

COMMUTESEATTLE.COM



LIVE MORE. DRIVE LESS.

**Property Toolkit
Fall 2008**

DTA Letter

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Property Toolkit

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Welcome to Commute Seattle

What is Commute Seattle?

Commute Seattle is a commuter service organization designed to provide downtown property owners, businesses, and commuters information and services to improve access to and mobility within downtown. Commute Seattle wants to keep downtown a vibrant city center that continues to bring customers and attract business downtown. Our goal is to provide a variety of commute options to ensure that people can get to their commute destination without delay.

Why Commute Seattle?

As a property owner, you want to make getting to and from your building as easy and convenient as possible for your tenants and their employees. With traffic congestion and parking shortages already on the rise, and a projected increase of 22,000 new commuters into downtown over the next six years, transportation should be one of your top priorities. Keeping downtown Seattle mobile is critical to its continued economic vitality. Commute Seattle's goal is to help you address your tenants' needs and concerns about parking, 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 into the downtown core.

This includes:

- Customized transportation consultations to help create and manage a building commute program
- Information and services on a variety of commute options all available in one convenient location
- Innovative programs to manage parking supply and price, and support tenant parking needs
- Access to products and incentives that support alternative commute options

Who is Commute Seattle?

Commute Seattle is brought to you by the Urban Mobility Group (UMG). The Urban Mobility Group 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, through and from the Center City.

Transit Passes

Description:

How many times have prospective tenants asked about congestion, parking prices, and customer access? One simple way you can make your building more attractive to tenants is by making transit passes easily accessible to them. Many different transit pass programs are available, enabling you to offer free or reduced price transit passes to your tenants. Commute Seattle can help you design and implement a program that is tailored to fit your needs.

Why provide transit passes to your tenants?

Parking and traffic congestion are becoming increasing problems in the downtown area. They will only worsen with projected future growth and Alaskan Way Viaduct construction, which have the potential to create parking shortages and decrease mobility in the downtown core. Increased public transit is one way to mitigate the effects of growth and viaduct construction. More transit use by employees relieves congestion from drive-alone commuters and opens up more parking spaces.

Benefits:

Making transit passes available in your building has the following benefits:

- Increasing the commute options and services you provide differentiates your building and gives it a competitive advantage among others.
- Providing transit passes is a low cost benefit that tenants highly value.
- More tenants commuting on transit will reduce congestion and open up parking spaces in your building.

How you can promote transit pass use among your tenants:

- Provide convenient access to transit passes for your tenants by selling them in your building
- Make bus and train schedules easily available to your tenants
- Dedicate a portion of your parking fee increases to transit incentives
- Incorporate transportation fees into the square foot cost of your lease agreements and use the money to provide free bus passes to your tenants
- Partially subsidize transit passes for your tenants by selling reduced price passes

Parking Management Made Easy!

Why change your parking policies?

Free or cheap parking is one of the greatest factors influencing your tenants' decision to drive or take an alternative mode of transportation downtown. By implementing new parking management strategies, you will better serve your tenants by providing more parking options and opening up more parking spaces in your garage.

How managing parking will reduce drive-alone commutes among your tenants:

Parking fees that are below market rate can have the same effect as subsidized parking. People who get a parking subsidy downtown are half as likely to use transit regularly as those who do not. Parking fees that are closer to their true cost will encourage your tenants to try new commute options and leave their cars at home.

Parking Management Strategies:

Eliminate Early Bird Parking (or increase price)

Early bird rates incent people to drive to work by offering lower, all day parking rates. Taking away or increasing early bird parking will give people more incentive to take alternative modes of transit to work.

½ Month Parking Pass

Full-month parking passes encourage people to drive to work every day to get the most for their money. By offering a half-month pass, commuters can drive on the days they need to, but will now have the option of taking other transit modes as well throughout the month.

Parking Pricing

Parking fees should reflect market rates for monthly parking permits. Also, parking managers can lower hourly parking rates for the first two hours to encourage short-term customer parking and potentially increase parking revenues.

Support:

FREE parking consultations are available to provide technical assistance and advice on how you can support more commute options through your parking program.

