Enterprise-Grade Commute Management

Software as a Service for World Class Employers

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Presented to:

Washington State Transportation Commission

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luum

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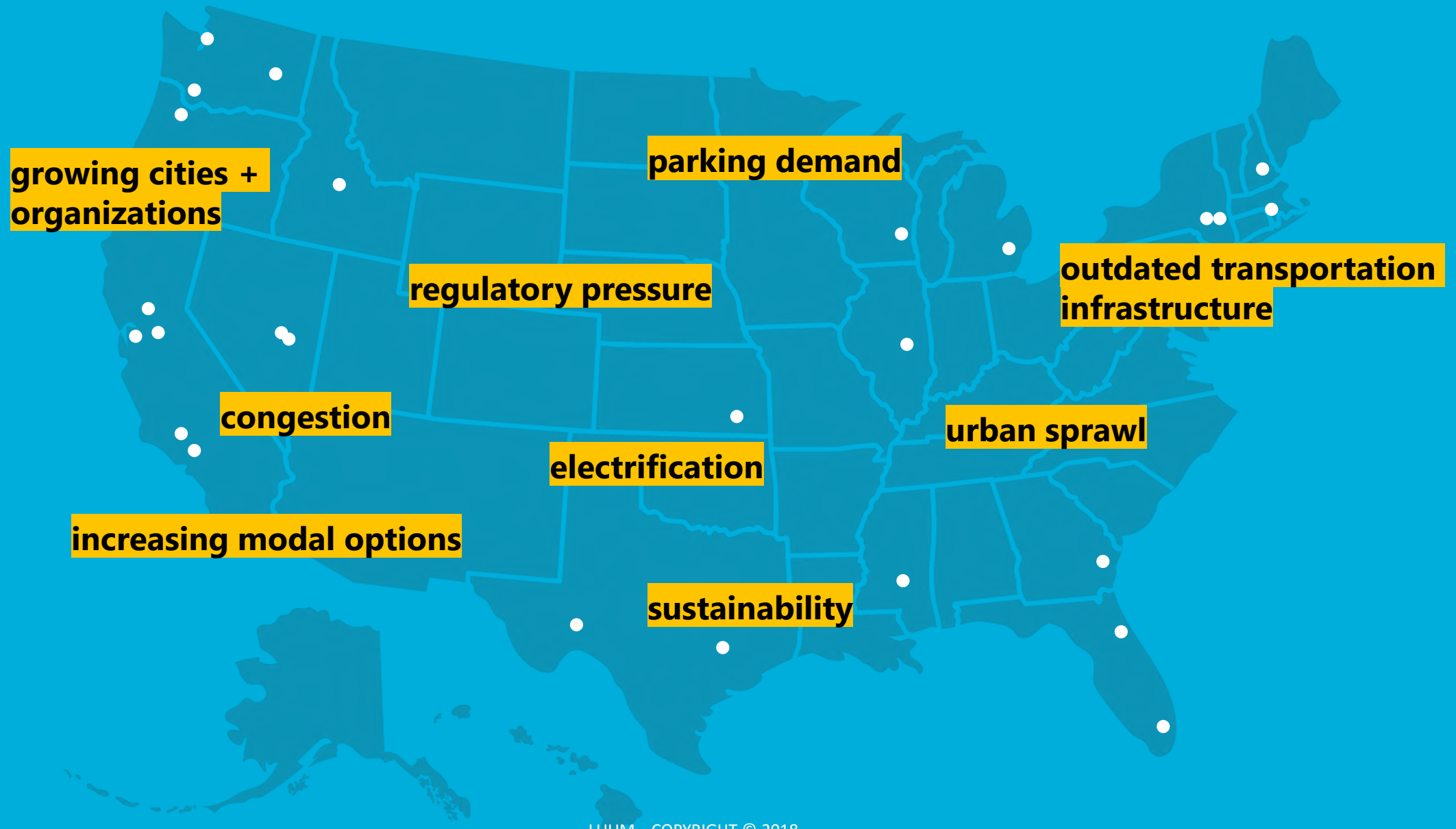
We looked across the country and saw a similar phenomenon in cities



