

HOW DO WE THINK ABOUT TRANSPORTATION?



Ridein

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PROGRAM PURPOSE

WHY DO WE HAVE A TRANSPORTATION PROGRAM?

1. Commute options are important
2. Maintain a competitive advantage
3. Growth outpaces capacity

COMMUTE OPTIONS ARE IMPORTANT

55

Percent of employees identify location & **commute options** as one of the **most influential** factors when choosing a job, **second only** to salary & compensation

Source: Glassdoor.com Retention Strategies Imperative In 2013 – One In Three Plan to Look for New Job; Glassdoor Survey January 2013, <http://employers.glassdoor.com/retention-strategies-imperative-in-2013-one-in-three-plan-to-look-for-new-job-glassdoor-survey/>

62

Percent of Mountain View employees identify the ***commute options*** as **very important** (above 7/10) when choosing whether or not to work at LinkedIn

Source: LinkedIn Global Transportation Survey, Mountain View Employees, November 2014

COMPETITIVE ADVANTAGE

Google

- Extensive commuter buses (~250)
- Transit connection shuttles
- Circulation shuttles
- Strong bicycle support & innovation
- Campus bicycle fleet, electric bike loaner fleet
- Vanpool support
- Car share
- Free parking
- Free electric vehicle charging
- Urban offices

Apple

- Extensive commuter buses (~125)
- Transit connection shuttles
- Circulation shuttles
- Bicycle support & innovation
- Campus bicycle fleet
- Vanpool support
- Free electric vehicle charging
- Car share
- Free parking
- Car share

Facebook

- Growing commuter buses (~80)
- Transit connection shuttles
- Circulation shuttle
- Leader in bicycle support & innovation
- Campus bicycle fleet, electric bike loaner fleet, fitness fleet
- Vanpool support
- Free electric vehicle charging
- Free parking
- Car share

Airbnb

- Urban HQ
- Subsidy for transit use
- Strong bicycle support

Uber

- Urban HQ
- Credit for Uber

GROWTH



A high-angle, close-up photograph of a severe traffic jam. The image is filled with the rear view of numerous cars, creating a complex pattern of colors and shapes. The text 'GROWTH OUTPACES' is overlaid in a large, white, sans-serif font, centered horizontally and vertically. The background image is dimmed to make the white text stand out.

GROWTH
OUTPACES

A photograph of a train moving through a rural landscape. The train is heavily overcrowded, with dozens of passengers hanging off the sides, sitting on the roof, and standing on the tracks. The train is dark-colored and has a prominent headlight. The background shows green fields and utility poles under a clear sky.

GROWTH

OUTPACES

CAPACITY

WHY DO WE HAVE A TRANSPORTATION PROGRAM?

