

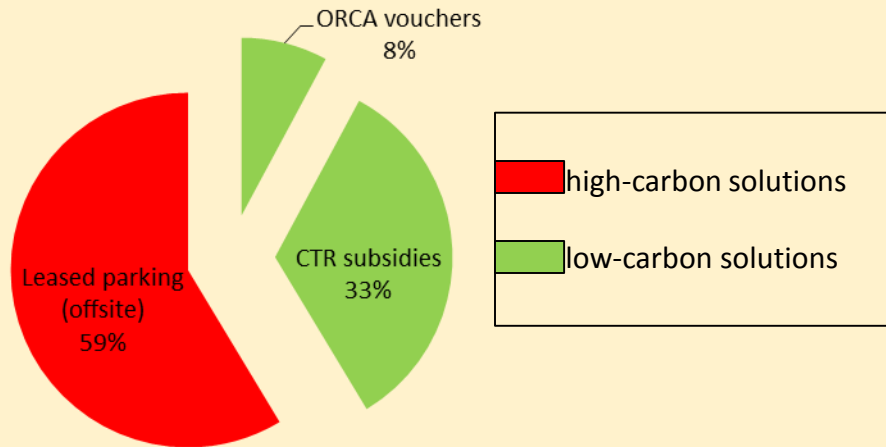
Single Occupant Vehicle Reduction Proposal

Issue

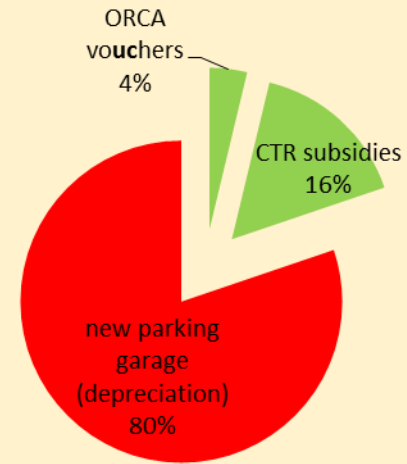
- Current practice of 84% Single Occupant Vehicle (SOV) commutes is expensive and unsustainable; best practice for suburban campus is 60% SOV
- Shortage of up to 531 parking spaces daily impacts Client's productivity, associate morale, environment and community relations
- 2013-15 growth "bubble" will make matters worse
- Current solutions:
 - Expensive short-term fixes (leased parking) don't solve problem
 - Expensive long-term fixes (\$11 million parking garage) don't support best practices
- **We need a radical alternative!**

Build a parking garage?

