PROPERTY 1000 LER

Commute programs build better businesses.







Contents

Property Owner/Manager Toolkit

GENERAL INFORMATION

Opening Letter Welcome to Commute Seattle Downtown Commuter Trends Starting a Commute Program	3 4
PARKING Parking Management Strategies Short-Term Parking Marketing	
TRANSIT ORCA Transit Passes ORCA Business Passport for Tenants	
BICYCLING Bicycle Amenities and Services Bicycle Sharing	
RIDE SHARING AND CAR SHARING RideshareOnline.com Car Sharing	
COMMUTE SEATTLE SERVICES Building Transportation Evaluations Commuter Outreach Services Transportation Management Plan Services	16
CONTACT Contact Information	18







Dear Downtown Seattle Property Manager:

If your building is a typical Downtown commercial property, 69% of occupants in your building choose not to drive alone to work. They arrive at your building by bus, rail, ferry, bicycle, on foot, or by ridesharing. Growing in number, these commuters are increasingly looking for amenities that make getting to and from your building convenient and easy. As a real estate professional, you know it makes good business sense to deliver innovative services and amenities that are attractive to your tenants who do not drive alone every day to work.

Moreover, providing best-in-class alternative transportation amenities helps differentiate your property and strengthens your sustainability initiatives, which ultimately helps attract and retain tenants.

Commute Seattle, The Downtown Seattle Association, and The Building Owners and Managers Association (BOMA) Seattle King County are pleased to offer you a toolkit providing a one-stop resource for sustainable transportation products, services, and incentives in Downtown Seattle.

Whatever your motivation: best-in-class tenant amenities, achieving LEED certification, or Transportation Management Plan (TMP) compliance, the ideas, products and services herein will improve your tenants' commuting experience, mitigate congestion, reduce the environmental impact of tenant transportation, and save you money.

Sincerely,

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Welcome to Commute Seattle

What is Commute Seattle?

Commute Seattle is a non-profit transportation management association that provides education, outreach, and consulting services to Downtown Seattle employers, property owners, and commuters. Our mission is to help Downtown commuters, residents, and visitors live more and drive less by improving access and mobility Downtown. We are an alliance of the Downtown Seattle Association, King County Metro, Sound Transit, and the City of Seattle.

Why Commute Seattle?

Commute trends are changing. According to Commute Seattle's 2014 Mode Split Survey, only a minority (31%) of Downtown rush-hour commute trips are made by commuters driving alone to work. The vast majority of your tenants get to work by riding transit, ridesharing, walking and biking. As a property owner or manager, you want to make tenant and employee access to your building as convenient, affordable and sustainable as possible. As Downtown's economy grows and traffic congestion increases, managing tenant transportation options should be one of your top priorities. Commute Seattle's goal is to help you develop a comprehensive transportation program for your building that allows tenants to get to work conveniently, affordably and sustainably.

What does Commute Seattle offer?

Commute Seattle provides information, resources, products, and services that help make commuting to your building more convenient, affordable and sustainable. These include:

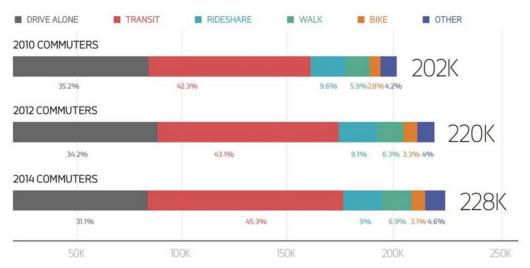
- Customized transportation consulting and planning assistance to help develop successful building commute programs
- Transportation fairs, commuter seminars, and other tenant outreach services that inform tenants on transportation options, employer resources, and current events affecting downtown commuters
- Innovative programs to manage parking supply and price, and support tenant parking needs
- ORCA transit pass business accounts for your company and tenants

The products, product pricing, services, and incentives within are specific to Seattle's central business district (CBD.) If your commercial property is located outside the CBD please contact Commute Seattle for information regarding your geographic location.

