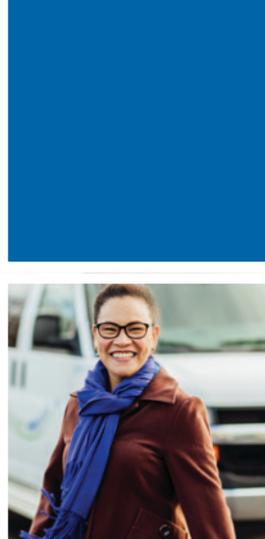


Employee Transportation Coordinator

Program Guide



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Chapter 1:
Get to Know Commute Trip Reduction

Commuter Trip Reduction (CTR) Overview

What is CTR?

Commuter Trip Reduction requires employers in the most congested areas to encourage employees to reduce the number and length of drive alone commute trips made to their worksite.

The Commuter Trip Reduction Law (RCW 70.94.521 - 551) was adopted in 1991 as part of the Washington Clean Air Act. The purpose of the law is threefold – to reduce: air pollution and greenhouse gases, traffic congestion and energy consumption.

You're joining an amazing network of state, local, and private organizations committed to improving the environment and reducing traffic congestion in the Pacific Northwest.

Does CTR work?

YES!

CTR sites statewide have non-drive alone trips 66% higher than the national average.

The State of the Region

The Puget Sound is growing fast, and Snohomish County is no exception.

In fact, between 2015-2017, Snohomish County added over 15,000 people.

Washington Clean Air Act adopted to reduce



Air Pollution and Greenhouse Gases



Traffic Congestion



Energy Consumption

In 2018 the CTR program



Reduced CO₂ by 66,000,000 lbs



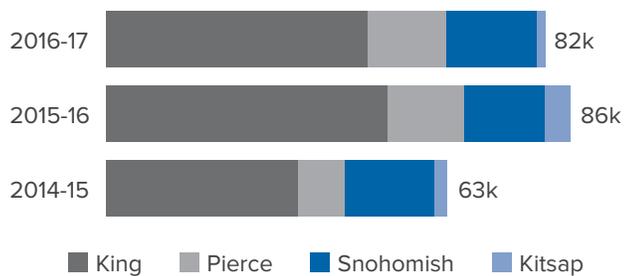
Left 22,400 cars at home every weekday



Saved over 3,700,000 gallons of fuel

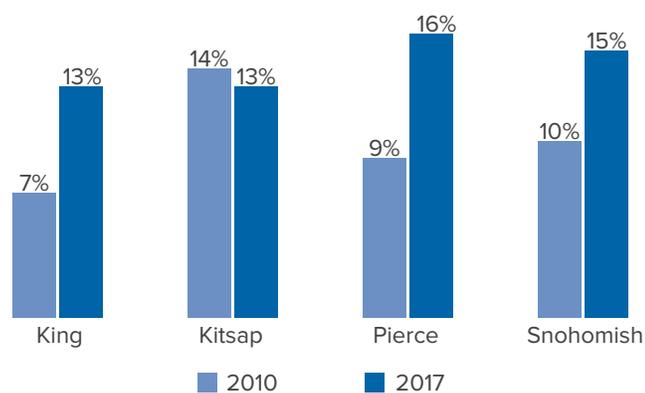
Source: Washington State Department of Transportation, 2017

Population surge - Annual population change in the central Puget Sound



Source: Puget Sound Regional Council, 2018

Share of Commuters, Travel Time Greater than 1 hour, 2010-2017



Source: Puget Sound Regional Council, 2018

By 2040 the population of Snohomish County is expected to increase by 1.3 million. Can you imagine what it would look like to have 1.3 million more cars on the road, preventing employees from getting to work on time or moving freight? Neither can the State of Washington, which is why they implemented the CTR law!

Commutes are also getting longer as congestion increases, which drives companies and employees to seek out other travel options.

All this extra time on the road affects our air quality and climate too. Transportation is a major polluter, even with the introduction of electric and hybrid vehicles.

We're at a critical point in Snohomish County, and CTR could be a major help!

What does the law require?

The CTR law requires local jurisdictions to work with major employers to develop and implement a commute trip reduction program. The employer must appoint an Employee Transportation Coordinator (ETC), who must meet a number of additional requirements (more on that later).

Every two years (or if you're a new worksite, within 90 days), the employer must conduct an employee commute survey showing employee commute behavior and the worksite's progress toward commute trip reduction goals. If the employer does not meet goals, Community Transit will work with the employer to make changes to its program.

What is an affected employer and a CTR affected employee?

An affected employer is a public or private employer that employs 100 or more CTR affected employees. A CTR-affected employee is a full-time employee at a single worksite who is scheduled to begin their regular workday between 6 a.m. and 9 a.m., on two or more week days, for at least 12 continuous months. It sounds confusing, but if you have over 100 employees who work regular hours, you're probably affected!

A voluntary worksite has elected to participate in the CTR program without being required by the law. Maybe they expect to become affected soon and want to get a head start, or maybe part of their corporate mission is to be a good steward of the environment. Voluntary worksites have the same requirements (and benefits) as an affected employer.

But what if...

Yes, there are exceptions! Here's the top 3:

1. Employees are required to drive as part of their job. These specific employees become non-affected, and do not count toward the total.
2. They're not my employees. Contractors don't count (though they may be affected themselves). Only count employees who are getting paychecks from your company.
3. We're (hiring, laying off, moving). Hardship cases can delay or exempt implementation of CTR requirements. Check with Community Transit!

What are the CTR goals?