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PROGRAM OBJECTIVES

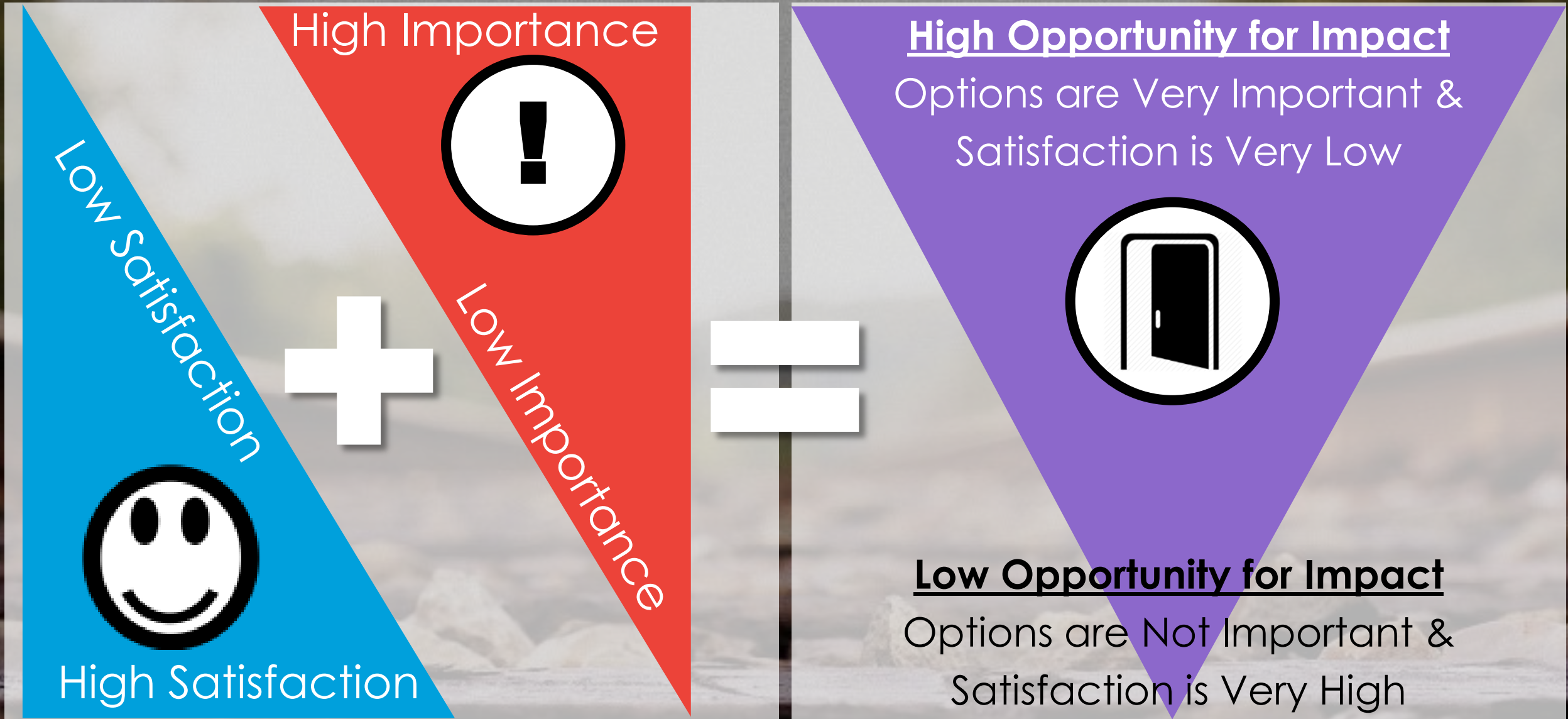
WHAT ARE WE TRYING TO DO?

1. Talent: Create an advantage
Craft a great commute experience
2. Real Estate: Maximize use of space
Move more people with less traffic
3. Finance: Ensure long-term stability
Offer high quality, cost effective service

TALENT: CREATE AN ADVANTAGE

CRAFT A GREAT COMMUTE EXPERIENCE

1. **Focus intervention on opportunity regions**
2. Provide commute options to everyone
3. Encourage satisfying commutes



PROVIDE COMMUTE OPTIONS TO EVERYONE

Direct

Commuter Service

- Commuter buses
- Commuter cabs
- Shared commuter buses

Tier 1

Tier 2

Tier 3

Circulation Service

- Intercampus shuttles
- Business meeting cabs
- On demand intercampus shuttles
- On demand car services

Key
Existing Programs
Potential Programs

Passive

Commuter Support

- Bicycle parking
- Real time displays
- Vehicle parking
- Parking management program

Tier 1

Tier 2

Tier 3

Circulation Support

- Car sharing
- Public bike share

Active

Commuter Support

- Transit incentives
- Universal transit passes
- Transit connection shuttles
- Sponsored vanpools
- Personalized commute assistance
- Bicycle support
- Bicycle parking
- Real time displays
- Vehicle parking
- Electric vehicle charging
- Emergency Ride Home
- Bicycle commute loaner fleet
- Walking incentives
- Biking incentives
- Carpooling incentives
- Carpool coordination tool
- Preferential shared ride parking
- Parking pricing
- Parking cash out
- Parking permits
- Parking availability & wayfinding systems

