Back to the Office in 2021 & Behavior Change Best Practices
Agenda

- Influencing Behavior Change
- Context and the Opportunity
- Commute Options
  - Transit
  - Vanpool
  - Biking
  - Carpooling
- Benefits of Commute Options
- Get the Message Out
- Resources
- Questions / Comments
Influencing Behavior Change

There are a few different best practices to influence behavior change: First off, timing matters for behavior change success. There are key moments to consider in changing transportation behavior. Some include these principles and moments:

- The Fresh Start effect. Examples of the Fresh Start effect include: New Year’s resolutions, moving homes and jobs.
- Traffic disruption like construction. This can lead to new transportation options being explored.
- Making a fresh start which is similar to Fresh Start Effect but happens more frequently. Examples include: birthdays and holidays.
- Building on a personal experience. For example: When someone has a good experience, following up with them at that time can reinforce the behavior.

Stages of change and some other principles:
- Target individuals with appropriate intervention. Ex. If someone if new to biking, changing a flat might be too much for them. Better to help with route planning for example for that person.
- Making a plan with details and setting goals. Example voting. What day and where are you going to vote?
• Combining new behavior with existing habit like brushing your teeth Ex. Plan next day’s commute when packing lunch for next day

Also See six universal shortcuts that guide human behavior and CORE principles handout: https://www.communitytransit.org/docs/default-source/ctr/tips_thomas-cerny_2020.pdf?sfvrsn=189f28db_2
As mentioned, key behavior change opportunities include new hires, when someone moves home or work locations or has a new years resolution. As your employees start heading back to the office, this is one of those hopefully once in a lifetime key behavior change opportunities as all habits have been broken over the course of the last year while teleworking for many. So now is a great time to form a new habit before reverting to any old habits or forming a new bad habit like driving alone daily. There is also a health aspect of this timing as research shows health goals can also be key behavior change moments. People have not been as active and therefore might be open to new commute options that are better for their health like biking, walking, or walking to a transit stop. Let’s take advantage of this hopefully once in a lifetime return to office post pandemic opportunity and get our employees to consider their options and form some new healthy commute habits!

10-Day Fresh Start Challenge in the NYTimes. Studies show that moments of disruption offer a unique opportunity to set and achieve new goals: https://www.nytimes.com/2021/05/11/well/mind/pandemic-coronavirus-wellness-challenge.html?referringSource=articleShare

In addition, now is great time to access your CTR program including benefits,
incentives, and subsidies if you have not already.

Next we will go over some of the common commute options and good ways to promote them at this key time.
Our commitment to safety, Community Transit joined national transit group of Health & Safety Commitments Program, includes disinfecting, upgraded air filtration and circulation, and following public health guidelines. More here: https://www.communitytransit.org/advertising/safety/getting-you-there-safely/

From Transportation Choices Coalition:
Scientific studies performed in the U.S. and across the world have repeatedly shown that there is no evidence that mass transit poses a risk of coronavirus outbreaks. Cities like Milan that have reopened transit systems after being hard hit by the virus have not seen subsequent infection spikes, and a Stanford study modeling COVID spread in the largest U.S. metro areas makes no mention of transit. (https://www.seattletimes.com/opinion/as-seattle-slowly-reopens-focus-on-the-facts-not-fears-of-bus-ridership/)

Do you know where the closest bus stop is to your worksite and which bus routes stop there and where they go? What is the walk like from the stop to your sites? Are their sidewalks and lighting? Good time to access this so you can talk to any employees who ask you questions about taking transit to work. You can use google maps transit directions and street view if unable to go in person. Good idea to also
check it out in person though if able.

Do you have a transit subsidy? Let us know if you want to discuss the ORCA employee pass options. They can be flexible or comprehensive.
Commute Options

Vanpool

Address Safety
Promotions
• Refer-a-Friend
Site Facilities

Just like transit, Community Transit is working hard with our vanpools to keep them safe in these times. We have lowered the minimum number of riders from 5 to 2, requiring and providing masks and disinfecting kits. Learn more here::
https://www.communitytransit.org/vanpool/covid-safety

Promotions include Refer a friend, get a $50 Gift Card When You Refer a Friend to Vanpool, you can redeem up to 5 gift cards by referring multiple friends. Check our website for promo availability/timing:
https://www.communitytransit.org/vanpool/refer-a-friend-to-vanpool

Let us know if you need any HOV signage, parking hang tags or stickers. Great time to get that set up and ready for return of employees to encourage vanpools and carpools with priority parking.

