed on transportation options, resources, and incentives. Commute Seattle’s commuter outreach services can help you highlight your company’s transportation benefit, policies, and sustainability initiatives, promote what might be your best kept secrets (bike facilities, nearby Zipcars, etc.), and comply with your Commute Trip Reduction (CTR) regulations. Outreach services can be adapted to meet your needs at staff meetings, brown-bag info-sessions, educational symposiums, and corporate events.

Transportation Fairs:
Commute Seattle is your one-stop commuter resource. Commute Seattle events provide your employees with comprehensive commuter information for a very low cost.

Participant Transportation Fair—Is your building hosting an Earth Day fair, a Bike Month fair, a Benefits/Wellness event, or any other type of tenant event? Commute Seattle will attend your event and provide your tenants with the latest commuter information, including transit service changes, new tools and technologies, and new carsharing and bikesharing services. Participant Fairs include 3 hours of staff time, maps, handouts, and lots of swag and giveaways.

Basic Transportation Fair—Our Basic Fairs are standalone Commute Seattle transportation fairs, including everything in a Participant Fair plus a custom designed event flyer and raffle prizes.

Premium Transportation Fair—Our best value, Premium Fairs include everything in a Basic Fair plus coordination with up to 5 partner organizations, including but not limited to Uber, Lyft, Flywheel, Car2Go, Zipcar, Cascade Bicycle Club, Pronto Cycle Share, Seattle DOT, and King County Metro.

Seminars—Our one-hour lunchtime seminars allow us to dive deep into the transportation issues affecting your employees and tenants. Whether you are relocating to a new building, adapting to construction changes, raising enthusiasm for bicycle commuting, or educating employees on their transportation benefits, our seminars will get you there!

Commuter Service Bundles (discounted)—Our most popular option. Schedule 3 events within one year and you’ll receive 15% off our standard rates! For example, book a Premium Fair, a Participant Fair, and a Seminar.

Please contact Commute Seattle at info@commuteseattle.com for more information about commute outreach services.
Description:
The trend continues. More and more people are foregoing the daily grind and choosing transit, walking, and bicycling to get to work. Our 2014 survey reveals that just **31% of commuters who work in Downtown Seattle drive to work**! For a water bound city like ours, transit is the lifeline that enables Seattle’s economy to thrive.

We’re also a city under construction, with dozens of office buildings and thousands of residential units being built, light rail extensions on the way, a new tunnel to replace the viaduct, and citywide investments in bike lanes beginning to take shape. At Commute Seattle, we’re committed to ensuring that Seattle continues to thrive, and that every commuter feels empowered to make smart commute choices.

**How Commuters Get Downtown:**
More people are commuting to Downtown Seattle than ever, but the proportion of commuters driving alone fell to a historic low in 2014. Just 31% of Downtown commuters now drive alone to work, continuing a strong downward trend from 35% in 2010 and 34% in 2012. Public transit continues to serve more commuters than any other mode, growing from 43% in 2012 to 45% today. Non-motorized commutes—walking, bicycling, and teleworking—now account for 15% of all commutes, another all-time high.

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<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Transit</td>
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<tr>
<td>Drive Alone</td>
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<tr>
<td>Rideshare</td>
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<tr>
<td>Walk</td>
<td>7%</td>
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<tr>
<td>Bike</td>
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</table>
Fastest Growing Commute Modes 2012-2014:
More Downtown workers are discovering that the best commutes are short commutes. Downtown Seattle added 6,000 new residential unites between 2012-2014, so it’s not surprise that transit and non-motorized commutes (walking, bicycling, teleworking) were the fastest growing modes.

Commuter Trends Since 2010:
Downtown Seattle has added 26,000 jobs since 2010. Although an ever smaller share of commuters is driving alone, there are still just as many cars on the road. As our Downtown grows, all commute modes grow with it, increasing the need to invest in an efficient transportation network.
Contact Information

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

Commute Seattle is contracted by the City of Seattle to manage, implement, and provide regulatory assistance for all CTR affected companies in the City of Seattle.

SDOT manages CTR compliance and implementation to sites outside of Center City.

Whatever your motivation, we hope these ideas, products and services help improve your employees' experience getting to and from your work place, mitigate congestion, reduce the impact of conventional transportation on the environment, and save you money.

Please feel free to contact Commute Seattle or SDOT with any questions you may have regarding your role as ETC and/or your CTR program.

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