

How Daily Parking Supports TDM Goals for a Post-Pandemic Workforce



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**Which department
best describes
you?**

- A. Transportation & Parking
- B. Human Resources
- C. Facilities
- D. Sustainability
- E. Other



How would you describe your organization's return to office state?

- A. We never left
- B. We're all back in office!
- C. We're hybrid
- D. We're fully remote
- E. We're returning in stages

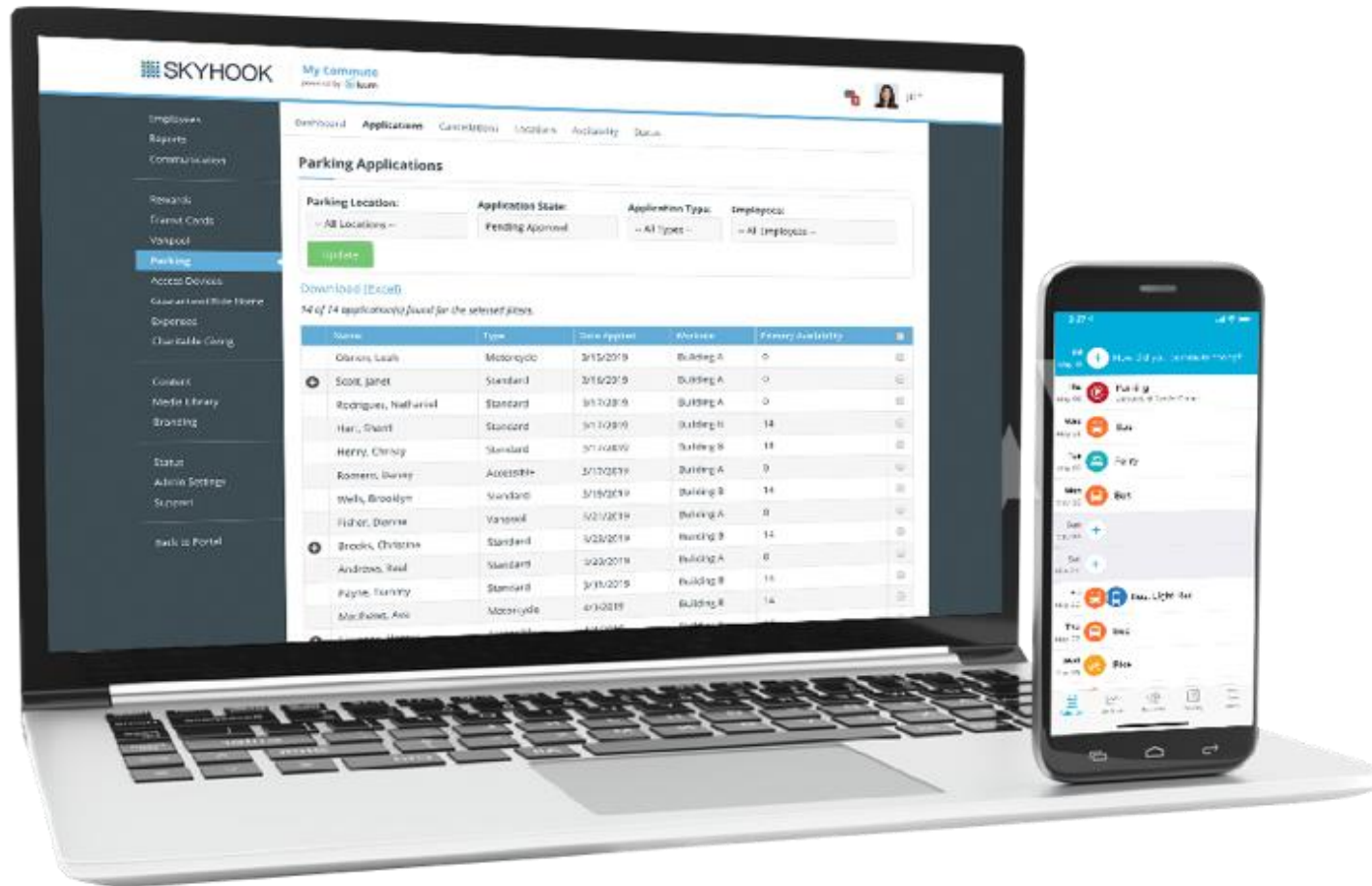
What is Luum?

Mobility. Flexibility. Sustainability.



Luum is a commuter benefits management platform. Our software unifies benefits administration, parking management, and mobility options, making it easy for you to implement a commute program that will meet your employees' needs for efficiency, flexibility, safety, and sustainability.

Mobility management for a modern world



 Benefits Administration

 Parking Management

 Mobility Options

This is an open book test...

Answer

Commuter choice is an essential benefit.

- I. Why – Hybrid work is here to stay
- II. What - Daily choices (daily parking)
- III. How - Carrot and stick

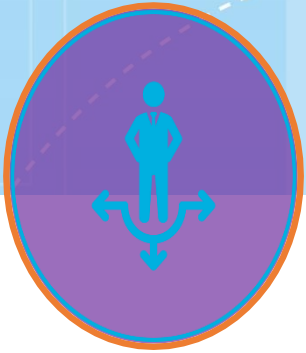
Heather
Team member since 2019



“One of the most concerning workplace issues for employees is not the physical space where they will work, but how they will get there in a post-pandemic world.”

JLL Workplace Experience Survey

Agenda



Return to Office
Trends



Hybrid Work is
Here to Stay



Lasting Behavior
Change



OHSU Case Study

Trends impacting [commuter] benefits

1

Great resignation

Millions have left their jobs,¹ and it's not all about the money.

2

Diversity, Equity, and Inclusion

Employers are looking to promote DEI initiatives through their benefits.

3

Need for flexibility

The workplace and employee needs continue to evolve, requiring constant iteration.

Not to mention the rising cost of gas and importance of sustainability.

Because the truth is...

40%

of Americans would rather clean their toilet than commute to a physical office or pre pandemic workplace¹



Washington workers returning to the office are driving personal vehicles more often than before the pandemic, often avoiding the use of mass transit.²



Nearly 10% of the average salary is spent commuting to work³

Our research identified important trends reshaping the benefits landscape



Employees value flexibility above almost anything else

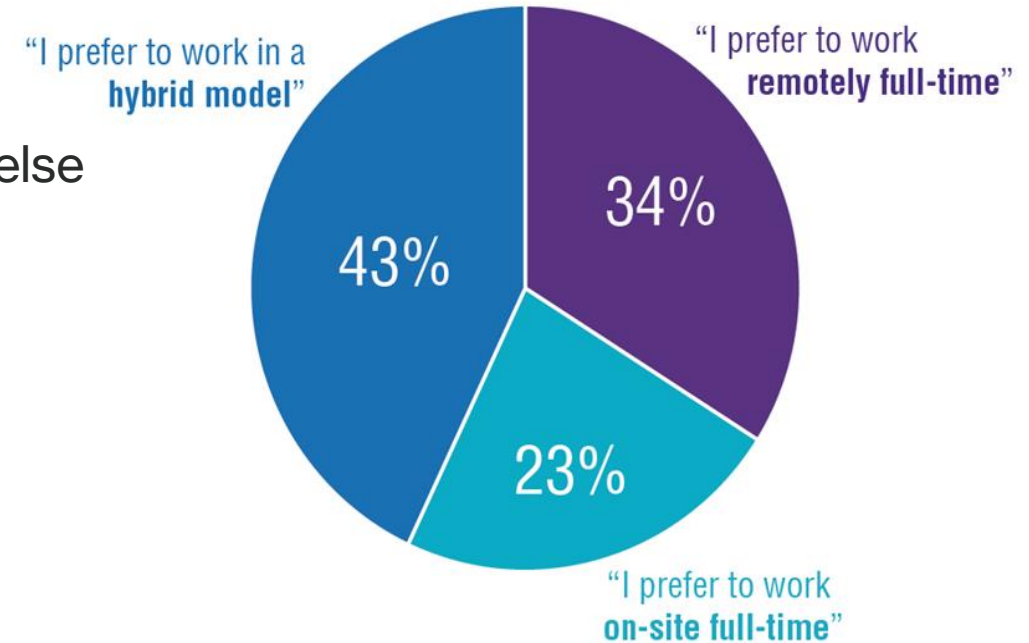


Remote work support will become increasingly important



Opportunity to improve commuter experiences

Preferences on Returning to Work
(% of respondents)





“What would get me back is **real flexibility**. I’m happy to work a hybrid schedule, but I have no interest in working a job where the number of days I come to the office per week or per month are kept track of. [...] If I am doing my job to the expected standard, I hope that my employer can work with me in truly **being flexible** and not just worry about Butts in Seats.”



“I care about **not wasting my time commuting**, not **wasting money on gas**, being able to spend that extra time doing things like exercising or hanging out with my family, [...] Unless the job market in my field drastically changes and I have no choice [...], I am **NEVER going back to working** a job where I am in an office **five days a week**.”