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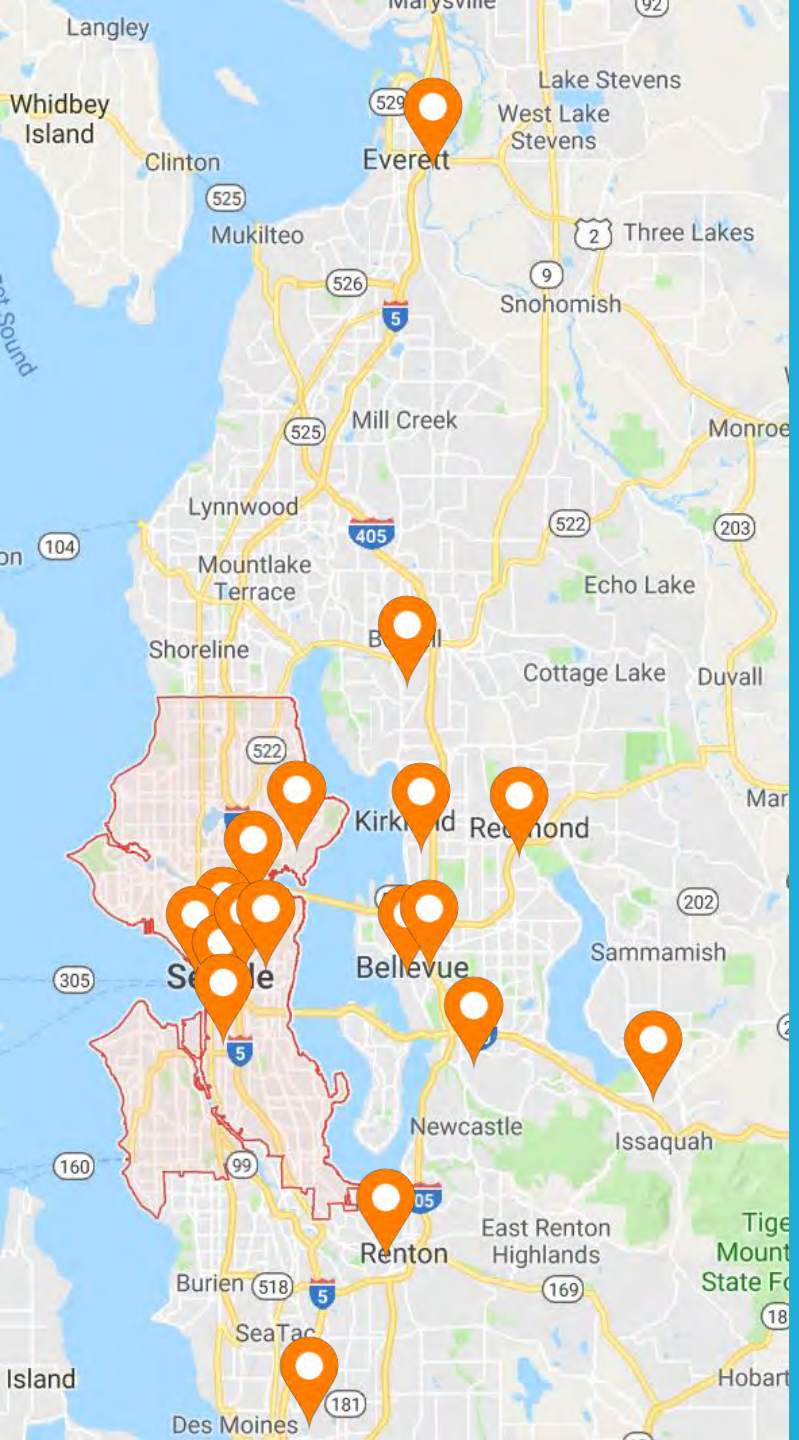

Problem: The growth of our cities has created a new breed of commute challenges, higher parker costs, increased congestion and longer commute times.

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.

