

TDM success story: Alaskan Way Viaduct mitigation project

Leveraging major events to create a
greater impact

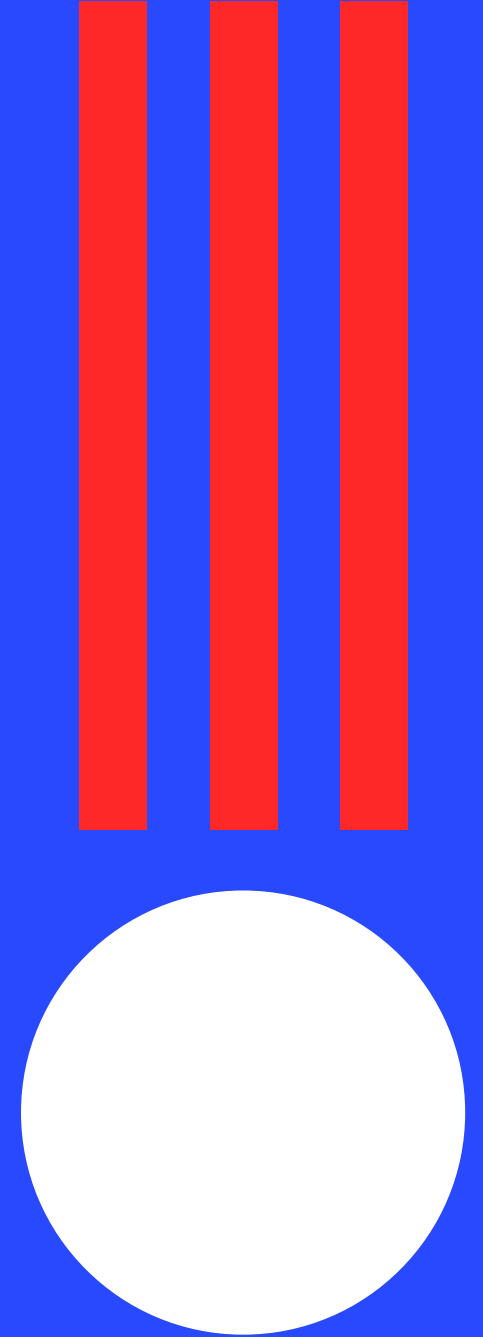


Big changes
lead to bigger
opportunities

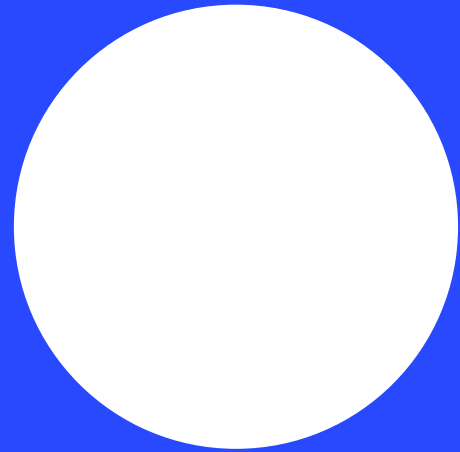


This isn't new,
some of the
busiest bridges and
roads have been
shut down
suddenly.

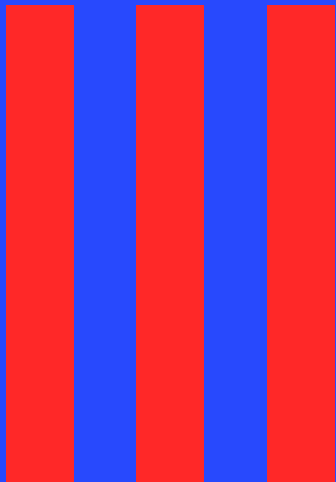
The Minnesota Bridge collapse, and
California's feared 'carmeggedon' as a
portion of the 405 Interstate Freeway in
California.



Examples of Move the Needle Participants



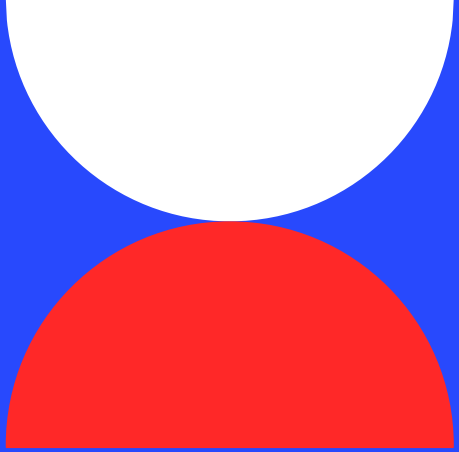
1. **Grange Insurance Association** implemented a telework policy allowing employees to work remotely or work different hours to avoid peak commute times. Many Grange employees worked a half-day in the office during the closure, leaving midday and finishing their workday from home to avoid the evening commute peak.
2. **Amazon** encouraged West Seattle employees to take the water taxi into downtown Seattle by increasing Amazon shuttle service frequency from Colman Dock to South Lake Union.
3. **The Bill & Melinda Gates Foundation** implemented a charitable giving feature through Luum, allowing employees to donate their daily financial non-SOV incentive to charity; the charity also received a 3-to-1 company match.
4. **JPMorgan Chase** encouraged employees to work from branch offices in their neighborhood during the closure to reduce commute trips into downtown Seattle.
5. **Nordstrom** asked all employees to develop an individualized plan to fit their family and work priorities and partner with their manager to implement before the closure began.
6. **Expedia Group** provided extra incentives to vanpools formed before or during the viaduct closure.
7. **Airbnb** continued to promote their existing Work from Home Wednesday policy, giving employees a midweek break from congested commutes.



