



KPFF Consulting Engineers is a multi-office, multi-discipline engineering firm founded in Seattle in 1960, with a staff of 240 in their downtown Seattle office. As a leader in transportation engineering in the region, the goals of KPFF's employee transportation program reflect their organizational mission of improving transportation options in the future. Furthermore, improving quality and lowering costs of commuting is an important way to take care of their employees.

KPFF's TOP THREE STRATEGIES FOR SUCCESS

1. Leverage Nearby Transportation Facilities

Central to KPFF's transportation program is the ORCA Business Passport. With direct office access to the transit tunnel, and located within blocks of the streetcar and other main transit stops, commuting with the ORCA card is very convenient for KPFF employees. Over 80% of employees use it regularly.

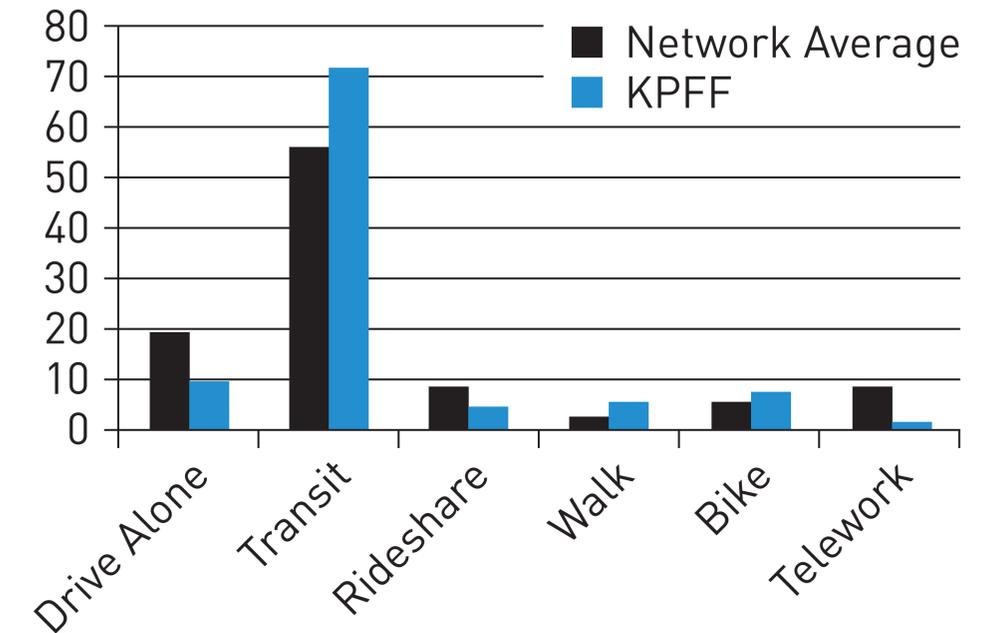
2. Make Transportation Choices Part of Culture

KPFF has a long history of participating in Bike to Work Month. In 2015, we participated alongside our Special Projects Division, which is a separate office located in the same building. The teams our employees formed and company-sponsored events they attended were a great opportunity for employees from different departments and different offices to get to know each other. Several employees that met through Bike to Work Month went on to train for and complete the Seattle to Portland ride together!

3. Employee Education & Awareness

Our employees learn about KPFF's transportation program during onboarding, and annually when ORCA passes are renewed. Program and transit information is linked on our intranet site. We occasionally post new information in communal spaces and KPFF's ETC frequently emails out transportation information, including weekly traffic and event messages provided by Seattle's CTR program.

KPFF COMMUTE TRENDS



KPFF COMMUTE PROGRAM COMPONENTS

- ✔ Offer ORCA transit subsidy
- ✔ Offer ORCA vanpool subsidy
- ✔ Guaranteed Ride Home
- ✔ Regular communications to staff
- ✔ Integrate program with employee onboarding
- ✔ Covered bike parking
- ✔ Avg. 4 hrs. per week ETC time
- ✔ Special events sponsorship

"Our program is a win-win for everyone: our employees, our business, and the city"

KELLY LESOING

KPFF's Employee Transportation Coordinator



Founded in 2002, Big Fish is the world’s largest producer and distributor of casual games, delivering fun to millions of people around the world. Through its mobile and online distribution platforms, Big Fish has distributed more than 2.5 billion games to customers in 150 countries from a growing catalog of 450+ unique mobile games and 3,500+ unique PC games. The company is headquartered in Seattle, WA, with regional offices in Oakland, CA, and Luxembourg.

