



Luum Plays Key Role in Successful Commute Reduction for Delta Dental of Washington Seattle Employees

SEATTLE (October 23, 2017) *Transforming our urban environments together* was the theme for the Seattle 2030 District 2017 Vision Awards, presented last week at the annual event held in Seattle. The 2030 District's Award for *Transformation through Transportation* went to Delta Dental of Washington (DDWA) for their success in achieving dramatic results reducing carbon emissions by reducing their employee drive alone rates. This result coincided with DDWA's headquarters relocation from a suburban location north of Seattle, to the heart of the city. Luum, the software company that powers DDWA's commute policies and employee experience was on hand to celebrate the recognition.

"The single most important factor in our move was ensuring our entire employee team feel better in our new location. Leading in to the move, our employees were clear that their commute experience was the #1 issue to get right," said Becky Masters, Delta Dental's director of compensation and benefits.

Luum worked with DDWA to implement commute programs that gave employees more options, and to put policies in place that encouraged employees to take an alternative to driving to work alone. The result: happy employees and, as the Vision Award reflects, DDWA achieved a reduction in single occupancy driving from 75% pre-move, to under 15% after the move.



"We are delighted to be recognized by the Seattle 2030 District for achieving this level of employee behavior change. We want the DDWA experience to incite other employers in Seattle and cities around the country to aggressively adopt commute programs that are great for employees, great for your organization, and great for the community. This just goes to show, we

employers do have the power to reduce carbon emissions in our communities,” adds Becky.

DDWA deployed Luum’s software to provide flexibility and choice to support all employees as part of its MyCommute program. Luum, a fast-growing transportation technology company based in Seattle, helps the world’s best organizations unleash the power of information to get control over their employees’ commuting. It reduces the percentage of drive alone commute trips made by employees by allowing employers to understand, manage, and influence employee commute behavior. Benefits to both the employee and employer are realized with Luum software in place.

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 powered by Luum:

1. **My Commute Hub:** A one-stop-shop with tools and resource 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.

“The 2030 District Vision Award for Transportation going to Delta Dental is well-deserved. Delta Dental took a leadership stance in every sense to recognize the importance of commute in supporting the entire workplace experience. They’re often cited as a ‘best place to work’ and the commute programs they put in place only reinforces that. Delta Dental is exactly the sort partner that Luum loves to work with as they leverage full power of Luum’s software and improve upon it” said Sohier Hall, CEO of Luum.

In fact, since starting its MyCommute program DDWA has achieved:

- 60% reduction in drive alone rate, down to 15% post-move
- 100% employees on boarded to MyCommute
- Four new vanpools were formed

According to Becky “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.”

The Seattle 2030 District is a groundbreaking high-performance building district in downtown Seattle that aims to dramatically reduce environmental impacts of building construction and operations through education and collaboration across every sector of the built environment.

ABOUT LUUM

Luum is SaaS-based transportation tech company that helps employers engage with employees to optimize their daily commute. Those working in and around large or growing cities understand well how traffic congestion, parking hassles, and gaps in intermodal solutions create costs and frustration for employers and employees alike. Through Luum, employers deliver a comprehensive and personalized commute benefit to employees, understand employee commute activity and preferences, make a range of alternative commute modes available, and motivate behavior change. In addition, Luum reinforces a culture of wellness and community health via active transportation and lower greenhouse gas emissions. Luum was founded in Seattle and following its success with employers in the region, moving to cities around the US. www.luum.com

ABOUT DELTA DENTAL OF WASHINGTON

Delta Dental of Washington serves employer groups and individuals, offering comprehensive, preventive based dental benefits that impact overall health and wellness in-state and nationwide. Our commitment to oral health is rooted deeply in our mission. We work with lawmakers in Olympia to advocate for better oral health policies and our foundation supports innovative approaches and practical solutions to improve oral and overall health across the state with a focus on prevention, early intervention and expanding access to care for seniors and children.

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*Photo of Susan Wickwire, 2030 District, Karen Aliabadi, DDWA and Becky Masters, DDWA. Photo credit Autumn Adams