Current Environmental Impact



Proposed Environmental Impact



Budget Impact

Current annual program cost including offsite parking lease

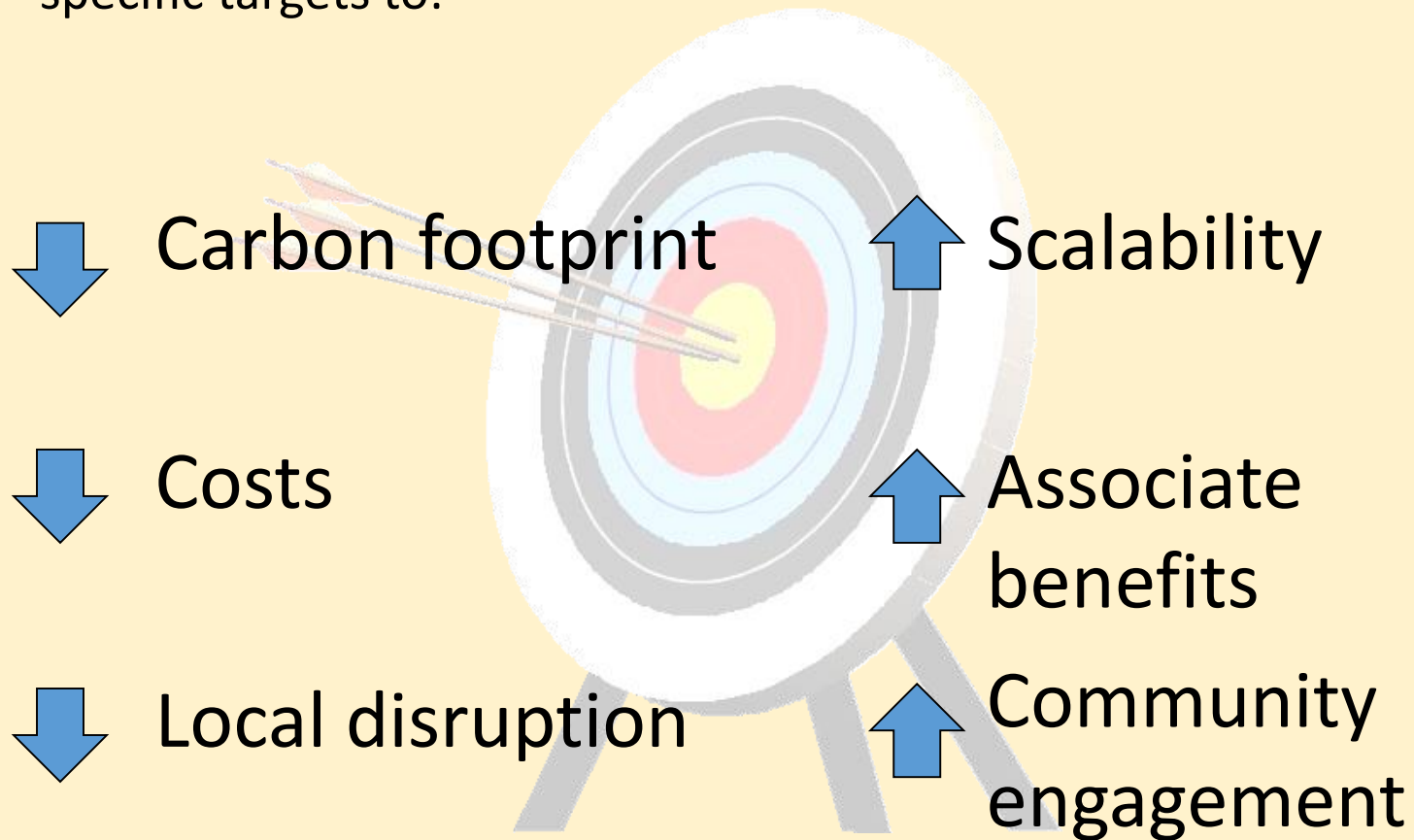
\$214,872

\$448,872

Future annual program cost including \$30k/month depreciation on \$11m garage

A more sustainable alternative?

Revamped Commute Trip Reduction (CTR) program with specific targets to:



Proposed CTR Program: “Carrots” and “Sticks”

“Carrots”

- ORCA pass for all associates (\$1k-plus value)
- Improved transit options*
- Improved carpool options*
- Guaranteed Ride Home emergency service
- Electric “errand cars” for campus checkout
- Free and preferential parking for carpool vehicles
- Optional one-time parking pass buyback (\$300?)
- Dedicated Employee Transit Coordinator (new hire)*
- User-friendly transit tools*

* Shared between Client and participating neighboring employers

“Sticks”

- \$150 annual fee (\$6.25 per pay period) for associate on-campus parking permit (includes ORCA pass)
- \$25 quarterly fee for contractor parking permit (North and B5 lots only; no ORCA pass)
- Strict enforcement of permits and space usage (towing!)
- Towing and lot monitoring contracted to external company (no onsite “appeals” path)

Partnerships and Benefits

▶ Partnerships with Neighbor 1 (hospital), Neighbor 2 (College), Local Transit Agency

- Joint subsidization of transit improvements
- Combined RideShare pool
- Shared information resources
- Quarterly meetings for steering group

▶ Associate benefits:

- ORCA pass valued at +\$1,000 (actual cost to Client <\$65)
- Reduced expenses: 5mi round-trip commute costs \$1,387/year in vehicle wear-and-tear

▶ Community benefits:

- Improved local transit
- Reduced greenhouse gases

▶ Client benefits:

- Lower cost than current program; much lower cost than other proposed solutions
- Scalable: costs directly proportional to workforce size
- No capital investment