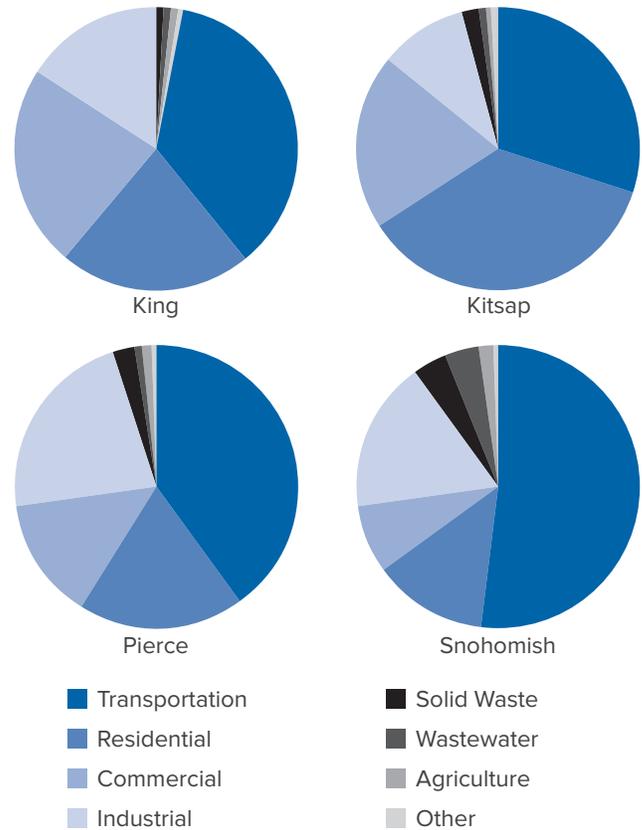
The success of Community Transit's CTR program is grounded in the contributions made by its employers. Building on this success, Community Transit has made an employer-specific goal to increase non-drive alone trips by 7% between 2020-2022.

This means one of the first steps will be to establish a baseline of travel at your worksite. We'll work with you to do this via the state's CTR survey. After that, we'll work with you to create or enhance your program and get to that 7%.

The Goal:

Increase Non-Drive Alone Trips by 7% by 2022

Proportional contributions to 2015 county Greenhouse Gas emissions



Source: Puget Sound Clean Air Agency, 2018

ETC/Employer Requirements

Your jurisdiction has developed a CTR plan and ordinance to assist (and enforce) the CTR law. Find yours at communitytransit.org/ETC. Each city has slightly different techniques, but all have the same series of requirements for affected employers:

Required Element	Description
Designate Employee Transportation Coordinator	The Employee Transportation Coordinator (ETC) is the point of contact on-site between the employer and its workforce and between the employer and Community Transit to track the employer's progress in meeting CTR requirements.
ETC Basic Training	A new ETC is required to attend an ETC basic training session within six months of appointment.
Distribute Information to Employees	The employer will distribute information about non-drive alone commute options and the worksite transportation program at least twice a year to employees.
CTR Reporting Quarterly	The employer is required to complete the Quarterly Employer Report with Community Transit.
Data Collection	The employer shall collect data on the progress of their worksite transportation program through the Commute Trip Reduction Survey, online logging, and/or other methods.
Non-Drive Alone Tools and Strategies	The employer will implement tools and strategies to encourage non-drive alone commute behavior by their employees.
Advanced Training/ ETC Networking	The ETC is required to attend at least 6 hours of networking meetings or advanced trainings per year. Trainings and networking meetings may include in-person, web based curriculum, surveys, or other specified promotional activities.
Annual Worksite Promotion of Employer CTR Program	Employers are required to hold at least one annual "transportation fair" or equivalent promotion which is available to all employees at each affected worksite.
Employer Notification	The employer is required to notify Community Transit when there are proposed changes to their CTR program, changes in ETC or contact information, and/or changes in number of employees at the worksite.
Good Faith Effort	The employer must make a "Good Faith Effort" toward meeting worksite trip reduction goals, which means working with Community Transit.

Penalties



An affected worksite that is unresponsive may be assessed civil penalties. Specific amounts vary by city, but can be as high as \$250/violation/day.

Introduction to Transportation Demand Management (TDM)

Transportation Demand Management (TDM) is the umbrella term that encompasses all the programs and strategies you'll be undertaking in your CTR program. TDM strategies have been implemented by cities from London to Lynnwood and by companies large and small. These can include promoting carpooling or transit use to your employees, providing proper facilities for employees who want to walk, run, or bike to work, managing parking, and providing flexible scheduling or teleworking opportunities if appropriate. TDM is often significantly cheaper and more effective than costly alternatives like adding additional roadways, leasing additional office space, or building additional parking spaces.

How Does TDM Fit Into Our Commute Trip Reduction (CTR) Program?

There is considerable overlap between TDM and CTR programming. From promoting and providing ORCA cards to providing priority parking for carpools and vanpools to having racks and showers for bike commuters, you are helping support your employees commuting habits and implementing TDM and CTR strategies.

Did You Know?

Transportation is the second largest expense for most American households after housing— over \$9,000 per year. Whether you're in the suburbs or a more urban setting, your employees can save thousands of dollars by exploring their transportation options.

CTR Employee Commuting Survey



A survey completed by employees at CTR-affected worksites both when the company becomes affected (a baseline) and every even numbered year. Employees answer questions about how they commute. Responses are aggregated and measure progress towards worksite and county goals.

Good Faith Effort:

as long as you're working with us, and toward your goal, you won't be penalized!

