



## What's Your "Return" Policy?

Managing disruption and transition with Luum



At Luum, we consider ourselves your partner for commute success. In normal times, we work tirelessly with our partners to build and fine-tune commuter policies that help them better manage parking capacity and promote sustainable commute choices. Although the spread of COVID has dramatically changed the commute landscape, our primary focus remains on the health and safety of commuters.

Read on to learn about some of the innovative ways our partners are using Luum to weather this disruption, to plan for the transition back to the office, and to build resiliency for future disruptions.

### Challenges

GOVERNMENT

One of our city partners recognized an important fact early on: the longer employees go without commuting, the greater the chance that those employees move away from their positive commuting habits, even forget about their available benefits! The city needed a simple, cost-effective way to keep these employees engaged.

### Luum Solution

The city used Luum's communications and engagement tools to craft regular, informative messaging. For telecommuting employees, they created rewards to encourage engagement with the commute hub – ensuring positive habits stuck. The prize? A \$25 donation to a charity of their choice!

## HOSPITALS

Our hospital partners are on the frontlines of the COVID crisis. To ensure that everyone requiring parking had a safe, affordable place to do so, our hospital partners needed to make immediate changes in parking charges and availability. Parking should be the least stressful part of any caregivers day!

Our hospital partners use Luum to make large-scale changes to their parking systems, fee structures, and parking assignments almost overnight. And using Luum, it will be easy to put parking charges and reservations back in place as demand shifts back to normal conditions.



We certainly could not have implemented changes at this magnitude without Luum.  
- Hospital Commute Admin



## CORPORATE CAMPUS

Many Luum partners have lots with assigned spaces, and mixes of essential and non-essential employees. When all of the non-essential employees were suddenly out of the system, it left vast gaps in parking lots. There was also a need to ensure essential employees could park as close to their workspaces as possible in order to minimize their exposure and risk.

Our partner used Luum to shift all essential workers to new parking spots within a 1/2 mile of their offices. And, with Luum, it will be easy to shift parking assignments back to normal. As parking demands change, our partner plans to use parking applications, reservations, and assignments for more flexible and safe employee parking options.

## COMPANIES

We believe carpool, vanpool, and commuter shuttles contribute to commute success, but they were also the first modes to disappear when the pandemic hit. Planning for the return to the office, our partners with vanpool and commuter shuttles are brainstorming policies that encourage usage and are safe.

To ensure vans aren't overcrowded and meet IRS regulations, our partners are planning to use Luum's vanpool management tools to reshuffle employee assignments. Similarly, our partners are shifting shuttle routes and reducing vehicle capacities. These new policies can be accessed and shared through Luum's focused messaging tools—only reaching employees that utilize the service.

Employee parking demand is expected to soar as we begin our phased return to the office. But driving isn't the only mode of transportation that can accommodate social distancing! Many of our partners are seeking new ways to encourage biking, walking, and running to the office.

As employees shift back to work, there is a huge opportunity to encourage sustainable modes of transportation. Build an entire campaign—with messaging, rewards, and tactical information—in your Luum Commute Hub so your employees know how, when, and where to get started! Employees can sync Luum with Strava and MapMyRun to log every commute done by bike, walk, or run.

We have been inspired by the agility, resolve, and resilience of commute leaders around the country. From parking changes, vanpool reconfigurations, biking rewards, and positive reinforcement for telework—our partners are using Luum to adapt their commuter policies to the quickly changing landscape and we know that the transition from the office to home was just the beginning—there will be even bigger challenges to tackle as we start thinking about the return to our workplaces.

### Join the Commute Cohort

Whether you're dealing with new requirements for essential workers or you've suddenly got a team of telecommuters, these are strange times for the commute! To tackle some of these challenges, we're gathering our friends, customers, and commute experts to brainstorm fresh approaches to keeping employees engaged—and think about best practices for transitioning back to work.

Visit [www.luum.com](http://www.luum.com) to sign up for upcoming online programming and get COVID-related resources delivered straight to your inbox.

**Want to learn more about bringing Luum to your organization?**

Start a conversation with [john@luum.com](mailto:john@luum.com) or fill out the form on our website contact page.