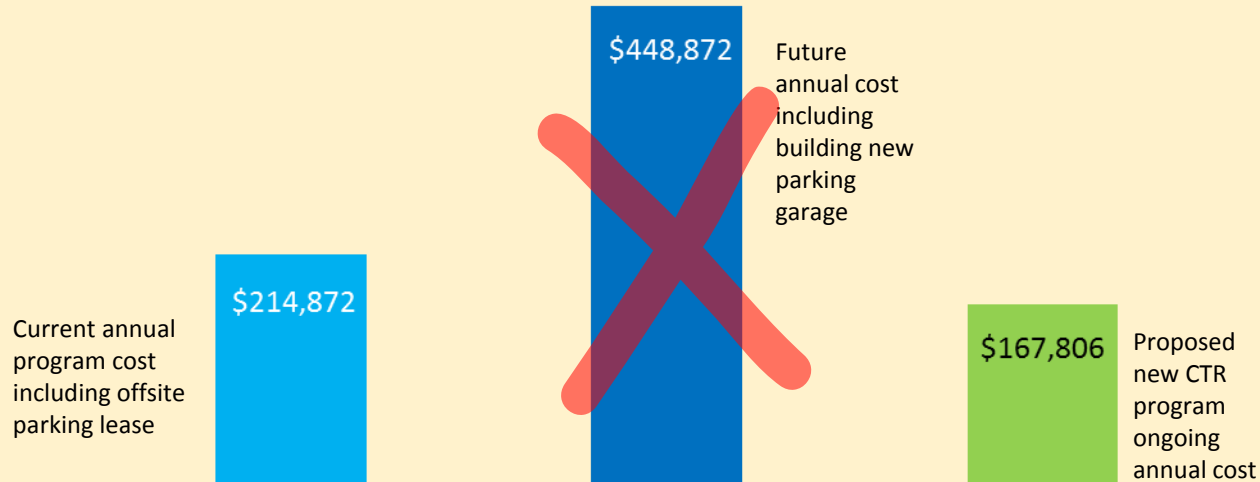
Estimated Program Cost (year 1)

Item	Annual cost
Year One ORCA pass (\$109.73 x 2475)	\$271,582
ORCA tax credit (WA B&O credit)	-\$135,790
parking pass buy-back (500 passes @ \$300 each)	\$150,000
Purchase 5 x Mitsubishi EV @ \$28k/ea	\$140,000
IRS EV tax credit 5 x \$7,500 (IRC sec 30D tax)	-\$37,500
Transit upgrades contribution (estimate)	\$65,000
RideShare subsidy (200 x \$25/mth)	\$60,000
RideShare tax credit (200 x \$60/yr; WA B&O credit)	-\$12,000
Associate SOV permit fee: \$150/yr (includes ORCA pass) x 1500	-\$225,000
Contractor SOV fee: \$100/yr (no ORCA) x 300	-\$30,000
Hire Employee Transportation Coordinator	\$40,000
Total	\$ 286,292

Estimated Program Cost (ongoing)

Item	Annual cost
annual ORCA pass (\$142.75 x 2475)	\$353,306
ORCA tax credit (WA B&O credit)	-\$148,500
Transit upgrades contribution (estimate)	\$65,000
parking pass buy-back (200 passes @ \$300 each)	\$60,000
RideShare subsidy (200 x \$25/mth)	\$60,000
RideShare tax credit (200 x \$60/yr; WA B&O credit)	-\$12,000
Associate SOV permit fee: \$150/yr (includes ORCA pass) x 1500	-\$225,000
Contractor SOV permit fee: \$100/yr (no ORCA) x 350	-\$35,000
EV Fleet Maintenance/insurance etc (\$2,000 per vehicle)	\$10,000
Employee Transportation Coordinator	\$40,000
ONGOING TOTAL	\$167,806

Sustainable, targeted and lower cost program



- ▶ 100% of program budget spent on low-carbon solutions
- ▶ Offers associates a high-value, low-cost benefit (ORCA card)
- ▶ Scalable: accommodates future growth or contraction
- ▶ Rewards behavior change – aligns with corporate goals

Appendix

Current Parking Capacity

General parking spaces	1625
Reserved – carpool / vanpool	135
Reserved – other	17
Disabled	58
Visitor	42
Loading Zones	7
Motorcycle	3
Unusable	13
TOTAL	1900
+ 150 leased spaces	2050

Usage:

- 2074* associates per day seeking general parking (1625 non-reserved spaces)
- Up to 363** contractors per day vying for 131 street spaces

Shortage:

- Up to 299 associates daily unable to find parking
- Up to 232 contractors daily unable to find parking

* Excludes telecommuters, absentees

** excludes offsite contractors

Current obstacles to associate transit use

- ▶ Cost: associate-purchased ORCA pass costs \$72-189/mth (\$864 - 2268/yr); 13% of Client associates live in Everett – ORCA pass cost \$144/mth (\$1728/yr)
- ▶ Poor schedules for connecting services between major hubs and Client
- ▶ Convenience of private vehicle for daytime errands

Proposed CTR Program Management

- Associates select plan (Option A or B) at annual benefits selection time; no switching during year
- Requires comprehensive, strategic and carefully-planned internal communications program....**correct messaging is critical to success**
- Requires hire or contracting of Employee Transportation Coordinator position
- Requires executive buy-in and support

Annual Selection Options

Option A (automatic default)

- Free ORCA pass
- \$300 parking pass buyback (first participation year only)
- Free HOV parking permit if running carpool
- Emergency ride home program

Option C (contractors only)

- Purchase offsite parking permit (\$100/year billed quarterly; North and B5 lots only)
- No ORCA pass

Option B (solo drivers)

- ▶ Purchase on-site parking permit (\$150/year billed at \$6.25 per pay period)
- ▶ Includes ORCA pass

All Users

- Improved transit
- Free EV daytime access (associates only)
- Transit kiosk, coordinator and tools shared between client and other participating organizations.