Tier 1

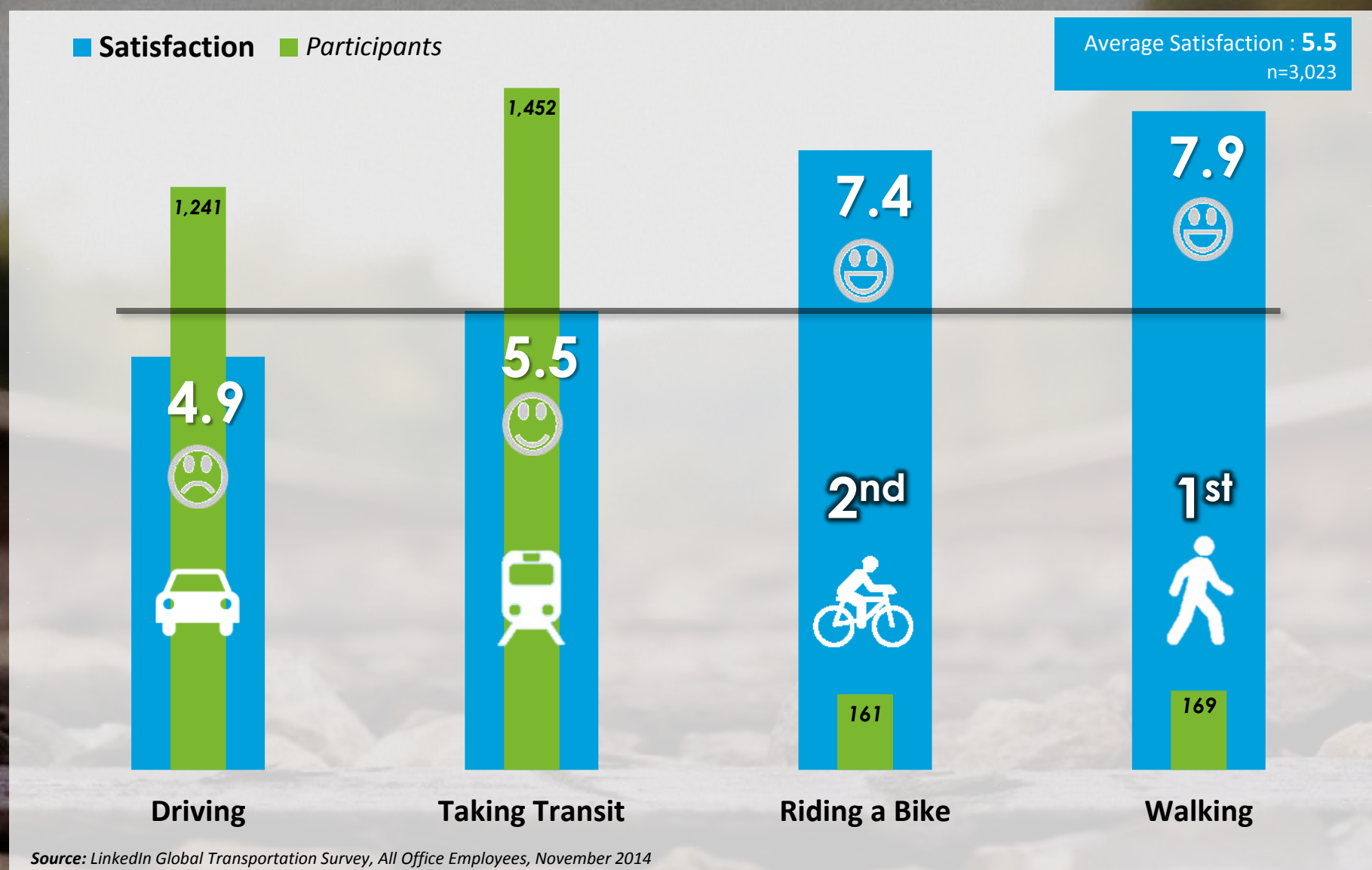
Tier 2

Tier 3

Circulation Support

- Campus bikes
- Event charters
- Public bike share

ENCOURAGE SATISFYING COMMUTES



Consistently
Most
Satisfied

REAL ESTATE: MAXIMIZE USE OF SPACE

MOVE MORE PEOPLE WITH LESS TRAFFIC

1. Encourage walking, biking & transit
2. Prioritize driving access for the optionless

ENCOURAGE WALKING, BIKING & TRANSIT



52 Cars for 52 People



52 Bikes for 52 People



1 Bus for 52 People

PRIORITIZE DRIVING ACCESS FOR THE OPTIONLESS

Make efficient use of parking area to provide access for employees with no other options