The post covid commute looks different

- Hybrid work has increased
- Some transit hesitancy
- Possible uptick in parking demand
- E-bike boom

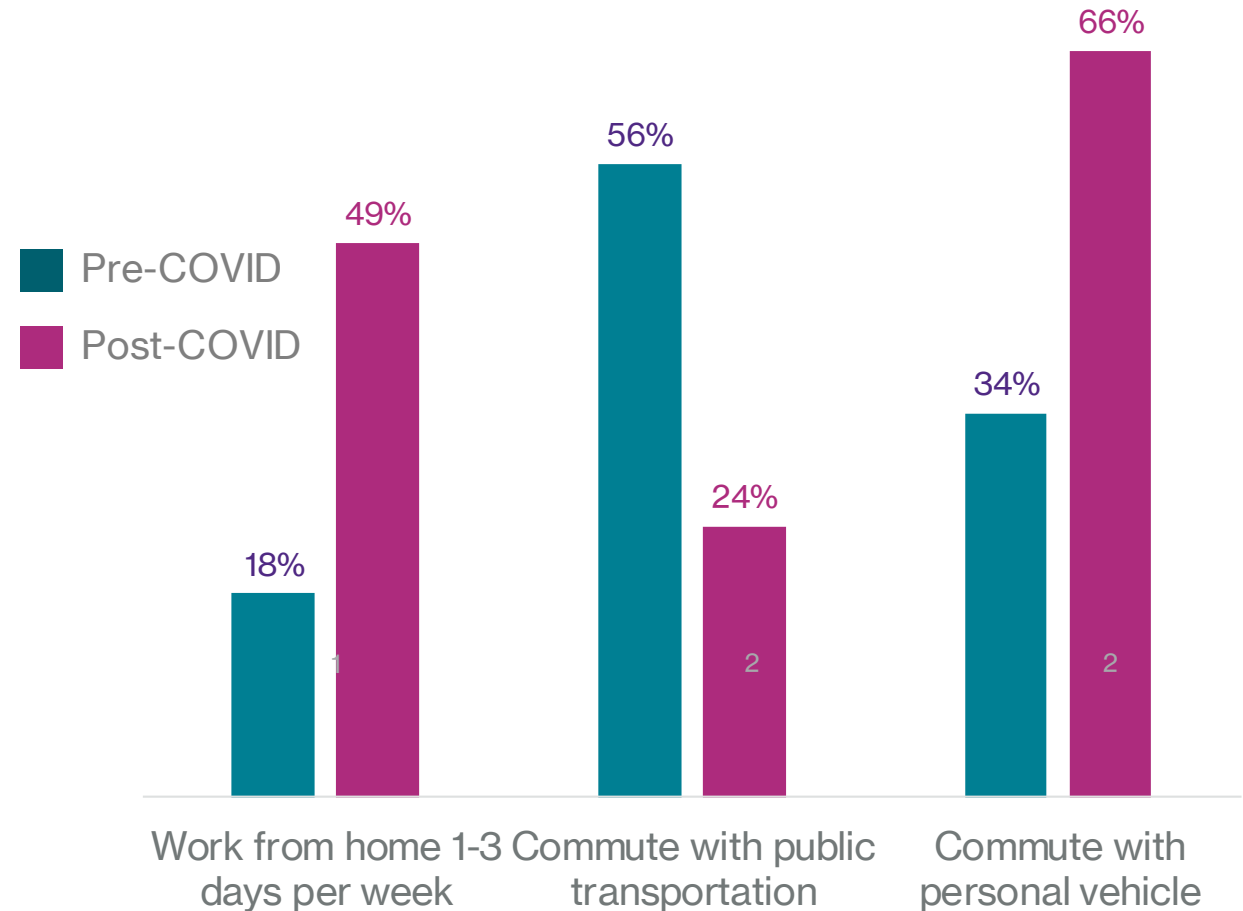
Bloomberg
US Edition ▾

Electric Bikes are Booming (Again)

Rising fuel prices are a part of it.



Ira Boudway. March 18, 2022.



1 Stantec survey of employees and select partners (<https://www.stantec.com/en/ideas/topic/cities/stantec-survey-how-will-commuting-patterns-change-due-to-covid-19>)

2 IPSOS survey of Chinese consumers taken after much of the country 'returned to normal life' post pandemic (<https://www.cbinsights.com/research/transportation-mobility-trends-qa-q220/>)

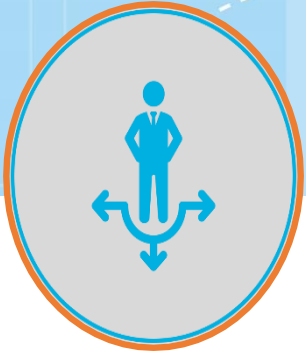
Opportunity for change



**Harvard
Business
Review**

Think about timing: If organizations continue to deploy “nudge” techniques, they may be more successful if they leverage key moments of change. Because people are more likely to change their commuting behavior when they move or start a new job, or when there is a serious disruption that forces them to temporarily abandon their habits, these are the times when employers could try using behaviorally informed messaging and light-touch incentives. If an organization wanted to rely solely on “nudges,” perhaps it could try reaching out once new employees accept a job at the firm to encourage different commuting habits from the outset.

Agenda



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Hybrid Work is
Here to Stay



Lasting Behavior
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OHSU Case Study

Flexible benefits are the new reality

Flexibility is needed to support this new commute environment

Traditional commute program		Commute program of the future
Monthly parking permits	➤	Daily parking charges
First come, first serve parking	➤	Daily parking reservations
Fixed transit subsidy	➤	Flexible subsidies across modes
One size fits all fixed policy	➤	Eligibility-based dynamic policy
Bike Cages	➤	Offering Rewards for biking, walking, education
Informal promotion of rideshare/carpool	➤	Customized and flexible subsidies based on employee type, worksite, or benefit offering

Clients prepare for a return to office



Challenges

- Reduced parking supply, not enough to meet demand for monthly permits
- Need for daily commute flexibility to accommodate a hybrid workplace
- Low employee engagement and awareness of commute benefits and options

