



Incentivizing Alternate Transportation Options at Kaiser Permanente

August 2023

About

Kaiser Permanente is a nonprofit integrated health care delivery system and insurance plan in Washington. Kaiser Permanente has multiple locations in Seattle including Metropolitan Park Towers, Capitol Hill, and Northgate. Being a healthcare organization, Kaiser Permanente retained most of their commuter benefits across all worksite locations throughout the pandemic, including the ORCA transit pass benefit.

ORCA Business Passport

Kaiser Permanente has been offering heavily subsidized ORCA since 2015.

This gives employees unlimited access to six regional transit agencies and covers buses, trains, light rail, ferries, and streetcars.

This benefit helps Kaiser Permanente employees travel for work and beyond across the region with ease, improving their quality of life.

- Kaiser Permanente offers ORCA Business Passport to nearly **1500 employees** across all their worksites in Seattle
- **More than 50%** of the workforce use the employer subsidized ORCA passes to commute to and from work
- Vanshare and vanpool are **100% subsidized** for employees if they have an ORCA Pass

Want to learn more? Contact Us!

info@commuteseattle.com
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Encouraging Alternate Commute Options

Kaiser Permanente staff are eligible for **\$5 per day commute incentive** when they take alternative transportation (bus, walk, bike, ferry, train, etc.) to work rather than driving their vehicle to the worksite. This commute incentive aims to increase the use of public transit among Kaiser Permanente employees.

Commute Trends

Number of Employees taking different commute modes in 2022

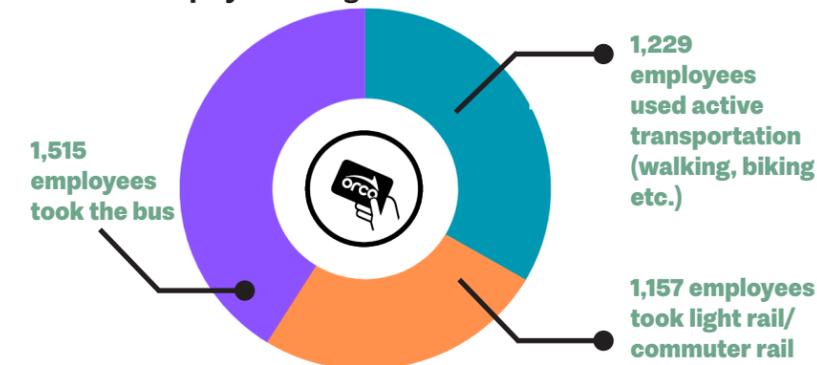
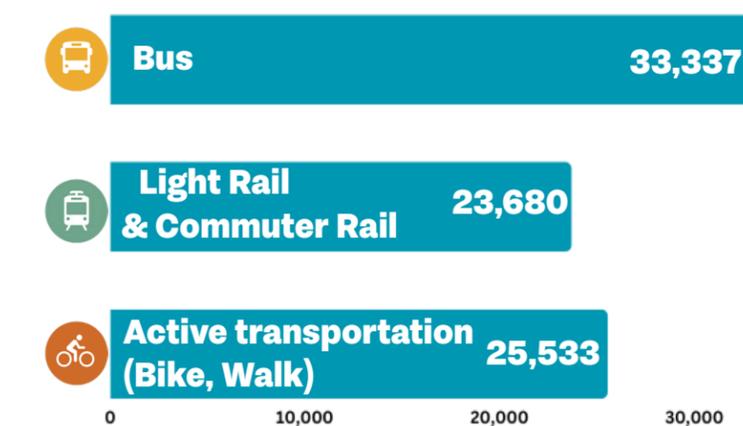


Chart 1. Number of KP employees that used bus, light rail/commuter rail, active transportation (walk/bike) and taking advantage of their subsidized ORCA cards throughout 2022.

Total trip numbers for each commute mode in 2022



Graph 1. Number of trips recorded in 2022, show significant public transportation and active transportation usage by KP employees.

More Benefits

Kaiser Permanente implements various behavior change strategies to make it easy and support employee's decision to not drive alone.

