

2021 CTR Program Planning

Setting and meeting your program goals



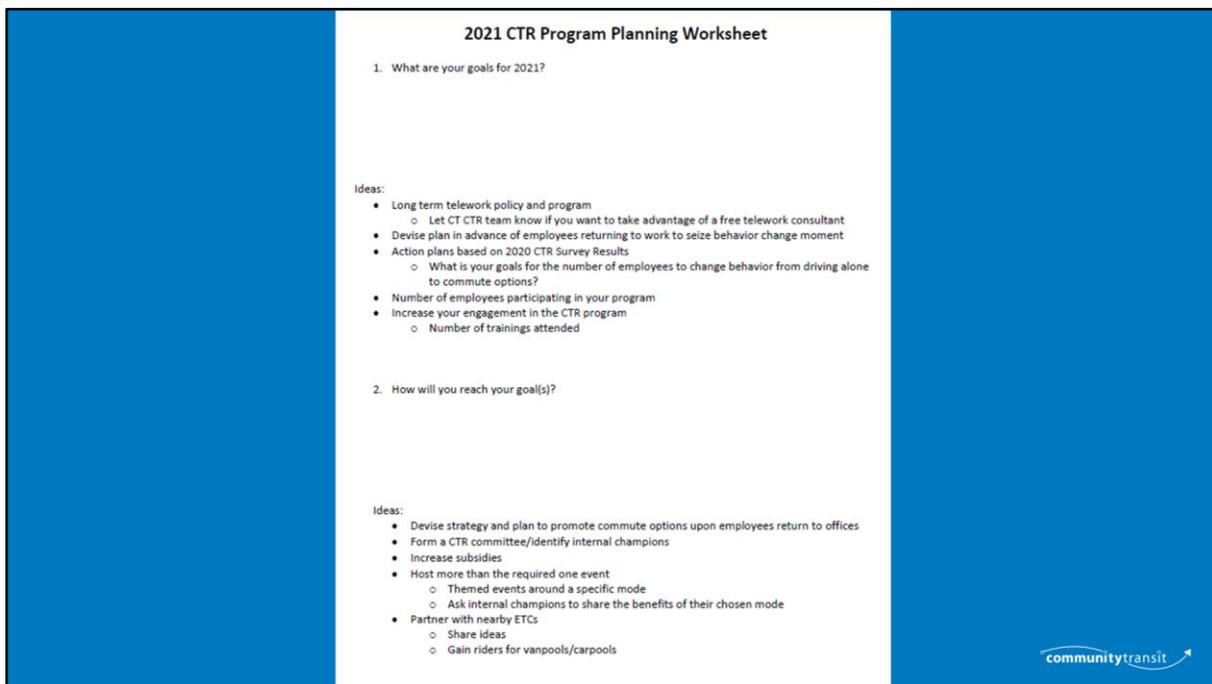
This presentation will go over some questions to get you thinking, if you have not already, about your CTR plans for the year, as well as some resources, and some of our ideas.

2021 CTR Plans



There are some big picture questions to be thinking about when planning your CTR Program in 2021:

- What are your goals as an ETC in 2021?
- How are you going to achieve those goals?
- What are your goals to reduce single occupancy vehicles coming to your site now and once you and your employees return to your offices?
- Have you started planning for when people return to work? If not, when will you start?
- How are you going to inspire behavior change especially when you and your employees return to your offices?
 - This is a key time referred to in behavioral science as the Fresh Start Effect – includes times like New Years, birthdays, moving homes, starting new jobs, and returning to the office post pandemic.



To help you plan, you can find this Worksheet on our ETC Resources Page.

Things to consider when planning include:

- Are there any observed pain points and possible solutions to address with commute options? Example: bike parking
- How you will organize your goals? You can organize them by the different commute modes for example.
- Will you focus on key behavior change times, like when you and your employees return to the office? For example, the Fresh Start Effect times.

Can you provide more information to new hires during onboarding? Ideas include:

- Sending transportation packets and ORCA cards one week before their first day so even on the first day they can choose a commute option based on what is available.
- Creating a transportation packet for new hires that includes a map with nearby transit and bike routes based on their home address.
- Including vanpool information in case they are interested in joining or creating a vanpool. If you know of a vanpool coming from their neighborhood looking for riders,

include that info, too.