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Luum solves your parking & commute challenges

Understand

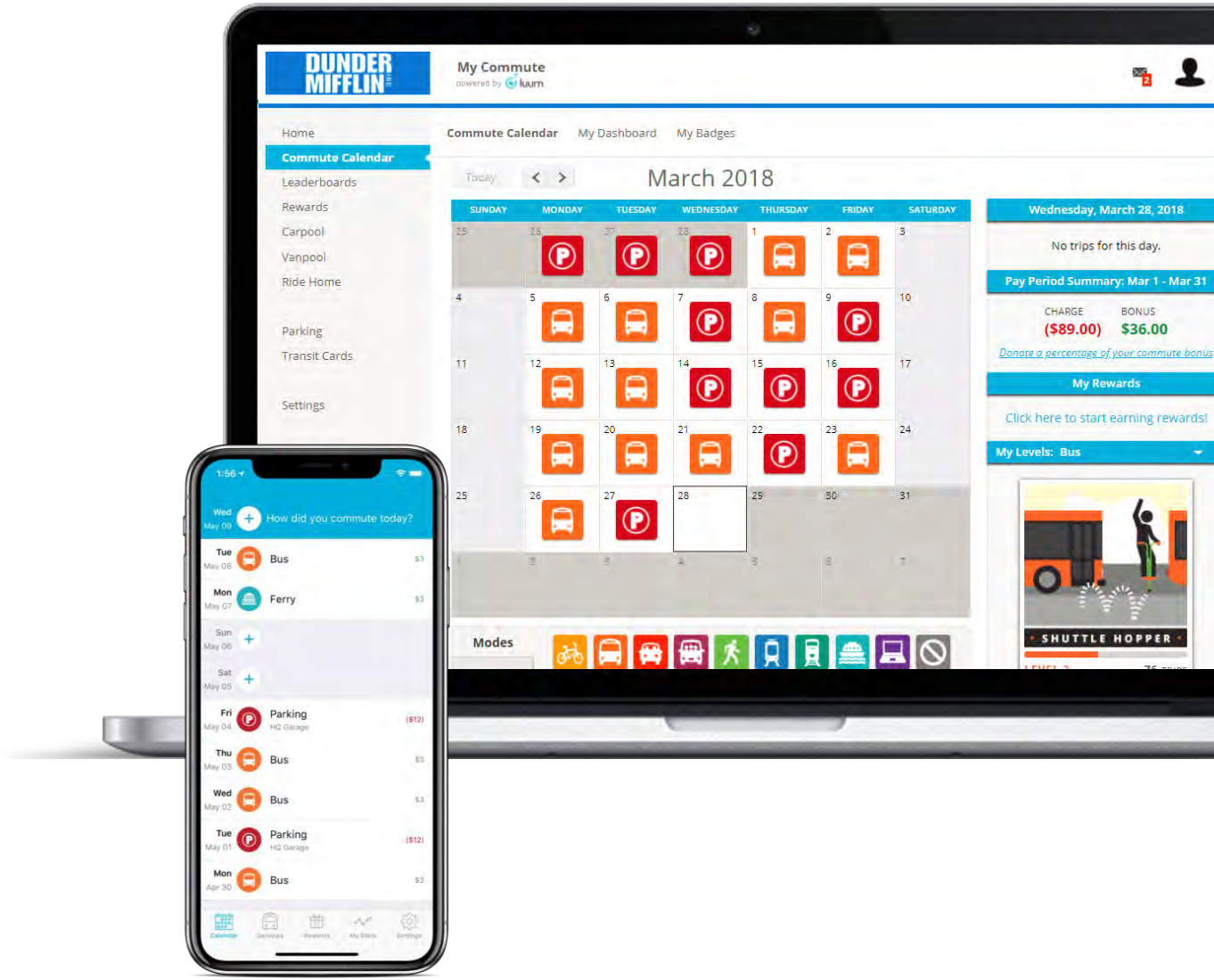
Capture comprehensive commute data so you know how your employees are getting to work.

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.



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In Washington State, Luum serves 17 world-class employers and over 210,000 employees.