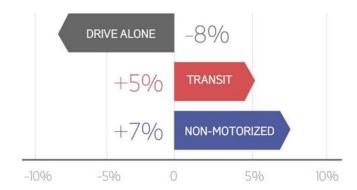
This toolkit is made possible by the products, services and technical assistance provided by King County Metro and the City of Seattle.

Downtown Seattle Commute Trends

Commute Seattle's 2014 Commuter Mode Split Survey reveals that over two-thirds (69%) of Downtown rush-hour commute trips are taken by modes other than driving alone, up from 66% in 2012 and 65% in 2010. Public transit (45%) remains the most popular commute choice, followed by driving alone (31%), carpool/vanpool (9%), walking (7%), teleworking/flex schedules and other (5%), and bicycling (3%). Non-motorized modes now represent 15% of all Downtown commute trips, and will continue to grow as Downtown's residential population expands.



Rail, bicycling, walking and teleworking have grown the fastest since 2012, reflecting the success of public investments in transit, bicycle, and pedestrian infrastructure, and a continued trend toward mobile workplaces.



Given that the overwhelming majority of your tenants and their employees do not drive to work, meeting their transportation needs is critical to your bottom line. By offering a comprehensive commute program, your building can remain an attractive and competitive place to do business,

Learn more about Commute Seattle's 2014 Commuter Mode Split at:

www.commuteseattle.com/2014-modesplit-survey

info@commuteseattle.com

Start a Commute Program

Description:

Starting a commute program in your building is a low-cost way to expand your suite of tenant services and amenities. Commute programs allow you to offer a broad range of options to your tenants that differentiate your property, free up parking availability for visitors and clients, and help achieve your Transportation Management Plan (TMP) and sustainability goals.

Property Owner Benefits:

There are many benefits to starting a commute program for your tenants:

- Leverage Downtown Seattle's central location and excellent transit service by offering attractive transportation amenities.
- Attract new tenants with innovative leasing strategies that support sustainable commute options.
- Attain TMP goals, sustainability objectives, 2030 District targets and LEED points by reducing the number of tenants who drive alone to work.
- Free up parking spaces for visitors, customers, car sharing, and other building needs.

Starting a building commute program:

Property managers should designate a person to be the Building Transportation Coordinator (BTC) to share information with tenants about available commute options and programs.

Commute programs can include a variety of options and services, including:

- Transportation fairs and seminars
- Employee transit pass incentives for tenants
- Secure bike parking, lockers, and showers
- Smart parking management strategies
- Preferred parking for carpools, vanpools, motorcycles, and alternative-fuel vehicles
- Real-time transportation information screens, and websites for tenants
- Access to car sharing services like Zipcar, Car2Go, and BMW ReachNow

Contact <u>Commute Seattle</u> for more information on starting a customized commute program for your property.

Parking Management Made Easy

Why change your parking policies?

Parking is one of the most significant factors influencing your tenants' decision to drive or take an alternative mode of transportation downtown. Implementing innovative parking management strategies allows you to better serve your tenants by providing flexible parking options and freeing up parking availability for their clients and other short-term parking customers.

Parking Management Strategies:

<u>On-Demand Parking Options</u>: Full-month parking passes give people a financial incentive to drive to work every day, even if an alternative mode might be more convenient and enjoyable on a given day. By offering daily parking rates, discounted daily carpool parking permits, pay-as-you-go parking accounts, ticket books, or other on-demand parking options, commuters can drive on the days they need to, but have the option of taking transit, carpooling, walking or biking when convenient throughout the month. On-demand parking options can increase parking capacity and profit margins, provide an affordable parking alternative for commuters concerned about the rising costs of drive-alone commuting, and support investments in transportation amenities like bike facilities or transit pass subsidies.

<u>Parking Stall Conversion</u>: Dedicated commuter parking spaces encourage tenants and employees to drive to work every day, and take away valuable parking spaces for customers, clients, and visitors. To better manage your garage, convert some of your commuter parking spaces to accommodate short-term parking, Vanpools, Zipcars, electric vehicle charging stations, and bicycle parking. This will allow for greater flexibility in managing your garage and can lead to increased parking revenue.

