

City of Los Angeles Employer-Sponsored Transportation Benefits – Best Practice Study

April 2023

steer

Content



COMMUTEwell Program Overview



Areas of Improvement



Key Recommendations

COMMUTEwell Program Overview

The City of Los Angeles offers a variety of transportation benefits to eligible City employees through its COMMUTEwell Program.

1. Transit Reimbursement Program
2. Transit Spending Account
3. Vanpool Program
4. Carpool Program
5. Bike/Walk to Work Program
6. Parking Permits



NEW QUARTERLY
Submission Process for
Transit Subsidy Reimbursement Forms

The banner features a purple and white striped background with a large white arrow pointing right. On the right side, there is a purple square containing icons of documents and a checklist.



\$100 FOR TRANSIT BEATS \$100 IN THE TANK

The banner features a purple background with a white silhouette of a person walking, a bicycle, a train, and a bus. The text is in white and purple.

Areas of Improvement

2 key categories and 12 sub-areas of improvement were identified in coordination with the City:

Employer-sponsored non-single occupant vehicle (SOV) transportation benefits program

- Incentives/Rewards
- Subsidy Programs
- Program Administration (management-side of rewards)
- Bikeshare
- Carshare
- Telecommuting
- Communications/Education

Parking

- Parking rates
- Parking record & waitlist management
- Parking lot management
- EV Charging
- Other parking pilots/models

Key Recommendations



Provide Transit Passes to All Employees

1. Consider implementing a transit subsidy pass program such as the Metro E-Pass program or Metrolink Corporate Partner Program
2. All Employees regardless of their parking permit status should be eligible
3. The pass could be used towards LA Metro, LADOT, and Metrolink and would automatically upload a certain cash amount each month or establish a pay-per-boarding program

Case Study 1

University of Southern California Employee Transit Subsidy Program, California

2018-2019

- A 50% subsidy on the cost of transit passes for LA Metro, LADOT, and Metrolink passes.
- Enrolled employees are also eligible for pre-tax payroll deductions and up to three free daily parking passes per month for specific lots.

Case Study 2

US Department of Health & Human Services – Program Support Center (PSC), Washington D.C

2000-Current

- All federal employees, including parking pass holders, are eligible for a monthly credit of \$300 for transit which is loaded onto their GO!cardSM automatically.



Parking Record Management

1. Consider switching from manual spreadsheet trackers for the City's parking management and switch to an automated platform such as Luum or Passport.
2. With the new technology, parking charges could be automatically deducted from paychecks instead of being manually managed.



Case Study 1

Seattle Cancer Care Alliance (SCCA), Washington

2020-Current

- SCCA partnered with Luum, a parking management system, to move away from monthly parking permits and spreadsheets towards daily parking charges and automated systems for commute management.

Case Study 2

City of Greenly, Colorado

2018-Current

- The City of Greenly enlisted Passport, a digital parking management system, to help execute a solution for all aspects of their parking implementation.
- The implementation resulted in expanded parking capacity and more accurate levels of enforcement.

