

Case Study



Corbis finds success in move from free employee parking to no employer paid parking.

The Situation

In 2003, in a move to better suit its needs as a Creative Services company, Corbis changed locations from Bellevue to the historic Dexter Horton building in downtown Seattle. With over 100 employees, Corbis was already subject to the Washington State Commute Trip Reduction law and was making significant efforts to reduce the number of their employees commuting to work in single-occupancy vehicles. The office move only increased their efforts.

One of the primary challenges of the move for Corbis was parking. While their building in Bellevue had free parking for all employees, the Dexter Horton building has no on-site parking. With monthly parking rates hovering around \$250/month in downtown Seattle, Corbis moved from free parking to no employer provided *on-site* parking for their employees. If a Corbis employee chooses to park downtown, he or she is responsible for finding and paying for a parking spot.

The Change

Despite the company's lack of employee parking, Corbis has been able to improve employee retention and recruiting rates through the following activities:

- Extensive relocation education events before the move
- Generous FlexPass subsidies
- Employee option to pay for personal parking out of pre-tax dollars
- Flextime and telecommuting encouragement
- Ample secure bike racks
- Locker and shower facilities

Benefits Realized

Corbis successfully moved into downtown Seattle and shifted its employees' dependence away from parking. One unexpected company benefit from the constrained parking situation has been increased employee punctuality. With fewer employees stuck in traffic, Corbis has found that more employees arrive at work on time.

	Before	After
Parking needed per 1000 sq. ft.	220	214
Parking subsidy	100%	0%
Transit subsidy	50%	100%
Non-SOV commuters	18%	79%
Transit mode share	8.7%	64%

Quotes

"It is nice to be downtown, where there are many restaurants, bars and shopping all within walking distance. Taking the bus allows you to read, take a nap, and not stress out about driving in traffic. Taking the bus also saves employees money they would have spent on gas and wear and tear on their car."

– Becky Harris, Corbis Employee
Transportation Coordinator

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