<u>Parking Pricing</u>: Parking space is a valuable and limited resource for the users of your building. Prioritize parking availability for short-term visitors to ensure that customers can access your tenants' businesses. Short-term parking also provides a higher profit margin and allows for higher parking turnover compared to monthly parking, which can significantly increase parking revenue. Consider lowering hourly parking rates for the first two hours to encourage short-term customer parking, and set monthly permit fees and early-bird commuter parking at market rates or higher.

Support:

Free parking consultations from parking and transportation demand management experts are available to provide technical assistance and advice.

Contact <u>Commute Seattle</u> to learn how to support commute options and maximize revenue through smart parking management strategies.

Short-Term Parking Marketing



www.DowntownSeattleParking.com

WSDOT, in partnership with the City of Seattle, Downtown Seattle Association, Alliance for Pioneer Square, and Waterfront and Pioneer Square neighborhood representatives, has launched a multimedia campaign to communicate the multitude of available affordable short-term and evening/weekend parking options in Downtown Seattle. The campaign is designed to inform visitors about <u>www.DowntownSeattleParking.com</u>, a clean and simple website with an interactive map of garages and lots. The site highlights low-rate parking options and also features addresses, hours of operation, current rate information, and links to additional parking resources. Downtown visitors can access the mobile-friendly website before leaving home or via their smartphones.



e-Park

e-Park is a parking guidance system that uses way-finding technology and marketing to help Downtown visitors find parking faster. e-Park uses dynamic signs and a mobile-friendly website to provide motorists with real-time parking space availability and direct them from main Downtown access points to participating parking garages. e-Park signs and website make it easier for shoppers and visitors to find parking and reduce traffic congestion and pollution by avoiding circling for vacant on-street parking. More information is available at <u>www.seattle.gov/epark</u>.

Contact <u>Commute Seattle</u> to learn if www.DowntownSeattleParking.com or e-Park are a good fit for your parking garage.

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ORCA Transit Passes

Description:

One simple way you can make your building more attractive to tenants is by making transit passes easily accessible to them. Transportation agencies in the Central Puget Sound region have collaborated on a simplified fare collection program – using smart card technology – for bus, rail, vanpool and ferry travel in King, Kitsap, Pierce and Snohomish Counties. ORCA (One Regional Card for All) makes travel and fare payment more convenient for hundreds of thousands of passengers in the Puget Sound Region.

How ORCA will help reduce drive-alone commutes among your tenants:

With ORCA, your tenants will have multiple transportation options at their fingertips to encourage non-drive alone commute trips. Whether your tenants are hopping on a bus or train, sailing on a ferry or joining a vanpool, ORCA makes riding and paying for transit easier than ever before.

How you can promote transit pass use among your tenants:

- Connect tenants with Commute Seattle to learn about ORCA business options, incentives, and tax benefits.
- Fully or partially subsidize tenants' ORCA transit passes as a building amenity.
- Offer ORCA Business Passport as part of your leasing package (See page 9).
- Incorporate transportation fees into the square foot cost of your lease agreements or add transportation fees as a line item in operating expenses. Use transportation fees to provide subsidized transit passes to your tenants.
- Dedicate a portion of parking fee increases to transit incentives.
- Make bus, light rail, train and ferry schedules easily available to your tenants.
- Provide real-time transit information screens in your lobby

ORCA options for businesses:

- ORCA Business Choice allows employers to load a dollar amount or monthly PugetPass onto their employees' ORCA cards at retail pricing on a monthly basis. Business choice gives the employer the flexibility to subsidize as much or as little of their employees' transportation costs as they want, for as few or as many of their employees as they want.
- ORCA Business Passport is a *deeply discounted* comprehensive, annual transportation pass program for employers with 5 to 499 employees in Downtown Seattle. It includes *unlimited* rides on all Metro, Sound Transit (including LINK Light Rail and Sounder Train), Community, Kitsap, Pierce and Everett transit services, West Seattle and Vashon water taxis, and 100% vanpool and vanshare subsidy. WA State Ferry passes can be added to individual cards. ORCA Business Passport also comes with the Home Free Guarantee emergency taxi service, providing employees with eight free taxi rides home in the case of an unexpected emergency. Employers must purchase Passport for all full-time benefited employees, and can cost-share with employees up to 50%.

