

**No Budget? No Problem!**



## What We'll Discuss

- Introduction
- Marketing
- Tools
- Leveraging Nearby CTR sites
- Donations & Partnerships
- Brainstorm and Q&A

# Introduction



Many of the ETCs we work with do not have a budget for transportation programs but that does not stop them from getting creative and making a difference to reduce drive-alone commute trips to their worksites. This presentation covers some of the ways to leverage what is already available to you.

## Marketing

### What Regional and National Marketing Programs exist?

- May
  - [Bike Month](#)
- June
  - [Ride Transit Month](#)
- October
  - [Wheel Options](#)
  - [Walktober](#)
- November
  - [Ride in the Rain Challenge](#)
- All year
  - [Smart Commuter of the Quarter](#)

wheel  
options



BIKE  
Everywhere

communitytransit

These programs can change from year to year, so check the websites before planning.

You can find templates for brochures, emails and PPTs on our ETC Resources page, in our CTR Newsletter and in special emails.

Bike Month: The League of American Bicyclists, Cascade Bicycle Club, and other local bike groups partner with businesses to promote biking anywhere and everywhere, especially to work. Our CTR team can provide incentives and how-to's to help you plan.

<https://cascade.org/rides-and-events/f5-networks-bike-everywhere-week-2020>

Ride Transit Month: Community Transit participants in this promotion hosted by the Transportation Choices Coalition.

<https://transportationchoices.org/i-love-transit-fest/>

Wheel Options: This statewide promotion, hosted by Washington State Ridesharing Organization, promotes all commute options. <http://www.wheeloptions.org/>

Walktober: Seattle's feet first and other walking oriented groups put this on.

<http://www.feetfirst.org/walktober-walk-to-work>

Ride in the Rain Challenge: WA Bikes and Cascade Bicycle Club campaign to get people riding year round. <https://wabikes.org/growing-bicycling/resources/washington-bikes-ride-rain/>

Smart Commuter of the Quarter is Community Transit's incentive program where your employees can win a \$250 prize by logging their non-drive alone trips in RideshareOnline. To qualify for the drawing, employees need to log at least 48 non-drive alone commute days or 16 days per month per quarter.

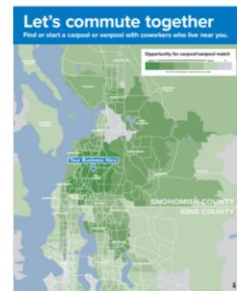
<https://www.communitytransit.org/programs/commutetripredution>

We are always looking to create new resources for our ETCs, so please share any ideas you may have.

## Tools

### What Tools Exist?

- RideshareOnline.com
- Zip Maps
- Lunch and Learns
- Making your Program Visible
  - Newsletters
  - Templates
  - Display Boards
  - HOV Signage
  - Bike Parking and Pumps, etc



- RideshareOnline.com
  - Free carpool and vanpool matching platform in Washington State supported by Community Transit. As an admin, you can manage Challenges and Incentives on RSO. We can help get you set up.
- Zip Maps – Community Transit can work with you to create a Zip Map. Zip Maps are a great tool to help form carpools and vanpools and help counter the common barrier "no one lives near me."
- Lunch and Learns – Community Transit can help you plan events such as vanpool presentations, carpool "pool parties," and bike commuting info shares.
- Program Visibility
  - We can provide complimentary display boards, HOV signage and carpool hang tags.
    - Consider how visible your commute options materials are. Display boards should be in common areas. HOV and bike parking should be close to employee entrances.
    - Templates on our ETC Resources page include:
      - Riders Wanted notices
      - Commute Options and Benefits Brochure Template

- Digital Display Slides
- If you're not finding what you're looking for, ask your CTR team.

## Leveraging Nearby CTR Sites

### How Should I do this?



- Zip Maps
- Riders Wanted Notices
- Forming Carpool and Vanpools
- Lunch and Learns
- Food Trucks

**RIDERS WANTED**

To: \_\_\_\_\_ From: \_\_\_\_\_

Work Hours: \_\_\_\_\_ This is a  Vanpool  Carpool

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Contact your Employee Transportation Coordinator [about CTR forms and guidelines](#) / [Request a copy of your Riders Wanted](#)






Image courtesy of nwnews.com



We can help you reach out to your neighboring worksites.

Zip maps, Riders Wanted notices, forming vanpools and Lunch and Learns are good tools with which to partner with neighboring sites.

Another way to leverage neighboring sites is to partner on food trucks so employees don't need to leave your site for lunch. This addresses the point that employees need their cars for lunch. You could also partner with nearby restaurants to deliver lunch.



## Donations & Partnerships

### How Should I do this?

- **Seek donations from businesses in your community**
- **Build Partnerships**

Examples include:

- Local bike shops
- Local stores employees frequent including grocery stores, retailers, banks and credit unions
- Large membership-based warehouse stores
- Nearby restaurants and gyms



Get items donated from businesses in your community and build partnerships that promote each other.

It may be more difficult for large companies to ask for donations, so perhaps negotiating employee discounts is an option.

# Brainstorm and Q&A



If you have ideas, please share them with our CTR team.

# Advanced Training Hour Survey



Take this survey to earn your advanced training credits and to provide us with helpful feedback. Thank you.

Advanced Training Hours Survey:

<https://app.smartsheet.com/b/form/926016a5b7034313adcd05255f70218d>