Incentives:

- For a limited time you may earn up to \$500 in Zipcar credit for implementing one of these parking management practices!
- You may be eligible to earn up to \$15,000 if you change your current parking policies (for more information contact Commute Seattle)

Center City Parking Program

Description:

The Center City Parking Program is the City's effort to address changes to on-street parking in the Center City over the next several years with new marketing and way-finding technology. The program goal is to provide easy access to off-street, short-term parking to help keep downtown moving. The effort responds to the expected loss of short-term, on-street parking and commercial loading spaces in the central waterfront, Pioneer Square, and downtown retail core due to Alaskan Way Viaduct construction.

Why downtown Seattle needs to focus on parking:

- Center City is expected to be home to about 50,000 new jobs and over 20,000 new households between 2004 and 2024.
- Seattle is working to decrease greenhouse gas emissions by moving more people with fewer cars by promoting transit, walking, and biking in downtown.
- Major upcoming transportation projects could displace over 1,000 on-street parking spaces for several years.

What your building can do to improve parking:

- Convert some off-street, long-term parking to short-term use
- Offer alternative commute options and incentives to reduce monthly all-day parking such as reserved carpool parking or half-month parking passes
- Discontinue early bird parking rates
- Opening parking facilities during weekends and evening hours
- Offer a two-hour parking rate that is competitive with on-street parking for customers and visitors

Incentives and support:

SDOT will help you make the transition in your parking management by:

- Holding one-on-one meetings in conjunction with Commute Seattle, DSA, and BOMA for planning and consultation
- Providing funding for brochures and marketing materials to help people find parking more easily downtown
- Connecting parking facilities to an electronic parking guidance system to help people find parking more quickly and reduce congestion (initial pilot in 2010)

STAR Carpool

Description:

STAR Carpool is a no hassle carpool program that will promote and monitor carpools in your garage, increasing the number of monthly permits sold and reducing drive-alone commutes. Participating garages reserve 15 percent of their premium parking spaces for STAR carpool participants, providing an incentive for people to carpool. Reserved parking spaces can be used for regular monthly parking for tenants when not filled by STAR participants.

How STAR Carpool will reduce drive-alone commutes in your building:

STAR Carpool will make carpooling an attractive and convenient option for your building tenants and encourage them to make the switch from driving alone to sharing the commute.

Your tenants will be encouraged to carpool by:

- Having a convenient monthly parking space
- Lower parking fees (monthly fee divided among carpool members)
- Reduced gas expenses
- Speedier commutes through use of carpool lanes and premium parking spaces

Property Owner Benefits:

Increased carpools in your building will:

- Increase garage parking utilization
- Open up the number of parking spaces available for short-term parking
- Add a competitive advantage by offering more parking benefits to tenants
- Reduce building vehicle miles traveled and CO₂ emissions

Costs:

Monthly parking rates for commuters stay the same for each reserved parking spot. Participating garages contribute a small percentage of the monthly parking fee for each parking stall filled by a carpooler. The fee goes to the Urban Mobility Group (UMG) for STAR program promotion and monitoring.

Services and Incentives:

The STAR carpool program also includes the following services and incentives:

- UMG advertises and promotes the program to fill your empty stalls with carpoolers.
- UMG registers carpool participants and monitors carpools for compliance.
- STAR Carpool provides added incentives to encourage your tenants to participate. Details to come when STAR is unveiled in 2009.

Coming 2009!

Home Free Guarantee

Description:

Home Free Guarantee (HFG) is an emergency taxi program through King County Metro that property owners can provide to tenants who rideshare or take alternative modes of transportation. If an unexpected situation arises, transit, bike or rideshare commuters will not be stranded, Metro will provide them with a FREE cab ride home up to 8 times a year.

How Home Free Guarantee will reduce drive-alone commutes in your building:

HFG gives tenants greater flexibility to take alternative modes of transportation without having to worry about being stranded without a car in the case of an emergency.

Property Owner Benefits:

Home Free Guarantee will:

- Add a competitive advantage to your building by offering tenants a wider range of transportation benefits
- Reduce demand for parking and open up more parking spaces in your garage
- Provide a tax credit for alternative commute subsidies

Costs:

The property owners pay less than \$3.00 per tenant for buildings with over 100 people for the first six months. After the initial six months, the cost may vary depending on usage and number of additional tenants. Buildings need to have a person who will be responsible for managing the program and processing receipts, which is a small time commitment and can usually be done by security personnel.