330

Square feet of **parking area** per vehicle

175

Square feet of **workspace** floor area per employee

FINANCE: ENSURE LONG-TERM STABILITY

OFFER HIGH QUALITY, COST EFFECTIVE SERVICE

1. Encourage cost efficient options
2. Leverage public & shared transportation services

ENCOURAGE COST EFFICIENT OPTIONS

\$0.70

Average cost per mile for commuting on **private transit (Commuter Bus)**



\$0.55

Average cost per mile for commuting by **driving alone**



\$0.05

Average cost per mile for commuting on **public transit (Caltrain GoPass)**



\$0.02

Average cost per mile for commuting on **personal bicycle**



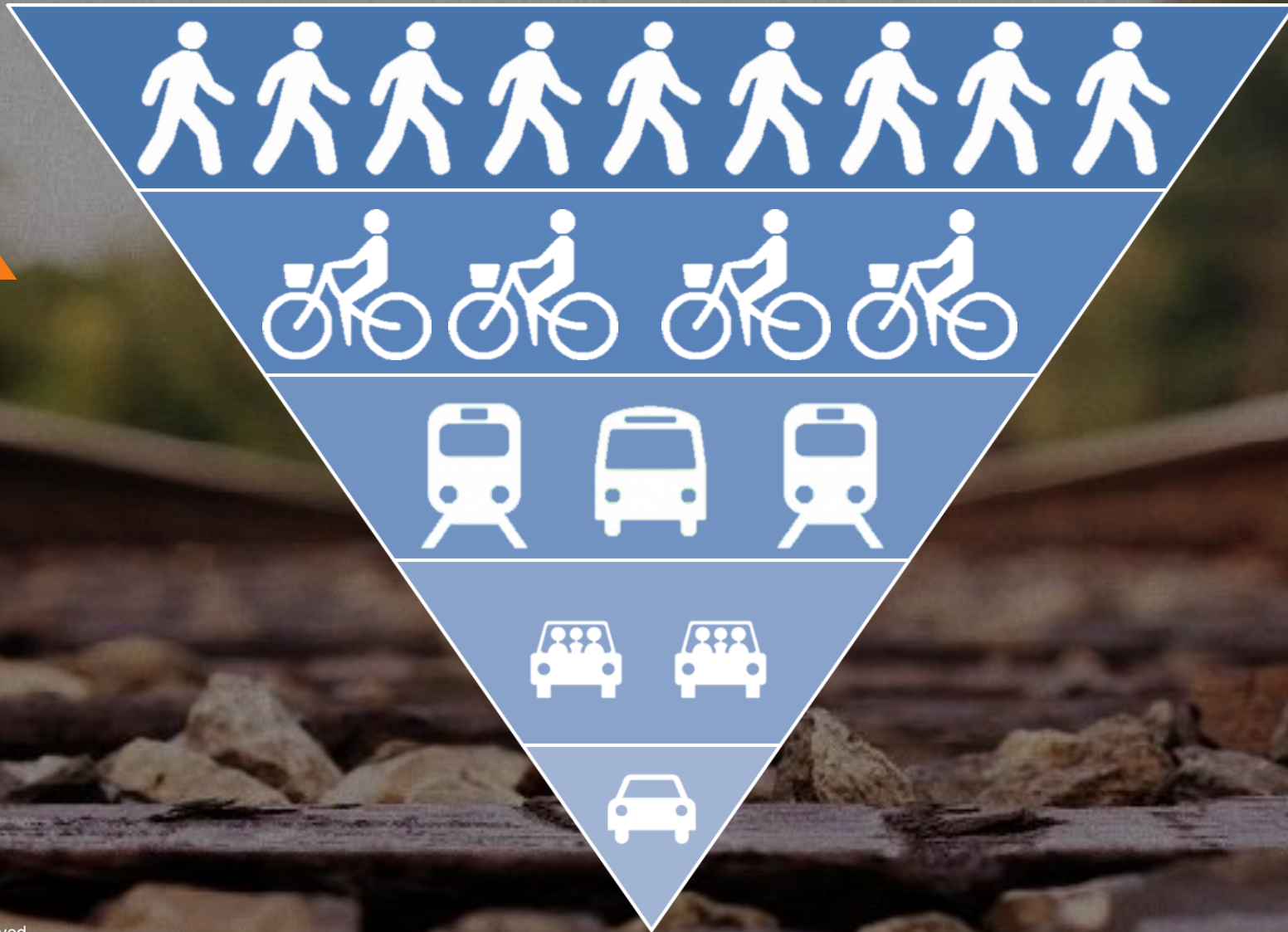
\$0.00

Average cost per mile for commuting by **walking**



STRATEGIC PLAN SUMMARY

GREATER SATISFACTION
MORE PEOPLE, LESS TRAFFIC
MORE COST EFFECTIVE





GUIDING PRINCIPLES



PRIORITIZED CONVENIENCE IN DESIGN



CORPORATE ENCOURAGEMENT & DISCOURAGEMENT



REGIONAL MULTIMODAL COLLABORATION

An aerial photograph of a parched, cracked earth. The ground is a mosaic of irregular, light-brown polygonal shapes, each a piece of dried mud that has shrunk and broken apart. The cracks are deep and dark, creating a complex, web-like pattern across the entire surface. A few small, green, leafy plants are scattered across the landscape, some growing in the cracks and others on the flat pieces of mud. The overall scene conveys a sense of extreme dryness and environmental hardship.

SOLVING THE DROUGHT

A black and white photograph of a glass of water. The glass is partially filled with water and has condensation droplets on its surface. A dark horizontal band is superimposed across the middle of the image, containing the text "NOT BY FILLING OUR GLASS" in white, bold, sans-serif capital letters. The background is a plain, light-colored wall, and the glass sits on a light-colored surface.

NOT BY FILLING OUR GLASS

