

On-Site Transportation Events Best Practices

The following are some best practices to consider when getting ready to host an in-person transportation fair.

Use Existing Events

Does your worksite already host an all-staff event? Benefits Fairs and Health Fairs can work well for transportation information, and all the logistical and promotional work is already done. Put a spin on your materials or discussion to match the event focus. While not a traditional tabling event, another great opportunity is an all-staff meeting where there is time for a short presentation about transportation options.

Location

Think about where the event is held. Will there be much employee traffic? A lunch room that is popular, or a lobby or hallway with good traffic and a spot for people to stop and chat works well.

Communicate with Community Transit CTR Team Representative

The Community Transit CTR Team has experience producing and hosting transportation events. Reach out to your CTR Rep at Community Transit early in the planning process to get approval and to document the transportation event/employee CTR communication requirement is met. Email CTR@commtrans.org.

Promote the event

Send emails in advance, as well as on the day of. Put up posters in advance. The poster template can be found on the ETC Resources page.

Raffle card

If you have prizes, having a raffle card so every attendee visits all of the vendors is a good way to ensure attendance at every booth. To do this you will need to create a small sheet/card with all the event vendors listed (think of a bingo card) and give this to each employee who comes to the fair. Employees will put their name on the card and have an incentive to visit each vendor in order to be entered to win the raffle. You will need to provide each vendor with a pen, stamp, or stickers so they can mark off when employees stop at their table.

Food

Offering food usually helps to ensure good attendance. Think about healthy and sustainable options, if that fits in with the theme of the event. Food options include catered lunches, simple snacks, coffee carts (mobile barista station), and employee cook-off competitions where employees bring a dish (chili, desserts, etc) and then vote for their favorite. Events that involve peer support often drive attendance!

Interactive Elements

Trivia or a game can help engage people to learn more about their transportation options and be comfortable asking questions. We can help you brainstorm about an interactive element like a game.

Invite other vendors

If space allows and it makes sense, inviting other vendors will encourage more attendance. Below is a

list of other potential vendors who table at events we attend. If interested, Community Transit can put you in touch with other potential vendors where we have contacts.

Additional Vendors

Transportation Providers

- [Waze Carpool](#)
- [Lime](#)
- [Cascade Bicycle Club](#) or other local bike clubs
- [PIM Electric Bicycles](#)
- [Gregg's Cycle](#)
- [Bicycle Centres](#)
- [Sound Transit](#)
- [King County Metro](#)
- [Everett Transit](#)

Sustainability Organizations and Energy Agencies

- <http://www.bothellwa.gov/195/Be-Sustainable> – City of Bothell Sustainability Program. Bothell provides an online vendor request [form](#).
- Nonprofit organizations
- [Puget Sound Energy](#)
- [Snohomish County Public Utility District](#)

Local Stores and Retailer

- Local stores employees frequent including grocery stores, retailers, banks and credit unions
- Large membership based warehouse stores

Health and Fitness

- Nearby gyms and fitness centers
- Health and fitness related products and services

We can provide contact information for these vendors.

Collect Data

It's helpful to collect data to measure your event's effectiveness. Note the total number of attendees and how many people you talk to about commute options. Community Transit reports this information to WSDOT as part of our quarterly reporting about CTR activities.

Post Event

- Thank event vendors.
- Send a post-event survey to participants and vendors to encourage event feedback.
- Report your number of attendees to Community Transit if your CTR Rep isn't physically participating.