



Impact level
Cutting Edge

TRANSIT

Employer transit programs provide tools, resources, and subsidies to encourage employees to use various modes of transit to get to work. In Seattle, these transit modes include bus, streetcar, light rail, and train. Employers use transit programs as a recruitment and retention tool, and to save money as an alternative to investing in parking infrastructure.



The most successful transit programs engage employees at multiple times and levels. For example, while onboarding a new employee, an employer can present a transit plan for the employee's daily commute along with any financial subsidies. An employer can also present transit options to staff during unusual infrastructure changes or special events that make driving to work more challenging, such as a bridge closure or lane reduction.

Company Example



KPFF Consulting Engineers is a multi-office, multi-discipline engineering firm founded in Seattle in 1960, with a staff of 240 in their downtown Seattle office. As a leader in transportation engineering in the region, the goals of KPFF's employee transportation program reflect their organizational mission of improving transportation options in the future. Furthermore, improving quality and lowering costs of commuting is an important way to take care of their employees.

Leverage Nearby Transportation Facilities

Central to KPFF's transportation program is the **ORCA Business Passport**. With direct office access to the transit tunnel, and located within blocks of the streetcar and other main transit stops, commuting with the ORCA card is very convenient for KPFF employees. Over 80% of employees use it regularly.



TRANSIT CHECKLIST

- Create a summary sheet of your employer's current transportation benefits, nearby transit options (e.g., bus stops, train stations, etc.), and links to resources for navigating transit. See suggested resources on next page.
- Create a template for new hires to request a transit plan to get to and from work.
- Create a workflow for communicating these benefits and options to new hires and all employees throughout the year. What's the best way to capture employee attention? An intranet landing page? Direct emails? A flyer posted to a communal bulletin board or common area such as the receptionist's desk, cafeteria, or restrooms?
- Expand financial subsidies and incentives by providing recommendations to upper management. These recommendations may include: pre-tax commuter accounts, ORCA Business Choice, or ORCA Business Passport. See links to these options under Employer Resources.
- Promote seasonal transit campaigns such as Wheel Options or create your own.
- Keep up to date on current transportation events and changes and communicate these to employees.



RESOURCES



Employer Resources

- [Transportation Summary Sheet Template](#)
- [Commute Seattle - ORCA Business Passport](#)
- [Guide: ORCA 101](#)
- [Recorded Webinar: ORCA 101](#)
- [Guide: Tax Free Transportation](#)
- [Recorded Webinar: Taxes and Transportation](#)
- [King County ORCA Employer Accounts Page](#)

Employee Resources

- [Commute Seattle Commuter Portal](#)
- [Google Maps](#)
- [Citymapper](#)
- [OneBusAway](#)
- [King County Metro Trip Planner](#)
- [Sound Transit Trip Planner](#)
- [Map of ORCA Vending Machines](#)