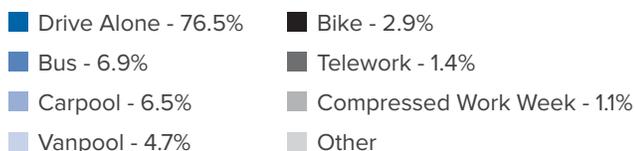
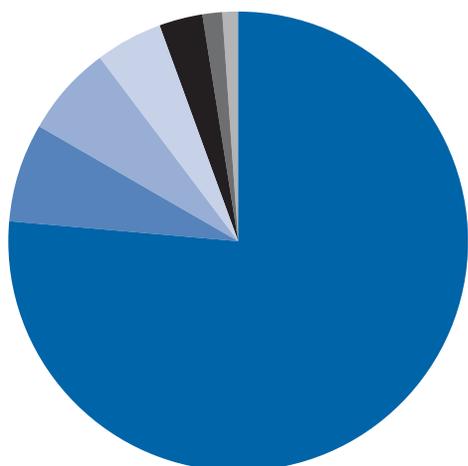
American household expenses



Bureau of Labor Statistics' (BLS) 2016 Consumer Expenditure Survey

Sample Survey Report

Commute trips by mode - survey by the Washington State Department of Transportation



The state-provided survey is available in online or paper format and takes about 5 minutes to complete.

Who administers the Survey?

The ETC distributes and collects the surveys. A total response rate of 70% is required to be statistically significant. Community Transit is here to help!

How often must an employer complete a CTR employee survey?

Community Transit requires CTR-affected employers to administer an employee survey biennially on even years. Newly affected worksites must complete their first employee survey (baseline) within 90 days of becoming affected by the law.

Worksites that do not obtain the minimum response rate will field the survey again at a date agreed upon with Community Transit.

What is the Survey Report?

WSDOT processes the surveys and Community Transit provides the results to ETCs. The Survey Report includes your worksite's overall Non-Drive Alone Rate (NDAR) and progress towards your goal, how employees commute, why employees choose these commute options, where employees commute from, and responses to any supplemental questions requested by the employer. If you don't have yours on file, contact Community Transit to get a copy.

ETC Job Description

The CTR Law requires affected employers to appoint an Employee Transportation Coordinator (ETC) to implement, promote and administer the CTR Program on an ongoing basis. Selecting the appropriate staff is critical to the success of your program.

While an ETC can be placed at any level or in any department in your organization, the following list outlines the factors that can affect your ETC's success.

ETCs need the professional skills to complete the following legally mandated requirements

- Develop the CTR Program and implement the approved CTR Program
- Coordinate the distribution and collection of the biennial CTR surveys to all employees at your worksite
- Promote the CTR Program to employees through distribution of informational pieces

ETCs succeed in the right environment

Generally speaking, ETCs work best when they have flexibility in workload and a connection to employees. Common ETC roles are in Human Resources, Facilities, or Administration.

While ETCs can be located anywhere in your organization, our experience has shown ETCs have more leverage if they work directly in the center of their transportation program—for example, in HR if the program is an employee benefit.

The amount of time spent on ETC duties varies greatly between organizations and the needs of employees. To meet basic requirements you'll probably need at least 1-3 hours a month.





Common Characteristics of ETCs

To fulfill these duties, our experience has shown that the most successful ETCs share the following abilities and characteristics:

- Flexibility in schedule and duties to implement and promote your program
- The ability to work well with people and have access to all employees
- Access to management
- Good computer skills
- Excellent communication and organization skills
- Interest in commute options

Don't Go It Alone!

Few ETCs are able to work full-time on their transportation program. That is why it can be helpful to form a CTR Committee. This can provide helping hands, creative minds, and broaden your skill base to build support for your CTR activities.

Some tips for forming a CTR committee at your worksite:

- Secure management support. Your committee may cross departmental lines and require time and approval from other supervisors.
- Determine the optimum number of members. Too large can be difficult to control, too small may not be as effective as you want.
- Find the right group. Having members from those parts of the organization you need: HR for benefits or orientation; facilities for worksite amenities, etc., can give your CTR committee the weight and skill it needs to make real change.
- Don't forget your champions. Employees who already bike, bus, or choose other transportation options make great members and double as modal cheerleaders.

Having a committee of enthusiastic individuals can make all the difference.



CTR jurisdictions in Snohomish County and Bothell



- CTR Jurisdictions
- Unincorporated Snohomish County

What's in it for You?

So you're appointed as ETC, expected to create or enhance your program. What comes along with the extra responsibility?

Not only are you helping your organization do its part to reduce traffic congestion, conserve energy and improve air quality, you also get a chance to show your employer your skills as a project manager. The ETC position can be an excellent proving ground for future job growth within your company. After all, your CTR program will only be as successful as you make it. Imagine how great your ETC experience will look on a resume. For example you will:

- Manage a program
- Be creative designing promotions and publicity materials
- Have greater visibility within the organization
- Network with other ETCs
- Generate positive publicity for your company
- Develop written and verbal communications skills
- Lead a CTR committee

Becoming an Employee Transportation Coordinator is a great opportunity. You have an amazing support system of fellow ETCs for exchanging ideas and suggestions. There are many training and marketing tools available to make your job easier. And of course, you have the support of Community Transit who is happy to offer assistance.

CTR in Snohomish County and Bothell

What makes Snohomish County and Bothell's program unique?

Community Transit has always been a leader in promoting and assisting with CTR programs in Snohomish County and Bothell. With over 60 worksites and over 28,000 employees, you're in good company!

Community Transit partners with a number of cities and the county to provide CTR services to worksites throughout Snohomish County. This has a number of advantages:

For the County

1. By pooling resources together, we're able to provide more to your worksite
2. Our expert staff are able to spend their time and focus on your program
3. We can provide connections and resources between worksites countywide— you're not alone
4. Consistency. The programs, services, and requirements in Arlington are the same as in Lynnwood
5. Transit experts. We also run the bus and vanpool network in the county

For the Worksite

1. Promotional and educational materials
2. We develop and provide trainings on numerous topics
3. Consultation services on implementing ORCA, telework, or other programs
4. Relocation assistance
5. Rideshare promotions and ridematching
6. Transportation program strategy development and implementation assistance

Learn more about how Community Transit can help in Chapter 4.

