

New Employees

Onboarding Best Practices, Behavior Change
and Info Share



Agenda

- New Employee Orientation Opportunities
- Commute Options and Benefits Brochure
- ORCA Cards and other Subsidies and Incentives
- Office Tours and highlighting Transportation Options



Let's discuss these topics with a focus on behavior change opportunities.

Setting the stage for the conversation:

Based on your industry, employees expect transportation benefits in this region specifically and even consider their commute a reflection on their employer. Therefore, offering transportation benefits gives employees a positive perception of their organization, which helps with Recruitment and Retention.

These benefits show that your organization cares about its employees.

Healthier and Wealthier Employees

- Employees who use transportation options get more physical activity.
- Transportation options are more affordable than driving alone to work.

Reduced Parking Demand

- Promoting transportation options opens up parking for visitors and customers/clients.

New Employee Orientation

- Present high-level information about transportation options their first day
- Show the benefits of commute options during onboarding, then follow up in a few weeks
- If you can, send materials in advance so new employees have ORCA cards their first day
- Personalize commute plans based on employee's transportation mode(s) of choice



Poll: Do you present information at a new employee orientation?

Whether it looks like the image on the top or the image on the bottom, onboarding employees is a crucial opportunity to promote transportation options as part of the “fresh start effect.” The fresh start effect is where people are encouraged to pursue their goals with a fresh slate approach. Examples include New Year’s resolutions, moving into a new home, starting a new job.

We also learned from our Commute Options Awards speaker Thom Cerny in his Science of Persuasion applied to Transportation Options presentation, the concept of authority. People follow credible, knowledgeable experts so present yourself as an expert.

If you have the data, you could tell or show how many employees are using commute options as either a percentage or total number of employees to emphasize social norms. For example, if you have 80 employees carpooling, vanpooling, riding transit and biking to work, that might tell a new employee this is a part of the culture and not just a fringe thing.

Perhaps commute options are tied to your company's goals including corporate social responsibility? This would be a good time to mention that to show social norms of behavior.

Does your company have parking challenges? If so, think about setting a company-wide goal and making a pledge. Present this public pledge at new employee orientation.

Commute Options and Benefits Brochure

CTR Worksite Program Materials

Expand all

- Employee Transportation Coordinator Program Guide
- Commute Options Awards Online Presentation
- Reimagining Bike Month in 2020
- Guaranteed Ride Home Voucher
- Transportation Materials & Display Order Form
- Transportation Fairs

▼ Commute Options and Benefits Brochure Template

This brochure is recommended for new hires during onboarding, at transportation fairs/tabling events, and to have in your transportation board displays.

The brochure has yellow highlights where you fill in your site specific information including company and ETC name and contact info. Under the "Commute Options" and "Commute Benefits" headings you can remove and add options and information that applies to your location and company.

Download the brochure and customize for your worksite:

[Commute Options and Benefits Brochure Template \(Word\)](#)

Note: Print landscape 2-sided short edge binding



Building on the last slide where I said to present high-level information about transportation options, you can also leave employees with a high-level document they can read when they might not be as overwhelmed with onboarding information.

If you don't already have a brochure like this, Community Transit has a template you can customize for your program.

Here is the template and its location on the ETC Resources page.

ETC Resources page: <https://www.communitytransit.org/etc> > CTR Program Materials > Commute Options and Benefits Brochure Template

Another place to direct employees might be an Intranet site.

ORCA Cards and Other Subsidies and Incentives

- One Regional Card for seven partner agencies
- ORCA Business Accounts
 - Business Choice
 - Provide as many cards as you choose
 - Business Passport
 - Provide transportation benefits to all employees at extreme discounts
 - Access to unlimited rides on multiple transit systems with single contract
 - Ability to add additional ORCA options



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Poll: Do you offer a transit benefit like ORCA cards?

If an employee has the ORCA card or pass in their pocket, it reduces this barrier and they are much more likely to use it.

If you have a pass program, you can run reports to see usage and use that to show social norming to let employees know how often passes are being used.

Business Choice

- Provide as few or many cards as you choose
- Load pass, E-Purse or voucher product

Business Passport

- Provides transportation benefits to all employees at extreme discounts
- Provides access to unlimited rides on multiple transit systems with single contract
- Provides ability to load additional ORCA options

Manage cards online

ORCA webpage:

<https://www.communitytransit.org/programs/commutetripredution/orca-for-business> and contact us if interested in learning more:
ORCABusinessAccounts@commtrans.org

Other subsidies and incentives might include pre-tax payroll deductions for transit passes, or monetary incentives on paychecks for logging non-drive alone trips on transit, carpool, vanpool, bike, walk, etc.

You also might consider having some pre-paid ORCA cards for employees who want to give commuting using transit a try.

Office Tours and highlighting Transportation Options



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Poll: Do you or someone else give new employees a tour of your offices? If so, do you mention or highlight transportation options on that tour?

Things to highlight include: transportation boards (We have these available if you need one.), carpool/vanpool spaces (We can provide signage.), bike parking including any showers for employees with longer commutes.

A great way to promote carpool and vanpool parking is by having spaces as close to the front door so people can think, "If I was in a carpool or vanpool, I wouldn't have to walk so far in the rain."

The same concept goes for bike parking. Ideally you can have inside or covered spaces for employees who bike to work and are storing their bikes all day. We can share examples of indoor rooms with different types of bike racks for different types of bikes and features like a bike repair station with a bike pump and tools. Don't forget to consider outlets for e-bikes.

Reach out to more than just new employees

- Re-engage with current employees
- All employees returning to work after the pandemic can be considered new employees with potentially new habits



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If you haven't already, this is a good time to survey employees about how they are thinking about their commutes, and if they need any support from you, their trusted transportation option resource.

Examples include new bike commuters or someone looking to start a carpool or vanpool.

Remember the "fresh start effect" and some of the behavior change concepts we discussed.

Discussion/Brainstorm

- How do you present Transportation Options to new employees?
- Are there projects/programs you are implementing or thinking about implementing?



Other questions:

Were these new ideas for you, or did this help you think of new ideas? If so, what?

What barriers, if any, do you have in presenting transportation options during the onboarding of new employees?