

BTC Basic Training

**Your role as a Building Transportation Coordinator in the
Transportation Management Program**

Agenda

ETC Basic Training

- About Commute Seattle
- What is a TMP?
- Your Role as a BTC
- Outcomes

Further reading:

- Tactics to Consider



About Commute Seattle

Commute Seattle fosters mobility partnerships and services to keep Seattle moving and thriving for all

- Transportation Management Association (TMA)
- Public-Private Partnership
- Business and government working together



Seattle
Department of
Transportation



King County
METRO



SOUNDTRANSIT



Downtown
Seattle
Association

Commute Seattle's Services

Commute Seattle offers free business services to help property managers create safe and efficient commutes for their tenants

- Commute Trip Reduction (CTR)
- Transportation Management Programs
- Event & Neighborhood Based Campaigns
- ORCA for Business
- Commute Benefits Ordinance
- Fee for Service Consulting

The TMP Team:



Olivia
Holden



Sarah
Udelhofen



Wren
Barulich

What is a TMP?

“Transportation Management Program”

A TMP is a Master Use Permit requirement on private development to mitigate traffic congestion and parking impacts by reducing drive-alone automobile and motorcycle trips.

TMPs generally include two parts:

1. SOV commute rate goal
2. Selection of **required program elements** that are designed to help the building achieve that SOV goal

Some TMPs have unique or parking-based goals that were established with their permit approval.



What Kinds of Program Elements are Required?

Typically, TMPs require the building to do some or all of the following:

1. Display travel option information in a centrally located area
2. Offer carpool and vanpool priority parking
3. Install pedestrian and bicycle improvements and wayfinding signs
4. Offer transit pass subsidies for employees who work at the site
5. Incorporate bike parking and day-use locker and shower facilities

Commute Seattle is here to help you with these program elements!

How Does the TMP Program Benefit You?

Stay competitive in the market

→ by providing best-in class transportation amenities for your tenants

Achieve your sustainability goals

→ by implementing elements that help meet LEED accreditation and District 2030 goals

Realize financial savings

→ by increasing parking availability for building visitors

Gain valuable building insights

→ into facilities, transportation services, environmental performance data, tenant usage trends – compared to others

Get updates about transportation system improvements

→ In order to help your tenants arrive at work smoothly

Why are TMPs Important?

TMPs:



1. Ensure Seattle developments are sustainable and remain economically competitive



2. Provide on-site amenities and programs to help tenants and visitors access a variety of travel options



3. Keep Seattle's neighborhoods vibrant and accessible by reducing traffic congestion, improving access and supporting the use of transportation options

What Is Your Role as a BTC?

As an BTC, you are Commute Seattle's main point of contact for your building.

We rely on you to be responsive and fulfil the requirements of your TMP.

If you are no longer the point of contact, it is your responsibility to email us to let us know and point us to an alternate contact.



What Tasks Do You Need to Complete?

As the BTC for your building, you are asked to:

1. Administer the tenant Commuter Survey every 2 years to measure employees' commute habits (if applicable)
2. Submit a Program Report every two years on behalf of your building, outlining the facilities available
3. Ensure the availability of a variety of tenant and transportation amenities
4. Collaborate with tenants to provide transportation information/services that improve building access
5. Engage the parking management or facilities team to maximize parking utility and return on investment
6. Attend Commute Seattle programs and trainings

Resources to Get You There

- [Commute Seattle's TMP Page](#) – we have a dedicated team of specialists here to support you, for free!
- [The City of Seattle TMP Webpage](#) – contains detailed information and resources about what's involved in developing a successful TMP.
- [Seattle Building Owners and Managers Association \(BOMA\)](#) – a real estate professional trade association and excellent resource.
- [Seattle 2030 District](#) – a high-performance building district in downtown Seattle that aims to dramatically reduce energy and transportation impacts of downtown buildings, through education collaboration, and recognition.



City of Seattle



Distributing Commute Info & Attending Events

When?

- Ongoing

How?

- We make keeping up with transportation news easy by sending you a quarterly BTC Newsletter
 - Outlines current impacts to commuting, travel tips, and more
 - Feel free to share with tenants
- Attend Commute Seattle's [events](#) (online, sometimes in person) to learn about commute best practices and meet fellow BTCs



Transportation Management Program Updates



Seattle
Department of
Transportation



Administering the Commuter Survey

When?