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Commute is a business strategy for world-class employers that is essential to an organization's mission.

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SERVE

your

mission

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COMMUTE AS A BENEFIT

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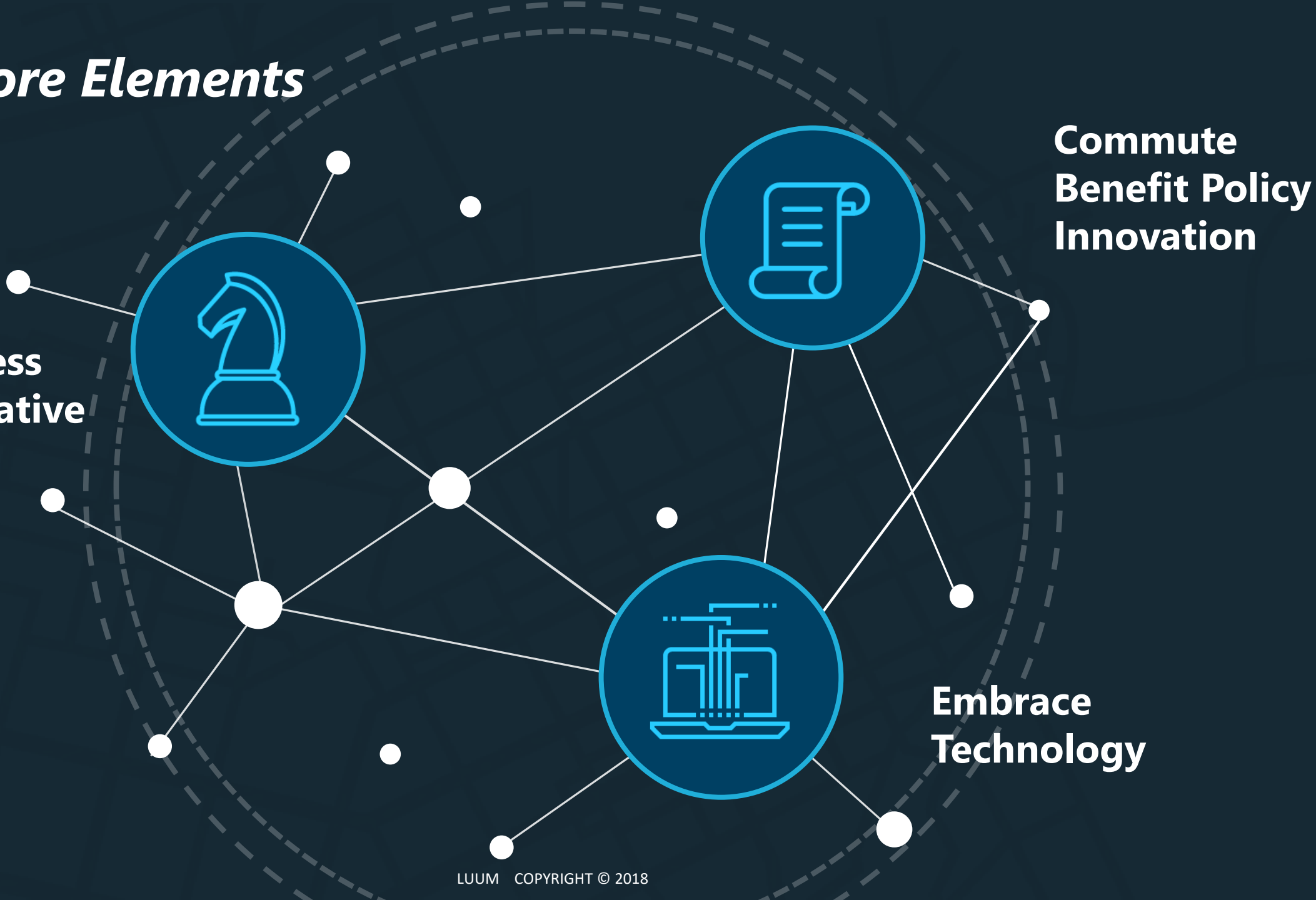
Three Core Elements