Integrate technology-based solutions across all parking garages

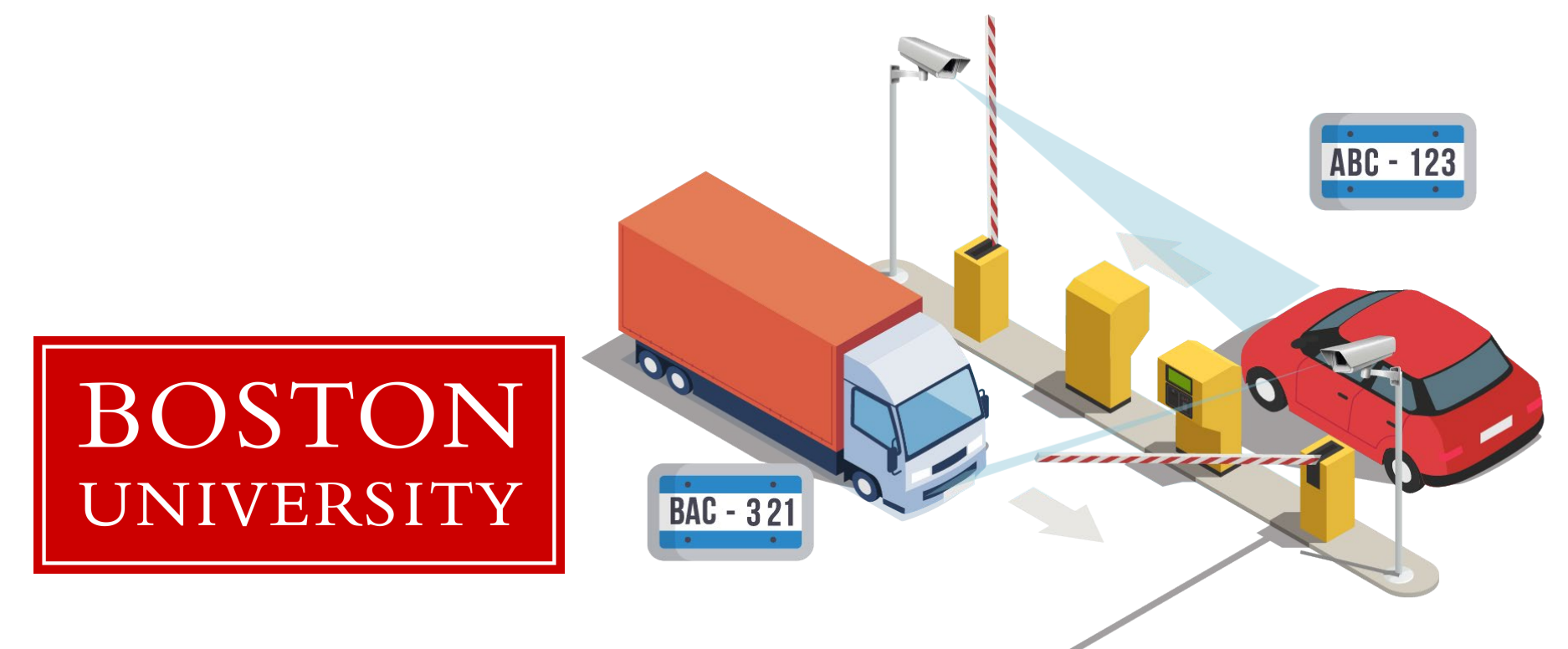
1. Integrate technology-based solutions such as License-Plate Recognition cameras at all city-owned lots and garages.
2. The cameras will be able to cross-reference a license plate number with the City's database of registered permit holders.
3. Employees should be able to use their ID badges at kiosks as a secondary permit verification method and customer service operators should be available on-demand to assist with any issues encountered.

Case Study 1

Boston University Parking & Transportation Services, Massachusetts

2022-Current

- Boston University Parking & Transportation Services (BUPTS) transitioned to a new Transportation Management Portal in 2022.
- As part of this transition, BUPTS replaced its physical permit hang tags with a license plate-based system that leverages License Plate Recognition (LPR) cameras.
- If the cameras are unable to read the license plate, permit holders can use their university ID card at kiosks as a backup credential.



