

CASE STUDY: SEATTLE CHILDREN'S HOSPITAL

Parking Management Strategies

Seattle Children's Hospital embraces parking management strategies because it plans to grow in scope and size. Thoughtful discussions about transportation, employee needs, and neighborhood impacts have managed risks and costly investments in additional parking. Several benefits and programs that encourage non-drive alone commuting are included in the table below.

Reduced Drive Alone Rate

73% in 1995 to 37.4% today



How? By eliminating monthly parking, transitioning to a daily parking rate, and adding incentives for employees who choose not to drive alone.

Transportation Demand Management (TDM) Programs		Strategy Details
Prioritized / Discounted Carpool and Vanpool	✓	Free vanpool parking, in-house vanpool coordinator.
Space for Carpools / Vanpools	✓	Preferred Carpool parking.
Covered Bike Shelter	✓	Secure bike parking close to showers and lockers.
Bike Amenities	✓	Subsidized on-site bike tune-ups; company bike program for those committing to 2x per week bike commuting.
Car Share Program	✓	Zipcar available on-site. Company account available for business travel for those without a car. Employer provided shuttles between worksites to/from transit hubs and off-site parking lots.
Daily / Variable Rates	✓	No free parking - all hours; Only daily rates; Variable prices: \$3.25 - \$11.50, addresses peak travel times.
Parking Cash-Outs	✓	\$4.50 per day commute bonus for alternative commuting (bike, walk, transit, telecommute, carpool, vanpool).
Transit Subsidies	✓	Transit rides are subsidized 100%.



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- **Software tools** allow Children's to track habits, operate communication campaigns, and provide transparency regarding commuting costs.
- **Connect with Commute Seattle** to learn more about software and campaigns that reduce the drive alone rate.

The Business Case for Parking Management

- ✓ **Save money on leased spaces.** Building a new parking stall in Seattle ranges \$20,000-\$50,000. Businesses or employees carry this cost. “Free parking” is not free. (Seattle Department of Planning and Development, 2015)
- ✓ **Reduce traffic impact on employees and neighbors.** Since 2007, congestion has increased on I-5 (59%), I-405 (28%), and I-90 (74%). (WSDOT, 2016)
- ✓ **Reserve parking stalls for people who need them.** Prioritize guest / customer parking and ride-sharing. If time is money, drivers lose money as they circle lots for open parking stalls.

The Basics of Parking Management

- ✓ **Charge for parking.** Free or underpriced parking encourages driving over other options and increases demand for parking resources.
- ✓ **Set daily parking rates.** Switching from monthly parking passes to daily parking asks employees to choose the commute mode every day; they’re not committed to monthly pass.
- ✓ **Make alternative commutes more attractive.** Reward employees for using other modes by offering incentives like transit subsidies or biking amenities.

Menu of Strategies

Several parking management strategies currently employed in Seattle are included in the table below – consider which match the needs of your business and your employees.

Strategies	Strategy Details
Discounted carpool and vanpool spaces	Incentivize rideshare through rewards/financial support and reserved parking spots.
Priority space for carpool / vanpool	Prioritize spaces for rideshare close to amenities such as elevators or exits.
Covered bike shelter	Allocate space to provide bike racks and tools, other bike amenities.
Car share program	Offer vehicles or reimbursement for ride share (Uber, Lyft) or car share (Car2Go, Reach Now).
Daily rates	Switch from monthly to daily parking passes. Eliminate “sunk cost” mentality.
Parking cash-outs	Offer employees financial incentive to give up a monthly parking spot.
Free parking days	Allow employees who commit to taking an alternative mode into work the ability to park for free 3-5 days a month, giving them flexibility needed to commit to their alternative mode.
Transit subsidy	Make other travel modes more attractive by subsidizing the cost.

Transit and Alternative Travel Subsidies

Transit, carpool, and bike subsidies play a critical role in mitigating impacts on traffic congestion and parking. One less car on the road, or in a parking stall, means more space for someone who depends on a vehicle. A transit subsidy provides a critical tool for achieving goals to save money or improve employee satisfaction. For example, many employees factor transit subsidies into accepting a job offer.