To learn more about ORCA business accounts, visit <u>www.CommuteSeattle.com/ORCA</u>.

ORCA Business Passport for Tenants

Description:

Attract and retain tenants with an innovative lease concession. Help your tenants' employees get to work more affordably and conveniently by offering to subsidize the powerful ORCA Business Passport program as part of your leasing package. ORCA Business Passport provides tenants with unlimited transportation services on the region's extensive transit network which includes bus, light rail, commuter rail, water taxi, vanpool and more. Reducing employee transportation costs and providing valuable commuter benefits is important to prospective and renewing tenants.

Why provide ORCA Passport to your tenants?

Fully or partially subsidizing ORCA Business Passport as a lease concession for new and renewing tenants or as a building-wide amenity is a smart business strategy. ORCA Business Passport can help increase tenant satisfaction, reduce tenants' transportation expenses and support your property's TMP requirements, LEED performance and 2030 District carbon-reduction goals. When negotiating a leasing package, why not include an amenity that creates real value for tenants and their employees while simultaneously supporting your building's sustainability goals?

Benefits to Tenants:

- ORCA Business Passport provides a highly valued employee benefit and saves tenants and their employees thousands of dollars in commuter transportation expenses.
- Unlimited rides allow employees to get to work conveniently and affordably and enjoy transportation benefits after-hours and on weekends.
- One pass covers all employees' commute needs, significantly reducing administrative burdens and allowing tenants to offer an equitable transportation benefit to all employees.
- Helps green business practices and reduce company CO₂ emissions.

Benefits to Property Owners:

- Creates an innovative, meaningful, and relatively low-cost amenity that tenants and their employees use and appreciate on a daily basis.
- Leverages Downtown Seattle's central location and excellent transit service, and helps attract companies moving to downtown from areas with free or cheap parking.
- Supports LEED, 2030 District, and TMP goals and demonstrates a commitment to sustainable property management practices.

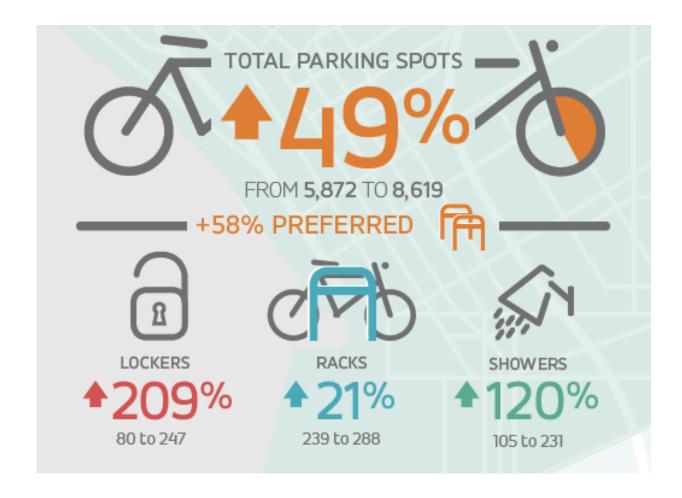
Contact <u>Commute Seattle</u> to learn more about providing ORCA Business Passport to your tenants.

Bicycle Amenities and Services

Why support bicycle commuting?

Seattle is recognized as one of the top U.S. cities for bicycle commuting. Investments in protected bike lanes, neighborhood greenways, and other bicycle road safety improvements are opening up bicycling to a wider segment of the population. More and more commuters are choosing to ride to work because bicycling is a healthy, affordable, reliable, sustainable, and fun mode of transportation.