Adopt a Daily-Parking Policy to Allow Employees Flexibility

Impact: **High**

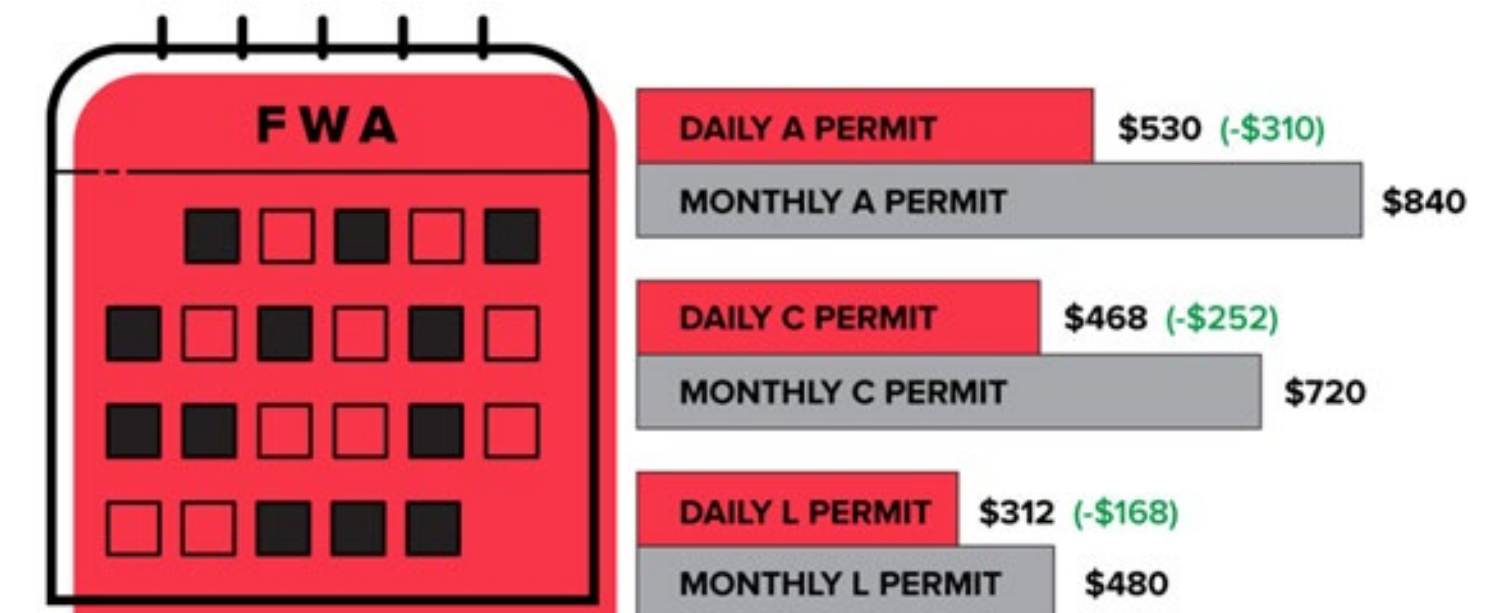
1. A daily-based parking system allows employees to avoid a monthly sunk cost and choose alternatives such as transit, biking, walking, telecommuting, etc. if feasible.
2. The change from a monthly-based permit system to a daily one will offer City of LA employees a daily choice and encourage staff to better adapt to sustainable commuting habits to support their flexible work schedule.

Case Study 1

University of California, Davis, California

2021-Current

- Since 2021, UC Davis has been offering daily parking permits to employees for \$3.60 a day through the parking app ParkMobile.
- The shift provides flexibility to employees who are telecommuting or working hybrid schedules and want to avoid the sunk cost of a monthly parking permit.



Adopt Parking Pilot Programs

1. The City can develop parking pilot programs such as “alternative day” or “alternative week” parking pass programs to reduce drive alone trips as well as reflect daily choices and promote sustainable transportation for at least some trips.
2. There is not as much of a demand for monthly passes as not as many employees are coming into the office 5 days a week.



Case Study 1

State of Minnesota, Minnesota

2014-current

- The State of Minnesota implemented **Flexible Daily Parking** permits in 2014 to provide flexibility to employees that typically commute to work via sustainable modes and might need to drive-in sometimes.
- The State has two types of flexible parking programs that include:

1. Flexible Daily Contract Parking: Allows employees to pay for the actual number of days they park during a two-week period

2. Monday-Only, Friday-Only or Monday and Friday-Only Parking –This option is ideal for employees that use an alternative mode of transportation or telecommute to work.



Adopt a Rewards Program for Employees

1. Consider setting up a rewards program which would incentivize employees to commute sustainably.
2. The rewards program could be monitored digitally using programs such as RideAmigos, to track sustainable commutes for either a daily or monthly cash reward, gift, entry to a raffle, or an incentive benefit such as paid administrative leave.



Case Study 1

King County, Washington

2021-Current

- King County offers \$20, \$30, or \$60 gift cards to either REI or Union 76.
- To qualify for this program, employees must carpool, bike, or walk at least 51% of the days they travel to work, and 51% of the miles they travel to work in a month.

