

BTC Basic Training

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

Agenda

BTC 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:



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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 2 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?

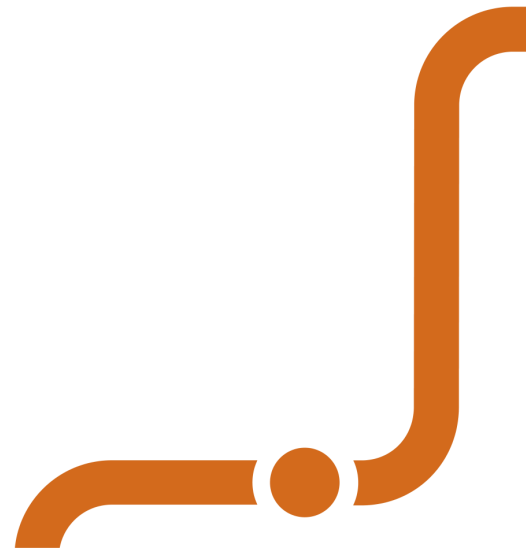
- Occurs in the fall of ODD years (the next occurs in the fall of 2021)

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!

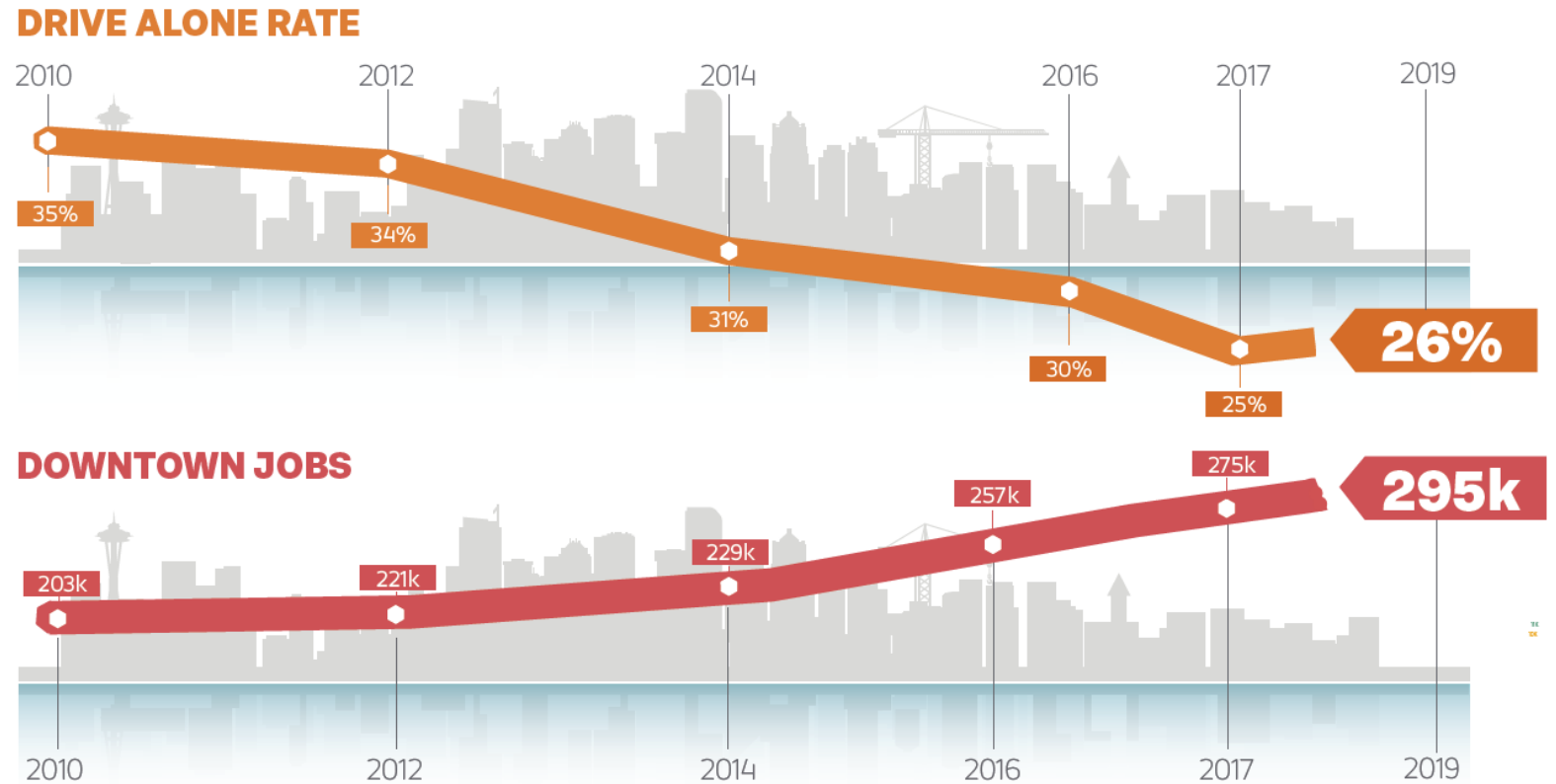


Commuter Survey Results

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%

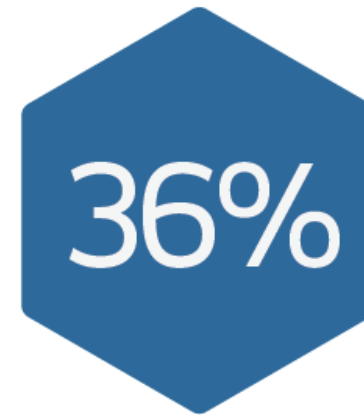
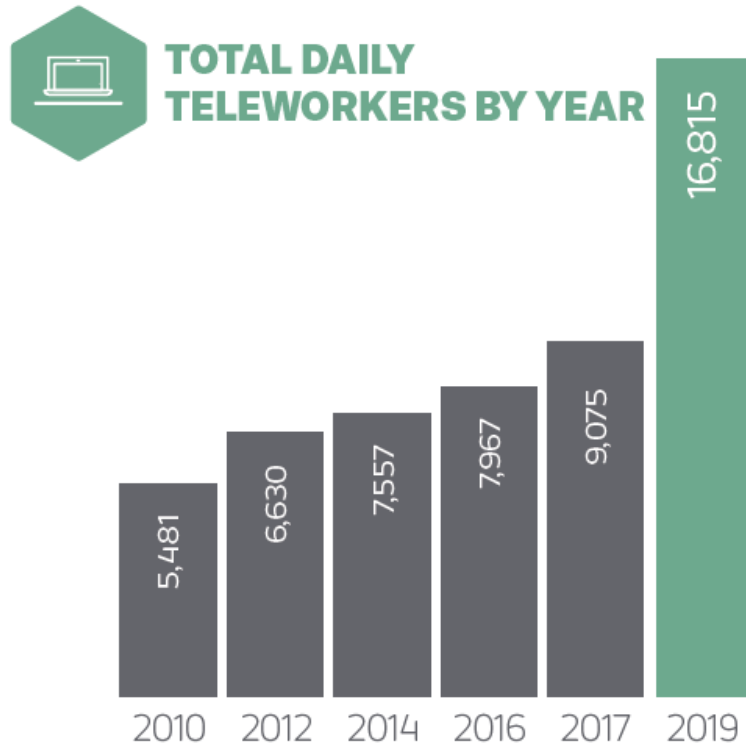
Drive alone

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.

