

Case Study: ROB SEXTON



One local commuter wanted a transportation option that was easier, more cost-effective and better for the environment than driving his car to work. When Rob Sexton contacted Commute Seattle, he enlisted a knowledgeable transportation consultant to develop a personalized commute solution that fit his lifestyle and wallet.

Need for Change

Rob Sexton had had enough. His monthly parking rates had skyrocketed to \$325, high fuel prices were costing him \$60 a month on gas and his battle with gridlocked traffic was growing tiresome. Rob's commute consisted of driving alone in his car from Mercer Island to downtown Seattle. The Wells Fargo senior vice president had only a seven mile journey from his home to his bank offices, but he often encountered nerve-racking traffic back-ups along I-90 and surface streets.

Frustrated with rising parking fees, increased traffic and growing car maintenance costs, Rob realized he could give up the hassles of driving his car into downtown Seattle and take a King County Metro bus to work—all while improving the environment and reducing harmful carbon emissions.

An Innovative Approach

Rob picked up the phone and called Commute Seattle—the one-stop solution for individuals seeking information about a variety of commuting options. An alliance of the Downtown Seattle Association, King County Metro, and the City of Seattle, Commute Seattle helps commuters find an alternative to driving alone by providing downtown commuters with access to

knowledgeable transportation consultants who can create a customized commute plan that works for an individual's needs.

Working with a Commute Seattle Transportation Consultant, Rob was able to develop his optimal commute. Instead of driving his car to Downtown Seattle, Rob began driving to a park and ride lot on Mercer Island. From there he could catch any of the four Metro buses that stopped within blocks of his office. With the frequency of the bus pickups, Rob was delighted to discover that his entire commute was only 25 minutes door-to-door. Plus, with someone else behind the wheel, Rob can now relax, read the paper, and check his e-mail.

Rob's Transportation Consultant also discovered that his company had an incentive program that provided monthly reimbursements for employees using public transportation. She encouraged Rob to purchase a monthly bus pass in order to take full advantage of the program. The consultant even identified locations where Rob could purchase his pass near his work or home.

The Results

As a result of these changes, Rob:

- Saves nearly \$4,000 a year on parking fees.
- Avoids the hassles of driving in congested traffic.
- Saves \$45 monthly on gas
- Enjoys his quiet time during his commute.
- Feels good about taking easy steps to improve air quality in the Puget Sound.

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