Case Study 2

City of Austin, Texas

2022-Current

- Austin's Smart Commute Rewards program is administered through Commute Solutions which allows employees to qualify for up to eight hours of administrative leave (ADL) every six months for taking and tracking their sustainable commute through their RideAmigos platform.
- To qualify for ADL, employees must walk, ride, carpool, take the bus, telecommute, or vanpool at least once a week.

Onboard a Technology-Based Program to Manage Commuter Program & Distribute Rewards

Impact: **Medium**

1. A technology-based program such as Luum or RideAmigos offers employees the opportunity for gamification and contests through in app or platform trip logging.
2. This incentivizes employees to participate more in the program as their commute data is readily available to them.
3. In terms of administration of the program, it reduces admin time needed to manage the commute and rewards program as most of the data can be automatically inputted.

Case Study 1

City of Seattle, Washington

Current

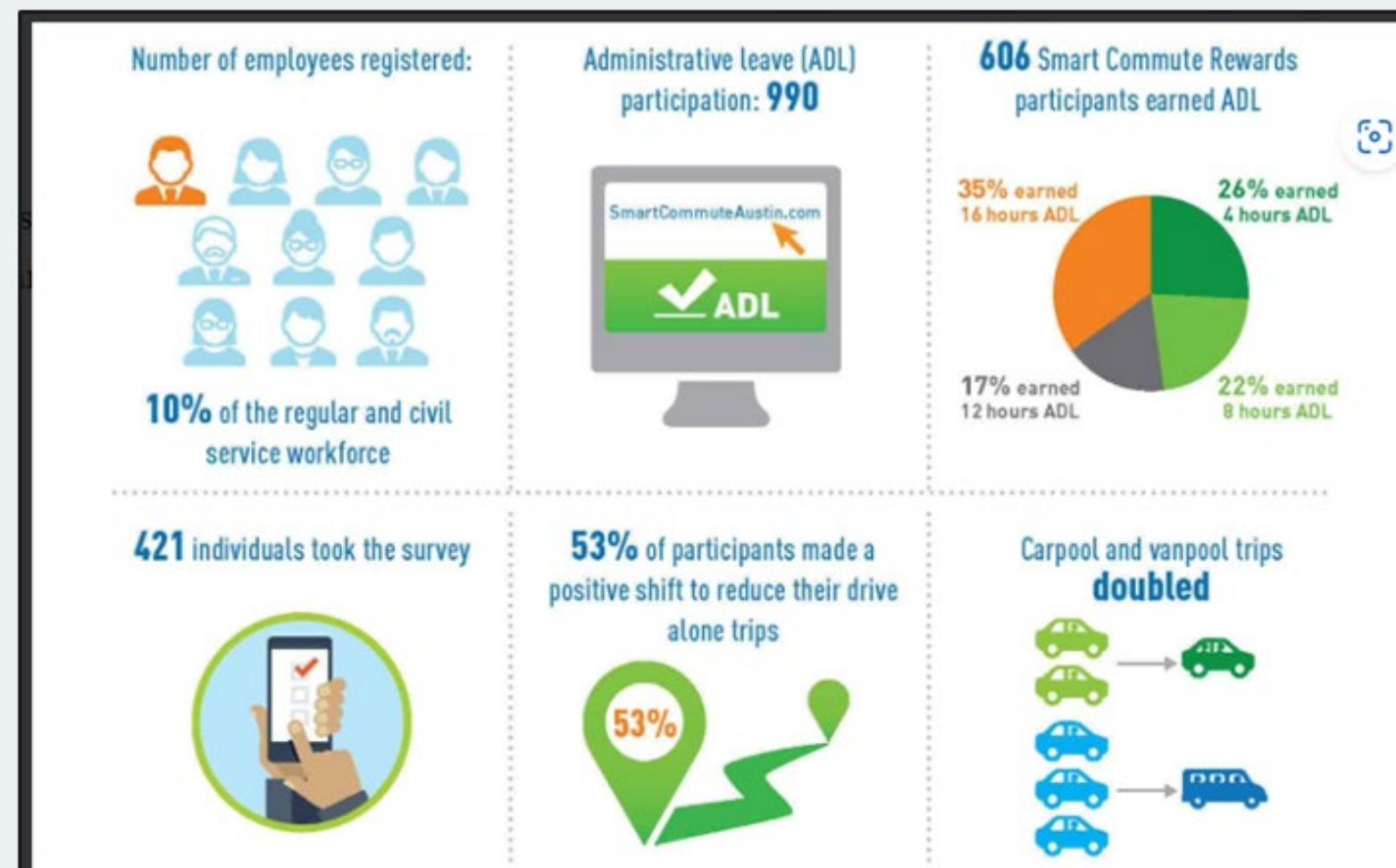
- City of Seattle's commuter program is administered through a platform called MyTrips that is managed by Luum
- Through the MyTrips platform, employees also can win prizes through commuter challenges.