- Promoting RideshareOnline to find both vanpools or carpools and any other information you have about vanpools or carpools arriving at your worksite.

Be data driven using CTR survey results from 2020 to inform your plans:

- Telework policies and plans post pandemic? Who makes this decision and can you help inform/advocate based on CTR survey data perhaps?
- Think about setting a target to move people from their single occupancy vehicle (SOV) to a commute option. Instead of using percentages since percentages don't always provide a clear goal when it comes to CTR. Maybe think of that target in terms of number of people you want to get out of their SOV.

Review your subsidies:

- Do you have a budget for subsidies in 2021? If not, now is the time to start thinking about subsidies for 2022 and what needs to be done in 2021 to make that happen for budgeting.

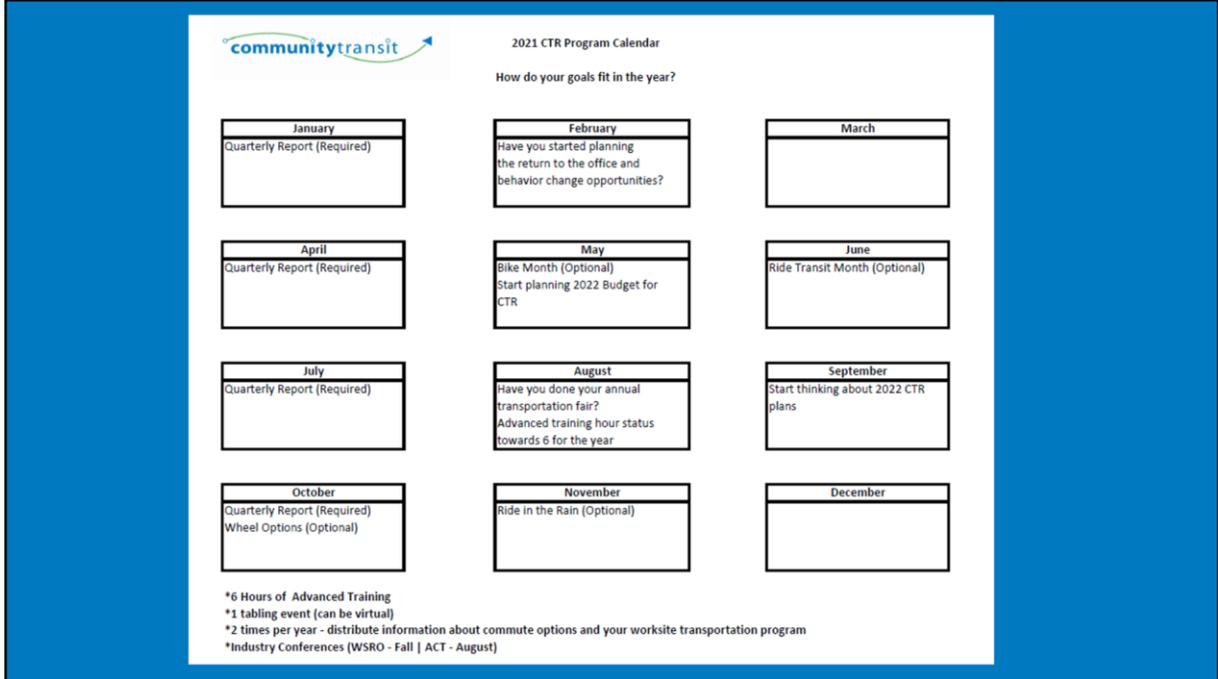
Is an ORCA pass program in your budget?

- If not, start working on it now for next year if your worksite is well supported by transit and it makes sense. We can help you with estimate pricing and options.

Take a look at your displays and signage:

- Can you enhance your transportation displays, or expand them to different locations at your worksite? Is your current display in the right location?
- Do you have Carpool or Vanpool parking spots and do you have signage for the spaces and hang tags for the vehicles? If not, talk to us.
- Will these materials be ready when employees return to your offices?

What steps do you need to take and who do you need to meet with to move things along for your CTR program?



We created this calendar that might be helpful. You can find it on our ETC Resources page.