**Community Transit's
expert staff is here to help.**

Contact us any time:
CTR@commtrans.org

CTR - Getting started checklist

- Appoint an ETC at your worksite - done!
- Complete ETC Basic Training (you'll be checking this box soon!)
- Locate the most recent Quarterly Report completed for your worksite to familiarize yourself. If you can't find it, contact Community Transit.
- Find out how transportation benefits and amenities are communicated to employees.
- Complete the Program Elements survey and ask Human Resources and Facilities whether any transportation benefits or amenities have changed.
- Find your most recent CTR Employee Commute Survey and review the results.



2

Chapter 2: Explore Commute Options

Explore Commute Options

It can feel overwhelming to start from scratch as an ETC. Like many of your employees, you may only have experience with one transportation mode: driving. How are you supposed to promote these other modes? What tools exist? That's where Community Transit comes in!

Pick a Card, Any Card

The following section is broken into modules by transportation mode. Whether you're looking for information on biking or telecommuting, it's easy to jump to the section you need. Each section includes a worksheet to get you started, and a checklist to help you along your ETC journey.



What about Policy?

Every company— and every manager— is different. Get to know your company policies affecting transportation and where opportunities exist to add or enhance them. The commute options modules are built to be as broad as possible, but you know your worksite best! Tailor as needed.

Commute Options Top Three

There are three activities that work across all transportation options. Start here, and tailor to the mode you want to promote!

1. Inform

It takes effort and information to hop on a bike or bus and change your commute behavior. Providing employees the education and tools they need will make a big difference.

2. Subsidize

Provide a carrot: Helping cover the cost of commutes, and rewarding those who explore options, has consistently proven the most successful way to change behavior.

3. Disincentivize

Create a stick: Free parking is a major perk to driving alone, but doesn't reflect (and often hides) the true cost of driving. To help change commute behavior, consider implementing a fee or structuring your lot so that HOV and bike parking have prime spots and transit riders have easy (and safe!) access.





Transit

When employees consider their transportation options, the first option they often think of is the bus. In Snohomish County, public transit modes include bus, ferry, and Sounder train. Employers use transit pass programs as a recruitment and retention tool, give employees more options, and to save money.

Snohomish County is big— very big— and we are working to improve and build out our transit network as the county continues to grow. Therefore it's important to evaluate your worksite for transit-riding success: what routes come nearby? How frequent are they? Where's the closest stop?

We're also working on our network of *Swift* Bus Rapid Transit lines. *Swift* is a bus experience that's closer to that of a train— pay before you board, our most frequent service, and iconic stops that are easier to find and a bit further apart than local service.

In 2024 Link Light Rail will come to Snohomish County, with stops in Mountlake Terrace and Lynnwood, and future extension to Everett. There's never been a better time to consider promoting transit!

The most successful transit programs engage employees at multiple levels and times of the year. For example, while onboarding a new employee, an employer can present a transit plan for the employee's daily commute along with any financial subsidies. An employer can also present transit options to staff during transit service changes or construction that make driving to work more challenging.

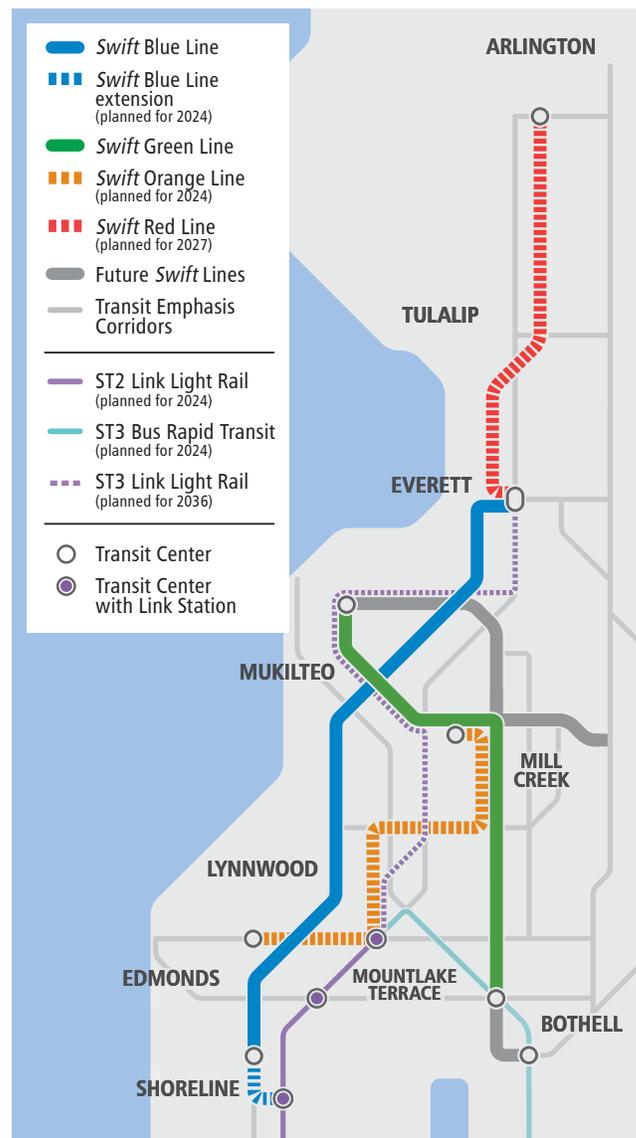
Company Highlight



Philips Healthcare is the largest employer in Bothell, with nearly 2,000 employees. The Bothell location manufactures healthcare products, such as imaging and monitoring equipment, and even electronic toothbrushes.