Commute Benefit Policy Innovation

Business Imperative

Embrace Technology

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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*

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Case Study: *Employer avoided $25MM Parking Garage CAPEX*

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Commute Benefit Policy Innovation

Conventional		Innovative
'Pick One'	→	*Flexible Daily Choice*
Pre-Tax Transit	→	*Multi-modes available*
One size fits all	→	*Eligibility-driven, Benefit equity*
Free Parking	→	*Daily Parking, variable pricing*
Here's $100 . . .	→	*Reward alternative modes*

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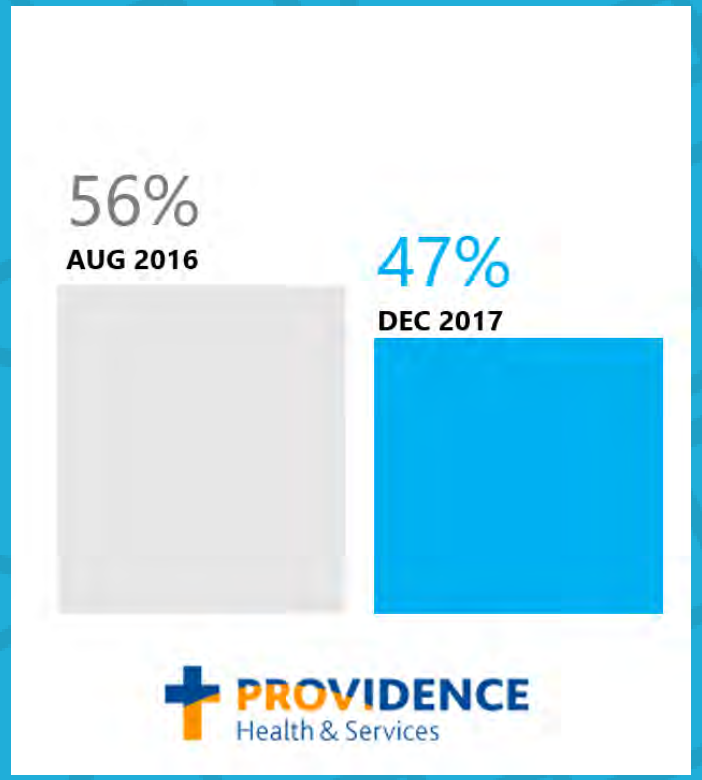
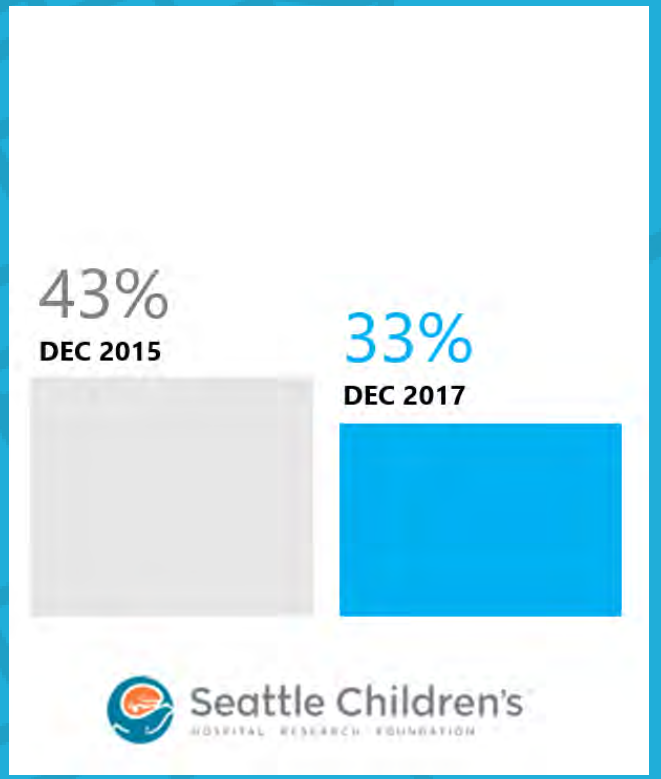
Proof *Commute as a Benefit really works.*