Biotech | Cambridge, MA
3,000 eligible employees



Guaranteed, pay per use parking via mobile app



One seamless, central benefits location

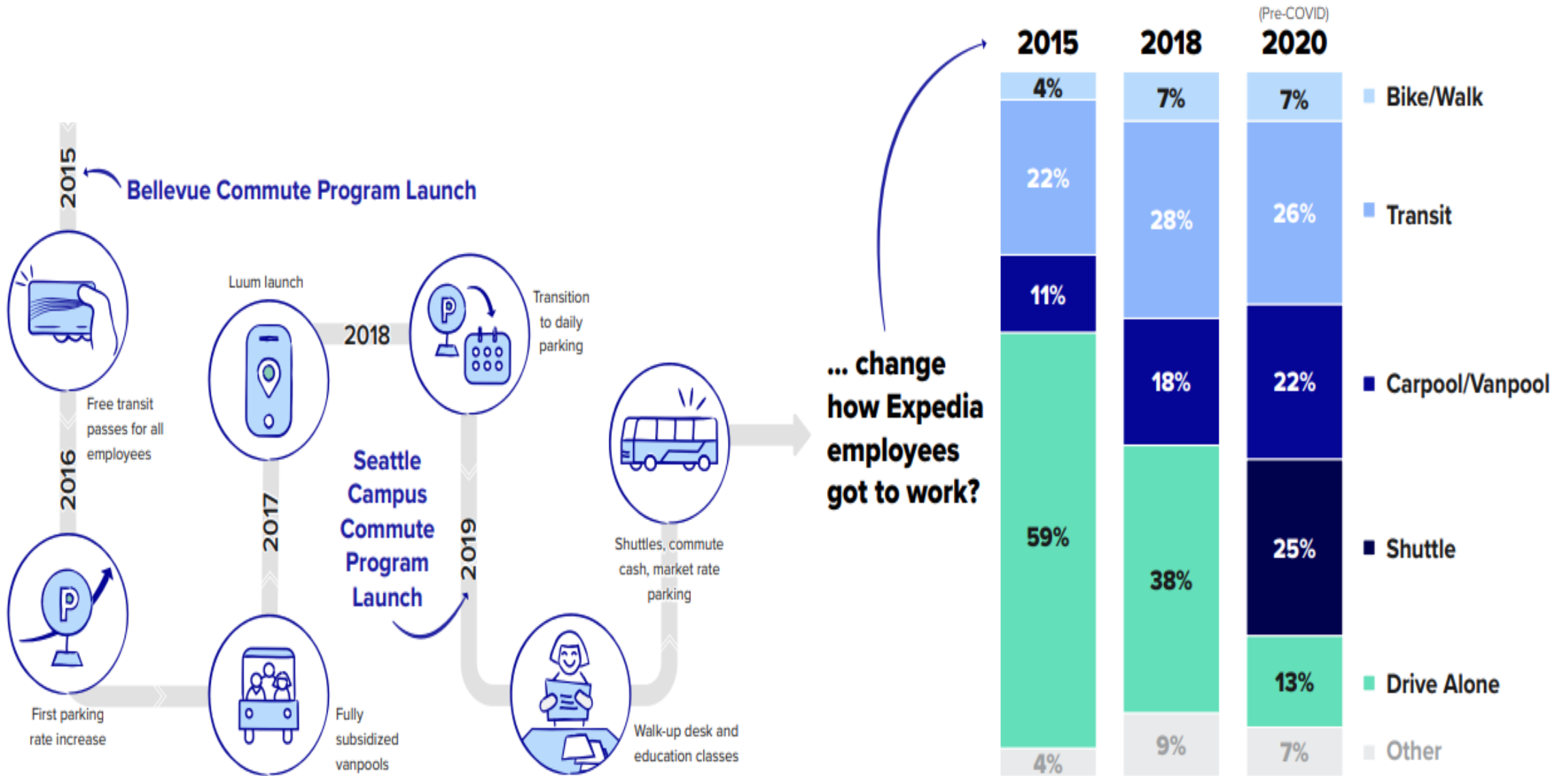


Better commute data and seamless administration



Full transit subsidy for all full-time employees

Employers are switching to daily parking charges



Benefits of daily parking

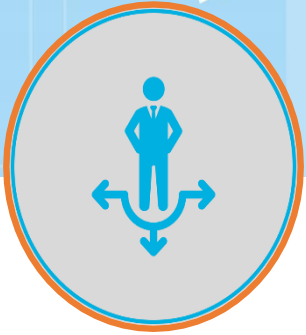
- Meet the demands of a hybrid workforce
- Increase the use of sustainable commute modes
- Generate more parking revenue, while employees pay less
- Reduce the need for leased parking and/or maximize usage of owned stalls
- Infinite possibilities to expand your commute program with new daily choice
- Reclaim admin time by automating parking management workflows

CASE STUDY

One Luum customer has achieved **60% operational savings** thanks to more efficient and automated workflows, a **parking demand reduction of 8.5%** by providing employees with alternative commute choices, and maximized stall utilization by leveraging policy, data and flexibility.



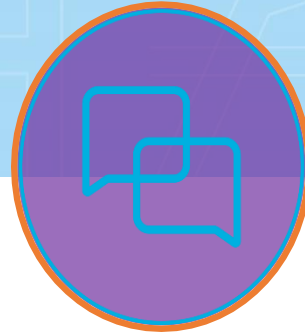
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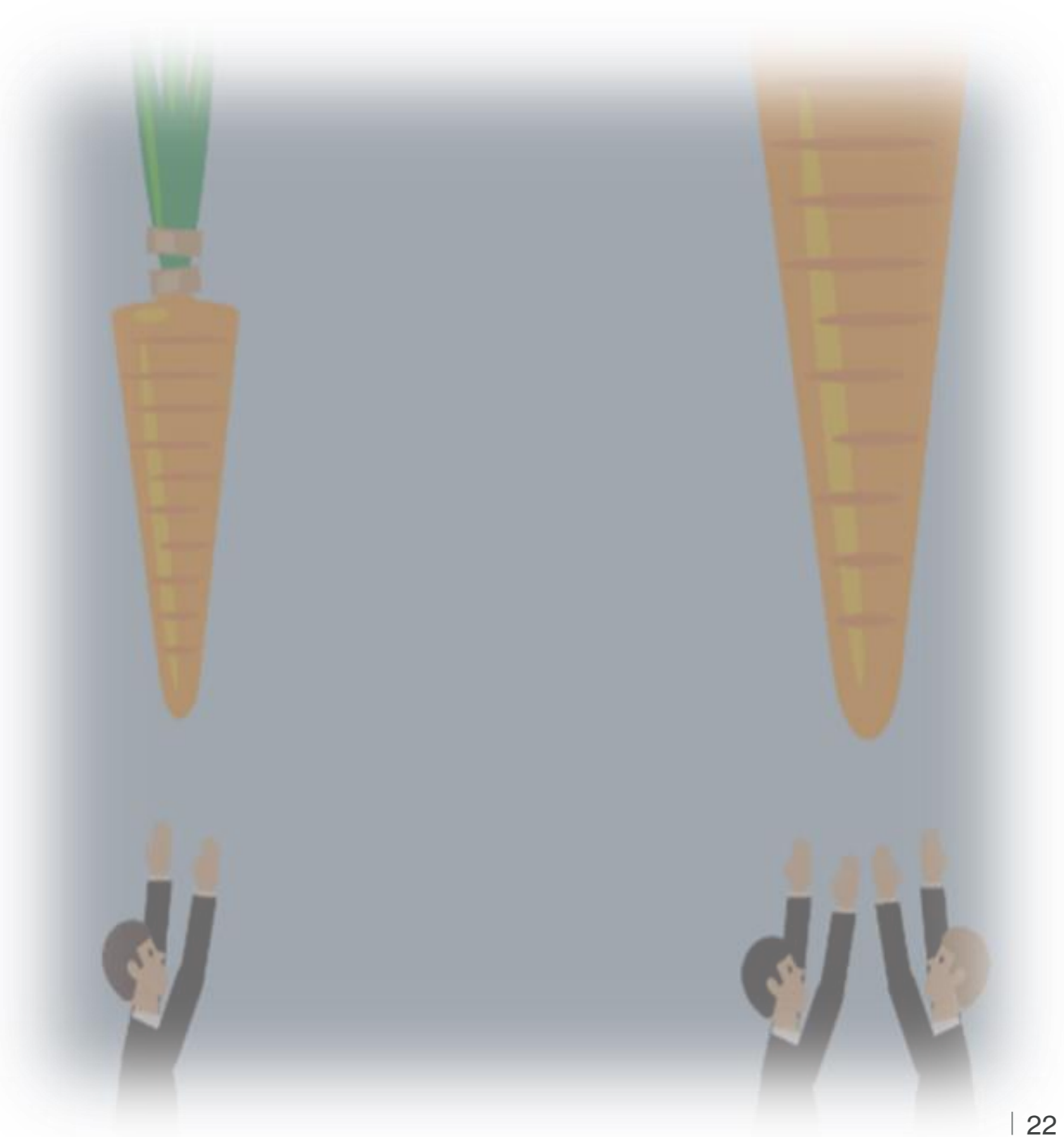


OHSU Case Study

Once you create
the opportunity
daily choices, use:

Carrots = incentives

Sticks = disincentives



Incentives alone don't change behavior

- Applied in tandem creates synergy
- More Stick - Loss Aversion Theory
- Sticks are universal, carrots dependent on size
- Further – use sticks to fund carrots!
- Finally turn incentives into benefits

Check out the full article **Why Incentives Alone Don't Change Behavior** [here](#).

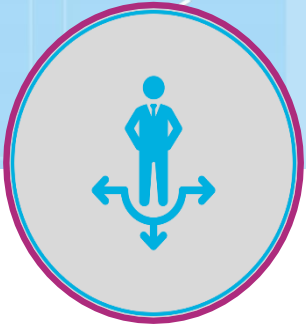
Or visit us at
go.luum.com

Your team is counting on you to offer commuter options and workplace flexibility

1. Why – Hybrid work is here to stay
2. What - Daily choices (daily parking)
3. How – Carrot and stick



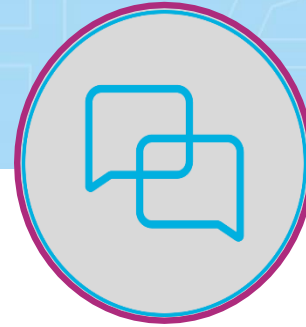
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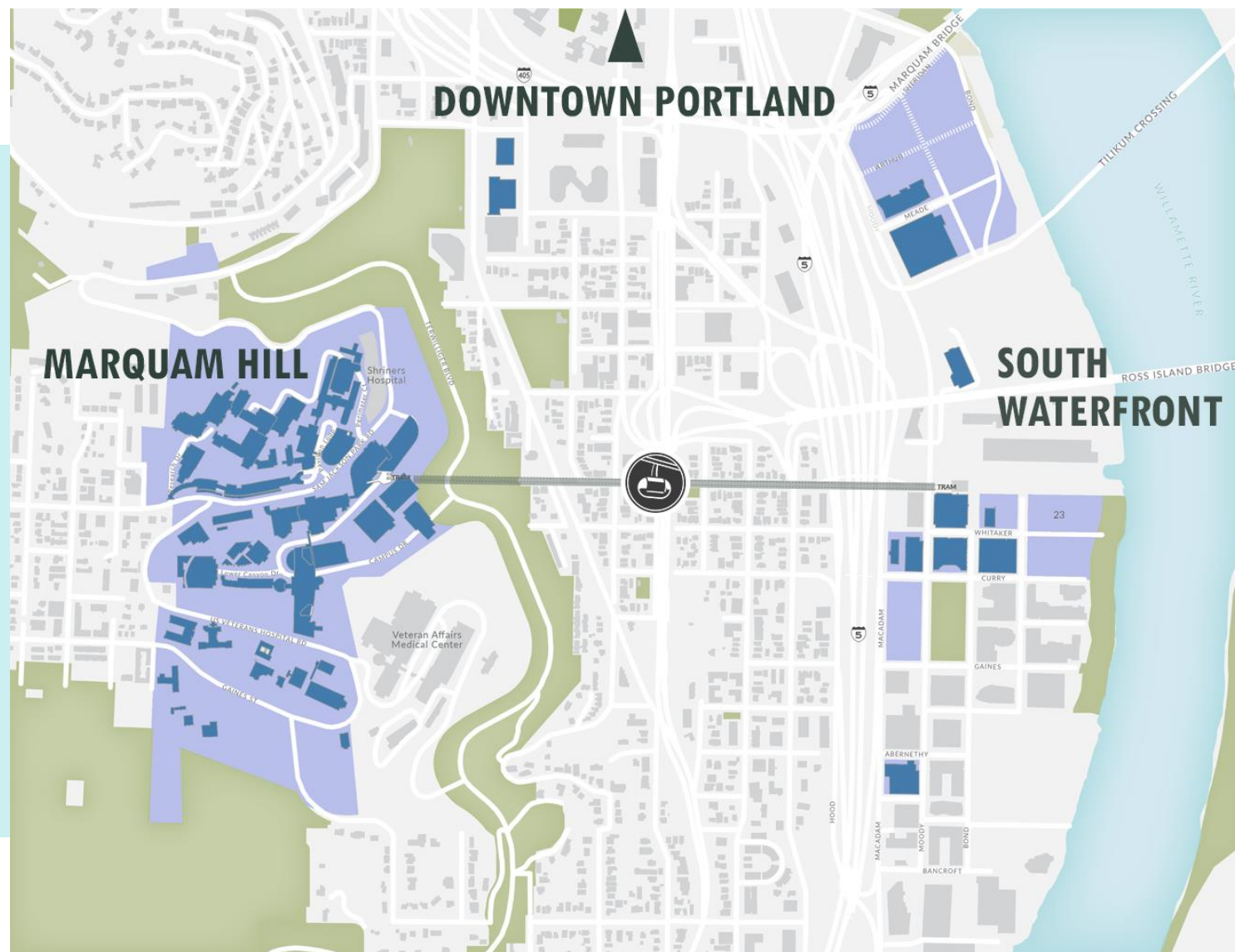
Lasting Behavior
Change