Advantages	Challenges
No scheduling with others	Must work around transit schedules
Easy to subsidize	Learning curve to get started
Can mix modes (bring bike)	Best with sidewalks, lighting
Be productive during your commute	

Future *Swift* Network





TIP

The **ORCA card** is the best way to use transit— it works on all Puget Sound transit agencies, makes transfers seamless, and can be reloaded online.

Central to Philips' transportation program is the **ORCA Business Passport**. With direct office access to frequent transit service and located within blocks of a park & ride, commuting with the ORCA card is very convenient for Philips employees. Even better, the cost savings is substantial— the price-per-pass is $\frac{1}{4}$ the retail value.

Transit Top Three

1. Subsidize transit

Consider programs like ORCA Business Passport and ORCA Business Choice to promote use.

2. Flex Time

If employees can start 15 minutes late or early to meet transit schedules, it'll take the stress out of riding.

3. Provide information

Transit takes some prep work, having schedule books and online tools available is a must.

How to Promote Transit

Transit is a fantastic, inexpensive way for employees to commute. However, it requires coordination, management support, and some things that are totally out of your hands, like what service is available and near your employees' homes. There are lots of ways to promote it:

- Ride the bus yourself and experience it from an employee perspective.
- Work with Community Transit and other transit agencies that serve your worksite— let us know about stops, service, and other ways that could help.
- Promote flex-time. Allow employees to start and end their day early or late to accommodate schedules. For example, 8:15-5:15 instead of 8-5.
- Provide on-site amenities such as food service, fitness center, lockers, etc. This will help employees leave the car at home for those midday errands.
- Don't leave your riders in the dark. Send route changes, updates, and new service notices to your employees.
- Get ORCA cards in the hands of your riders and teach them the benefits!



Work It Out!

Complete the following activities to get a head start on promoting transit at your worksite.

1. What bus routes go near your worksite?

**tip: use a Bus Plus Book system map or communitytransit.org/system-maps, and then compare the route numbers at communitytransit.org/schedules*

Route _____ From _____ to _____

2. How frequent are these routes during regular commute hours?

Route _____ 10 min 15min 30 min 30+ min

Route _____ 10 min 15min 30 min 30+ min

Route _____ 10 min 15min 30 min 30+ min

Route _____ 10 min 15min 30 min 30+ min

Route _____ 10 min 15min 30 min 30+ min

3. Where is the nearest bus stop to your worksite? How long of a walk is it?

**tip: you can use an online tool like Google Maps but sometimes it is easiest to just do a walk of your site and ask a bus-riding employee!*

4. Is there a Park & Ride nearby?

Yes No

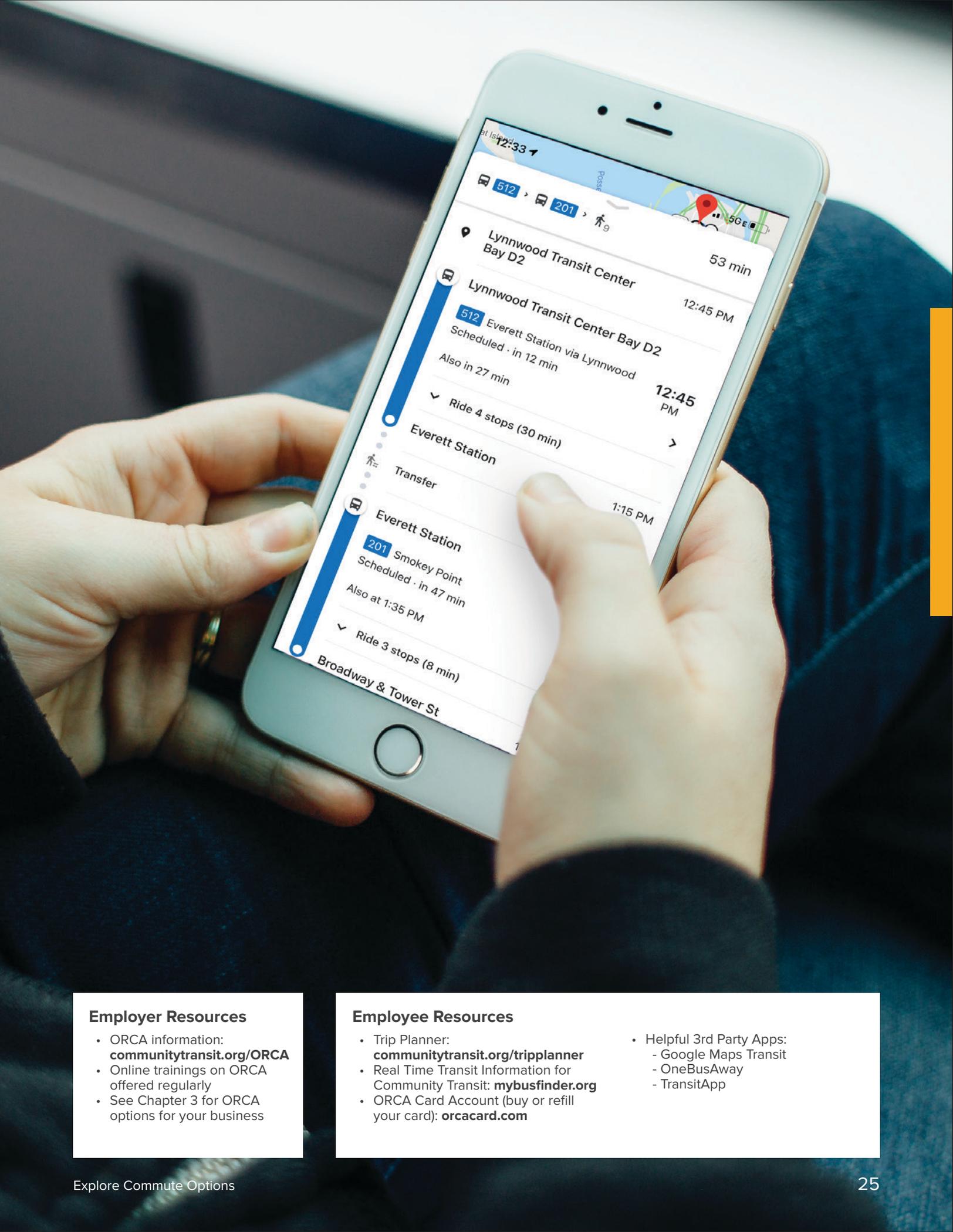
**tip: you can find P&R information at communitytransit.org/transit-centers-and-parking*

