Employers Commute Programs: A Blueprint and Way Forward for Sustainable Mobility

October 21, 2020

Sohier Hall
Co-Founder, CEO
sohier@luum.com

Washington State Transportation Commission
Who We Are
Who We Are

Luum empowers enterprises to **match** employees’ **dynamic** work-life with safe, flexible, and sustainable **mobility options**.

Founded in 2012 in Seattle, Luum is a commute management platform that brings employer’s commute policies to life. Luum is about giving employees the access to commute options that are flexible, sustainable, affordable, and enjoyable.

We serve the essential workforce and hybrid workplace.
Sustainable Human Mobility for a Better Tomorrow
The Old Normal

- 72% of Washingtonians drove alone to work
- $3,175 average annual commute spending
- The top 25% of WA employers contribute 382,209 single occupancy vehicles every day

US Census Bureau / US Bureau of Economic Analysis
What we've gained from WFH

- Flex-work environment
- Reclamation of streets for people-centered livable cities
- Shorter travel times
- Reduced vehicular emissions
A look at what's possible

16% reduction of NO₂ emissions from February to March 2020

40% reduction of traffic on I-5 in King County emissions from January to April 2020
Move toward more livable, safe, sustainable communities

From parking to patios

From cars to community

E-bike sales are booming
Racial and socioeconomic disparities exacerbated by COVID-19

- Reduced public transit capacity disproportionately affects low-income and essential workers
- Private transportation feels safer than public transportation, but more expensive
- 51 King County Metro routes suspended, 14 deleted, 58 reduced
The 12-month horizon 2 outlook

As the economy recovers, that same old problem is resurfacing — Boston traffic

By Adam Vaccaro Globe Staff. Updated June 11, 2020, 7:58 p.m.

Rush hour traffic on the Southeast Expressway has picked up as the state gradually lifts the restrictions instituted during the surge period of the COVID-19 pandemic. BARRY C.WIN/STAFF

Transportation preferences

% of respondents who consider each transportation type safe (n = 8772)^

Survey dates:

- China
- France
- Germany
- Italy
- Japan
- UK
- USA

McKinsey COVID Response Centre
A future of mobility for all of Washington

- Safe, reliable, low-cost transit
- Emissions cut
- Congestion relief
- Equity: access for all
- Livable communities
- Sustaining revenue models: State Transportation, Transit
- Small victories: I-976 stopped
Employer Commute Programs:  
A New Mobility Blueprint  
A Path to Positive Outcomes
Employers hold the keys

- Employers control the commute
- Employers can perpetuate the benefits we've seen from WFH
- Employers are at the fulcrum of transportation behaviors and the supply infrastructure that serves
Three Employer Journeys
Seattle Children's Hospital

16% DAR reduction and space repurposed for hospital

Commitment to change from the top
Employee incentives
Daily parking charges
Organization-wide policies
Municipal regulations

Publicly accessible case study: https://luumbenefits.com/seattle-childrens-hospital-webinar-recap/
Whole Foods Market (Austin, TX)

Planning for sustainable growth starting with parking data instrumentation

- Employee parking passes
- RFID windshield tags
- Garage data collection
- Employee communication

Publicly accessible case study: [https://luumbenefits.com/movability-webinar-recap/](https://luumbenefits.com/movability-webinar-recap/)
Napa Valley Forward

MTC*-led Public-Private Partnership

Focus on equity (winery, hotel employees)

Employee incentives

Guaranteed ride home

English and Spanish options

Reduced DAR and access to sustainable commuting

*The Metropolitan Transportation Commission, or MTC, is the transportation planning, financing and coordinating agency for the nine-county San Francisco Bay Area.

https://mtc.ca.gov/our-work/operate-coordinate/traveler-services/forward-commute-initiatives/napa-valley-forward
Mobility Tools for the Hybrid Workforce

We have entered a reservations world when it come to safe, flexible commute and mobility options. Luum is helping employers across the country put systems in place to accommodate their hybrid workforces.
Key Ingredients to Employer Sustainable Mobility

• Have a **policy** that underpins goals, reflects eligibility and **equity**
• **Connect and measure** everything
• **Discrete pricing matters:** carrot-and-stick based on **data**
• Offer and promote **flexible commute options**
• **Perpetuate a living laboratory:** learn fast, adapt, optimize
Action for Equity
Action for Hybrid Workforce