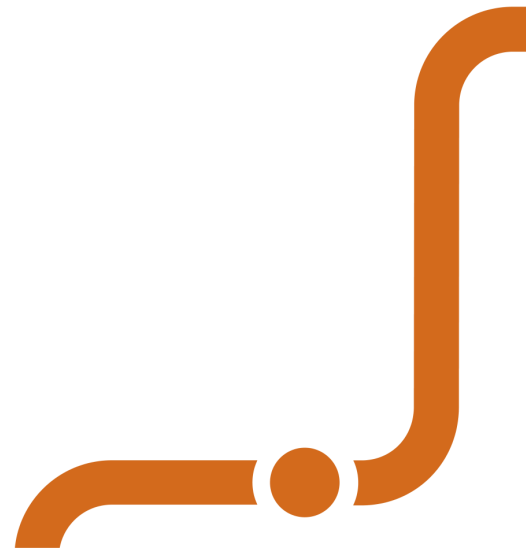


Parking



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

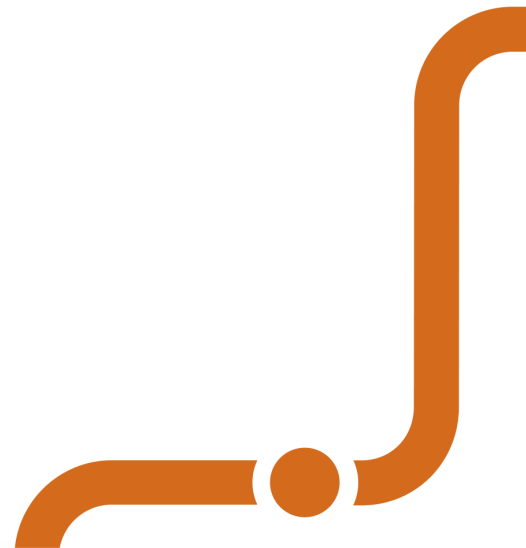


Active Commutes



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



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.

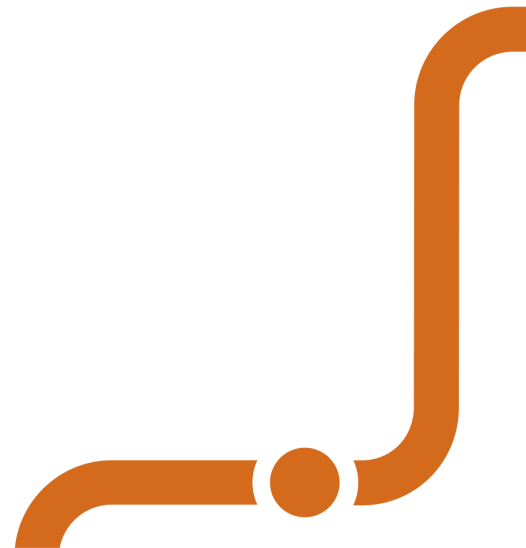


Vanpool, Vanshare, Shuttle Service



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.



Building Spotlight:

800 Fifth Avenue

800 Fifth

800 Fifth Avenue is in the Central Business District, just a short walk away from Pike Place Market and Pioneer Square.

- This building has continued to upgrade their **car charging stations** as new technology becomes available.
- **Secure bike parking** is a free amenity for tenants, along with **showers and locker rooms**.
- To help minimize the number of single occupancy vehicles parking at the building, **22% of total parking spaces are reserved for carpools**. Carpoolers receive a **reduced parking rate**. Their applications are reviewed on a quarterly basis to ensure they are still meeting program criteria. In addition, there is **Vanpool** parking just behind the building, and **Zip Cars** parked on site.
- The building engages their tenants about transportation options, including sending a **tenant newsletter**, and **advertising several events** – like Earth Day, Washington Bikes' Bike Everywhere Month, and Walktober.

Building Spotlight:

1631 15th Avenue W

1631 15th Avenue W is in Interbay, with spaces designed for efficiency, comfort and flexibility.

- This building **requires tenant participation** in their TMP and provides information with the lease.
- This building has **showers, secure bike storage**, and **bike maintenance on site** – and allows staff to bring bikes up to their office if they prefer.



Building Spotlight:

520 Pike Street

520 Pike Street is in the heart of the Central Business District.

- The building already offered **secure bike parking, showers, and lockers**, but recently added **electric bike charging** in the bike cage.
- They have parking spaces reserved for electric vehicles, and recently added **electric vehicle charging stations**.
- To encourage carpooling, carpoolers receive a **reduced parking rate**.



Building Spotlight:

1007 Stewart

1007 Stewart is located on the east side of Denny Triangle.

- This building has doubled the number of **EV charging stations** available, added **reserved low emission vehicle parking stalls**, and increased the number of **motorcycle parking stalls**.
- The building has a **transportation information board** and **tenant newsletter**.
- The building engages their tenants about transportation options, including sending a **tenant newsletter**, and **advertising several events** – like Earth Day, Washington Bikes' Bike Everywhere Month, and Walktober.