Case Study 2

City of Austin, Texas

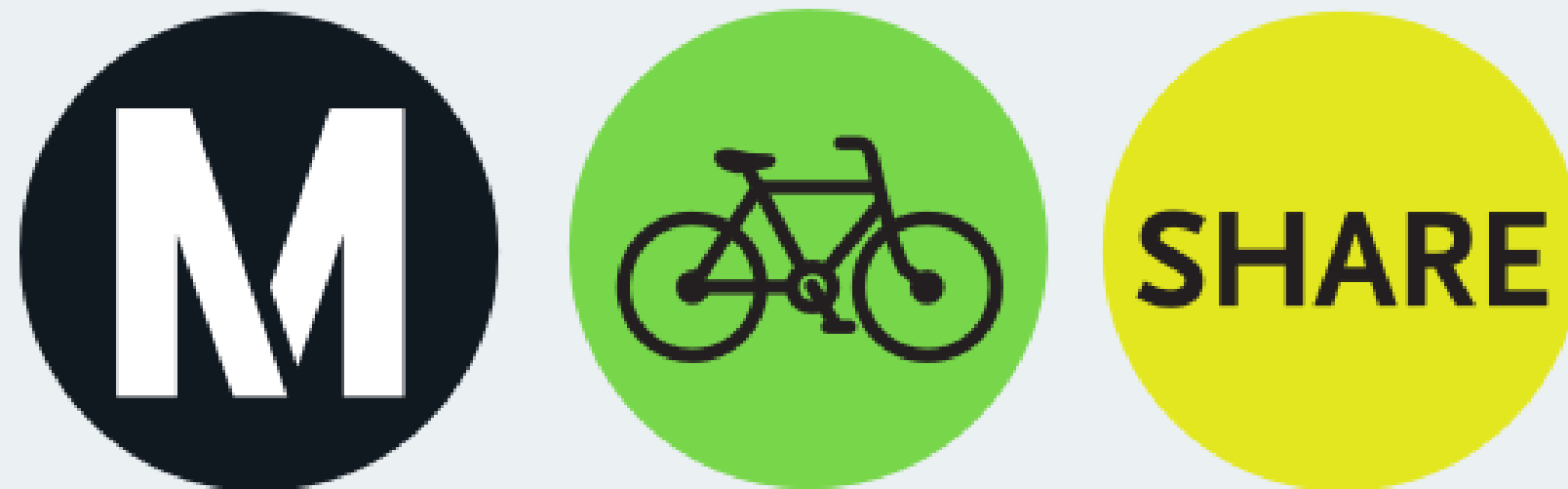
2017-Current

- Through Smart Commute Rewards, city employees can log all their sustainable trips to earn units for administrative leave.



Identify Local Partners for Bikeshare/Carshare

1. The City should identify local bikeshare and carshare providers to partner with in order to encourage mode shift toward sustainable mobility by offering employees discounted or fully-subsidized memberships.
2. Metro Bike Share, the public bikeshare system operated by Lyft and covering Downtown LA, Central LA, North Hollywood and the Westside, has a Bike Share for Business program that lets employers purchase discounted annual passes (minimum of 5, \$89 each) for their employees.



Case Study 1

City of Burlington, Vermont

Current

- The City of Burlington, VT provides its employees with memberships for CarShare VT, a local 501(c)3 non-profit carsharing provider.



Case Study 2

California Department of Public Health, California

2013-Current

- The California Department of Public Health (CDPH) launched its dedicated employee bikeshare program in 2013 with 10 bikes available at designated racks around the department's East End Campus in Sacramento, California.