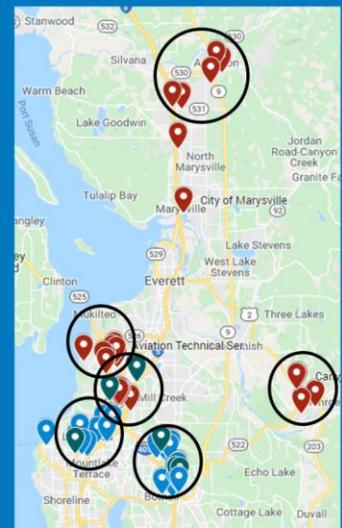
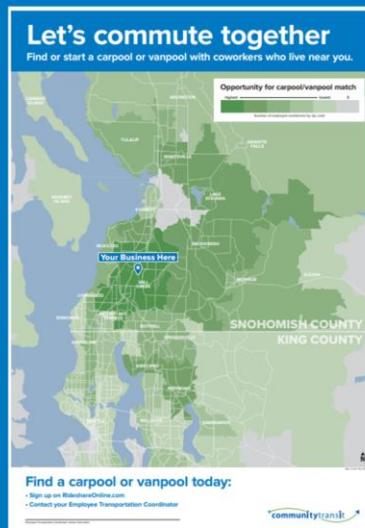
This gives you an opportunity to visualize your year.

- There are four Quarterly Reports.
- When will you complete your six advanced training hours?
- You're required to complete one tabling event. Virtual options are available and accepted, too.
- When will you distribute information about commute options and your transportation program? Required at least two times per year.
- Have you started planning the return to the office behavior change opportunities?
- Are there industry conferences you can attend? WSRO might be a good one with specific ETC tracks September 19-20, 2021. Scholarships will also likely be available.

Take your worksheet ideas and map your ideas on the calendar to set your timeline.

Some of our Ideas

- Return to office plan templates for behavior change
- Zip Maps – worksite and/or geographic area
- “Pool Parties” – carpool/vanpool
- Geographic CTR site groupings – collaborate with your neighbor CTR sites
 - Possible collaborative websites for each group
 - Lunch and Learns



Some of our current ideas include:

- Return to office plan templates, a “Fresh Start Plan” that plans out your communications (encouragement for behavior change, if you wanted to have a special incentive for employees, etc) in advance of actually returning to work so things are ready whenever that actually happens.
- Zip Maps for worksites and different geographic areas with clusters of worksites. (see map)
- Lunch and Learns to provide information to your employees about commute options and specific options like carpool and vanpool, or bike-related ideas such as an intro to bike safety class, encouraging bike groups to build camaraderie and taking the opportunity to brainstorm locations for bike racks and covered storage.
- More geographic groupings of our sites to collaborate on items above like zip maps and lunch and learns. (can be done online as well)

Are any of these of particular interest to you?

Some of our Ideas continued...

- Networking Meetings
 - Virtual tools and collaboration
 - Feature your worksite programs
- New Resources and Trainings
 - Telework – WorkSmart free consultant services
 - Safety around transportation options – transit, vanpool, carpool etc.



communitytransit

Other ideas include:

Virtual and in-person Networking Meetings when it makes sense. We offer ETC Networking meetings quarterly throughout the year.

We are hoping to continue testing virtual collaborative tools that you could also use as an ETC. We also want to continue featuring your CTR programs so you can learn from your peers.

New Resources and Trainings

- Telework resources – We are continuing to partner with WorkSmart to offer you free national telework consultant services, plans, and policies. Let us know if you are interested and we will connect you.
- Safe transit, vanpool and carpool – We will share information and trainings as they become available on this important topic.

Once back in the office, you could offer a transit training to help demystify riding transit by going on a field trip with employees if there is a bus stop close to your worksite for example.

Do these spark any ideas for you?

Do you think field trips would be successful at your worksite?

Q4 Quarterly Report

Revised question this quarter:

Worksite Focus/Needs

Are there any new initiatives, issues or needs at your worksite, or has anything changed? CTR or Non-CTR related. Anything new related to COVID response or telework policies? Do you have any 2021 plans you are working on or we can help you with?



If you're reading these slides after Jan. 22, 2021, please disregard this slide.

Please note we have revised this question on the last quarterly report for 2020.

Q4 Quarterly Reports are due Jan. 22, 2021.

Brainstorm + Q&A



What are your 2021 plans?

Did this spark any ideas for you?

Reminder to take the Advanced Training Hours Survey to get credit and provide us valuable feedback: <https://app.smartsheet.com/b/form/926016a5b7034313adcd05255f70218d>