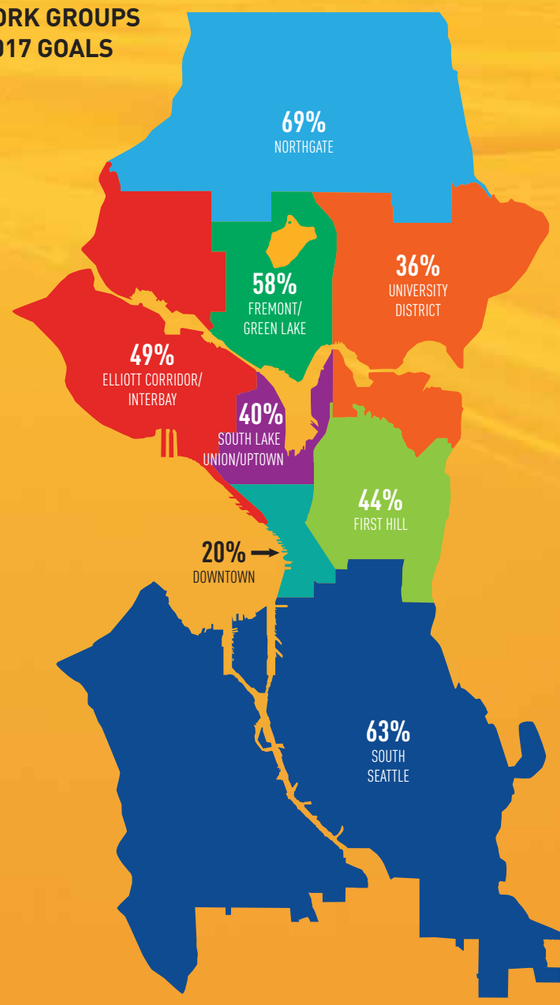
GETTING THERE BY WORKING TOGETHER

The City of Seattle's Commute Trip Reduction (CTR) program's success is grounded in the contributions made by large employers. Employers participating in the CTR program have contributed to a 6% reduction in the city's drive-alone rate (DAR) from 2007 to 2012. Building on this success, the City of Seattle has set a new city-wide goal to reduce the city's DAR an additional 10% by 2017.

In order to meet this reduction, the city has adjusted goals and tailored programming for large employers based on available infrastructure and travel options at their location. Eight geographic areas, called network groups, have a specific DAR goal that employers within that network will work to achieve by 2017. The Seattle Department of Transportation proposes to strengthen its partnership with CTR-affected employers by providing additional program support including connecting employee transportation coordinators (ETC) to network specific resources and services. Local networks will foster stronger relationships between peer employers and encourage sharing of best practices to leverage commuter habits and trends. By focusing on specific geographies, the new CTR goals and programming are more responsive to local conditions that employers face and will help Seattle achieve greater reductions in commuters driving alone.

NETWORK GROUPS AND 2017 GOALS



SDOT
Seattle Department of Transportation

In 1991 the Washington State Legislature passed the Commute Trip Reduction (CTR) Law (RCW 70.94.521-527) requiring the City of Seattle to adopt a plan to reduce employer based drive-alone trips. Consistent with the state's requirements, the City of Seattle adopted and maintains a commute trip reduction plan (SMC 25.02) requiring large employers to develop, implement and promote programs that help employees choose travel options that reduce the number of drive-alone trips made to their worksite. The city supports large employers by providing direct program support and connecting them to resources and services that will assist them in reaching their goals.

To learn more about the Seattle Department of Transportation's (SDOT) CTR program partners, requirements and employer services please visit the Seattle Department of Transportation:

www.seattle.gov/waytogo

September 2014

Seattle Department of Transportation

COMMUTE TRIP REDUCTION PROGRAM

Fremont/Green Lake

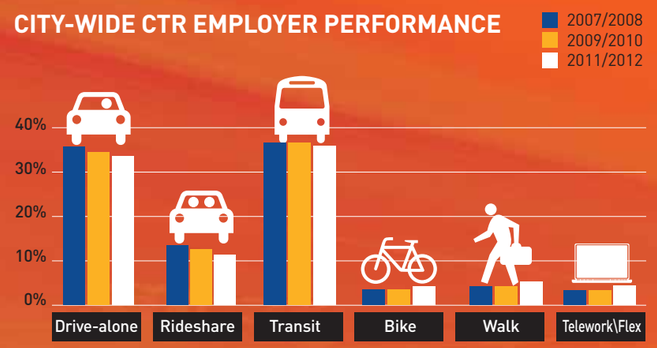
SDOT
Seattle Department of Transportation

COMMUTE TRIP REDUCTION (CTR)

The City of Seattle's CTR Program is a partnership connecting large employers to resources and tools to support the use of travel options that keep businesses and the economy thriving.

For more than 20 years, this partnership has helped over 250 employers city-wide provide transportation benefits for more than 139,000 daily commuters whose travel choices make significant contributions to reducing air pollution, traffic congestion and energy consumption. Recent survey results show that 64% of commuters traveling to CTR-affected worksites choose to get to work by transit, biking, walking, ridesharing and modes other than driving alone. The city aims to grow this partnership with businesses and continue to reduce the number of commuters driving alone.