Provide More EV Charging Stations

1. Although the City currently offers EV permits at all parking facilities and are issued on a space-available basis, they should consider installing more EV charging stations.
2. With California setting their net-zero goal by 2045, it will be crucial to start planning for the increased number of electric vehicles.
3. With increased numbers in electric vehicle spaces, the City should also plan for charging for EV permits and for the use of electricity.



Case Study 1

Lawrence Livermore National Library (LLNL), California

2014-Current

- LLNL installed nine level two (6KW) ChargePoint stations which allows for more employee access.
- These stations are operated 24/7 and are only offered to the LLNL employees enrolled in the EV program.
- Employees in this program pay around \$.04-\$.06 per minute for the use of electricity.

Case Study 2

The United States Patent and Trademark Office (USPTO), Virginia

2014-Current

- USPTO implemented twelve Level-1 EV charging parking spaces, each costing \$20 per month, in addition to the regular parking rate.
- To promote this program, the EV parking spaces were installed at prime parking locations.

Adopt a Communications/Marketing Plan

1. The City should consider adopting a communications & marketing plan to encourage and educate commuters about their sustainable commuting options.
2. The Plan should include a mix of in-person events and digital promotions to reach a wider audience and keep commuters engaged
 - Social media channels, website, events & webinars



Case Study 1

San Jose State University, California

2000-Current

- San Jose State’s Transportation Solutions program offers the following services to educate both student and employees about available options and assist with behaviour change
 - Individualized commute assistance, marketing campaigns, website, GIS mapping, and Social Media.

Case Study 2

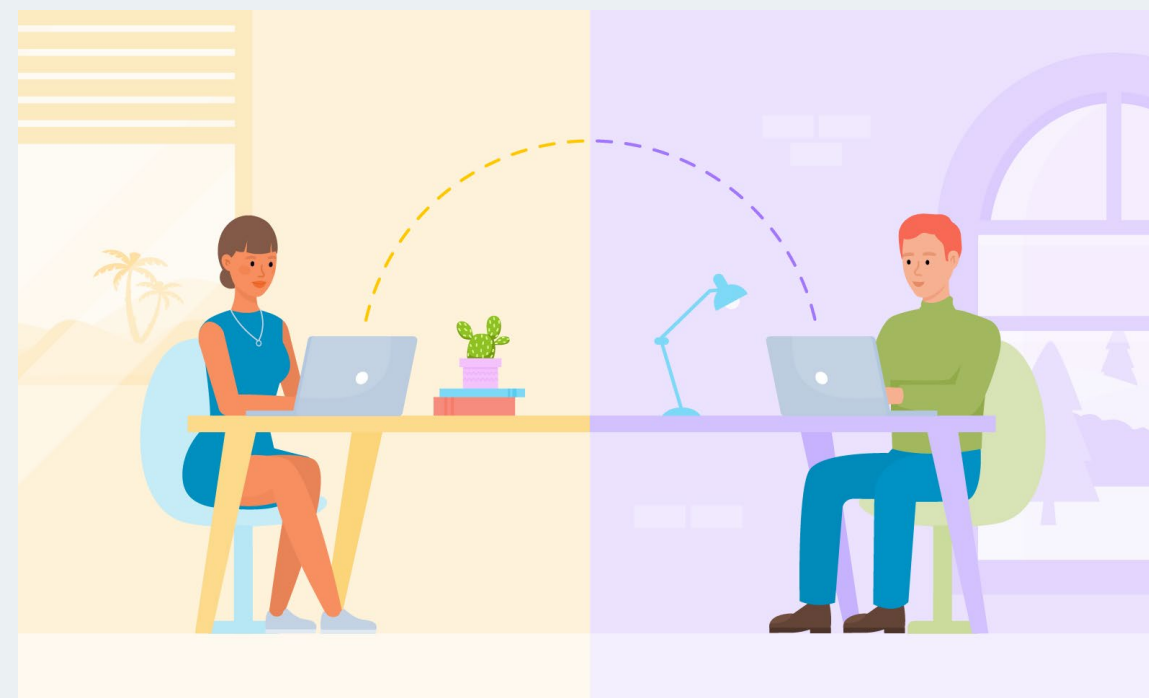
City and County of Denver, Colorado

Current

- Some of the educational resources being offered by the City and County of Denver are:
 - Comprehensive website
 - Cost of Commuting Calculator

Establish Telecommuting Guidelines

1. As flexible work policies become an increasingly important employee benefit that can attract and retain talent, the City should establish its own telecommuting and hybrid work policy document for employees.
2. The policies should apply to both full-time and part-time staff and should build in flexibility for departments to determine who within their teams can be eligible.