The rapid growth in bicycle commuting has led to increased tenant demand for high quality bicycle amenities and services. Recent findings from Commute Seattle's bicycle parking inventory study showed a 49% increase in bike parking provided in Downtown worksites since 2010.



Offering high quality bicycle amenities and services can help you differentiate your building as a bicycle friendly commute destination to attract and retain tenants.

info@commuteseattle.com

www.commuteseattle.com

Elements of a successful building bike program could include:

- Providing high quality bicycle racks, bicycle lockers, and secured bike rooms that adequately protect bikes from theft, weather and damage
- Providing access to showers and lockers or local gym facilities
- Providing access to a repair kit with basic bike tools
- Scheduling a mobile bike mechanic to visit your building for basic repairs, maintenance, and technical assistance on any bike-related issues
- Hosting informative transportation fairs, educational workshops and fun commuter stations to celebrate National Bike Month in May
- Encouraging healthy competition between tenants by promoting the Cascade Bicycle Club's *Bike Everywhere Challenge* in May and *Ride in the Rain Challenge* in November
- Offering a "bike buddy" program to connect new riders with experienced riders willing to share bike commuting tips and routes
- Posting bicycle maps and information in bike rooms and information kiosks.
- Offering incentives and prizes to bike commuter

Benefits for Tenants

- Getting around by bike is healthy, convenient, reliable, affordable, sustainable and fun!
- Biking or walking to work is an easy way to incorporate exercise into daily routines.
- Bicycle commuters arrive to work more alert and productive, and take fewer sick days.
- Offering amenities for cyclists and pedestrians is an effective way to attract and retain employees.

What steps to take in setting up a bicycle program?

A good first place to start is to provide your tenants with the infrastructure they need to become safe bicycle commuters. Offering secure, covered bicycle parking will make your tenants more likely to use their bicycle to get to work.

Commute Seattle offers free consulting services to help property owners and managers plan adding or upgrading bicycle facilities. Commute Seattle works closely with local rack manufacturers, and can provide recommendations on bicycle parking solutions that maximize space efficiency and fit your building's design standards and budget.

Commute Seattle can also help you market your investments in bicycle facilities by engaging tenants through workshops, transportation fairs, and educational seminars.

Contact Commute Seattle to learn more about our bicycle program services.

Bicycle Sharing

Description: Bicycle sharing is a growing movement in cities of all sizes. A bike sharing system provides a fleet of branded, durable bikes that are locked into docking stations in convenient locations around the city. Pronto Cycle Share is Seattle's first bike sharing provider with 500 bikes at 50 stations located across Seattle. Pronto bikes are available for use 24 hours a day, all year round. The Pronto station network provides twice as many docking points as bicycles, assuring that an available dock to return bikes is always nearby.

How Bicycle Sharing can reduce drive-alone commutes among your tenants:

Commuters with access to Pronto can use bicycles from one station and return them to any station in the system, providing flexibility for short business trips, running errands at lunch or completing the last mile of their daily commute. Bike sharing can help solve a persistent perception that driving is necessary if a tenant has something to do beyond the office.

What Property Managers can do to Encourage Bicycle Sharing

As a Property Manager you can offer bike amenities in your building as well as provide bike sharing benefits. Steps to support bike sharing

- Sponsor a station on site
- Educate tenants about bike sharing as a commute option
- Provide discounted corporate memberships for your tenants and employees

Costs:

Pronto offers corporate memberships of various commitment levels. You can choose to cover a portion of your tenant's annual membership fee or pay for every individual's membership. Pronto membership provides a very affordable benefit with big payoffs for your tenants' health and convenience.

Contact Pronto for more information at corporate@prontocycleshare.com

info@commuteseattle.com

RideshareOnline.com

Description:

RideshareOnline.com is a FREE service that matches commuters with other people in their area who are looking to share a ride. It provides a secure and confidential way for your tenants to match up with others in your building or those nearby to share the commute. RideshareOnline.com makes it easy for your tenants to find a carpool, Vanpool or bicycling partner.