If so, which one? _____



Ideas for Promoting Transit

- Create a summary sheet of your employer's current transportation benefits, nearby transit options (e.g., bus stops, park & rides), and links to resources for navigating transit. See suggested resources on next page.
- Get an idea of whether work culture would support transit. Are employee schedules flexible? If not, talk to management about starting a flex schedule option.
- Create a transit plan for how new hires get to and from work.
- Expand financial subsidies and incentives by providing recommendations to upper management. These recommendations may include: pre-tax commuter accounts, ORCA Business Choice, or ORCA Business Passport. See Chapter 3 for more information.
- Promote seasonal transit campaigns such as Wheel Options in October, Ride Transit Month in June, or create your own.
- Make sure you're contracted for (and understand) Guaranteed Ride Home. See Chapter 3 for more information.
- Provide transit information and become proficient at reading schedules and using online trip planning tools at **communitytransit.org** and other transit apps.
- Consider starting or enhancing an ORCA subsidy. Community Transit can help!



Employer Resources

- ORCA information: communitytransit.org/ORCA
- Online trainings on ORCA offered regularly
- See Chapter 3 for ORCA options for your business

Employee Resources

- Trip Planner: communitytransit.org/triplanner
- Real Time Transit Information for Community Transit: mybusfinder.org
- ORCA Card Account (buy or refill your card): orcacard.com
- Helpful 3rd Party Apps:
 - Google Maps Transit
 - OneBusAway
 - TransitApp





Carpool

Snohomish County’s most popular non-drive alone option: the carpool. Both formal and informal carpools are a great way for employees to reduce the cost and stress of commuting. Carpooling gives drivers access to the High Occupancy Vehicle (HOV) lanes, potential free access to toll lanes, priority ferry boarding, and is good for the environment. For businesses, carpooling saves money (fewer parking spaces needed!) and increases teamwork across departments. As an ETC, consider working with your facilities department or property manager to designate priority parking spots for carpools and vanpools, and promote ridematching events.

Carpooling can be tricky to get started. To ensure a successful carpool, make sure your employees answer these questions:

- Where are we meeting?
- Who’s driving?
- Are we reimbursing the driver? If so, how?
- What happens if I’m running late?
- What are the rules of the carpool? (music, food, smoking)

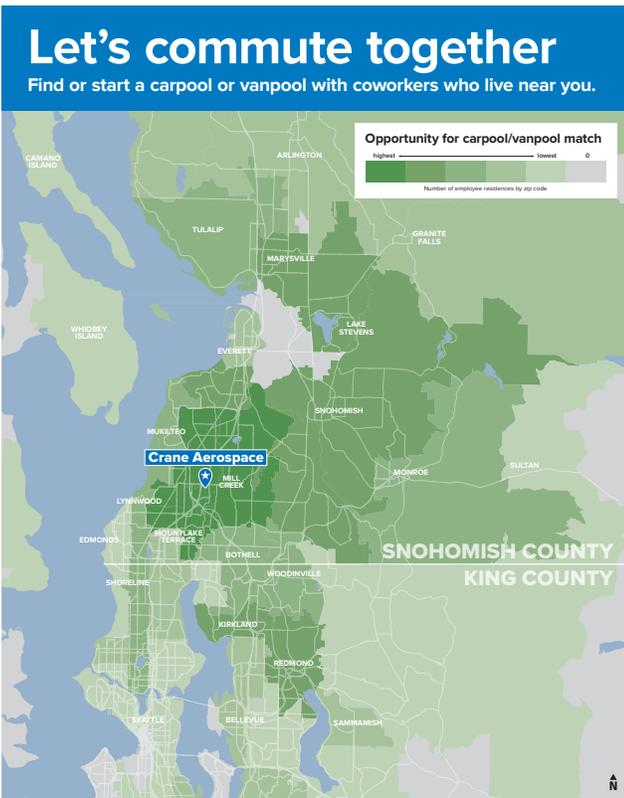
Company Highlight



National Credit Services offers debt management solutions for clients nationwide, and employs over 100 people in a secure environment in Bothell. Parking is at a serious premium— 100+ employees have to share only 84 parking spaces.

NCS and their ETC pulled out all the stops, installing HOV parking, creating a structured carpool subsidy (3 carpoolers per vehicle get paid more than 2), and have moved from almost entirely drive alone to 25% carpool in just one year— the highest of any employer we work with in the county.

Advantages	Challenges
Easiest to understand	Must coordinate with carpool partner
Most flexibility	Can be difficult to find matches
HOV Parking	Difficult to subsidize
Cuts commute cost in half (at least)	Some benefits require 3+ carpoolers



Example of zip code map

Carpool Top Three

- 1. Incentivize**
Providing a carpooling benefit can go a long way to overcoming initial fears and barriers. Consider matching with other commuter benefits, or even scaling by the number of carpoolers.
- 2. Parking Management**
One of the best perks (and free publicity) of carpooling are plenty of HOV spaces front-and-center. Bonus points if you charge a parking fee that is halved or eliminated for carpoolers!
- 3. Provide information**
Lunch-and-learns and information meetings are a must. Give employees the chance to meet potential carpoolers, learn about company benefits, and feel supported.