OHSU Case Study

Introducing OHSU

- Located south of Downtown PDX
- Two main campuses with 500 feet of elevation gain + I-5
- Connected by aerial tram and served by public transit
- Subject to City of Portland restrictions on parking supply
- 24/7



History lesson

“Not long after the building was constructed, a delegation of faculty members visited the dean to see if “they couldn’t park a little closer to the main building” (They had to walk approximately 30 feet from the assigned parking space and considered it “too far.”)

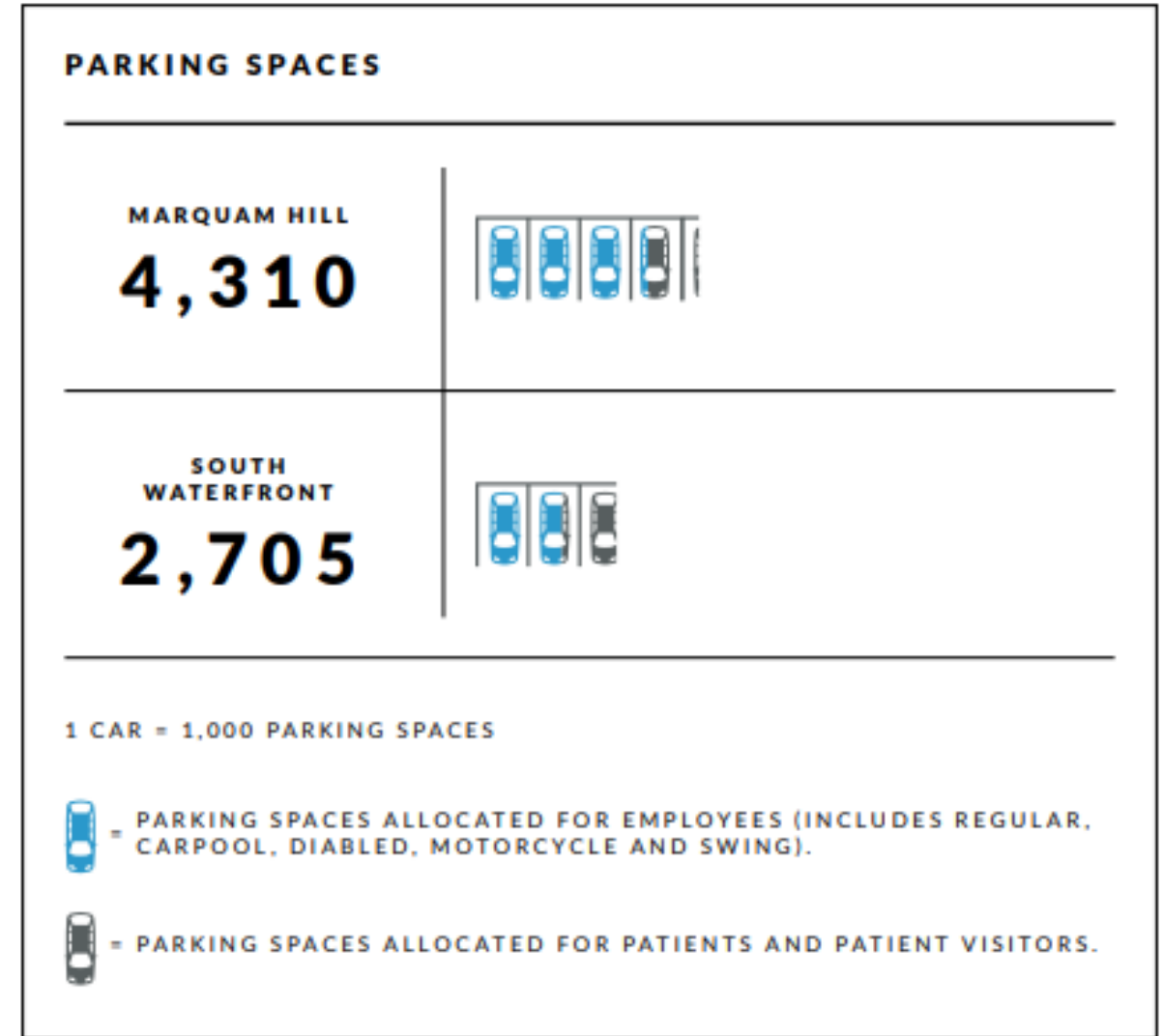
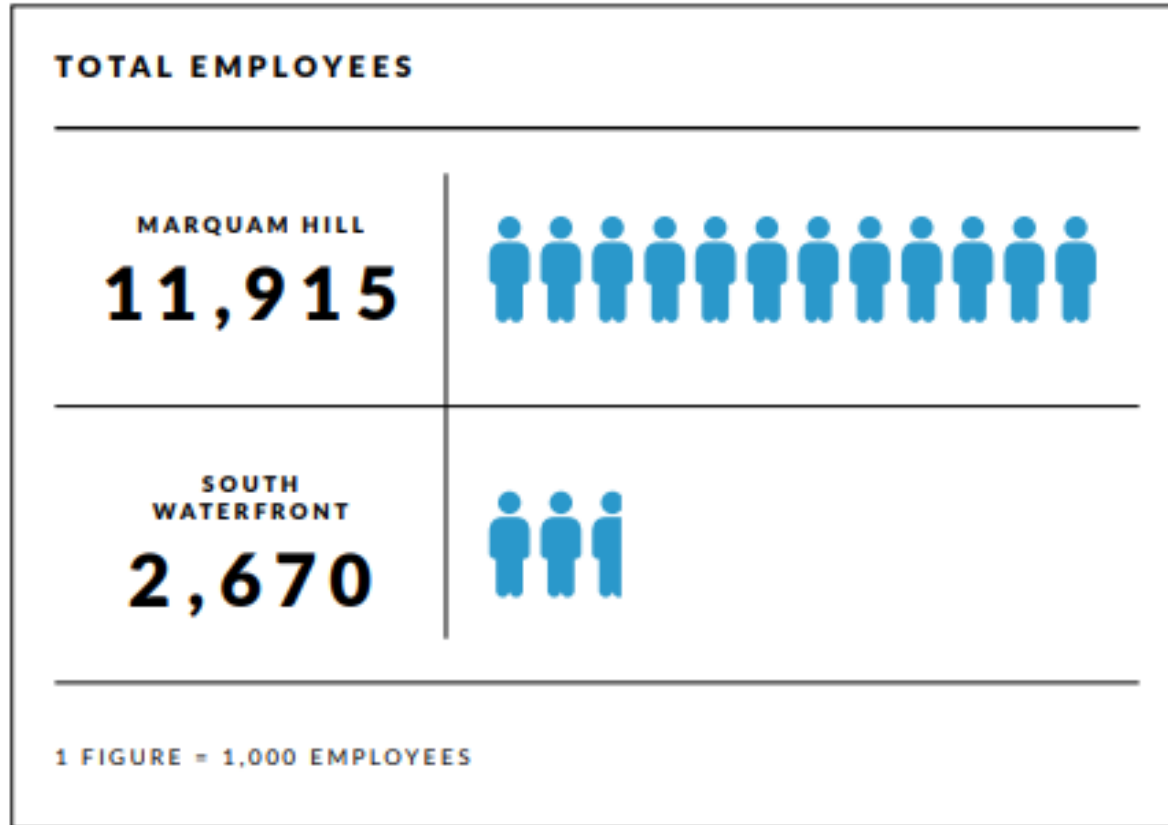
1961



