Enterprise-Grade Commute Management

Software as a Service for World Class Employers

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Presented to: Washington State Transportation Commission
We looked across the country and saw a similar phenomenon in cities, including:

- Growing cities and organizations
- Parking demand
- Regulatory pressure
- Congestion
- Electrification
- Increasing modal options
- Sustainability
- Outdated transportation infrastructure
- Urban sprawl
**Problem:** The growth of our cities has created a new breed of commute challenges, higher parker costs, increased congestion and longer commute times.

**Thesis:** The Employer is the affinity group and the organizing framework for most effectively serving the greatest number of individuals in their mobility needs.

**The Answer:** An integrated software platform has the greatest potential to create value for employers and their employees in their mobility needs at scale through the combination of employee demographic information, employer policy, flexible daily commute options, and capturing actual employee commute behavior.
Luum solves your parking & commute challenges

**Understand**
Capture comprehensive commute data so you know how your employees are getting to work.

**Manage**
Efficiently manage your parking programs, commute incentives, and transit passes so you can spend more time solving employee commute challenges.

**Influence**
Empower employees to make smart commute decisions by offering flexible daily choices, incentives and disincentives, and peer-to-peer engagement.
In Washington State, Luum serves 17 world-class employers and over 210,000 employees.

- Almost 9 million alternative trips logged
- Almost 16 million parking events recorded
- Nearly 50 million lbs of CO₂ avoided
- 1.8 million shuttle events
Commute is a business strategy for world-class employers that is essential to an organization’s mission.
SERVE

your

mission

NOT CARS
COMMUTE AS A BENEFIT
Three Core Elements

Business Imperative

Embrace Technology

Commute Benefit Policy Innovation
Business Imperatives

Human Resources

• Inability to attract talent
• Unable to retain employees
• Not a desirable place to work

$100,000 to train a new employee

Administration

• Manual workflows
• No data to understand and manage programs
• Unable to scale processes
• Cannot change employee behavior

$ Estimated 30-50% administrative savings

Real Estate and Facilities

• Running out of parking, underutilization of resources
• Long parking waitlist and unhappy employees
• Budget expensive parking OPEX and CAPEX
• Regulatory and permitting hurdles

$200/month/stall OPEX, $40,000/stall CAPEX

Sustainability

• Diminished ‘good neighbor’ status
• Can’t measure impact
• Regulatory non-compliance fees
• Negative impact on community health

Estimated 30-50% administrative savings
Case Study: Employer avoided $25MM Parking Garage CAPEX
Commute Benefit Policy Innovation

Conventional

- ‘Pick One’
- Pre-Tax Transit
- One size fits all
- Free Parking
- Here’s $100 . . .

Innovative

- Flexible Daily Choice
- Multi-modes available
- Eligibility-driven, Benefit equity
- Daily Parking, variable pricing
- Reward alternative modes
Proof
Commute as a Benefit really works.

Case studies demonstrate results in changing employee behavior: *Drive Alone Rate*
Technology  Bringing your policy to life

- Flexible Options
- Incentives & Disincentives
- Targeted Communications
- Analysis & Admin Reporting

Enterprise-Grade Platform / Integrated & Scalable

Eligibility & Policy

Employer Data
- Parking
- Bike/Walk
- Carpool
- Shuttle
- Transit
- Vanpool
- Third party mobility services

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2019 - The Period of Maximum Influence

Employers are leveraging Luum
# How 2,500 Employees Catalyze ACES and CommutePool Outcomes

Introduce 400 Enterprise Vanpool vans to complement and evolve our mobility landscape

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
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<tbody>
<tr>
<td><strong>Introduce 400 Enterprise Vans</strong></td>
<td><strong>Introduce +600 Enterprise Vans</strong></td>
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<tr>
<td>- Connected, Coordinated Communications</td>
<td>- Connected, flexible</td>
<td>- Connected ++</td>
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<td>- Vanpool formation</td>
<td>- Hybrid, Hybrid-Electric</td>
<td>- Autonomous</td>
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<td>- Potential: hybrid vans</td>
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<td>- Electric</td>
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<td>- Data + Reporting</td>
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<td>- Optimized</td>
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<td>- Employer Policy</td>
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<td>- Regulatory</td>
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## Urgent: Critical Success Factors (90 Day Focus)

- Alignment with Regional Transit
- Financial vanpool activation subsidy ($1M)
- Employer – leadership advocacy
On the Horizon: CTR Survey, Behavior Change through Luum

Luum is setting the new standard of State CTR surveying and reporting

- Accurate
- Timely
- Low cost
- Actionable

Luum is setting the new standard of motivating commuter behavior change

- Multi-mode
- Policy-driven
- Individual-specific
- Auditable
We’re in this together
Thank you!

Questions?

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