How do we work together?

Partnering with media and organizations to avoid worst case scenarios.



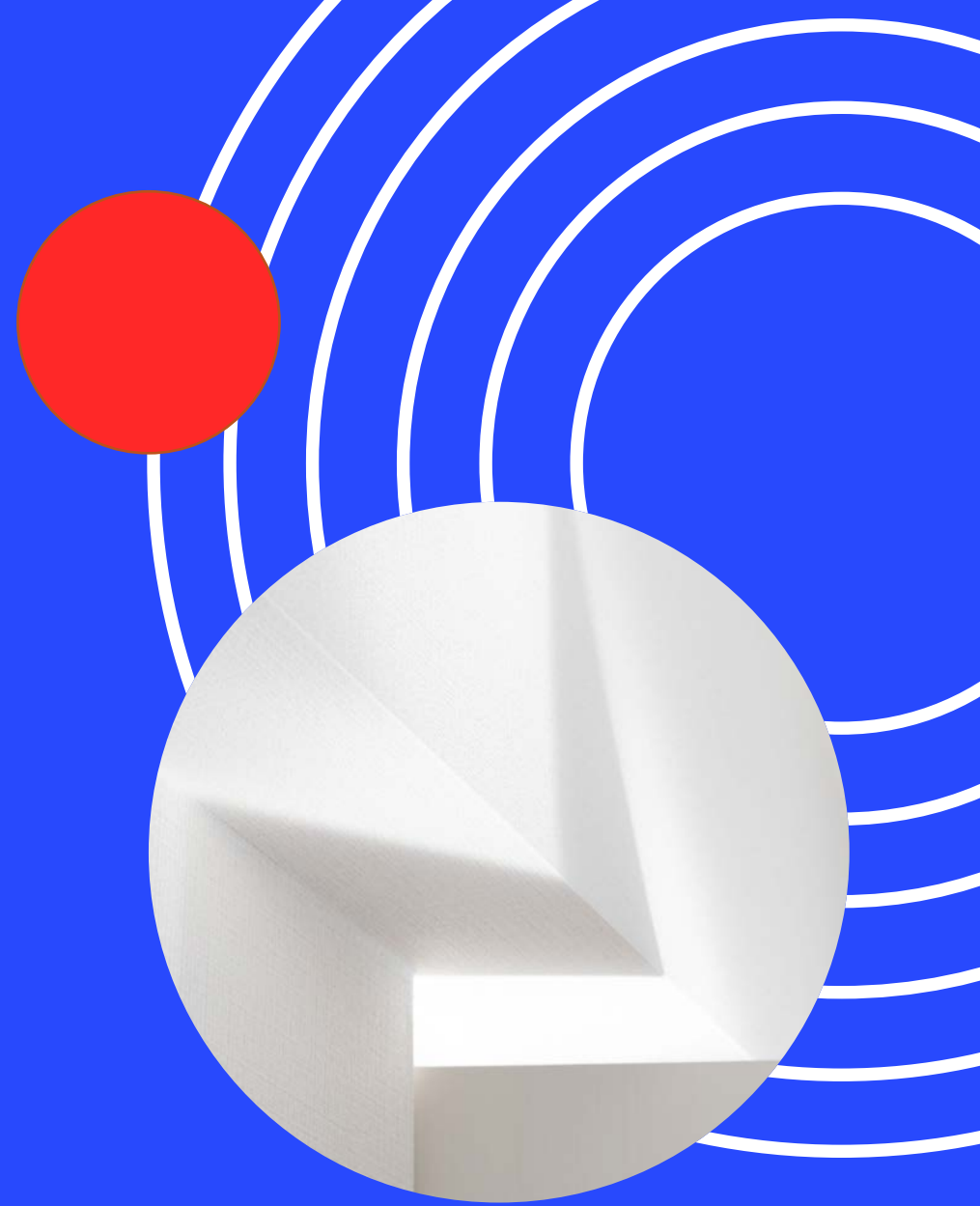


Engaging the public

People are motivated when they sense there is a change that could impact them negatively. It is important that the impact is communicated clearly.



Build upon
programs and
relationships
that are
currently
established.



Reach Out

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