



SPRING 2018

SMALL BUSINESSES & PRE-TAX COMMUTER BENEFITS

A PRESENTATION ON ATTITUDES AND READINESS IN SEATTLE

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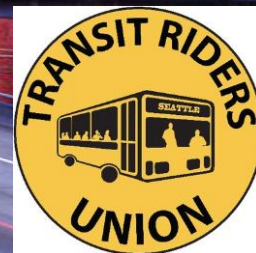
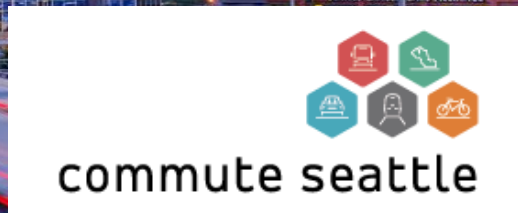
ACKNOWLEDGEMENTS

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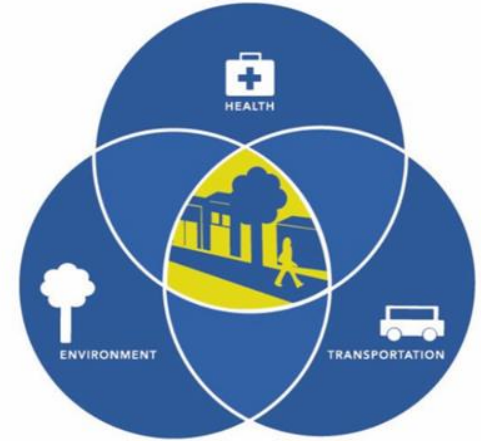


SCHOOL OF PUBLIC HEALTH
UNIVERSITY of WASHINGTON



INTRODUCTIONS

- Public transit supports public health
- Seattle experiencing unprecedented growth
- Public transit critical to sustainability
- Seattle considering public transit ordinance
- Seattle unique with One Regional Card for All



PROJECT

- Understanding attitudes and barriers for small businesses to provide pre-tax commuting benefits
- Surveys and informal panel discussions
 - “Are you aware of opportunities for your employees to use pre-tax deduction to pay for qualified commuting expenses?”
 - “What are barriers to providing pre-tax benefits to your employees?”
 - “Would your employees find a pre-tax benefit appealing or useful? Would it encourage them to use public transportation?”



OUTREACH EVENTS

- Ballard Alliance
- Magnolia Business Association
- Capitol Hill Chamber of Commerce
- South Seattle
 - Rainier Beach Merchants Association
 - South Park Merchants Association



DATA ANALYSIS

- Quantitative
 - Surveys organized into a dataset
 - Descriptive Statistics
 - Chi-Squared test for inference
- Qualitative
 - Interview summaries recorded for each event and analyzed for common themes
 - Coded based on conceptual framework

**“IT IS IMPORTANT TO UNDERSTAND IF
EMPLOYEES WOULD USE TRANSIT
WITH THIS BENEFIT”**

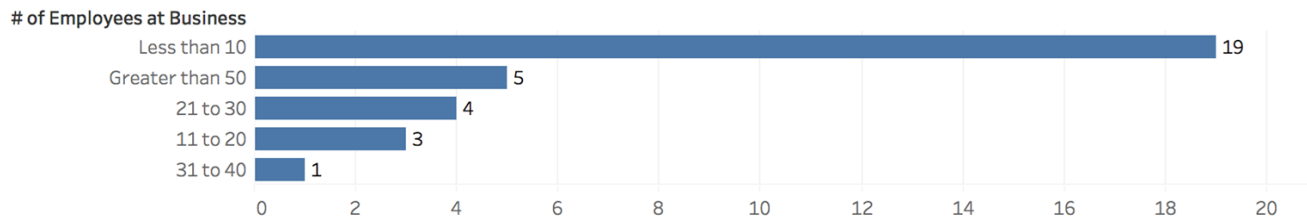
**“THE BEST BENEFIT NOBODY
KNOWS ABOUT”**

“IT’S FREE, IT SAVES, AND IS EASY”

