ECMT-USDOT WORKSHOP ON
FOSTERING SUCCESSFUL IMPLEMENTATION
OF SUSTAINABLE URBAN TRAVEL POLICIES

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Metro Commute Partnerships
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Metro Commute Partnerships

ECMT Workshop on Sustainable Transportation

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Basic Lessons

- National and local policies
- Product and partnership development
- Impacts on sustainability: What is success?
What are Commute Partnerships?

- Agreements with employers for employee benefits
- Public funds entice employers to invest
- Share costs over time
Policy: Rearranging the Environment

- ISTEA / TEA-21 / CMAQ
- Tax treatment of commute subsidies
- Commute Trip Reduction Act
- Metro’s Six Year Plan: Local public subsidy of TDM activities
CTR: “Better” Regulation

◆ Getting ahead of federal requirements
◆ Collaborative approach
◆ Least-cost planning principles
◆ Performance funding
Products: FlexPass

- Package of benefits for all employees
- Filling empty bus seats
- Growth in transit cost phased over time
- Over 200 employers participating
- Over 90,000 employees + UW
- Average 90% increase in transit use
- Over 100 new vanpool groups
Employer Benefits

- Help reach and maintain CTR goals
- Recruit and retain employees
- Reduce demand for parking
- Easy administration
- Metro incentives
- Save money through rideshare tax credit
Partnerships

- Reduce barriers to participation
  - Incentives reduce initial costs
  - Phase in partner costs over time
  - Accept revenue loss for greater future revenue

- Evolution of partners
- Partners are allies
Partnership Results
($ thousands leveraged by year)
Bringing It All Together: Market-Based Incentives

- Pay for performance
- Creative solutions and increased buy-in
- Structural issues
  - What behavior is to be rewarded?
  - What is the payment?
  - Permission to take risks
- Current examples
TDM and Sustainable Transportation

- Defining success
- Increased HOV = better use of existing system
- Ability to impact major investment decisions
- Customer retention