

# CASE STUDY – DELTA DENTAL OF WASHINGTON

FLEXIBILITY AND OPTIONS TO SUPPORT EMPLOYEES AND MEET PARKING CONSTRAINTS



## MYCOMMUTE RESULTS POWERED BY LUUM



60% REDUCTION IN DRIVE ALONE RATE,  
DOWN TO 15% POST-MOVE



100% EMPLOYEES ONBOARDED TO  
MYCOMMUTE POWERED BY LUUM



4 NEW VANPOOLS AFTER LAUNCHING  
MYCOMMUTE POWERED BY LUUM

### The Business Challenge

For almost 30 years, Delta Dental of Washington (DDWA) owned and occupied a suburban office building in North Seattle, with ample free parking for employees. Nearly 75% of DDWA employees drove alone to work.

In spring of 2017, DDWA moved to Seattle's thriving South Lake Union neighborhood. Now a tenant of a large office building, DDWA is limited to parking stalls for only 40% of their employees.



Delta Dental of Washington

### Powerful Results

In the two months following the office move, a daily average of 42 vehicles (including carpools and vanpools) have driven to the new office. This represents a drive alone rate of 15%.

The MyCommute program powered by Luum provides employees the flexibility and options to get the most out of their commute, and employees occupy fewer than the available parking stalls. At this rate, DDWA can consider reducing the number of stalls included in their lease to match the declining parking demand.

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“Luum gave us the tools to make the right commute choices simpler and more convenient for our employees. Cultural change is notoriously difficult and slow moving, but in just a few months Luum has helped us completely transform our commute culture.”

BECKY MASTERS • DIRECTOR, COMPENSATION, BENEFITS AND HR TECHNOLOGY

## Solutions

Instead of issuing monthly parking permits to a select group of employees, DDWA focuses on providing flexibility and choice to support all employees as part of the new MyCommute program.

To give employees the ability to decide how to get to work on a daily basis and meet the parking constraints of their new office, DDWA implemented the following solutions:

1. **MyCommute Hub:** A one-stop-shop with tools and resources to support employee commute choices.
2. **Daily Parking:** All employees have the option to drive when needed. Employees are only charged for the days they choose to drive and the charges are automatically deducted from their paycheck.
3. **Daily Bonus:** Employees receive a bonus for each day they commute by any mode other than driving alone, including telecommuting.
4. **Reduced Rideshare Parking:** Free parking for vanpools and split parking charges for carpools discourage single occupancy vehicles.
5. **Fully Subsidized ORCA Cards:** Passes provided by DDWA cover transit and vanpool fees.