BIG FISH GAMES’ TOP THREE STRATEGIES FOR SUCCESS

1. INTEGRATE TRANSPORTATION INTO ONBOARDING AND OTHER HR PROCESSES

An important part of welcoming our new hires and making them comfortable at work is making sure they are comfortable with how they are getting to work. We communicate throughout the onboarding process and keep employees updated through monthly newsletters. Transportation benefits are included during our annual Wellness Fair and most other benefits messaging.

2. CONNECT AND COLLABORATE WITH NEIGHBORING BUSINESSES

Attending peer network meetings has been most useful as a transportation coordinator. We’ve heard about how our neighbors are dealing with the similar transportation challenges and we can collaborate on problem solving these issues. We’ve also been able to host transportation events with our neighbors, minimizing the cost and effort to each individual company.

3. ENCOURAGE EMPLOYEE EFFORTS WITH REWARDS THEY LOVE!

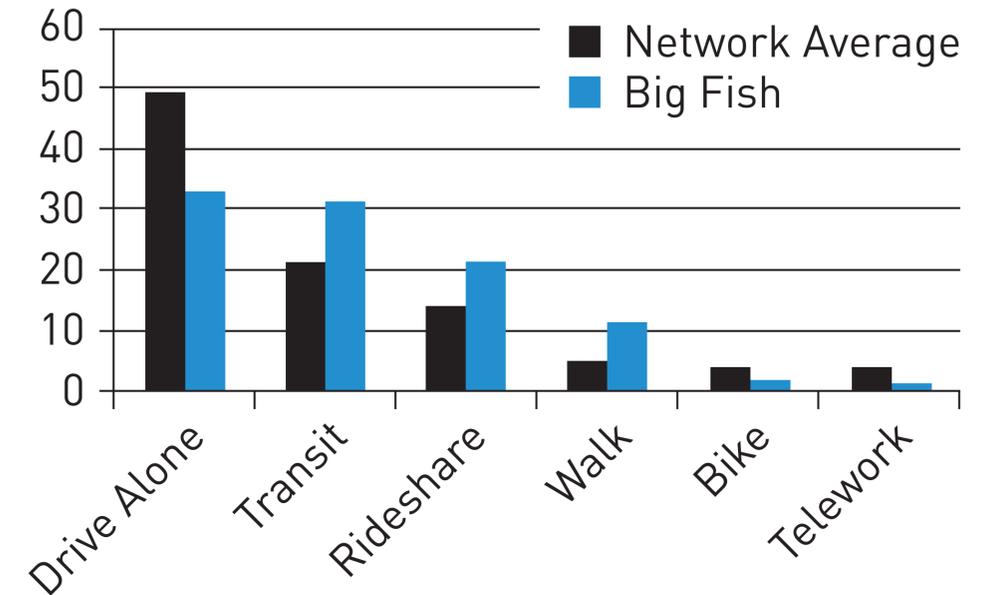
We don’t have a massive transportation budget but we do try to make it fun to participate in events. We use things like breakfasts, happy hours, and raffles to encourage employees to try a new commute method or participate in a transportation challenge. Food in particular goes a long way with our group! Our most popular commute events have involved a free breakfast or lunch!

“Our industry is competitive. Our program helps us attract and retain great employees”

CLAIRE SIMS

Big Fish Games’ Employee Transportation Coordinator

BIG FISH GAMES COMMUTE TRENDS



BIG FISH GAMES COMMUTE PROGRAM COMPONENTS

- ✔ Offer 100% ORCA transit subsidy
- ✔ Offer ORCA vanpool subsidy
- ✔ Guaranteed Ride Home
- ✔ Commuter lockers and showers
- ✔ Regular communications to staff
- ✔ Integrate program with employee onboarding
- ✔ Covered bike parking
- ✔ Avg. 1.5 hrs. per week ETC time
- ✔ Special events sponsorship



The University of Washington’s (UW) Seattle campus houses an internationally top-ranked public university and a world-class academic medical center. With over 70,000 commuters and fewer than 12,000 parking spaces, the UW’s CTR program, run through the UW Transportation Services department, is essential to enabling the University to do its business, and grow to meet ever-increasing demand for its education, research and medical facilities.

UW’s TOP THREE STRATEGIES FOR SUCCESS

1. EARLY IMPRESSIONS STICK – EMPHASIZE COMMUTE OPTIONS TO NEW HIRES

We use employee onboarding to let people know about their travel options, and about the support our team can provide - including our Commute Concierge service, which offers personal commute planning assistance. We let UW employees know from day one that using healthy and sustainable commute options is “the Husky way!” This creates a strong foundation that our further communication builds on.

