

Employer Case Study

Downtown Bellevue



Double It: LUMEDX sees bus ridership jump with subsidy increase

LUMEDX Corporation is an industry leader, providing cardiovascular information and imaging software to over 500 hospitals throughout the world. Recognized in 2008 with a Frost & Sullivan Healthcare Innovation Award and in 2009 as a Commuter Challenge Pacesetter, the 85 employees in Bellevue lead the way to excellence both in their field of work and on the road each day.

Getting Started

LUMEDX Corporation moved from Factoria, where their commute subsidy was used by only a small number of employees, to downtown Bellevue in 2005. Though their new office is only two blocks from the transit center, bus ridership did not immediately increase. However, after a free consultation from the Commute Advantage program in 2008, LUMEDX decided to double its transit, vanpool and ferry subsidy to \$50 a month. In 2009 they participated in Telework Bellevue, allowing them to establish formal telework policies and procedures, as well as provide management training for sustaining communication and productivity. Thanks to excellent management support and an interest in reducing its carbon footprint, LUMEDX regularly promotes its program with posters, presentations at staff meetings and during the hiring process.

Program Elements

- \$50, tax free monthly subsidy for transit, vanpool and ferry users
- \$20, tax free monthly subsidy for full-time bicycle commuters
- Formal telework policy

Return on Investment

- 77% increase in program participation upon increasing the transit subsidy to \$50 a month
- Annual Bike to Work Month team of 5-8 employees; 2008 team ranked in the top ten for miles traveled by new bicycle commuters and was runner-up for the highest percentage of new bike commuters on a single team
- Improved satisfaction & retention of employees

Commute Program Awards and Designations

**Commuter Challenge
Pacesetter 2009**



"I decided to start riding the bus 1 1/2 years ago to take advantage of the increased subsidy. Since then, I've saved quite a bit on fuel, found myself to be a more productive employee, gotten exercise that I wouldn't have otherwise and even encouraged others to ride the bus with me."

- Paul, LUMEDX employee

Keys to Success

Program Champion

Corkey Christensen, Director of Human Resources, is constantly on the lookout for opportunities to increase the value of their transportation subsidies and encourage more people to share the ride.

Sustained Promotion

Presenting information about subsidies, incentives and promotions throughout the year reinforces the value of the monthly subsidy among employees.