

# LIVE MORE, DRIVE LESS

## Why Vanpool? Why Now?

### Summary

Vanpool is an increasingly attractive mode choice due to its flexibility, ability to social distance, and temporary access to the West Seattle Low Bridge. This case study looks at organizations who invested in Vanpool and how they did it.



### Going the Distance

Users of King County's Metro's Vanpool program have an average daily roundtrip of just under 52 miles, meaning many folks are commuting from well outside the city center. Vanpool provides unparalleled equity benefits for those that do not have access to fixed public transit routes.

### Highlights

Each company in this case study provided a Vanpool subsidy in the past. However, their choice to increase their Vanpool subsidy arose from a variety of factors including:

- Equitable distribution of benefits
- Desire to incentive sustainable modes
- Ability to social distance
- An increase of Vanpool user applications
- Community centered commute

### Featured Organizations



**City of Seattle**



**FRED HUTCH**  
CURES START HERE™



**King County**



**SWEDISH**  
MEDICAL GROUP

**LIVE MORE, DRIVE LESS**



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## Fred Hutch/SCCA

**Interviewees: Lisa Van Ommen and Debbie Collend | Multiple worksites in Seattle, WA**  
**Vanpool Subsidy Increase from a cost of \$65/per month to 100% subsidy**

### Motivation

- The COVID-19 pandemic encouraged Fred Hutch to provide 100% Vanpool coverage temporarily
- To provide the same or better commuter benefits to those that do not drive alone
- To incentivize those that already use Vanpool to continue using it



### Messaging

- The Vanpool book keeper disperses information (this is the designated contact required for each active Vanpool)
- Information is shared through a weekly Director's email
- Posters and media monitors in the buildings relay Vanpool information

### Why Vanpool? Why Now?

It comes down to vehicle miles traveled (VMT), sustainability, and concerns about the carbon footprint for us. It ultimately benefits our employees. An increased subsidy will likely result in higher ridership.

We had to ask ourselves “What are we doing for some employees that we aren’t doing for everyone?” and provide benefits that go beyond traditional methods.

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## Swedish Medical

**Interviewee: Camila Terceros | First Hill Neighborhood**

**Vanpool Subsidy Increase from a cost of \$75/per month to 100% subsidy**

### Motivation

- To meet long-term sustainability goals and become carbon neutral
- An SOV reduction was requested by the City of Edmonds at the Swedish Edmonds site



**Our vanshare group has been so grateful to use the W. Seattle lower bridge to and from work over these past months.”**

As RNs working during this pandemic, life has already become more stressful. If we had to go the long way around on our commute to our respective hospitals, the frustrations of heavy traffic and spending more time on the road and less time at home would greatly add to our stress. Utilizing our Vanshare via the W.S. lower bridge has been a lifesaver in our commute.

**- Gail, essential worker at Swedish**

### Messaging

- Share transportation information in a digital weekly newsletter
- Attended department meetings to share information directly with staff and provide opportunities to ask questions

### Why Vanpool? Why Now?

Vanpools provide carbon emissions savings and they are reliable, easy to manage, and give employees the freedom to create the schedule that works best for them. Vanpool participants get to take the logistics of the van into their own hands to make the experience truly their own.

Swedish's goal is to reach people before they come to us. This means that even in the interview process we talk to people about how they commute to work and find a solution for them.

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King County

# King County Governments

**Interviewee: Hossein Barahimi | Multiple Worksites in King County**

**Vanpool Subsidy Increase from a cost of \$60/per month to 100% subsidy**

## Motivation

- To provide a climate-friendly commute option for those that do not have transit access
- To help reduce our employees' stress from commuting and related expenses
- To attract and hire talented employees with a full and comprehensive transportation benefit program



King County

Employee  
Transportation  
Program

Got questions?



Ask Hossein

## Messaging

- On-location, in-person outreach
- Information shared via emails and newsletters
- A point of contact to have employees' questions answered immediately

## Why Vanpool? Why Now?

King County Government (KCG) has over 30+ worksites all over King County.

For those employees that do not have reliable access to frequent transit, Vanpool is the best choice. People can save thousands of dollars a month by choosing this commute.



# City of Seattle

**Interviewee: Sarah Spicer | Multiple Worksites in Seattle, WA**

**Vanpool Subsidy Increase from \$99/month cost to 100% paid subsidy**

## Motivation

- COVID-19 led to an emergency temporary 100% subsidy for Vanpool to support employee travel
- Desire to equitably support non-center city sites that had higher in-person needs



## Messaging

- Simplifying the fare system to decrease confusion by offering 100% Vanpool coverage regardless of distance
- Emphasis on needing just 3 riders to start a Vanpool during the pandemic

## Why Vanpool? Why Now?

Vanpool complements all other transit benefits by filling in the gaps where public transportation is less frequent or non-existent.

If you have multiple sites and employees coming from many different locations, Vanpool is an effective benefit.



**Want to learn more? Contact Us!**

[info@commuteseattle.com](mailto:info@commuteseattle.com)  
[www.commuteseattle.com](http://www.commuteseattle.com)