How RideshareOnline.com can reduce drive-alone commutes among your tenants:

RideshareOnline.com is a powerful commute program management tool and a useful resource for promoting and supporting alternatives to driving and commuting alone. Both property managers and employers can create RideshareOnline.com networks that allow transportation coordinators to track and report participants' commute choices and CO₂ emissions over time, and incentivize specific transportation modes.

Services and Support:

RideshareOnline.com is a commute program management website that includes:

- Security and confidentiality for everyone who signs up
- Interactive maps to help your tenants locate the most convenient matches
- A commute trip calculator for instant feedback on financial and environmental savings
- A trip calendar that encourages participants to log their commutes for incentives and rewards
- Ride-matching services for regional events

Benefits to Property Owners:

- A useful tool for managing commute programs, incentives and communications
- Allows companies to track tenant's commute choices and provide targeted incentives that encourage specific transportation modes
- Gives tenants access to state, county and city commuter incentive programs
- Allows property managers to monitor and report CO₂ emission savings from commute trip reduction efforts

Costs:

RideshareOnline.com is FREE for your tenants! Commuters go online, complete the registration and then start finding matches in their area to carpool or vanpool with.

Visit <u>www.rideshareonline.com/Employers/services.html</u>, or contact <u>vanpool.information@kingcounty.gov</u> to learn more about RideshareOnline.com for your building.

Description:

Offer your tenants the convenience of having car sharing vehicles available for all of their transportation needs. Car sharing services like Zipcar, Car2Go, and BMW ReachNow offer affordable rental rates by the hour or by the minute for cars conveniently located throughout Downtown Seattle. Car sharing allows employees to reserve a vehicle online or by phone and drive away, 24 hours a day. Whether for a 10-minute hop across town, a 3-hour client meeting, or a commute alternative, car sharing services provide tenants with the flexibility to leave their own vehicle at home. Businesses are increasingly using car sharing services to provide mid-day transportation options for employees, or to replace their own fleet of company vehicles.

How car sharing will reduce drive-alone commutes among your tenants:

Providing onsite car sharing vehicles and discount car sharing membership options to tenants enables them to leave their car at home and still have a vehicle available at the office for off-site meetings, appointments, and errands.

Benefits:

- Provide an attractive amenity by offering your tenants convenient access to a variety of vehicles during the day.
- Allow tenants to save money by replacing their company fleet with car sharing vehicles.
- Support Commute Trip Reduction efforts by enabling commuters to bus, bike or vanpool to work and still have a car available at the office.

Contact <u>Commute Seattle</u> to learn more about integrating car sharing into your building's commute program.

info@commuteseattle.com

Building Transportation Evaluations

Description:

A building transportation evaluation is a benchmarking tool designed to assess a building's ability to support various commute modes. Commute Seattle's comprehensive building evaluation services can help downtown property owners better understand how tenants arrive to their buildings, align parking policies, tenant services and amenities with sustainability goals and regulatory requirements, and prioritize investments in transportation infrastructure and carbon-reduction strategies.

A building transportation evaluation will:

- Compare your building's current mode-split and transportation carbon footprint to neighborhood averages and targets associated with LEED or 2030 District goals, TMP requirements, and sustainability objectives;
- Evaluate the maximum capacity of your building's existing transportation infrastructure (carpool parking, bike racks, transit service, etc.) to support each commute mode;
- Determine whether performance in each mode would be more effectively improved through extending transportation infrastructure (*supply*) or through communication, education, and commuter incentives (*demand*); and
- Offer recommendations to improve performance for each mode and highlight resources and incentives that can help support recommended actions.

Commute Seattle staff will conduct the site assessment, collect data, and provide a report summarizing findings and recommendations aimed to benefit your building's operations and increase tenant satisfaction.

Property Owner Benefits:

There are many benefits to conducting a transportation evaluation in your building. Understanding how your tenants commute to your building and utilize transportation amenities and infrastructure can help inform how to prioritize investments, target tenant outreach activities, and achieve sustainability goals. The recommendations provided will help you improve your tenants' experience getting to and from your building, mitigate congestion, reduce the impact of drive-alone commuting on the environment, and save money.