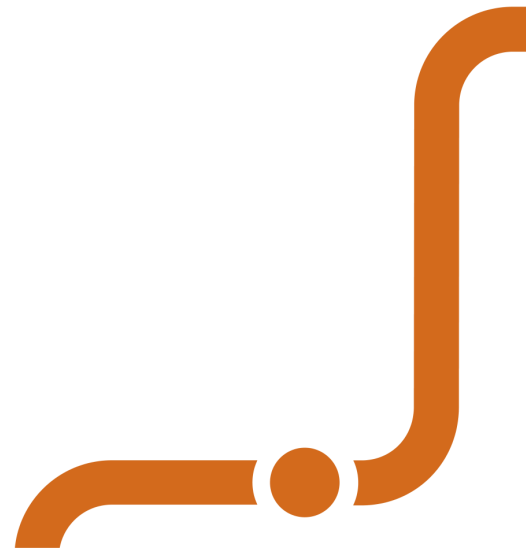
- Occurs in the fall of ODD years (the next occurs in the fall of 2021)

What?

- A short [survey](#) that is sent to tenants & their employees, asking about their commute habits

How?

- Commute Seattle will reach out to begin this process at the end of Summer 2021; all specifics will be provided at this time



Submitting the Program Report

When?

- Occurs in the fall of EVEN years
- Due at the end of September 2022

What?

- An in depth [SurveyMonkey](#) asking for details about the transportation amenities your building offers
- Only ONE needs to be submitted for your building

How?

- Commute Seattle will reach out to begin this process at the end of Summer 2022; all specifics will be provided at this time

City Wide Outcomes

We find ways to improve commute options so that employees arrive at work happy, on time, and ready to succeed at their jobs.

These options also happen to:

- Improve air quality
- Reduce traffic congestion
- Reduce the consumption of fossil fuels

It's a win-win!