Case studies demonstrate results in changing employee behavior: *Drive Alone Rate*

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Technology *Bringing your policy to life*

FLEXIBLE OPTIONS

INCENTIVES & DISINCENTIVES

TARGETED COMMUNICATIONS

ANALYSIS & ADMIN REPORTING

luum *Enterprise-Grade Platform / Integrated & Scalable*

ELIGIBILITY & POLICY

EMPLOYER DATA

Parking *Bike/Walk* *Carpool*

Shuttle *Transit* *Vanpool*

Third party mobility services

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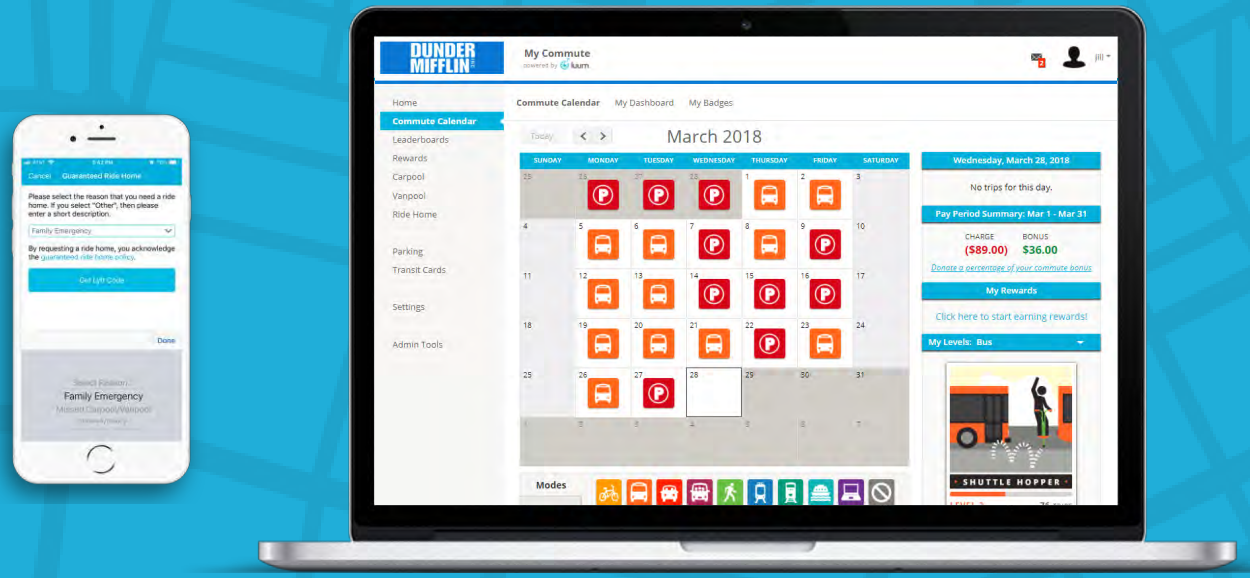
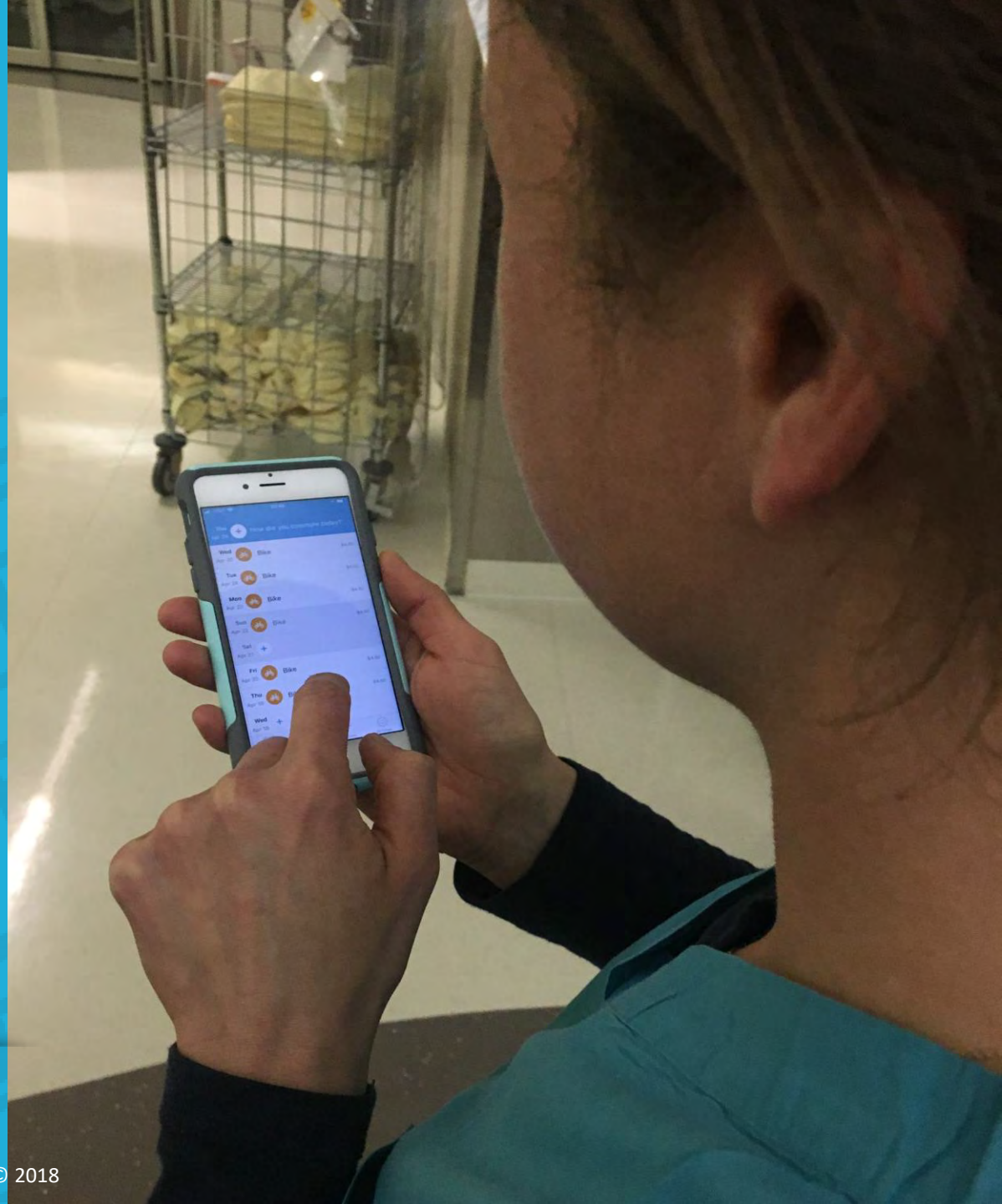
2019 - The Period of Maximum