The image features a background of falling rain, with numerous white streaks representing raindrops against a dark blue, slightly blurred sky. A solid black horizontal band runs across the center of the image, containing the text "BUT BY MAKING IT RAIN FOR EVERYONE" in white, uppercase, sans-serif font.

BUT BY MAKING IT RAIN FOR EVERYONE



PROGRAM DESIGN

PROGRAM ELEMENTS

1. Walking & biking
2. Public transportation
3. Sharing rides
4. Private transportation
5. Electric vehicles
6. Parking management



WALKING



ASTRONAUTS

- 1 Aldrin
- 2 Anders
- 3 Armstrong
- 4 Collins
- 5 Gagarin
- 6 Glenn
- 7 Jemison
- 8 Llewellyn
- 9 Lovell
- 10 Miss Baker
- 11 Ride
- 12 Shepard
- 13 Swigert
- 14 Tereshkova

LEGEND

- YOU ARE HERE
- RESTROOM
- MOTHER'S ROOM
- WELLNESS ROOM
- STAIRWELL
- SHOP BY ROOM
- CONFERENCE ROOM

SUNNYVALE OVERVIEW

CONFERENCE ROOM DIRECTORY

1st FLOOR
2nd FLOOR
3rd FLOOR
5th FLOOR

in 580 N Mary Avenue Sunnyvale, CA 94086

24/7 Security
Work Requests



RESTROOMS ←

BREAKROOM ←

MOTHER'S ROOM ←

WELLNESS ROOM ←

ELEVATORS ←

EVACUATION PLAN FLOOR 4
580 N MARY

RECYCLE

COMPOST

in


CONVENIENT

RESTROOMS  →

BREAKROOM  →

MOTHER'S ROOM  →

WELLNESS ROOM  →

ELEVATORS  →

4



INVITING





BIKING





LinkedIn Ride

MOUNTAIN VIEW TO SUNNYVALE





bike in
TO WORK DAY

MAY 14, 2015

LinkedIn

MMS[®]

Thank you for joining the movement!





SILICON VALLEY
BICYCLE
COALITION





PUBLIC TRANSIT



Caltrain Go Pass





SHARING RIDES



**HOV
LANE
AHEAD**



CARPOOL
&
VANPOOL

CARPOOL
&
VANPOOL



3270

LEO BURNETT

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ride share

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ride share
www.vRide.com 1-800-944-7322



DRIVING ALONE

| | |
|---------|-----|
| VALET | 30 |
| LEVEL 1 | 7 |
| LEVEL 2 | 4 |
| LEVEL 3 | 309 |
| LEVEL 4 | 381 |
| LEVEL 5 | 299 |

9 25↑

8 AM 4









ELECTRIC
VEHICLE

MAX California
6ZNH899

MOBI

LE 2014-16

EV
Energy Solutions

ELECTRIC VEHICLE

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