VISITING HOUR VORTEX SWIRLS AROUND
OVERPASS AS DRIVERS SEEK PARKING

Perplexing Parking Problems Probed

People vs parking stalls



Over 20,000 daily visitors, and only 7,000 parking spaces

Pre-pandemic parking

38% SOV rate

4,000 annual parkers

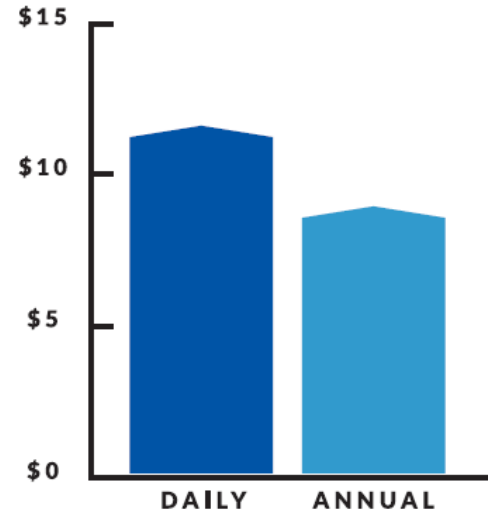
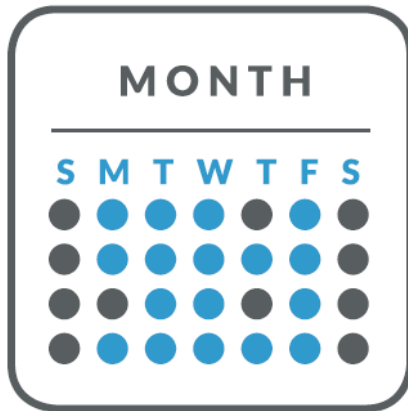
about **\$5-\$7/day**

1,000 daily parkers

\$15/day

Waitlist 10+ years long





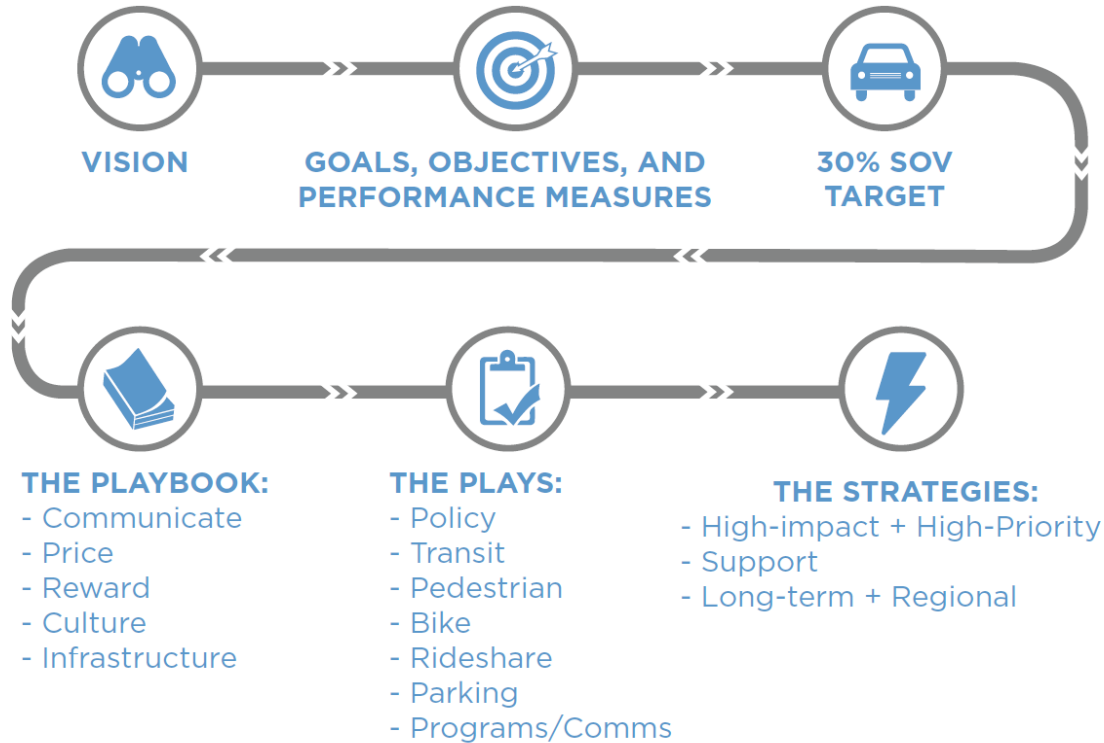
“Some people still have **a parking permit but don’t use it.** They don’t want to give it up because there’s a 10+ year wait list to get it back again.”

“When I got hired, everyone told me to sign up for every permit. **I did, even though I rarely drive.**”

“The permit wait time is ridiculous and the fact that non-clinical and provider staff get ‘priority’ **makes me feel undervalued as a nurse.**”

TDM Plan

- Developed in 2017
- Reduce SOV to 30% by 2027
- 34 strategies



Transportation Demand Management Plan



The strategies

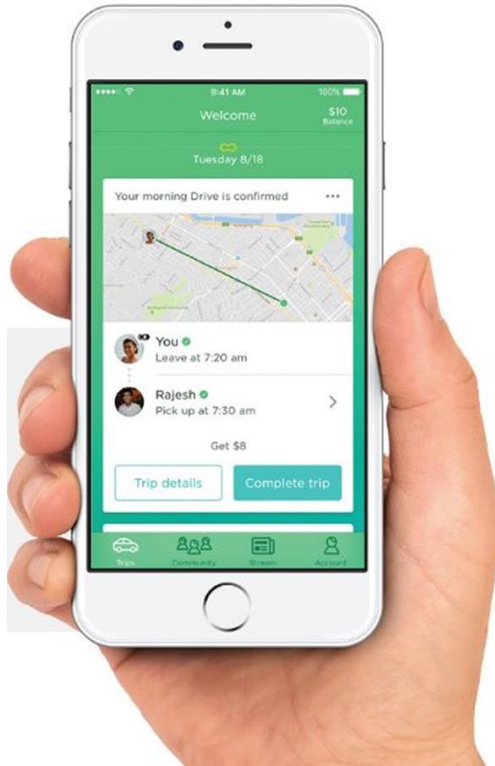
THE PLAYS						
Policy	Transit	Pedestrian	Bike	Shared Mobility	Parking	Programs + Communication
Goals/ Objectives/ KPIs	Transit Service	Access Improvements	Access Improvements	Lyft Subsidy Program	Daily Pricing	Mobility Communications
Active Workplace Culture	Access to Transit	Safety Program	Bike Parking	Internal/ Dynamic Carpool	Operations	Daily Financial Incentive
Staffing Support	Regional water taxi	Rewards Program	Bike Share Program	Enhanced Car Share	Patient Parking	Commuter Challenges
Telecommuting	Downtown tram/ gondola		Bike Rewards Program		Valet Parking	Commuter Platform
Housing Assistance					Safety + Security	Wayfinding
Daily Services					Carpool Parking	
					Expand Supply	
					Enforcement	
					Data	

The strategies

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High priority-high impact strategies

- MyCommute platform
 - Bike and walk incentives
 - Guaranteed Ride home
 - Gamification & challenges
- Lyft Off
 - Subsidized Lyft rides for off-peak commuters
- Scoop managed carpool
 - Dynamic, flexible, app-based carpool matching program



Date	Time	Location	Description	Bonus
4/30/2018	8:00 AM	---	Bus	\$0.00
5/1/2018	8:00 AM	---	Bike	\$1.50
5/3/2018	7:56 AM	---	Bike	\$1.50
5/4/2018	8:00 AM	---	Bike	\$1.50
5/7/2018	7:34 AM	---	Bike	\$1.50

The strategies

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					Data	

High priority- high impact strategies

- Telecommute
 - Encourage telecommute adoption
- Daily Parking pilot
 - Convert annual parkers to daily
 - Parkers assigned one garage and charged based on parking activity
 - Charges accrue in MyCommuter platform

TIERED PARKING PRICE

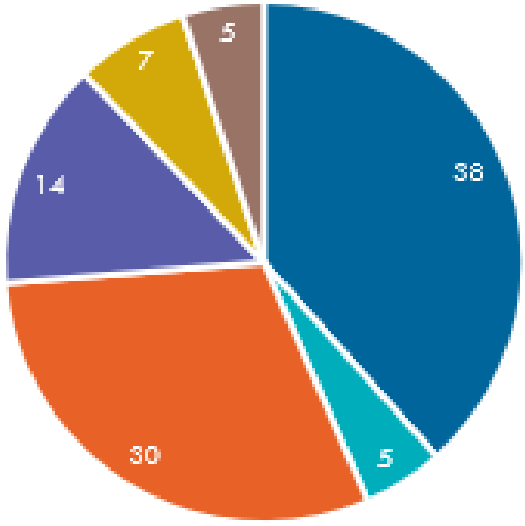
Pricing varies depending on how often employees park