How to Promote Carpool

Carpooling is the easiest to understand, but can be difficult to get started— after all, you have to coordinate with at least one other person! As the ETC, you can help get some carpools/vanpools on the road by incorporating a few elements into your transportation program:

- Promote preferential parking spaces to employees.
Tip: Community Transit can provide HOV signs and tags
- Distribute ridesharing FAQ to answer common questions.
- Set up and promote Guaranteed Ride Home.
- Promote flex-time to accommodate schedules.
- Promote on-site amenities such as food service, fitness center, lockers, etc. This will help employees leave the car at home for those midday errands.
- Host ridematching events or lunch and learn presentations to get potential riders in a low-stress informational meeting.
- Work with Community Transit to develop an employee zip code map (see example, left).
- Keep track of people interested in ridesharing to form potential matches.
- Check in with your carpoolers regularly, and help them come up with ways to solve any issues within the group.
- Call-out and celebrate your current carpoolers.



Work It Out!

Complete the following activities to get a head start on promoting carpool at your worksite.

- 1. Does my worksite have HOV parking?** Yes No

If yes, how many spaces? _____

- 2. Does my worksite subsidize carpool?** Yes No

If yes, how much per month? _____

- 3. Find out where your employee “clusters” are. What zip codes have the most employees?**

tip: use your CTR survey results or contact your HR to get lists of employee zip codes

Top Zip Code: _____; # of employees: _____

Second Zip Code: _____; # of employees: _____

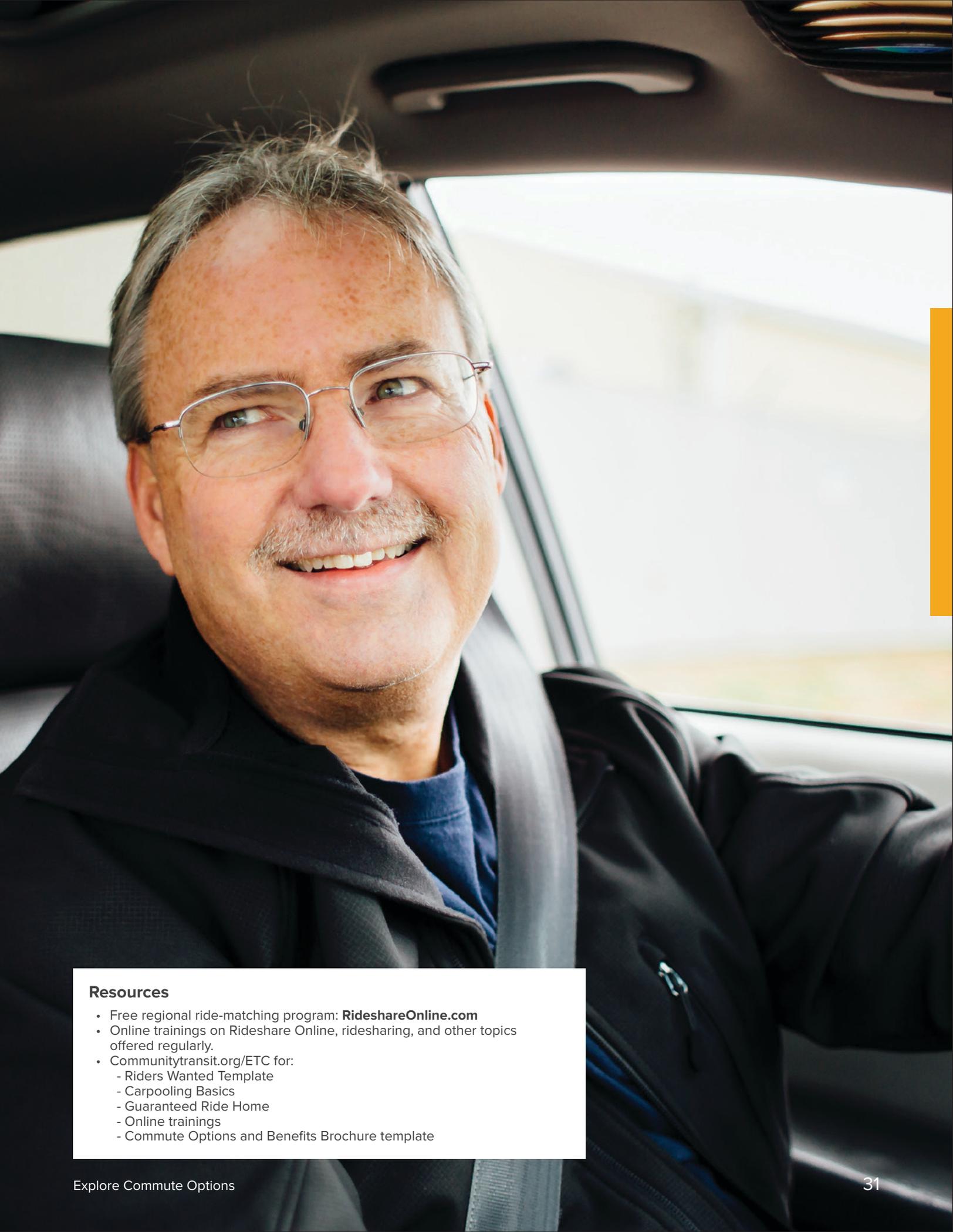
Third Zip Code: _____; # of employees: _____

Fourth Zip Code: _____; # of employees: _____



Ideas for Promoting Carpool

- Ask your facilities department or property manager about providing priority parking for carpools. Community Transit has signs, hang tags and stickers available to you for free.
- If you have paid parking, consider reducing the rates for carpools. Be sure to communicate this to your employees.
- Set up or increase a carpool subsidy.
- Set up an internal webpage or bulletin board for employees to post about starting or joining a carpool. Community Transit has a Riders Wanted template you or an employee can fill out and post to find carpool partners.
- Register on [RideshareOnline.com](https://rideshareonline.com) and familiarize yourself with the ridematching system so you can promote the tool and help employees find matches.
- Work with HR to pull an anonymized list of zip codes for all employees, send to Community Transit to have a zip code map made.
- Host a Ridematching Event or Lunch-and-Learn with the zip code map to facilitate carpool formation.