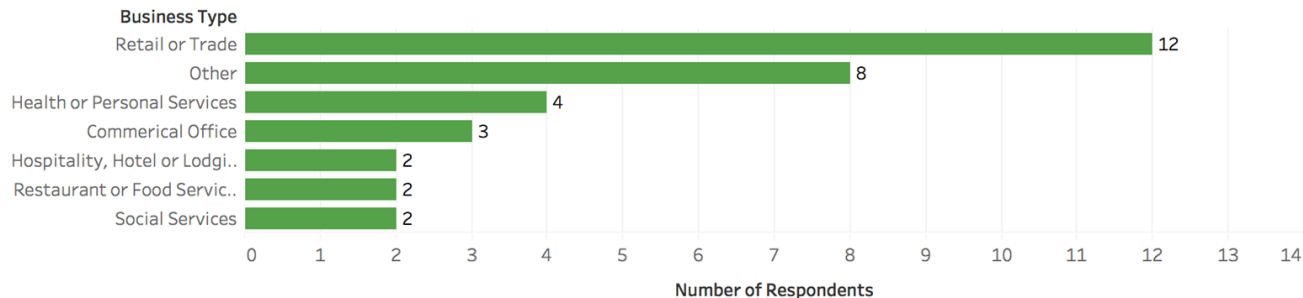
SURVEY RESULTS

● Business Association Survey

Size of Participating Business (n=32)



Business Type (n=33)



SURVEY RESULTS

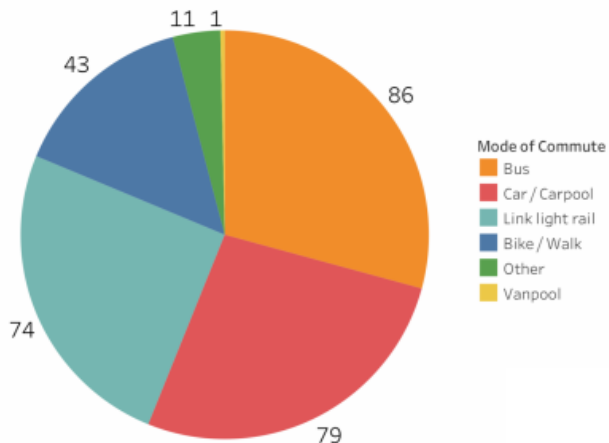
Event Name	# of Themes	# of Codes	% of Codes		
			Barriers	Facilitators	Attitudes and Perceptions
Rainier Beach	14	48	73%	2%	25%
Magnolia	17	54	39%	46%	15%
Ballard	25	81	38%	40%	22%
Capitol Hill	14	45	56%	8%	36%
South Park	14	43	23%	40%	37%

SURVEY RESULTS

● 2 Survey Tools Use

- Facebook - Rainier Valley Neighborhood groups
- Survey Monkey - Transit Riders Union Listserv

204 current and potential transit riders were asked via electronic surveys how they commute to work. Some respondents listed multiple modes.



SURVEY RESULTS

Survey Question Summary	Rainier Valley	TRU Listserv
Transit type – Personal vehicle/carpool	43%	11%
Transit type – Link/Light rail	33%	19%
Transit type – Bus	16%	40%
Barriers of use – Inconvenient	45%	21%
Barriers of use – Transit not available	30%	18%
Barriers of use - Transit passes too expensive	9%	15%
Benefits offered – ORCA Card	36%	36%
Benefits offered – Pre-tax	4%	7%

RECOMMENDATIONS

TRANSIT ORDINANCE

#1

SUPPORT and expand outreach with business groups

#2

CONTINUE community engagement efforts to minority-owned and small businesses

#3

PURSUE robust collaboration and creative marketing methods to ensure the business community is well informed

#4

CONTINUE to learn from other cities that have implemented similar ordinances

#5

EVALUATE ordinance and provide feedback to business groups and city leadership

RECOMMENDATIONS

PROJECT SUSTAINABILITY

#1

CREATE a Community Transportation Advocate Program

#2

AMPLIFY the existing work being done by community leaders

#3

CREATE an opt-in listserv to improve collaboration

#4

BUILD upon this work by hosting another practicum project

**THANK
YOU!**

QUESTIONS?