

LIVE MORE, DRIVE LESS

A Fresh Take On Commute Fairs with EQ Office

Featuring DocuSign Tower, 999 3rd Ave

About EQ Office

EQ Office builds economic health in communities by regenerating urban spaces, preserving local culture, and bringing humanity into our workplaces.

Event Approach

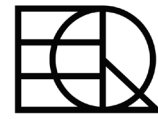
The EQ Office team engages tenants and activates their buildings on an ongoing basis – including at DocuSign Tower! Their approach is to preserve local culture and infuse the workplace with humanity – a perspective that results in happy tenants and purposeful spaces.

With many workplaces bringing employees back to their offices, the EQ Office Team identified an opportunity to welcome teams back and help them arrive at the DocuSign Tower building efficiently and sustainably.



The Objectives

The EQ Office team identified their objectives: to welcome tenants back to DocuSign Tower, provide tenants with commuting resources, and highlight the benefits of returning to the building.



Getting Started

The EQ Office team considered, “what key amenities do we have that add positive value to employees’ lives?” There were two big ones:

1. The building’s newly renovated fitness center
2. The sleek, secure, easily accessible bike room

With these amenities in mind, the team began crafting an event that would pique the interest of their building occupants.



The Details

The team knew that they wanted to go above and beyond for their tenants. They wanted to activate these spaces in the following ways:

- Bring in instructors to teach free fitness classes during the event.
- Offer demos of the exercise equipment with the [Pacific Fitness Products](#) team, as well as take suggestions and answer questions.
- Provide attendees with fresh smoothies during the event from Seattle-based mobile smoothie cart [Pulp Pours](#) – a big draw!
- Encourage attendees to engage with Commute Seattle and receive bike lights, transportation resources, and get commuting questions answered.
- The EQ Office team gave away swag bags, hosted a raffle for yoga mat prizes, talked with attendees, and answered building questions.

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The Invitation

With a great event planned, the next step was to spread the word. The EQ Office Marketing Team crafted three email invitations to be sent out over two weeks, encouraging building tenants to spread the word with their staff.

These invites included links to sign up for the free fitness classes – a hook that made it more likely someone would attend the event.

In addition, flyers were posted in the lobby and elevators. The on-site EQ Office team made sure to invite tenants verbally when they connected in the building. In the future, the team will also be able to utilize a mobile app for their building.

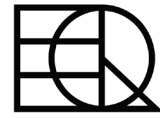
The Outcome

When you walk into the office with a smoothie (umbrella and all), your coworkers immediately ask, “where’d you get that?!” and follow suit. Now that’s advertising!

Employees expressed excitement about the newly renovated fitness center (complete with Peloton bikes and memberships, a yoga studio, lockers, and towel service).

These commuters stopped by to chat with Commute Seattle, many expressing their satisfaction with commuting back to the office via transit, others getting some lingering transportation questions answered. We loved connecting with commuters!





Looking to Plan an Event?

Consider:

1. What key amenities does your building/office have that adds positive value to employees' lives?
2. What gets people excited at your office?
3. What local vendors could you bring in? Think outside the box!
4. How can you craft seasonal events and activations?



Local Vendors

- [Pulp Pours](#)
- [Sunrise Tacos](#)
- [Gourmet Espresso Catering](#)
- [Harried & Hungry Catering](#)



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Want to learn more? Contact us!

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