CITY-WIDE CTR EMPLOYER PERFORMANCE



EMPLOYER GOAL

Fremont/Green Lake Network is home to many of Seattle's software/tech employers with close to 2,000 daily commuters traveling to CTR-affected employers. The goal for employers located in the Fremont/Green Lake Network is to achieve a CTR drive-alone rate (DAR) that is equal to or lower than peer employers by 2017. The DAR goal for Fremont/Green Lake Network employers is 58%.

58%

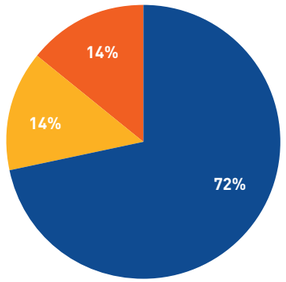
CTR Employer
Drive-alone Rate

EMPLOYERS AT A GLANCE

The Fremont/Green Lake Network is made up of employers ranging in size and industry. Here is a look at the different employers in your network.

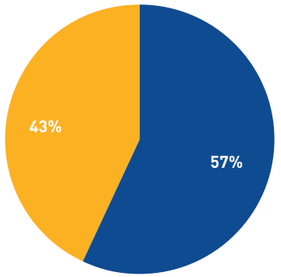
Business Type by Industry

- Info. Services/Software/Technical
- Retail/Trade
- Education



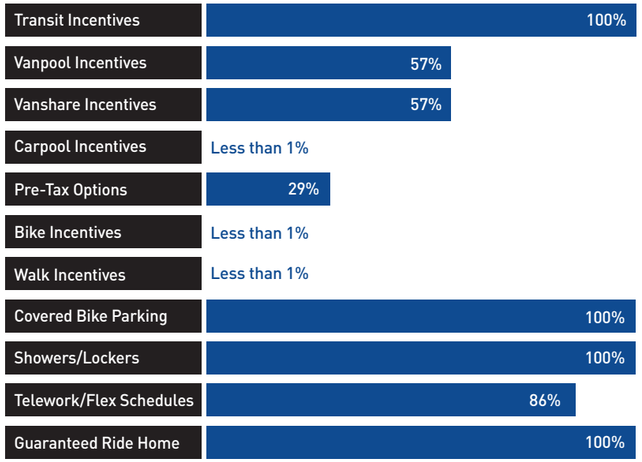
Company Size by Employee Count

- 100–299
- 300–499



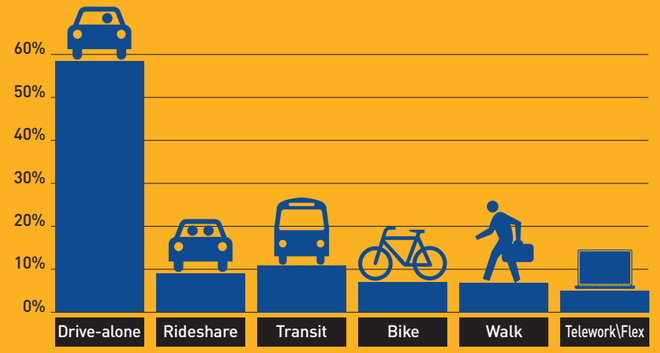
PROGRAM STRATEGIES

Many program strategies are available to help employees choose alternatives to driving alone. The most popular transportation benefits offered by Fremont/Greenlake employers include transit and vanpool incentives, on-site amenities like shower and locker facilities and a guaranteed ride home in case of an emergency for employees that choose to commute by travel options other than driving alone. Listed below is a summary of strategies used by Fremont/Green Lake employers.



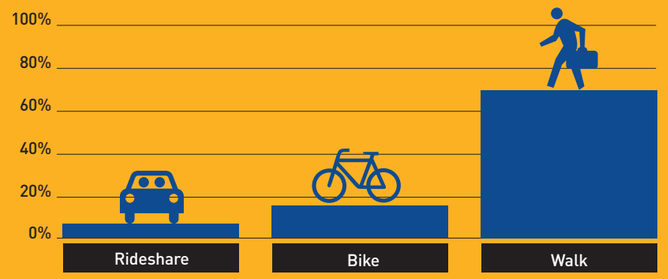
COMMUTER HABITS

Identifying current commuter performance is a great way to know if an employer transportation program is aligned with their employees' commuting preferences. Supporting viable commute options to driving alone is a great way for employers to reach their goals. The top three commuter choices to driving alone in the Fremont/Green Lake Network are transit, carpooling/vanpooling and biking. Here is a complete breakdown on how Fremont/Green Lake commuters are getting to work.



FASTEST GROWING COMMUTE MODES

Knowing where to invest program dollars can be difficult since commuter preferences may change over time. Illustrated below are the fastest growing commute modes in the Fremont/Green Lake Network. Talk to your CTR representative to learn how you can leverage these emerging trends to enhance your program's performance.



Data Sources: Network performance data is summarized from Washington State Department of Transportation CTR survey data from 2007-2012. Network benefits data is summarized from 2012 CTR program reports.