Can also promote Rideshareonline to find or form carpools:
https://rideshareonline.icarpool.com/en/Login.aspx as well as work with us on a zip map showing the zip codes of where employees live to help dispel the no one lives near me statement we hear a lot. We also have a Riders Wanted template on our ETC Resources page you can post to help those looking for carpools or vanpools. Can also
post at neighboring sites if employees want and neighbor agrees. Just let us know and we can help facilitate that if needed.

Do you have a vanpool subsidy? ORCA can include vanpool but can also be done separately. Let us know if you have any questions.
People with a bike commute say they are the happiest with their commute in surveys. Open air and COVID safe commute. Let us know if you need any resources to promote biking. We have our newly updated bike and trails maps we can provide you. We also have digital materials on our ETC Resources page going over commute tips and how to combine a bike and bus trip: https://www.communitytransit.org/etc and https://www.communitytransit.org/bikes


Facilities – covered and secure bike parking for those riding to your offices are best. Good time to look at your bike parking and facility options like parking, showers, bike pumps etc. Can also connect riders with others interested. Slack channels by neighborhood is one idea. Could be done for more than biking as well.

Bikes Make Life Better put together this WORKPLACE BICYCLE SAFETY RE-ENTRY GUIDELINES document here: https://bikesmakelifebetter.com/workplace-bicycle-safety-re-entry-guidelines/
Lastly, do you offer any other bike benefits or subsidies offered to employees?
Carpools are a great transportation option, go with a spouse or coworker you know and trust. Can just be you and 1 other person meaning you cut your driving and car use in half! Can control windows and airflow as well.

scoop carpool resources: https://www.takescoop.com/resources/why-carpooling-is-a-safe-transportation-option-for-your-employees

waze carpool resources: https://www.waze.com/carpool/

Can also promote RideshareOnline to find and form carpools: https://rideshareonline.icarpool.com/en/Login.aspx. See RideshareOnline resources and other trainings on our ETC Resources page. As mentioned previously, let us know if you are interested in creating a zip map – now is a great time. You can see a zip map example as well as riders wanted templates to help facilitate carpools on our ETC Resources page.

What are your carpool benefits? Priority parking? Subsidy or incentive? Let us know if you need any HOV signage, parking hang tags or stickers. Great time to get that set up and ready for return of employees to encourage vanpools and carpools with
priority parking.
Benefits

Time
Money
Health
Recruitment / Retention / Employee Happiness

Time for other things when not driving alone. Relaxing, reading, listening to podcasts, catching up on email, sleep etc when in a carpool, vanpool, or on transit. In a carpool or vanpool, depending on someone’s commute they can save time by having access to HOV lanes.

Money – driving costs a lot, not just gas, ongoing maintenance, insurance, car payments. In a carpool, you can share at least half the cost of your commute with a carpool partner. In a vanpool or on transit depending on any company subsidies, can be free or very cheap. Also employees are eligible for our Smart Commuter Rewards by logging their non drive alone trips including telework in Rideshareonline.

Health – biking, and walking and just walking to transit has big health benefits for the employee as well as the company when employees don’t take as many sick days.

Recruitment/retention and employee happiness – how many employees tell you in exit interviews their commute is one of the reasons they are leaving? It’s a big reason employees find other jobs. What do your competitors offer for their commute program? Good idea to try and compare to be competitive. Employees consider their commute as a reflection of their job/employer so if they are sitting on a bus and
reading a book, that’s a better impression than stuck in traffic driving alone and annoyed.
Get the Message Out

Consider transportation fair / static display / digital slide. See our ETC Resources page and let us know how we can support your efforts. Benefits fair this fall? Virtual version? We have resources so you don’t have to recreate the wheel. Neighborhood slack channels to connect bike commuters or even carpools/transit users.
Resources

Optional Reports and Resources From Industry Partners

- https://transitscreen.com/return-to-office-toolkit/
- https://bikesmakelifebetter.com/workplace-bicycle-safety-re-entry-guidelines/
- https://www.commutifi.com/resources/returning-to-work-best-practices

Here are some optional reports and resources from industry partners if they are helpful to your efforts.
Questions?

Any comments or questions?

Advanced Training Hours Survey:
https://app.smartsheet.com/b/form/926016a5b7034313adcd05255f70218d