2. PROVIDE OPTIONS – MAKE COMMUTE OPTIONS ACCESSIBLE, AFFORDABLE, SAFE, AND ENJOYABLE

We try to make it as easy as possible to choose non-drive alone commute options by making them accessible, affordable, safe and enjoyable. From charging for parking and offering discounted and priority carpool parking plus generous vanpool subsidies, to offering discounted and easy to obtain transit passes and high-security bike parking, we work hard to make healthy and sustainable commute options the easy choice to make.

3. LEVERAGE IMPACT - TAKE ADVANTAGE OF CHANGE

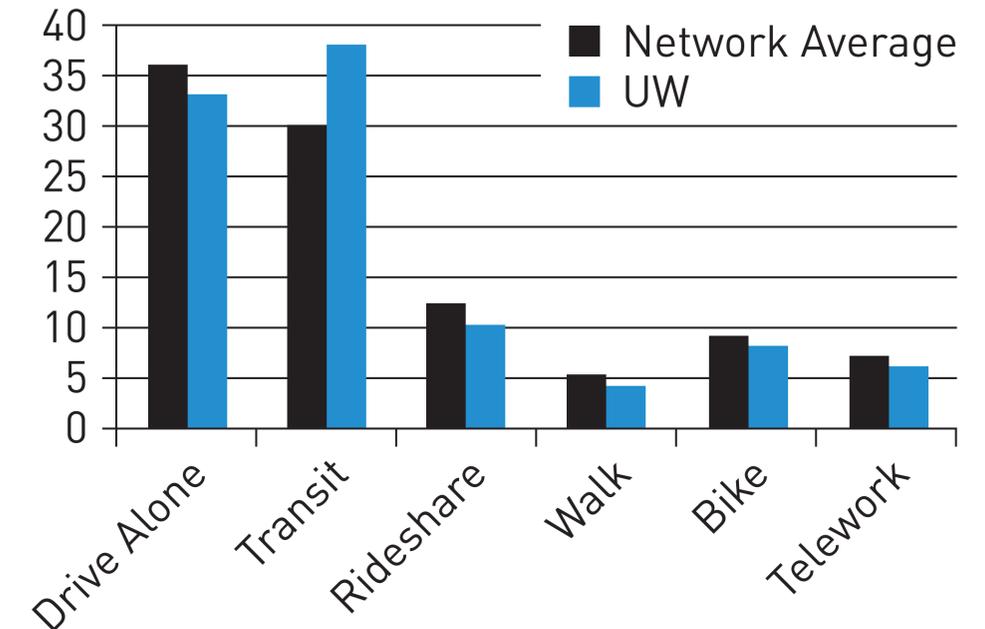
Change is constant at UW and in the region. We take advantage of transit improvements, office relocations and adjustments to our parking program to motivate people to reconsider their commute choice. It’s much easier for people to alter their engrained commute habits when the context surrounding their commute has recently changed. By providing timely, relevant and often personalized assistance, we leverage the impact these changes can have on commuters’ decisions.

“Employees view their travel products and programs as another great benefit of working at the University.”

CELESTE GILMAN

UW Transportation Services Commute Options Manager

UW COMMUTE TRENDS



UW COMMUTE PROGRAM COMPONENTS

- ✓ Unlimited right-to-ride transit pass with payroll deduction copay
- ✓ Vanpool subsidy for six agencies
- ✓ Emergency Ride Home
- ✓ Individualized commute planning service
- ✓ Discounted and preferential carpool parking
- ✓ Daily parking options with discounts for infrequent use
- ✓ Commuter lockers and showers
- ✓ Regular, custom communications to employees
- ✓ Integrate program with employee onboarding
- ✓ Telework and compressed work week
- ✓ Covered bike parking
- ✓ Bicycling education program
- ✓ Encouragement campaigns
- ✓ Social norming communications



SEATTLE COMMUTE TRIP REDUCTION EMPLOYER PROFILE

Employer: **Seattle Children's** | Location: **U-District** | Industry: **Healthcare**

Seattle Children's is among the nation's best children's hospitals, delivering superior care to children throughout the Pacific Northwest and conducting groundbreaking pediatric research.

Seattle Children's has over 5,000 employees and is actively engaged in building a healthier, safer future. The Transportation Department manages the hospital's scarce parking capacity, promotes travel options, and helps the hospital grow responsibly as it expands to meet the needs of children in the region.