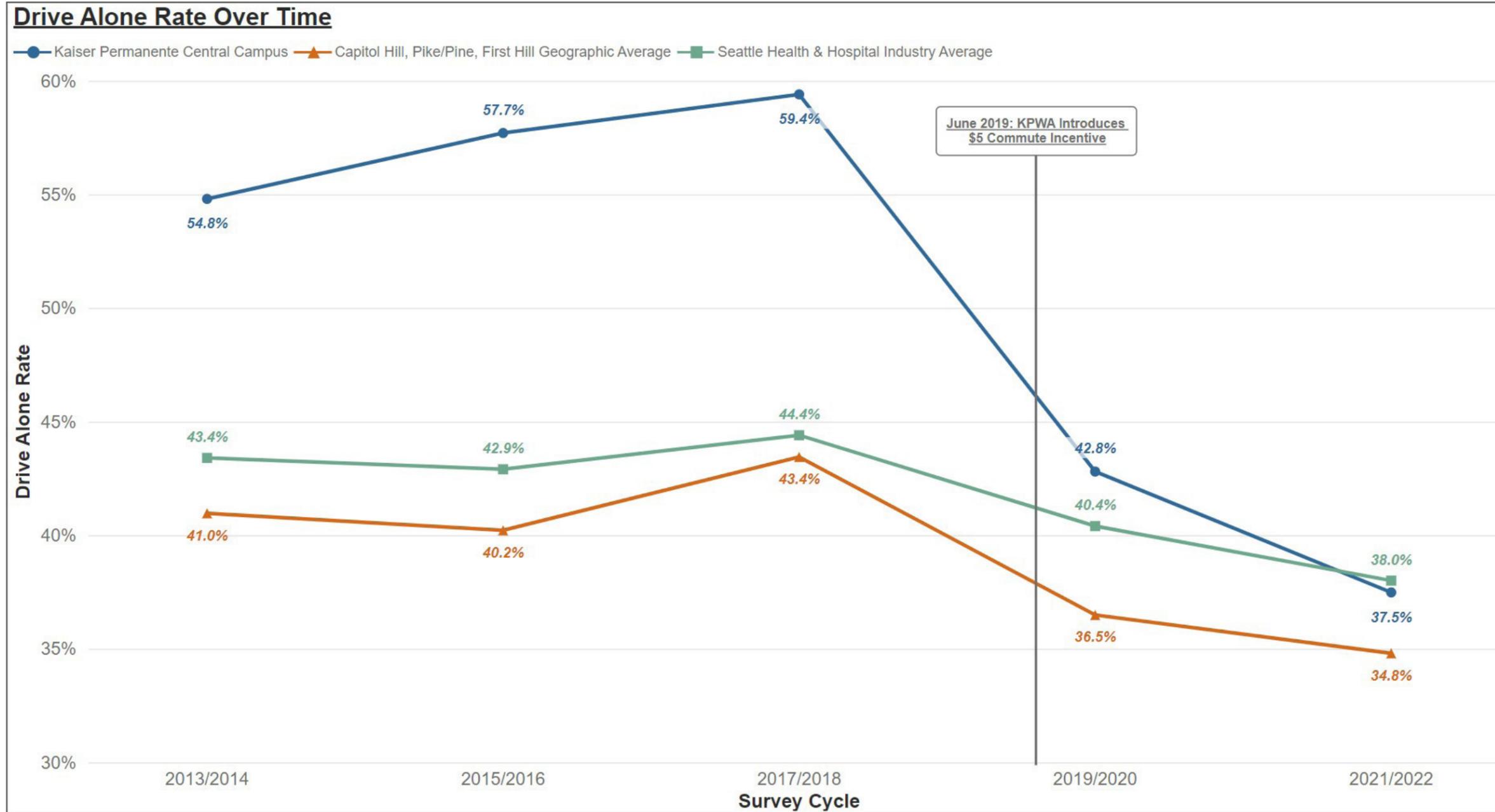
Free parking for carpools & vanpools

Reserved parking for vanpools

50% subsidized ferry passes

Subsidies for bicycles and accessories, as well as quarterly bike servicing

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A success case of travel behavior change

Kaiser Permanente employees have been taking advantage of the incentive since it's implementation in 2019 and use multimodal options like taking public transit and walking/biking to their worksite.

Kaiser Permanente Central Campus only accounted for **4%** of employees in the Health & Hospital industry, but accounted for **13%** of the total Health & Hospital decrease in drive alone trips from 2017/2018 to 2019/2020.

Graph 1. Illustrating Drive Alone Rate (DAR) comparison between Kaiser Permanente's Central Campus, Geographic average of Capitol Hill, Pike/Pine, First Hill, and the city's Health and Hospital Industry average.

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Commute Concierge Program

Kaiser Permanente’s Commute Concierge program helps employees find their best commute option to work by offering customized solutions based on their individual needs and challenges. This service is part of Kaiser Permanente’s Commute Solutions hub for employee commute management.



Bike & Scooter Demo Day

In June 2022, Kaiser Permanente hosted a Demo Day at their Northgate site in partnership with Commute Seattle. This event helped employees to test and learn safety rules for riding e-scooters and e-bikes, especially as they were seeking first-mile/last-mile connectivity from the Northgate Light Rail Station.



Kaiser Permanente is a pioneering CTR site, having adopted this approach early on. They also hosted the second-ever event of this nature to educate their employees about Seattle’s transportation infrastructure.



“I got to know about this event through an email from Kaiser Permanente’s Commute Solutions, to come to this event, which is amazing. For someone who is afraid to ride a moving thing (which we do all the time in cars), this was a great event to come to and have support, to try something new (riding e-scooters/e-bikes). This is a great event and I hope you organize more like this.”

- Kaiser Permanente Employee attending E-Scooters/E-Bikes Demo Day event.

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