Week	MON	TUE	WED	THU	FRI
1	\$12	\$12	\$12	\$12	\$12
2	\$12	\$12	\$12	\$15	\$15

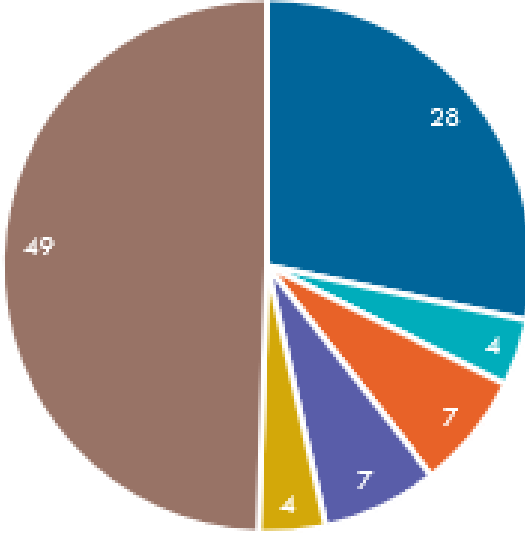


Employee Mode Splits

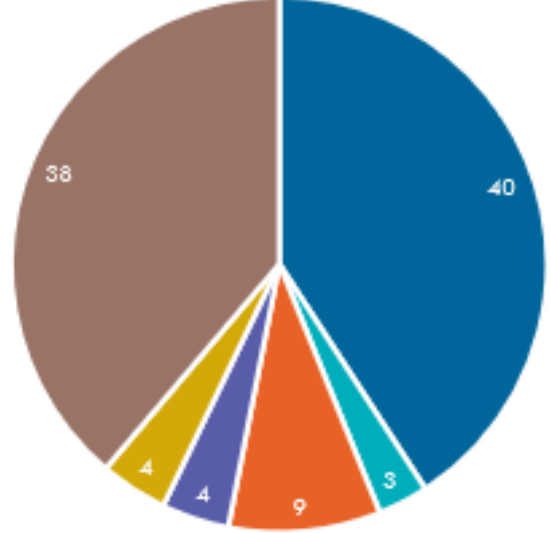
2017



2020



2022



■ Drive alone ■ Carpool/Drop off ■ Transit ■ Bike ■ Walk ■ Telecommute

"I do love working at OHSU, and I have been an essential employee on campus throughout COVID. I just want to suggest that we're not so exclusive with parking being available to only those who can pay higher daily rates."

Transition to daily parking

- Up until Dec 2021, annual parking was heavily subsidized. Permit holders paid roughly \$6/day, pre-tax to park. Others purchased daily permits at \$15/day post-tax.
- On Dec. 20, 2021, changes were made to even out parking costs among all users.



New parking program starts Dec. 20

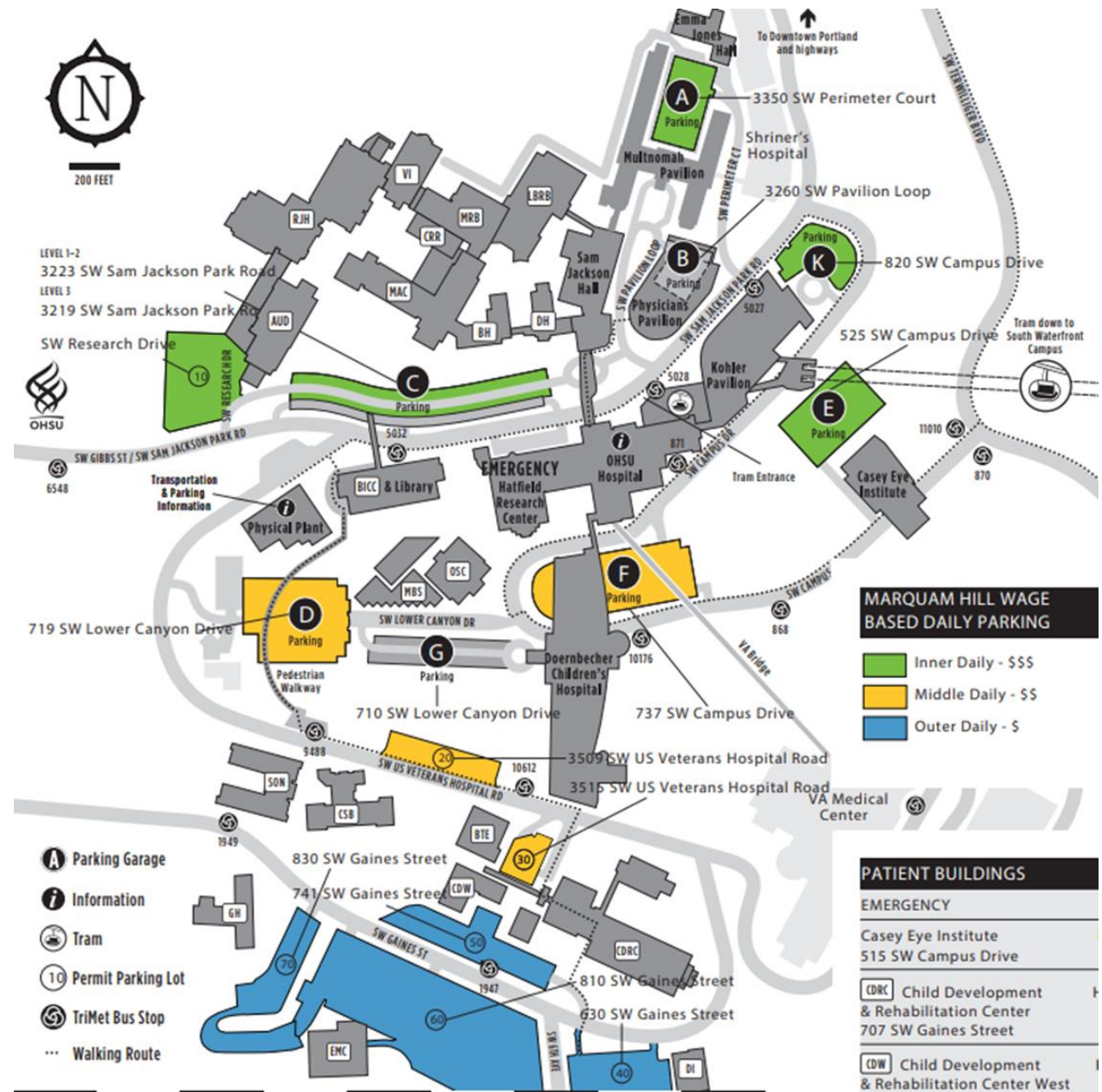
Wage-Based and Guaranteed Daily permits will replace annual permits

Later this month, we'll be transitioning away from annual parking permits in an effort to ease access to parking for all employees. Starting Monday, Dec. 20, Wage-Based Daily Reservations and Guaranteed Daily parking will be implemented.

"I do love working at OHSU, and I have been an essential employee on campus throughout COVID. I just want to suggest that we're not so exclusive with parking being available to only those who can pay higher daily rates."

Wage based daily reservations map

Wage Bracket	Wage Range
Bracket 1	<\$40,526
Bracket 2	\$40,526- \$54,999
Bracket 3	\$55,000-\$69,999
Bracket 4	\$70,000-\$86,375
Bracket 5	\$86,376-\$104,999
Bracket 6	\$105,000-\$164,925
Bracket 7	>\$164,925

