Case Study: Brocade

OVERVIEW OF A COMMUTE ALTERNATIVE PROGRAM FOR A COMPANY RELOCATION

Background
In March of 2008 Brocade had a vision to build a world class campus by consolidating four of its office locations in Santa Clara County. The new campus would feature three buildings housing a total of 2,350 employees.

The goal of the project was to provide flexibility and satisfy growth for the employee population and the labs used for research and development of Brocade products. The campus design focused on scalability, energy efficiency, and sustainability.

The objectives for Brocade's transportation program were to provide employees in the greater Bay Area with effective commute alternatives, create a program to support sustainable development, and embrace the values of their triple bottom line:

- **Social** - Increased public transportation ridership results in higher revenues and accordingly, improved routes, more stations, and denser schedules.
- **Environmental** - Each car removed from the road cuts CO₂ emissions, reduces traffic congestion and improves air quality around the campus.
- **Economic** - Fewer cars on campus decreases strain on the campus parking structure thereby reducing facility costs. Elimination of valet parking program repurposes funds for a new savings.

Brocade's Commuter Alternative Program
Due to local city requirements, Brocade provides preferential parking spaces for carpoolers, a transit subsidy, and a shuttle to local transit. Brocade has developed a comprehensive commute alternative program for its employees that included the following:

- **Commute Fairs** - Brocade hosts fairs that feature informational booths from agencies such as 511, ACE Rail, Caltrain, and the Silicon Valley Bicycle Coalition. Employees receive Santa Clara Valley Transportation Authority (VTA) Eco Passes and are informed of promotions and incentives for using alternative transportation.

- **Preferred Parking** - Nearly one hundred preferred parking spaces are available for employees with low-emission and fuel efficient vehicles as well as for registered carpoools.

- **Bicycle Lockers** - Bicycle lockers and racks are available for employees’ use and are located conveniently across the campus.

- **Tasman Shuttle** - Brocade makes riding transit easier by providing shuttle service for its employees between VTA's Tasman Station and the Brocade campus.

- **VTA Eco Pass** - Every full-time employee is provided with a VTA Eco Pass that provides unlimited use of VTA bus and light rail services. Plus, contract employees can participate by purchasing the pass at a prorated annual rate. Support services provided with the Eco Pass include personalized commute planning, emergency ride home, paratransit services, and shuttles from a station direct to an employee's workplace.

Headquartered in San Jose, California, Brocade serves a wide range of industries and customers in more than 160 countries and has approximately 4,000 employees worldwide.

Brocade is an industry leader in providing reliable, high-performance network solutions that help the world’s leading organizations transition smoothly to a virtualized world where applications and information can reside anywhere.

2011 Best Places to Work in the Bay Area
San Francisco Business Times

2011 100 Best Companies to Work For
Fortune
Working with 511
Brocade uses the 511 RideMatch Service, an interactive, on-demand system that helps people find carpools, vanpools or bicycle partners.

Link to 511 Website
Employees can view up-to-the minute Bay Area traffic, transit, rideshare and bicycling information.

- **511 Transit Trip Planner** - The Transit Trip Planner on 511 links all transit agencies that serve the Bay Area. Employees plan a trip based on available schedules with fares and departure times.

- **RideMatch Service and Park & Ride Lots** - Employees who register in the 511 RideMatch service can join or start carpools or vanpools, earn rewards for tracking their carpool trips in an online trip diary, and calculate how much they’re helping the environment. A Park & Ride Lot map helps individuals find locations to leave their personal vehicle to join their carpool, vanpool or take public transit.

- **BikeMapper** - With thousands of bike paths, lanes and routes, the Bay Area is a great place to bike to work. Employees can use the 511 BikeMapper to easily map their bike commutes.

Conclusion
The new Brocade campus offered employees approximately 150 fewer parking places than the total offered previously at the four office sites the campus replaced due to the company’s comprehensive transportation program. This resulted in a savings of over $40,000 annually.

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511 OFFERS FREE SERVICES AND TOOLS FOR EMPLOYERS
Want to help your employees find more efficient and economical ways to get to work? 511 offers a variety of services and tools to help you assemble a successful Transportation Demand Management (TDM) program at your worksite. This service is provided at no cost to your organization by the Metropolitan Transportation Commission. Services include:

ONLINE RIDEMATCHING
With just a few clicks on 511.org, the RideMatch Service instantly matches your employees with other people making a similar commute.

COMMUTE INCENTIVES
Employees who use commute alternatives to driving alone can benefit from a variety of incentives, including commuter tax breaks, free bridge tolls, carpool lanes and other financial incentives.

WORK SITE EVENTS
511’s representatives will participate in select events to promote carpooling and vanpooling at your worksite.

VANPOOL FORMATION AND SUPPORT
Vanpooling may be an option at your worksite, and we can help you set up vanpools from start to finish.