



# COMMUTER BENEFITS ORDINANCE OUTREACH PLAN

07/02/2019



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Ordinance Outreach  
**PRESENTATION OVERVIEW**

1. Brief Overview
2. Outreach Methods & Strategies
3. Current Metrics

# Who is Commute Seattle?



## Ordinance Outreach BACKGROUND

Pre-Tax Transit Benefits are a cost-neutral way for businesses to reduce the burden of commuting for their employees and contribute to a greener city.

Tax allowances for commuting expenses outlined in IRS Code Section 132(f). Available to all W-2 recipients through their employers. This tax-free subsidy or pre-tax transit spending is capped at \$265 per employee per month for buses, light rail, ferry, water taxi, and vanpool.

## Ordinance Outreach MESSAGING

We work with businesses and budgets of every size within Seattle.

Outreach to employers will be a multi-media approach with general messaging that encourages employers to comply by providing step by step resources to:

- Offer Pre-Tax Benefits
- Provide ORCA Cards



## Ordinance Outreach COMPONENTS

1. Commuter Benefits Hotline
2. In-Person Outreach
3. Digital and Video



## Ordinance Outreach METHODS

2019-2020

### Digital Outreach

Jan 2019

Industry and local chain focused outreach. As well as informational short video to be developed.

### Hotline Live

April 2019

All marketing materials updated to advertise specialized resource hotline.

### In-Person Outreach

June 2019

Provided participating employees with information on compliance.

### Webinars

July 2019

Employer-focused webinars on ORCA Business programs and Pre-Tax commuter benefits.

### Post-Effective Date

Jan 2020

Continued outreach to employers.

## Ordinance Outreach

# Resource Hotline

Direct connection to all Commuter Benefit Ordinance related questions.

- Shared via:
  - Marketing collateral
  - E-blasts
  - Partner Organizations

Translated into 7 languages.



Is your business saving money with Pre-Tax Commuter Benefits?

- Programs are free and easy to set up
- Employees save as much as 40% on their commuting expenses
- Employers save up to 9% on payroll taxes
- Reduce parking demand, reduce congestion, encourage transit use

If you don't already have a pre-tax commuter benefit program, you are missing out! It's free, easy to set up, and will save you and your employees money. Similar to a 401k or FSA, employees can use pre-tax deductions (up to \$265 a month) to cover qualifying commuting costs—saving them hundreds of dollars on taxes each year by reducing their taxable income. Meanwhile, employers can see considerable savings on their payroll taxes.

For a free consultation, contact Commute Seattle's Commuter Benefits Specialist, Wren Banulich at 206-613-3243 or by email at [pre-tax@commuteseattle.com](mailto:pre-tax@commuteseattle.com).

Call the Pre-Tax hotline (206) 613-3243



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# Updated Toolkit

Simple 3-Steps to Start toolkit to provide employers with next steps after consultations.

1. Survey your employees
2. Decide on your offerings
3. Lay out policies

## TAX-FREE COMMUTER BENEFITS GUIDE

*Offer tax savings and incentives to  
help your employees get to work!*



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## Ordinance Outreach In-Person

- Neighborhood and industry specific collateral
- Targeted outreach to underperforming areas
- Informational tabling at:
  - Convention Center
  - Chamber events
  - Co-working spaces
  - Commercial centers

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**ORCA For Business**  
INDUSTRY SPOTLIGHT:  
NONPROFIT

**WHY NONPROFITS LOVE ORCA TRANSIT PASSES**

“Passport is an affordable benefit for our business to provide, a big bang for the buck!”

Executive Director, Rebecca Sadinsky  
PCC Farmland Trust

**ORCA BY THE NUMBERS**

**1,000+**  
Puget Sound businesses offer ORCA

**600+**  
Operate in Downtown Seattle

**70+**  
Nonprofits

**95%**  
Renew annually

**ORCA FOR BUSINESS**

A suite of employer subsidy programs that enhance your organization's employee benefits by providing access to our local and regional transit systems.

No matter your budget or company size, ORCA for Business has a great commuter program for you.

Join the 1,000+ Puget Sound businesses offering ORCA

GET A FREE, CUSTOMIZED QUOTE  
206.613.3233  
orca@CommuteSeattle.com

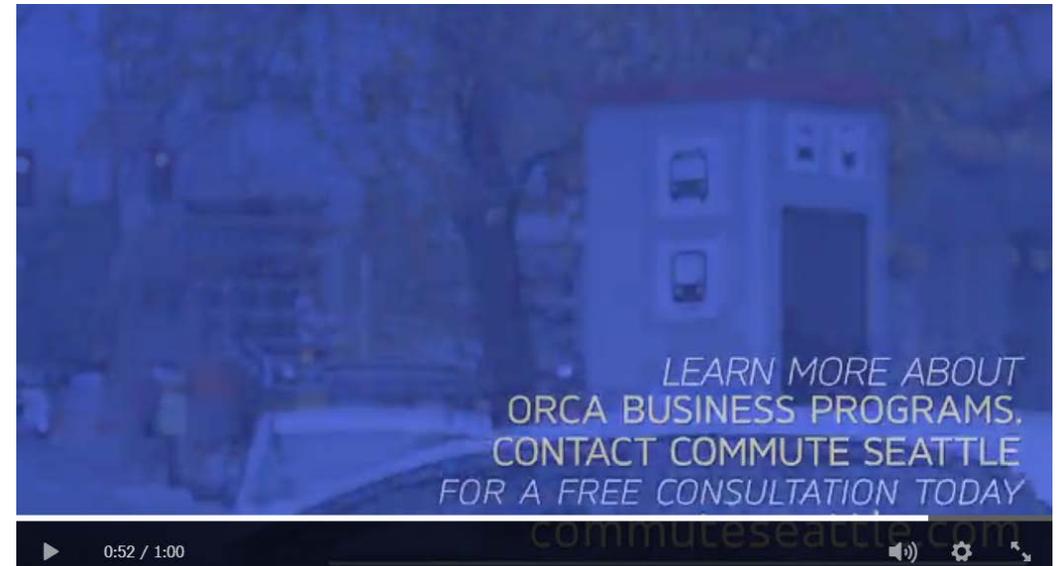
Commute Seattle is a partnership of King County Metro, the Downtown Seattle Association, City of Seattle and Sound Transit. Together we foster mobility partnerships and services to keep Seattle moving and thriving for all.

commuteseattle.com

## Ordinance Outreach

# Digital and Video

- Informational webinars
- Video collateral
- Digital postcard in collaboration with:
  - Office of Labor Standards
  - Office of Economic Development



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# CURRENT METRICS

- 70+ businesses consulted

Including local chains:

- Bartell's Drug Stores
- Rudy's Salons
- Marination Restaurants
- Sea Creatures Restaurant Group



CONTACT US  
TODAY!

HOTLINE

206-613-3243

WEBSITE

<https://commuteseattle.com/go/pretax/>

E-MAIL

[Wrenb@commuteseattle.com](mailto:Wrenb@commuteseattle.com)

[PreTax@commuteseattle.com](mailto:PreTax@commuteseattle.com)



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commuteseattle.com  
(206) 613-3131

1809 7<sup>th</sup> Ave #900  
Seattle, WA 98101