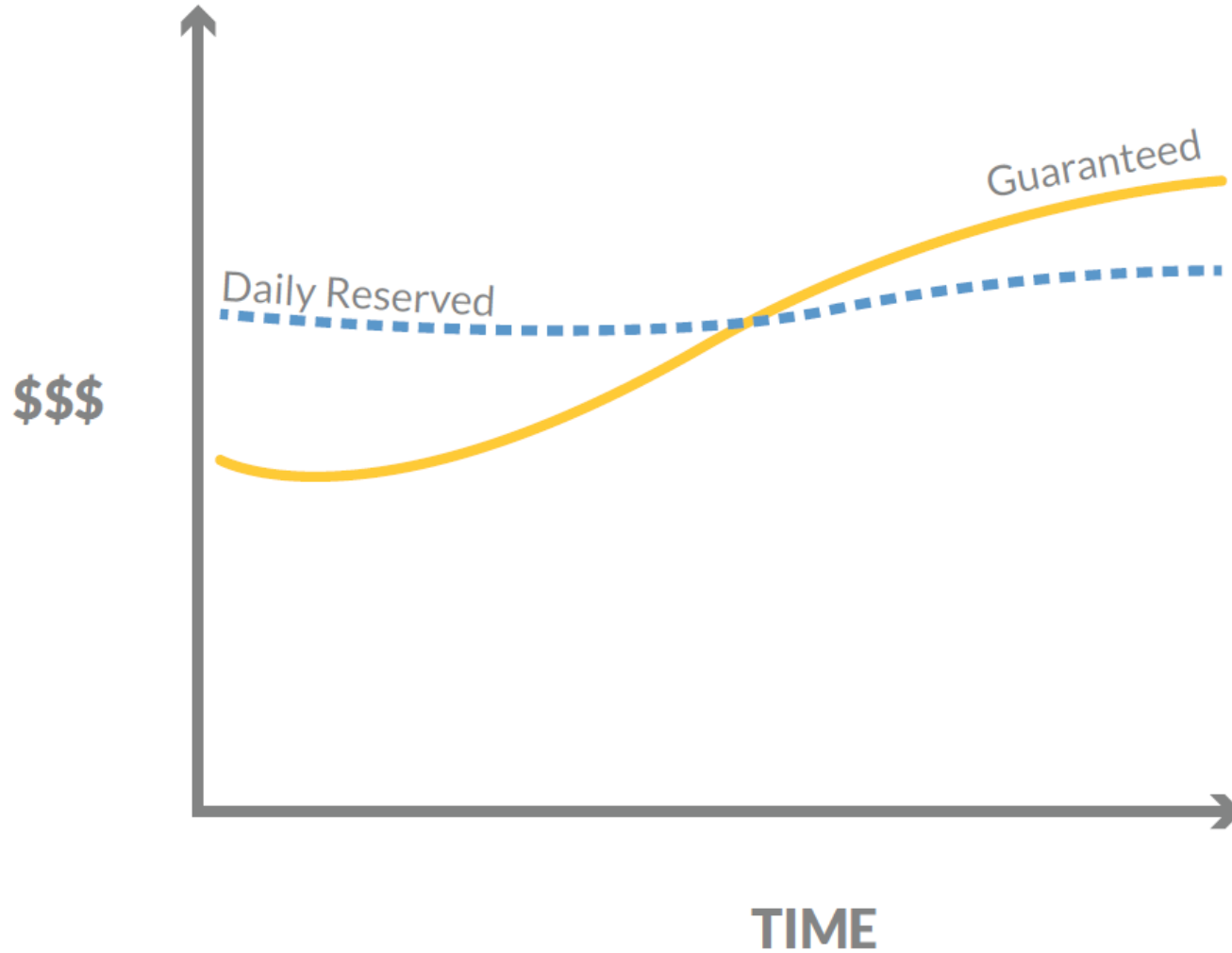


Why wage based daily parking?

- Existing employee parking policies are **inequitable**. Most employees want change.
- COVID-19 accelerated OHSU's adoption of daily parking and teleworking. **Build momentum.**
- Future growth and uncertain travel patterns=**continued reduction of drive alone rates.**
- Improved employee experience and **flexibility.**

“...parking rates should be factored on how much an employee makes annually...”
- OHSU employee

Campus wide pricing framework



Shift to wage based daily permits

0.9% - 6.6%
of employee income spent on parking

Pre-COVID Parking Rates



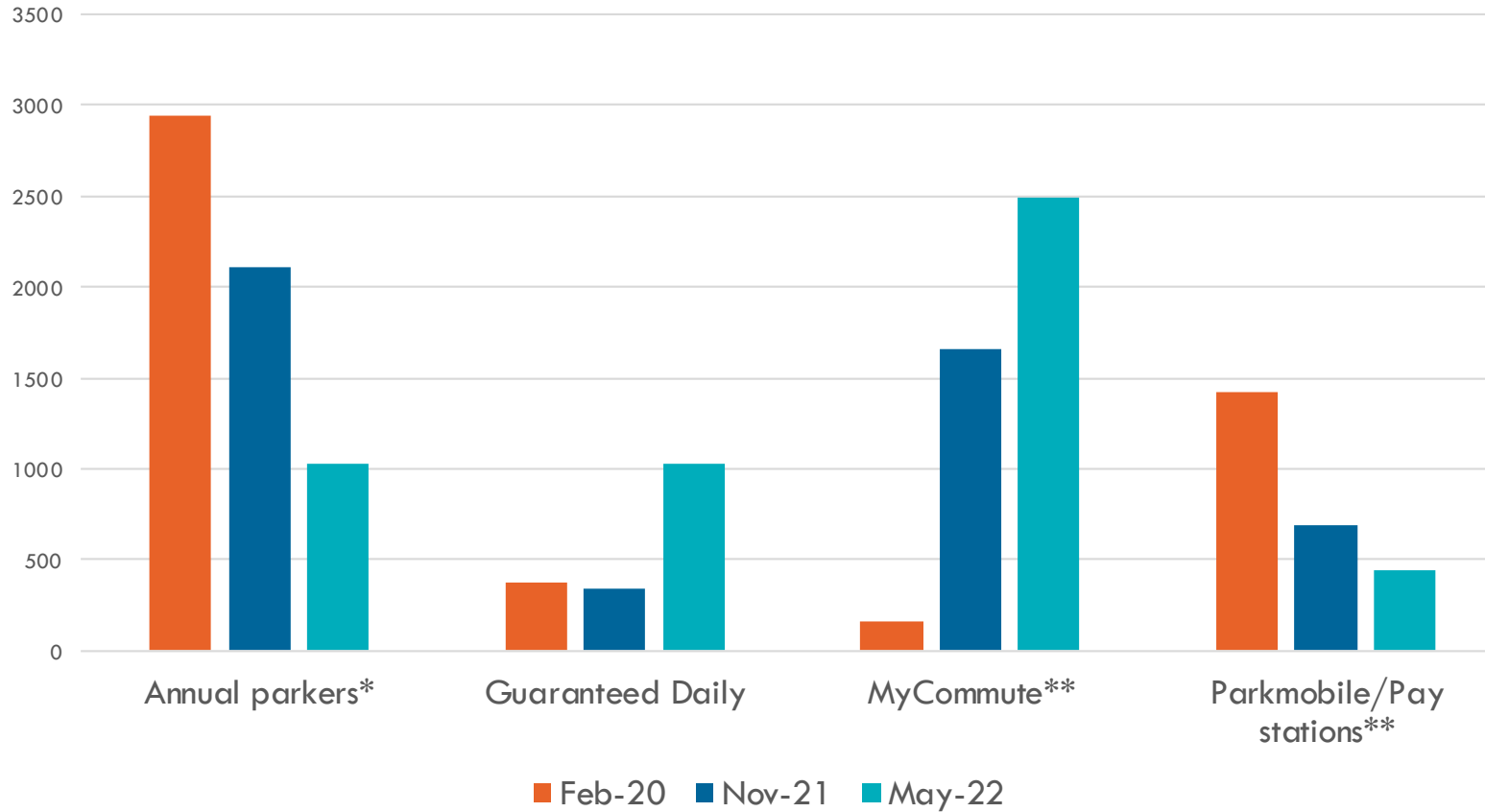
1.7% - 4%

Wage Based Daily Parking rates

of employee income spent on parking

Parking permits by type

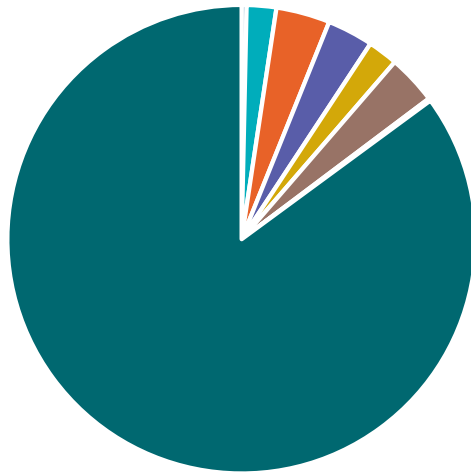
OHSU Parking Permits: Pre- COVID, COVID, Current



Parking breakdown

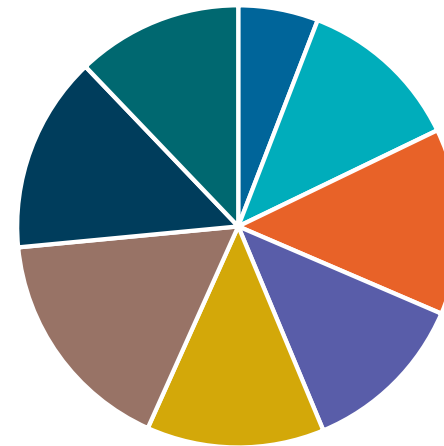
The percentage of parking occupied by annual parkers dropped from 85% to 19%

