Tipping the Scales –
Seattle Children’s CTR Strategy

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Seattle Children’s Hospital

- 5,000 employees
- 1,000 patients
- 1,400 parking spots
- Residential area
- 2 bus routes
- Mandate to reduce SOV to 30%
Seattle Children’s
Major Institution Master Plan

Figure 38 Oblique View of Proposed Hospital Campus and Hartmann Development
Strategic SOV Reduction

2004: 50% 50%
2015: 60% Drive Alone 40% Alternatives
2030: 70% 30%

10 pt. change 10 pt. change needed
Tip the Scale

Tip the Scales
Make Commute Choices More Attractive
Reducing Demand for Parking

- **No Free Parking**: charge all hours, all days, all staff
- **No Monthly Parking**: only daily rates
- **Variable parking rates**: from $2.25 - $10.00 /day
Neighborhood Parking Forbidden

- No parking surrounding neighborhoods
- Enforced by Children’s (employees must register vehicles)
- Neighbors hold us to it!
Limited On-Site Parking

- Only ~700 on campus stalls for staff
- Most staff assigned to park at off-site lot to manage

**Day Shift:**

- Hospital
- Magnuson Park
- Church/Archives
- E - 1
Administering Daily Parking Charges

Parking events tracked by employee’s badge at prox card readers:

– Time/date/location of entry assigns rate
– On site lots gated, off-site lots by shuttle
– Only charged on days used
– Access restricted by time and lot

Charges later paid for through payroll deduction
Carpool

Allows carpooling on the fly, no pre-registration required.
Alternative Commute Subsidies
Shuttle Service

- Started out parking lots and facility connection
- More facilities added, created opportunity
- Changed to “last mile” transit priority
- 75% or more of riders now transit rather than inter-facility travel
Bicycle Programs

• Free secure parking

• Trail connection

• On-site tuneups. On site service center.

• Bicycle classes

• Company Bike Program...try it for free
Pay Staff Not To Drive

$4 a day each day staff do not drive alone to work
= $1,000 annually
Five-Year SOV Trend

FY 2011-2015: Hospital 24/7 SOV Rate

- FY11
- FY12
- FY13
- FY14
- FY15


● Indicates parking rate increase
Lesson Learned #1

Managing parking is an important part of TDM, not an opponent of.

– Offering daily parking increases opportunities to take alternative commutes
– Managing supply creates opportunity to change price and affect demand
– One of the easiest and most cost effective steps to make
Lesson Learned #2

Managing parking can help pay for other programs.

- Parking revenue more than covers commute bonus
- Additional revenue helps fund other programs
Lesson Learned #3

Change can be hard!

• Initial outrage over changing to daily rates
• Over time, acceptance grew
• Don’t be discouraged by initial opposition
Lesson Learned #4

Technology is your friend

• Use resources to automate parking
• Use resources to track progress—change doesn’t happen until you track it!
• Use resources to engage
Lesson Learned #5

Leverage the resources you have

• Focus on resources you have available, promote those positives
• Supplement what you don’t have—fill the gaps where there is opportunity
Lesson Learned #6

Build the culture

• Tell the story at all levels
• Tell it from day one and beyond
• Over time it will become part of the culture
Lesson Learned #7

Options, Options, Options!

One alternative doesn’t fit all.

100% alternative commuters are part of the solution, but not all of it.

“Give us one more day”.
Tip the Scale

($) 2,600

Incentives
Subsidies
Convenience

($) 4

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Thanks for listening!

Questions?