



## SEATTLE COMMUTE TRIP REDUCTION EMPLOYER PROFILE

Employer: **University of Washington** | Location: **U-District** | Industry: **Education**

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

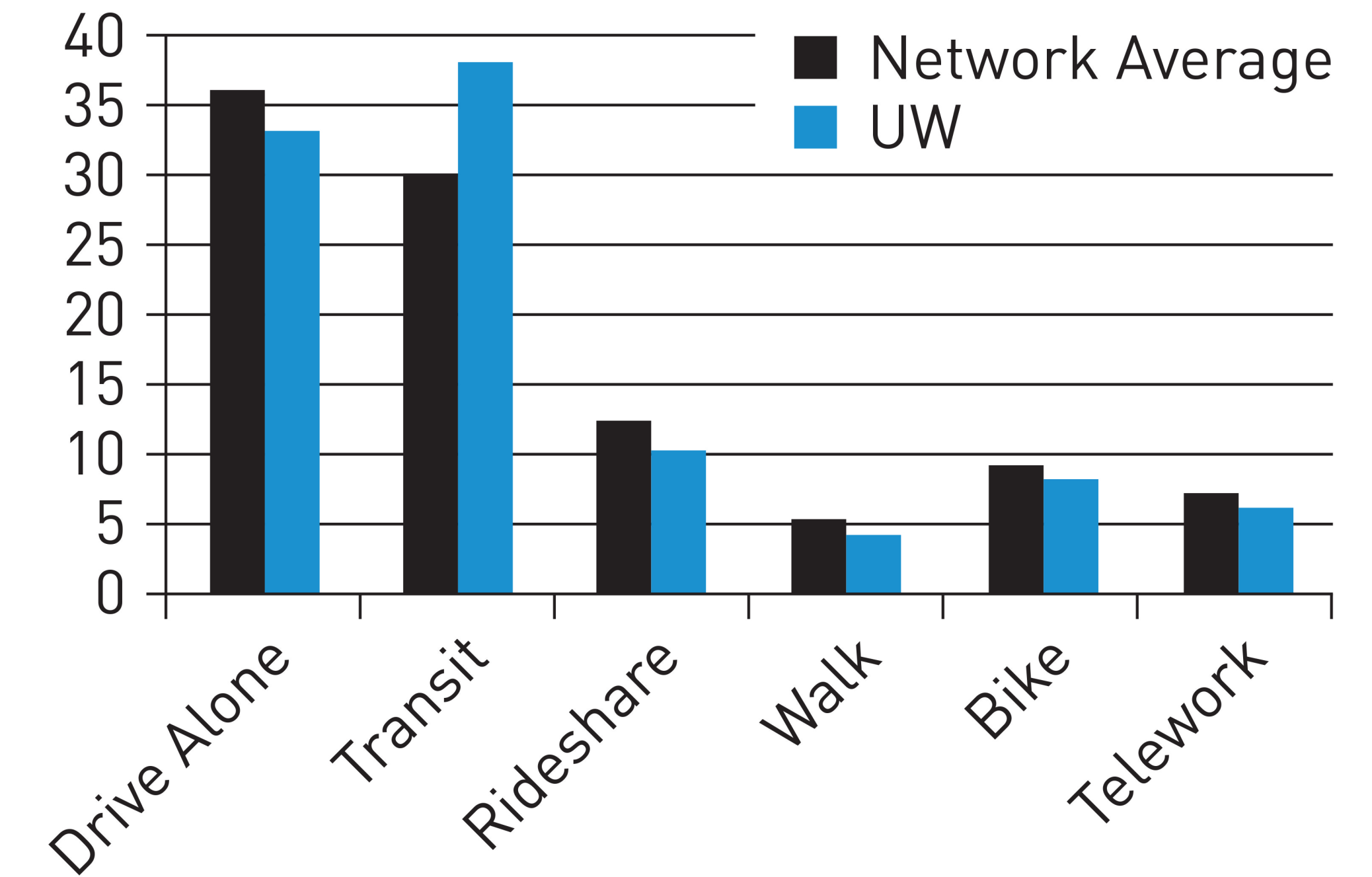
Change is constant at UW and in the region. We take advantage of transit improvements, office relocations and adjustments to our parking program to motivate people to reconsider their commute choice. It's much easier for people to alter their engrained commute habits when the context surrounding their 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