Conditions and Services:

Home Free Guarantee provides the following benefits and services for your tenants:

- If a family crisis, unexpected event, or illness strikes, HFG will allow your tenants to get where they need to be if they did not drive that day.
- Tenants receive up to 8 FREE cab rides a year, up to 60 miles each time.
- No hassle for your tenants, they simply show the cab driver their Flexpass or authorization number and then turn in the receipt to your office staff.

Incentives:

If you start a Home Free Guarantee program in your building King County Metro will provide a 50/50 for the first year, up to \$5,000!

Starting a Commute Program

Description:

Starting a commute program in your building is a low cost way to expand your medley of tenant services. Commute programs allow you to offer a broad range of commute options to your tenants that differentiate your property and help achieve your Transportation Management Plan (TMP) goals.

Property Owner Benefits:

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

- Gain a competitive advantage by offering tenants subsidized commute options and a wider variety of building amenities
- Attain TMP goals by reducing the number of tenants who drive alone to work
- Free up parking spaces for short-term customers and other building needs

Starting a building commute program:

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

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

- Zipcar access
- Reserved carpool parking through STAR Carpool
- Bike racks, lockers and showers
- Bus pass incentives for tenants
- Parking management strategies
- Home Free Guarantee
- Commute options kiosk board for tenants
- Building transportation fairs

Costs:

The costs associated with starting a commute program depends on the number of tenants you have and the types of benefits you want to offer them.

Resources and Support:

Resources are available to help you start or enhance your commute program:

- Commute Seattle will contract with you to provide commute options and services to your tenants
- Commute Solutions through King County Metro will do a site analysis of transportation options around your building

Employer (Tenant) Transportation Seminar

It's FREE

Description:

A FREE way to learn about cost-effective ways to help your tenants solve the significant challenges they face with their commutes, or re-energize your building's Transportation Management Plan (TMP). Commute Seattle, along with King County Metro, will be holding monthly trainings on commute benefit programs. If you want to encourage you tenants to start or improve their employee commute benefit program and reduce your building's carbon footprint, this class is for you!

Who should attend?

Building Transportation Coordinators, Facilities Specialists, Property Managers, Office Managers, HR Directors or Benefits Specialists

What will the class cover?

Participants will leave class:

- Understanding the goals and requirements of Commute Seattle
- Understanding the Commute Trip Reduction Law and Building TMPs
- Understanding the elements of "best practice" commute programs for buildings or tenants, including ways to effectively subsidize transit passes and provide information about available pass programs
- Knowing the steps to take to tap into and leverage Commute Seattle incentives and services
- Understanding key parking management strategies such as preferential carpool parking and parking cashout, and much more!

When?

This FREE one hour long class will be offered once a month beginning on October 14, 2008. Dates and times may vary each month.

Where?

Trainings will be held at various locations downtown, visit CommuteSeattle.com to register for this FREE training.

Contact:

For more information on dates and locations and to register, visit CommuteSeattle.com

On-Site Transportation Fair

Description:

A Transportation Fair is a free service that Commute Seattle will provide to your property and tenants at no charge. Commute Seattle will facilitate and host a drop-in fair at your building. Commute Seattle will bring other transportation experts such as King County Metro, Rideshareonline.com, Metro's Plan Your Commute, Community Transit, Sound Transit, Zipcar, Pedal Dynamics, and Cascade Bike Club to this event. A Transportation Fair is an engaging, fun and easy way to get commute information to your tenants and their employees. Assorted commute information will be available and the individual chooses what will work best for them.

How a Transportation event can reduce drive-alone commutes to your building:

A transportation event is an easy and convenient way for your tenants to access different commute information and to ask questions that will allow them to choose what commute option would work best for them. Knowledge is power and with the right tools, tenants will plan a smarter commute rather than driving alone to downtown.

Property Owner Benefits:

Hosting a transportation event provides many benefits for your property and your tenants:

- Allows the property manager to reach out to tenants and create a sense of community in the building
- Frees up parking spaces for customers coming to the building
- Brings foot traffic through the building
- Tenants will appreciate the effort the property manager is making to ease their commute
- Transportation Fairs may help property owners stay compliant with TMP regulations
- Transportation Fairs help reduce single occupancy driving rates which in turn can earn LEED points

Costs:

Hosting a transportation event is FREE for you and your tenants! The property owner chooses a good date, time and venue for an event and Commute Seattle will do the rest! Tenants come and go as they please and have access to valuable commute information.

Contact Information

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