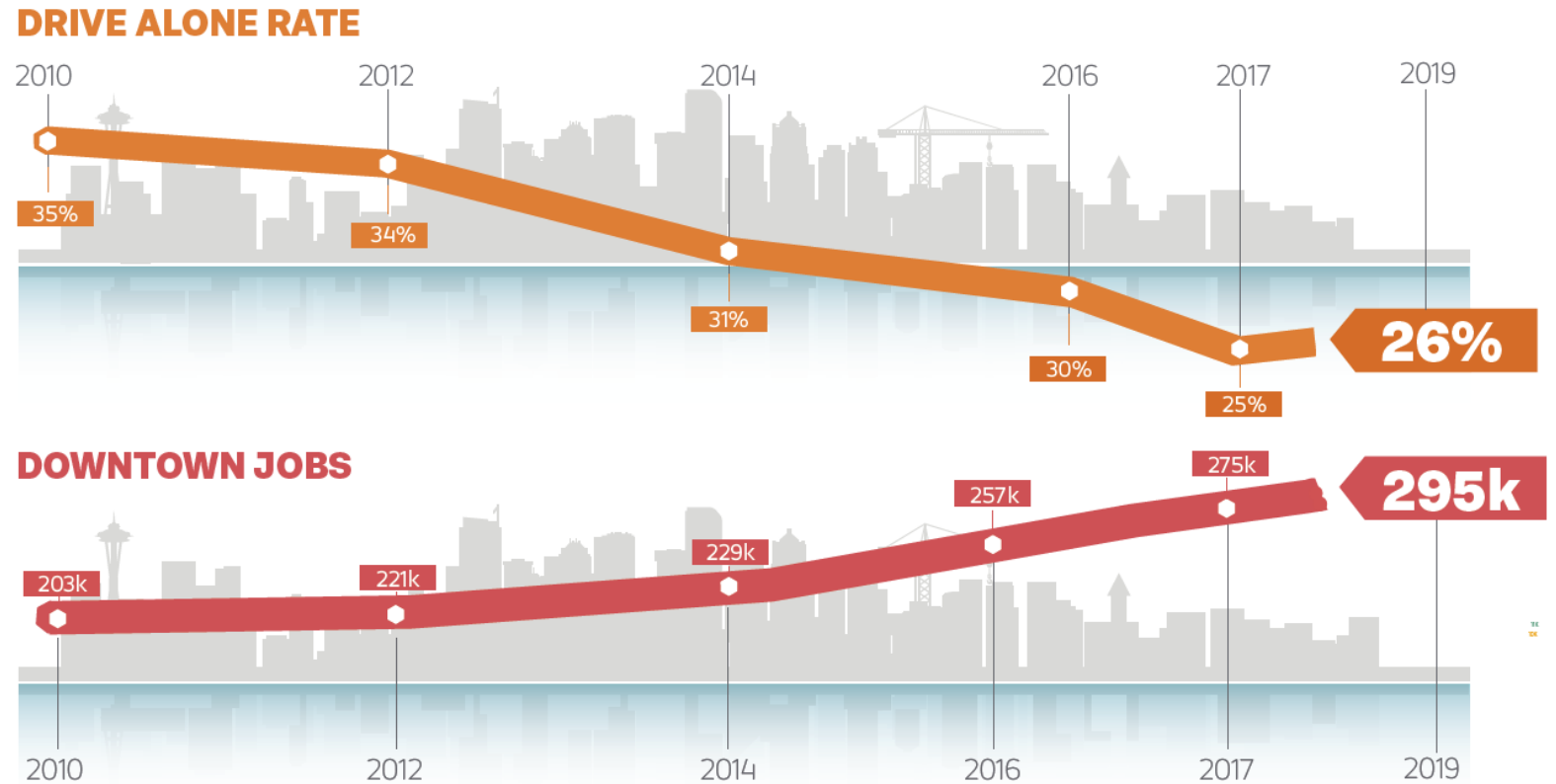


Commuter Survey Results

We are striving to reduce the “Drive Alone Rate” – it’s working!

Drive Alone Rate (DAR): the percentage of people who drive to work in a vehicle by themselves.

DAR is the primary data point that is tracked with this program.








Commuter Survey Results

The Commuter Survey gives us a helpful breakdown of what modes commuters are using to get downtown

74%
All other modes

46% of commuters used transit to get downtown. Approximately 135,000 trips per day.

-  Transit
-  Telework
-  Bike
-  Walk
-  Carpool & Vanpool



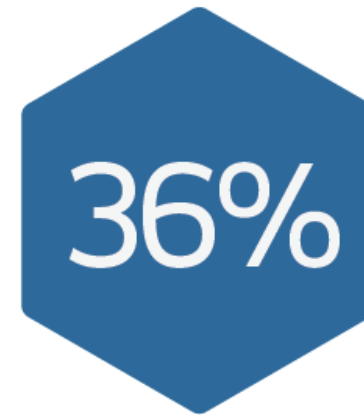
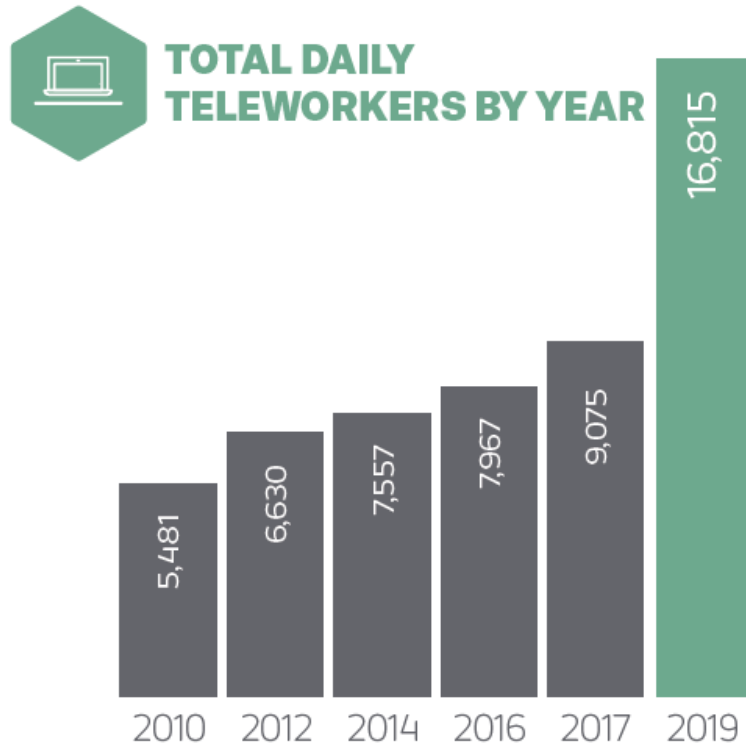
26%
Drive alone

Drove a personal vehicle to get downtown. Approximately 78,000 trips/day

-  Drive Alone

Commuter Survey Results

We love to see commuters utilizing multiple modes of transportation – including working remotely!