Pre-Pandemic Parking



■ Tier 1 ■ Tier 2 ■ Tier 3 ■ Tier 4 ■ Tier 5 ■ Tier 6 ■ Tier 7 ■ Annual Parkers

Current State Parking



■ Tier 1 ■ Tier 2 ■ Tier 3 ■ Tier 4 ■ Tier 5 ■ Tier 6 ■ Tier 7 ■ Annual Parkers

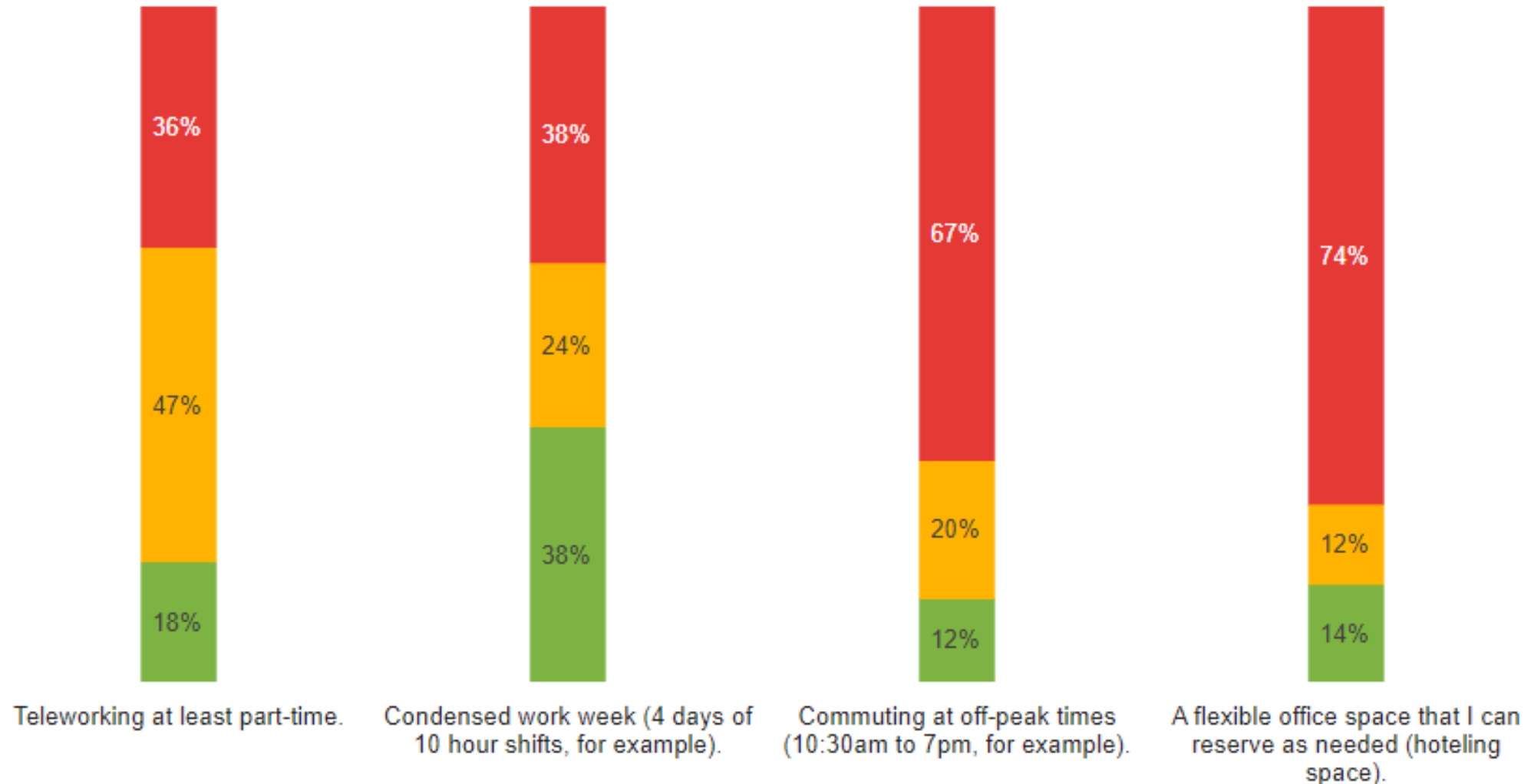
Parking Frequency and Cost by Permit Type

AVERAGE # OF PARKING EVENTS AND AVERAGE COST, PER PERSON PER PAY PERIOD

- Guaranteed Daily Parking: 4.6 parking events
 - Average cost: \$61.80
- Wage Based Daily Reservations: 4.3 parking events
 - Average cost: \$35.80

Q10.3 - Are you interested in any of the following long term strategies?

Filter: People who commute to MH or SW and report drive alone as their primary or secondary mode.



● Not interested or not possible in my role ● Currently use as needed ● Interested but do not yet use

- Home
- Commute Calendar**
- Leaderboards
- Charitable Giving
- Rewards
- Carpool
- Guaranteed Ride Home

- Parking

- Settings

- Admin Tools

Commute Calendar My Dashboard My Badges

Today < >

August 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1 	2 	3 	4 	5 	6
7	8 	9 	10 	11 	12 	13
14	15 	16 	17 	18 	19 	20
21	22 	23 	24 	25 	26	27
28	29 	30 	31 	1 	2	3
4	5 Labor Day	6 	7 	8 	9 	10

Modes

Reserve

Round-trip: Distance (one-way): Arrival Time:

i To log a trip, drag and drop the commute mode icon onto the day of the trip

Friday, October 7, 2022

My Commute

Telecommute ✕

Pay Period Summary: Sep 26 - Oct 9

CHARGE	BONUS
(\$11.00)	\$1.50

[Donate a percentage of your commute bonus](#)

My Rewards

Not-So-Spooky Challenge

10/1 - 10/31 12 trips to go

Ride in the Rain

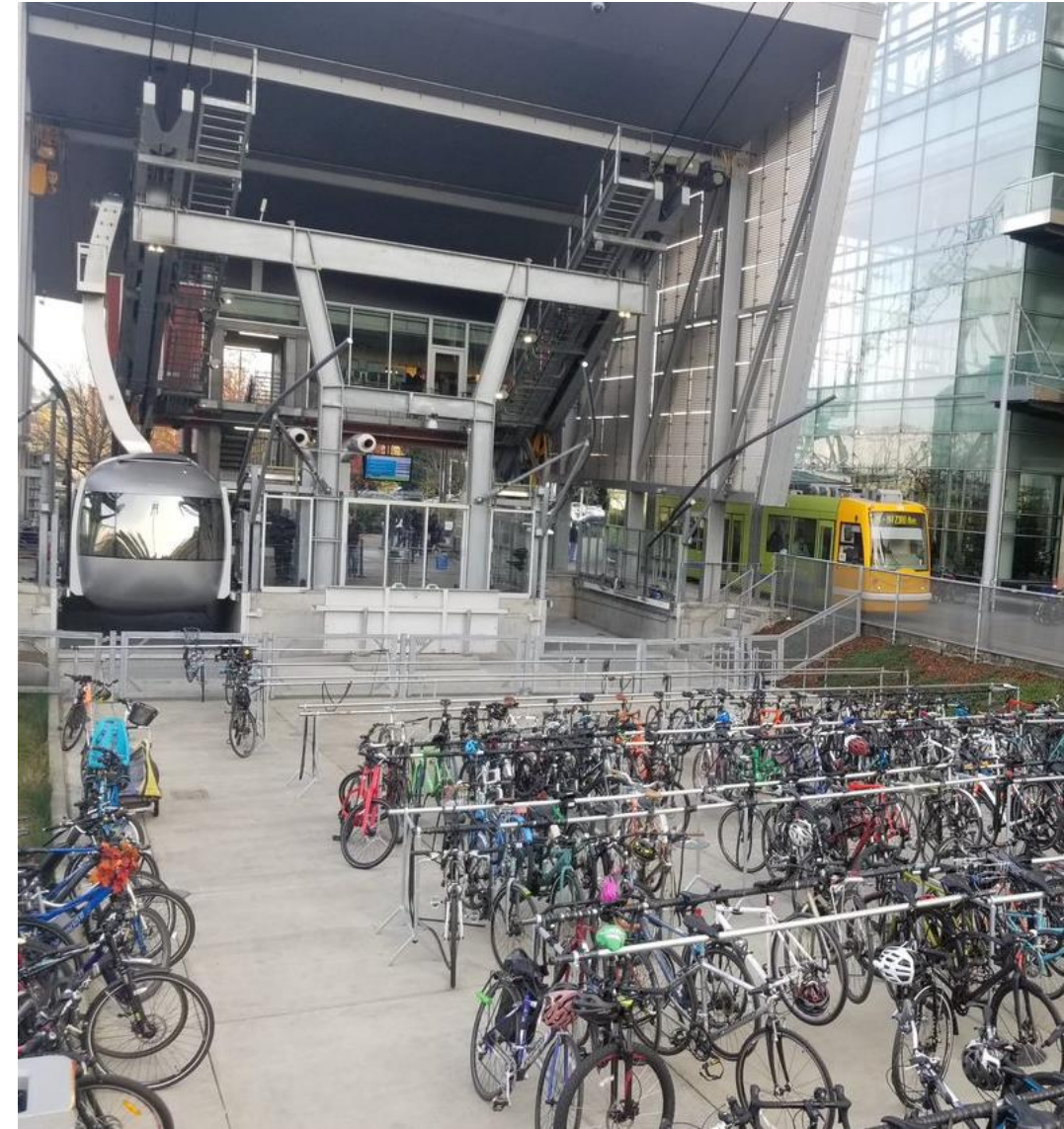
10/1 - 10/31 10 trips to go

My Levels: Telecommute ▾

HOME HOTSHOT

TDM Plan: 5-year refresh

- Focus areas
 - Higher incentives for non-SOV modes
 - Bike loaner program
 - Bikeshare
 - Pedi-cabs on waterfront
 - EVs/E-bikes
 - Transit/carpools
 - Regional infrastructure improvements
- Messaging
 - Sustainability, flexibility, campus growth, equity





PIPTA



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luum

by HealthEquity



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