Influence

Employers are leveraging Luum





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How 2,500 Employees Catalyze ACES and CommutePool Outcomes

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

2019 | **2020**

Phase 1

Introduce 400 Enterprise Vans

A

C

- ***Connected, Coordinated Communications***

E

- ***Vanpool formation***
- ***Potential: hybrid vans***

S

- ***Data + Reporting***

Phase 2

Introduce +600 Enterprise Vans

- ***Connected, flexible***
- ***Hybrid, Hybrid-Electric***

Phase 3

Introduce +600 Enterprise Vans

- ***Connected ++***
- ***Autonomous***
- ***Electric***
- ***Optimized***
- ***Employer Policy***
- ***Regulatory***

Urgent: Critical Success Factors (90 Day Focus)

- **Alignment with Regional Transit**
- **Financial vanpool activation subsidy ($1M)**
- **Employer – leadership advocacy**

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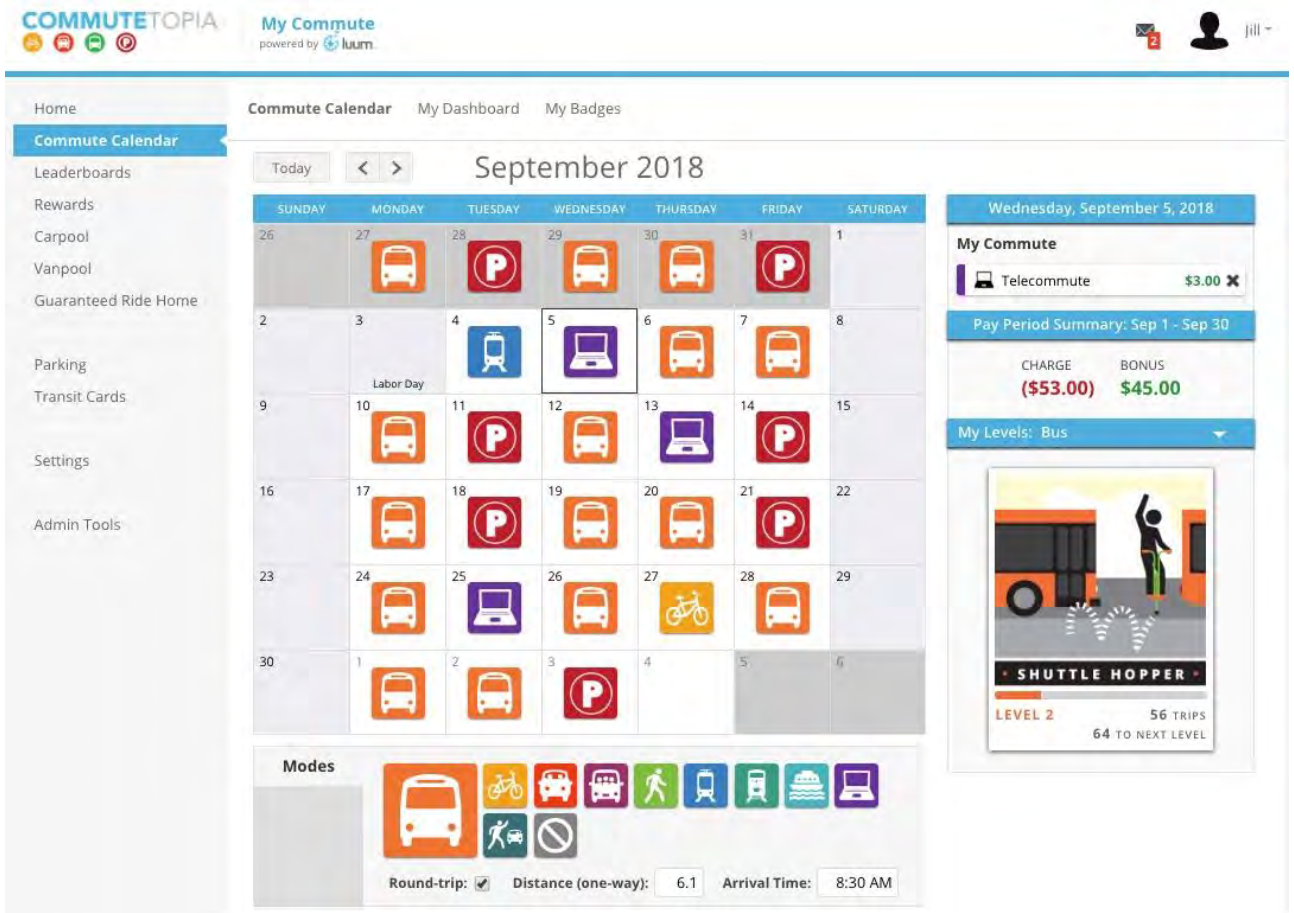
On the Horizon: CTR Survey, Behavior Change through Luum

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*

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We're in this together

King County METRO

Washington State Transportation Commission

cascade BICYCLE CLUB

ACES NORTHWEST NETWORK

luum™

City of Seattle

commute seattle

Federal Highway Administration

SOUNDTRANSIT

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Thank you!

Questions?

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