Used more than one mode of transportation during the week



Shifted travel patterns due to impacts of the Seattle Squeeze

Questions?

You can always email our team at twp@commuteseattle.com

Further Reading: Tactics to Consider

Tried and true best practices to help your building reduce your Drive Alone Rate.

The following slides include tips regarding facilities, benefits, communications, and more.



Parking



The single most effective way to reduce your building's DAR is to move away from monthly parking passes

- Switch from monthly rates to daily rates.
 - This prompts commuters to stop and think “Do I really need to drive today?” when they pay by day.
 - In addition, when commuters pay per month, they feel the need to “get the best bang for their buck” and drive more often.
- Allow commuters who commit to taking an alternative mode into work the ability to park for free 3-5 days a month, giving them flexibility needed to commit to their alternative mode.
- Set parking policies and signage to encourage carpooling and vanpooling

Example: Seattle Children's Hospital

- By eliminating monthly parking, transitioning to a daily parking rate and adding incentives for employees who take alternative means of transportation into work, Seattle Children's Hospital reduced their company DAR from 73% in 1995 to 33% in 2017.
- Seattle Children's Hospital has embraced and continues to embrace many parking management strategies including variable pricing for employee parking (with employees who arrive during peak commuting hours paying the highest rates), to providing priority parking for carpools and vanpools, to providing shuttles from popular transit hubs to their campus.

Active Commutes



Biking, walking, running, scootering (and more!) are cost effective and healthy ways to get around

- Providing showers and lockers is essential to make active commutes viable.
- Ensure commuters have access to visible, secure bike racks or bike cages
- Offer cash-out options for people who active commute to work.
- Ensure instructions are clear for how to access these facilities.
- Identify people who would like to act as a bike or active commute team captain, answering questions and concerns of new active commuters

Example: Starbucks

- Surrounded by trucks and traffic from the Port of Seattle, the SODO headquarters of Starbucks doesn't look like an ideal place to bike. This hasn't stopped Starbucks from providing tremendous support for their dozens of daily bike commuters. Beyond the basics, Starbucks also offers a workbench and tools for employees to use, drying racks for wet clothing, a "bike buddy" program for new and aspiring bike commuters, and either a free membership to their on-site gym or a cash incentive for daily bike commuters
- Future plans to support bike commuters include doubling the number of racks and lockers available and installing a forced-air drying rack in the common area of their new bike facility.

Transit



In Seattle, these transit modes include [bus](#), [streetcar](#), [light rail](#), and [train](#)

- Tenants can think of using transit programs as a recruitment and retention tool, and to save money as an alternative to investing in parking infrastructure.
- Allow employees to utilize pre-tax commuter benefits.
- Consider investing in [ORCA Business Passport](#) or [ORCA Business Choice](#).
- Encourage tenants to engage employees at multiple times and levels: while onboarding a new employee, during infrastructure changes (for example: West Seattle Bridge Closure), via email, during all-staff meetings, etc.

Example: KPFF

- 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.
- 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

Vanpool, Vanshare, Shuttle Service



For employees who lack direct or frequent transit service [vanpool](#), [vanshare](#), or a company shuttle may be a great option.

- Commuters can easily sign up for an account at www.rideshareonline.com and search for existing Vanpools/Vanshares that fit their schedule
- If an existing route doesn't work, co-workers can form a group to start a new Vanpool/Vanshare
- Consider setting up an internal notification and new vanpool tracking system, making it easier for co-workers to find one another and build worksite-specific vanpools.

Example: Amazon

- Amazon has quickly become the undisputed king of Vanpools/Vanshares. With dozens of vans arriving to its South Lake Union campus every day.
- By promoting rideshareonline.com, and providing priority parking for vanpools and vanshares, employees who may not have easy transit access to South Lake Union are now reducing their impact on the environment and reducing congestion across the Puget Sound.