Case Studies:

You're not alone!



Microsoft, Redmond WA



- ▶ 30k employees at main campus
- ▶ 2005: set 2015 commute strategy goal of reducing SOV commutes by 15% to 60% total; hit target in 2009



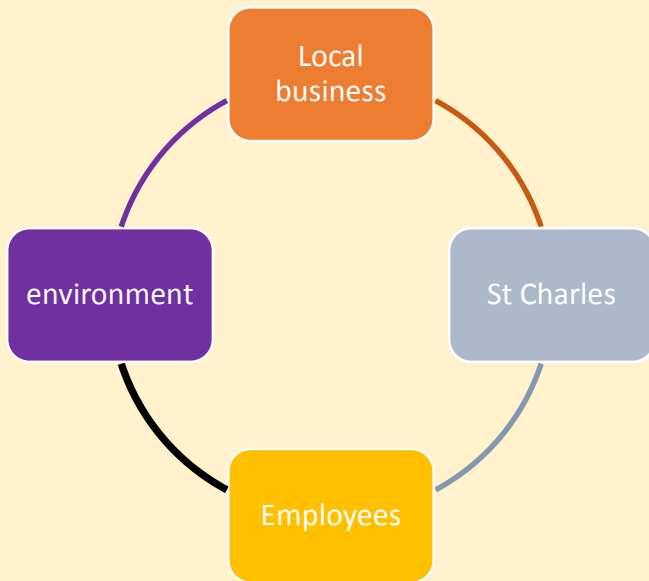
- Multi-faceted strategy:
 - 15% transit (includes MS Connector, public transit; ORCA pass for all staff)
 - 2% vanpool (\$100/mth subsidy)
 - 11% carpool (2,850 priority HOV spaces)
- Employees “brag” online about transit program – recruiting tool
- Increased productivity; bus wi-fi, trip planning tools



St Charles Medical Center, Bend OR



- ▶ 1,800 at main campus; 400 on satellite campus
- ▶ Program integrated with local retailers; community benefits
- ▶ Funded by Business Energy Tax Credit Pass-through Option (OR state program)



- 18% participation rate
- Virtuous cycle:
 - St Charles buys gift certificates from local retail partners
 - 30 actions (e.g carpool, transit use etc) = 1 x \$30 gift certificate
 - Employees choose rewards
 - Program managed by local non-profit



Boeing, Everett WA



- ▶ Major parking problems – excoriated in local newspaper
- ▶ Employees report parking takes 15-30 mins, causes stress

THE HERALD EVERETT, WASHINGTON THE HERALD BUSINESS JOURNAL | NUESTRO NOROESTE

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Published: Tuesday, November 13, 2012, 12:01 a.m.

Boeing parking overflowing into wetland park's lot


Boeing workers are spilling into Narbeck lot, frustrating regulars

By Michelle Dunlop, Herald Writer

EVERETT -- The sky begins to brighten at Narbeck Wetland Sanctuary near Paine Field.

Chickadees whistle from trees. A family of ducks waddles in and out of the pond near the parking lot. The lot, across the road from Fluke Corp. in the 6900 block of Seaway Boulevard, is chock full of cars.

Joan Douglas eases her vehicle into a spot near



The Herald, Everett WA, 12 Nov 2012

- \$30/month transit subsidy
- Preferential parking for vanpools, carpools
- Multiple direct routes Everett Transit, Community Transit
- Why such low participation?
 - *Little carrot*
 - *No stick*



Vancouver General Hospital, Vancouver BC

- ▶ 10,000 staff across 3 locations plus patients
- ▶ Part of local Transportation Management Association (TMA); close integration with city and province
- ▶ Funding: city/provincial grants, TMA partners
- ▶ Pay-garage for SOV parking



- Overcoming reluctance:
 - Transit kiosks: schedules, route info, tickets
 - Payroll deduction 15% discount on transit pass
 - Guaranteed emergency ride home
 - Shuttle bus shared with other TMA partners
 - Marketing: tschotchkes, posters, campaigns