SEATTLE CHILDREN'S TOP THREE STRATEGIES FOR SUCCESS

1. CHARGE DAILY FOR PARKING AND OFFER A COMMUTE BONUS FOR ALTERNATIVES

The cornerstone of our transportation program is a commute bonus: our employees receive \$4 every day they do not drive alone to work. This bonus adds up to \$1000/year for dedicated alternative commuters and works in concert with our daily parking fees. Parking costs up to \$10.50/day during peak commute and we reserve most onsite parking for our patients and families. Most employees who choose to drive alone must park at a satellite lot and ride a shuttle to work, allowing the hospital to use its limited on-site parking spaces for mission-critical needs.

2. OFFER EMPLOYEES A SUITE OF TRANSPORTATION OPTIONS

In addition to our commute bonus and daily parking charges, we provide access to a plethora of travel options so that arriving at work without a car works to the advantage of our workforce. Our employees have access to ORCA passport, a complimentary shuttle system, an on-site bicycle service center, free commuter bikes and other end-of-trip facilities, vanpool parking priority, and more.

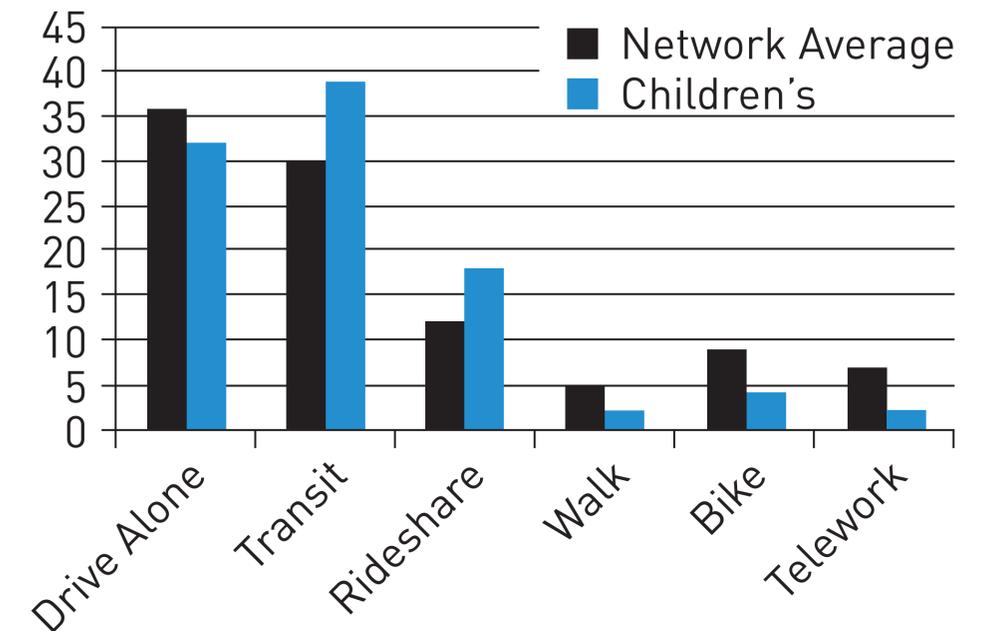
3. INFORM EMPLOYEES WHY TRANSPORTATION CHOICES MATTER TO THE ORGANIZATION

As part of a 20-year expansion plan, Seattle Children's made a commitment to its neighbors and the City to reduce the percentage of our hospital-based workforce driving alone to work to just 30% by 2030. Our ability to meet the needs of kids in the region is directly tied to reaching this goal. To this end, all new employees receive customized commute option information from their home address and learn about our transportation philosophy during orientation. In addition, the Transportation Department sends customized mode-specific emails to individuals throughout the year, including a semi-annual commute summary, allowing employees to compare their commute behavior over time, and see exactly how much they have earned in commute bonuses and paid to park.

"Our programs help us reduce our impact on our community and increase our capacity to serve every child who needs us."

JAMIE CHENEY
Seattle Children's Transportation Director

CHILDREN'S COMMUTE TRENDS



CHILDREN'S COMMUTE PROGRAM COMPONENTS

- ✔ Offer \$4 daily commute bonus
- ✔ Parking charged daily, not monthly
- ✔ Offer ORCA transit subsidy, including vanpool subsidy
- ✔ Free shuttle service for travel between worksites and regional transit hubs as well as to off-site parking lots
- ✔ Free bicycles for commuting
- ✔ On-site Staff Bicycle Service Center, open 3 days/week
- ✔ Two free bicycle tune-ups/year
- ✔ Free lockers, showers and towel service
- ✔ Free covered and secure bike parking
- ✔ Cycling education program
- ✔ Regular, mode-specific custom communications
- ✔ Integrate transportation programs with employee onboarding
- ✔ 10 customer service, planning & operations staff
- ✔ Discounted carpool parking
- ✔ Guaranteed Ride Home
- ✔ Telework and compressed work week