

Virtual Transportation Events Best Practices in 2020

The following are some best practices to consider when getting ready to host a virtual transportation fair.

Virtual Transportation Event/Fair Defined

Virtual transportation events are hosted either live or pre-recorded using digital technology. Virtual transportation events can take the place of an in-person transportation fair in the event employees are located off-site or are restricted from gathering. Information delivery can include, but not be limited to delivery through emails, meeting platforms (ie. Zoom, Webex), company Intranet sites or on-site digital displays accessible by all employees.

Choose what materials will best address your audience

Work with your Human Resources department to determine the best way to communicate with employees. By definition, a transportation event needs to be accessible by all employees, so whether that is an all-employee email, digital display or webinar hosted on your company's intranet is up to you. You know best. If you feel you need additional materials for your event, please ask your Community Transit CTR Rep for help at CTR@commtrans.org.

Communicate with Community Transit CTR Team Representative

The Community Transit CTR Team has experience producing and hosting virtual 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.

Collaborate with your IT department

Hosting online events doesn't always go as planned due to connectivity and technology on both the transmission and receiving ends of the program. Plan ahead and ask your IT department which is the most effective way to host a program. If using digital displays, confirm the file sizes you'll need to make sure your commute options message looks the best it can.

Invite other vendors to participate

Vendors can include rideshare companies, regional transit agencies, bike shops, or any local company that can provide services for you depending on your needs. If you need help building a robust virtual event, ask us for help.

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. The City of 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.

Create a communications plan

Are employees in the office? Are they working at home? Or are employees doing both? Addressing where employees are and how they receive information is important in creating awareness and excitement around your event. Using a mix of both digital and posters or other signage is the best when there is a mix of on-site and off-site employees.

Promote the Event

Send emails in advance, as well as day of. Hang posters in breakrooms and hallways. You can find a poster template on the ETC Resources page.

Gamification and Incentives

If you're hosting a live transportation fair, engage people with online games where you can customize questions based on transportation options. Offer Q&A sessions to gather names for drawings, or create another method upon which to award prizes for participation.

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 participating.