Contact <u>Commute Seattle</u> to learn more about Building Transportation Evaluations.

Ph: 206.613.3131

Commuter Outreach Services

Description:

Hosting a transportation fair, tenant seminar or other commuter outreach event is an easy and effective way to extend your building's transportation services to tenants. Providing commuter information is a valuable service that tenants appreciate. Commute Seattle's commuter outreach services can help you highlight your building's transportation and sustainability features, promote what might be your best kept secrets (bike facilities, Zipcars, etc.), inform tenants about upcoming transit service changes and construction impacts, and comply with your Transportation Management Plan (TMP) and Commute Trip Reduction (CTR) regulations. Whatever your motivator, Commute Seattle can make it easy.

Transportation Fairs:

Commute Seattle is available to provide turn-key fairs and tabling events that inform tenants about multi-modal transportation resources, employer commute programs, and updates on current events and issues that affect downtown commuters. Focus on your core business and let us drive the commuter fair!

Our knowledgeable outreach staff will:

- Distribute informative maps, brochures and fun promotional giveaways;
- Answer questions about tolling and construction projects, new transportation resources, transit service changes and local government incentive programs;
- Offer trip-planning assistance and online transportation app demos; and
- Highlight your building's transportation amenities and policies.

Transportation fairs include an inviting Commute Seattle information table with banners and one staff person for two hours. Fairs should be located in a building lobby or other high-traffic and high-visibility location. Commute Seattle can coordinate the participation of a mobile bike mechanic as well as other transportation experts including King County Metro, Sound Transit, SDOT, Pronto Cycleshare, Zipcar, Car2Go, BMW DriveNow Uber, Lyft, and Cascade Bike Club. Commute Seattle offers customized invite templates, transportation amenities handouts, and more.

Transportation Seminars:

Commute Seattle can educate and encourage your tenants with seminars on Downtown transportation options, bike commuting tips, employer commute program resources, and more. Let our experts help guide your tenants to an alternative, sustainable and affordable commute.

A Commute Seattle representative will give an hour-long brown bag presentation and Q&A session on a topic of your choosing at your worksite and prepare info packets to distribute to attendees. Seminars are open to employees or tenants to attend, learn, ask questions and receive material applicable to the event.

Contact Commute Seattle to learn more about Commuter Outreach Services.

Transportation Management Plan Services

Description:

Commute Seattle's Transportation Management Plan (TMP) professional services are a comprehensive suite of consulting and outreach services for Downtown properties interested achieving TMP compliance, LEED certification, and transportation sustainability goals.

Do you know what is in your TMP? Commute Seattle's transportation experts can help property managers and staff better understand property and tenant regulatory requirements, tenant commute patterns, and transportation programs and services available to Downtown Seattle businesses. We can work with your tenants and parking management to align sustainability objectives with parking revenue goals. Our high quality outreach events and educational seminars will keep tenants informed about property amenities, commuter resources and upcoming changes to Downtown's transportation network. Focus on your core business and let Commute Seattle help your property become world class commuter destination.

Services Included:

Policy and Planning Assistance

- Comprehensive analysis of tenant modesplit survey, TMP requirements, existing transportation and parking policies and commuter patterns at your building.
- Meetings with tenant reps, parking operators and local regulatory agencies.
- Service provider referrals for discounts and special offers
- Record-keeping and BTC training

Commuter Outreach

- Customized maps and outreach materials
- Targeted outreach events for commuters and tenant representatives.
- Transportation service provider referrals for discounts and special offers

Regulatory reporting assistance

- Survey planning, coordination, and implementation
- Utilization of survey data for LEED certification and Seattle 2030 District reporting
- Program report assistance

Contact Commute Seattle to learn more about TMP Services.

Contact Information

Commute Seattle is available to you and your business as a one-stop-resource for sustainable transportation products, services, and incentives in downtown Seattle.

We hope that these ideas, products, and services will help you improve your tenants' experience getting to and from your building, mitigate congestion, save money, and reduce the impact of commuter transportation on the environment.

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