Case Study 1

County of Spokane, Washington

Current

- Spokane County introduced “Policy 220: Teleworking” into its Personnel Policy Manual.
- According to the County of Spokane, this teleworking policy resource has the potential to attract and retain a talented work force, improve productivity and job satisfaction, enhance customer service, facilitate work/life balance, as well as decrease carbon emissions, parking issues and operating costs.

Case Study 2

City of Madison, Wisconsin

Current

- Allows eligible City employees to work in designated locations outside of the office
- Teleworking requests must receive the approval of department heads after an appropriate assessment of the employee's eligibility.

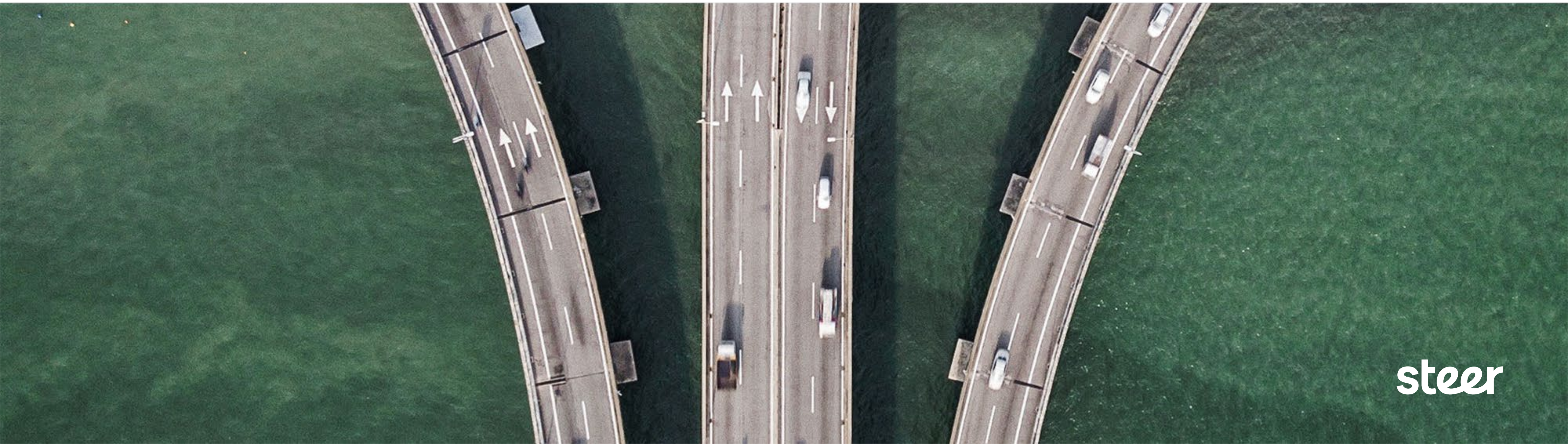
All Recommendations

Recommendations	Impact
• Provide transit passes to all employees	High
• Parking Record Management	High
• Integrate technology-based solutions across all parking garages	High
• Adopt a Daily-Parking Policy to allow employees flexibility	High
• Adopt parking pilot programs	High
• Adopt a rewards program for employees	Medium
• Onboard a technology-based program to manage commuter program and distribute rewards	Medium
• Provide more EV Charging Stations	Medium
• Identify local partners for bikeshare, carshare	Medium
• Adopt a Communications/Marketing Plan	Low
• Establish telecommuting guidelines	Low

Next Steps

1. Gather feedback from JLMC-COP on the key recommendations for COMMUTEwell program improvement
2. Develop an Action Plan for implementation

Comments or Questions?



Thank you

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Complex questions
Powerful answers