Resources

- Free regional ride-matching program: **RideshareOnline.com**
- Online trainings on Rideshare Online, ridesharing, and other topics offered regularly.
- Communitytransit.org/ETC for:
 - Riders Wanted Template
 - Carpooling Basics
 - Guaranteed Ride Home
 - Online trainings
 - Commute Options and Benefits Brochure template





Vanpool

Vanpool

Unlike a carpool, a vanpool is owned by a transit agency and leased by the riders. It can be more difficult to set up and maintain than a carpool, but also provide more benefits!

Company Highlight

Korry

Korry is an aerospace and technology manufacturer in Everett. Their nearly 600 employees are split among many roles: sales, manufacturing floor, engineering, and administration, including many shift workers. The closest transit stop is more than a half mile away, and has limited connectivity.

Korry knew it needed to find a solution, without great bus or bike access. They've committed to promoting vanpool, providing a \$75/month subsidy, dedicated parking, and in-house ridematching in addition to promoting the regional ridematching tool RideshareOnline.com. This has resulted in 16% of staff commuting via vanpool.

Advantages	Challenges
Vehicle gas, maintenance, insurance included in price	Requires 5-15 riders
Employee vehicles unused	At least two riders must undergo driver training
Included with ORCA Area Passport	More coordination needed than carpool
Use HOV lanes and don't pay tolls	"Fares" depend on passenger count, distance (Snohomish County average: \$90/month/rider)
Priority ferry boarding	Employees need to have similar work hours

Vanpool Top Three

1. Incentivize

Providing a vanpooling benefit can go a long way to overcoming initial barriers and costs. Consider ORCA Passport, which includes vanpool, or \$90/month (an average cost per rider in Snohomish County).

2. Parking Management

One of the best perks (and free publicity) of vanpooling are plenty of HOV spaces front-and-center. Bonus points if you charge a parking fee that is halved or eliminated for vanpoolers!

3. Provide information

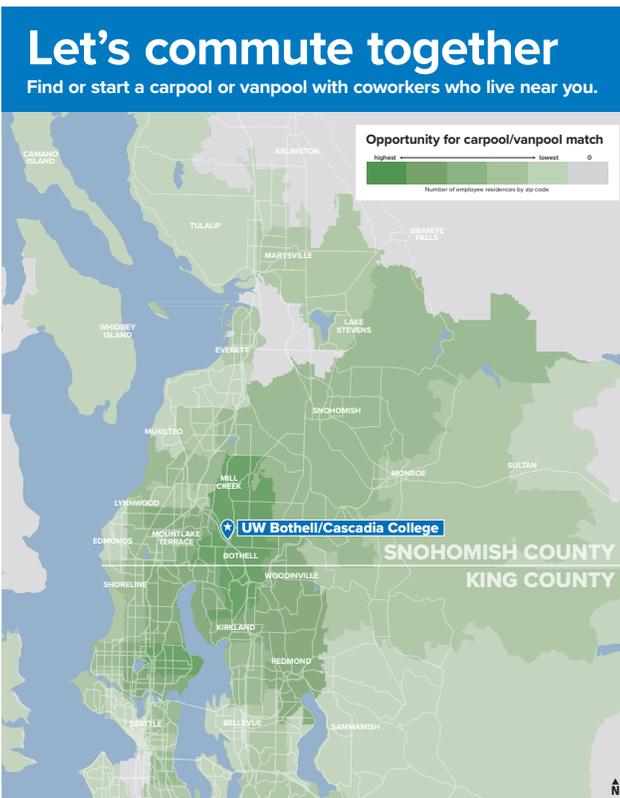
Lunch-and-learns and information meetings are a must. Give employees the chance to meet potential vanpoolers, learn about company benefits, and feel supported.



How to Promote Vanpool

Carpooling and Vanpooling share many of the best practices and activities— success in one will often lead to success in the other!

- Promote preferential parking spaces to employees.
Tip: Community Transit can provide HOV signs and tags
- Distribute ridesharing FAQ to answer common questions.
- Set up and promote Guaranteed Ride Home.
- Promote flex-time to accommodate schedules.
- Promote on-site amenities such as food service, fitness center, lockers, etc. This will help employees leave the car at home for those midday errands.
- Host ridematching events or lunch and learn presentations to get potential riders in a low-stress informational meeting.
- Work with Community Transit to develop an employee zip code map (see example, left).
- Keep track of people interested in ridesharing to form potential matches.
- Check in with your vanpoolers regularly— and help them come up with ways to solve any issues within the group.
- Call-out and celebrate your current vanpoolers.



Example of zip code map



Work It Out!

Similar to carpool, complete the following activities to get a head start on promoting vanpool at your worksite.

1. Does my worksite have HOV parking? Yes No

If yes, how many spaces? _____

2. Does my worksite subsidize vanpool? Yes No

If yes, how much per month? _____

3. Find out where your employee “clusters” are. What zip codes have the most employees?

tip: use your CTR survey results or contact your HR to get lists of employee zip codes

Top Zip Code: _____; # of employees: _____

Second Zip Code: _____; # of employees: _____

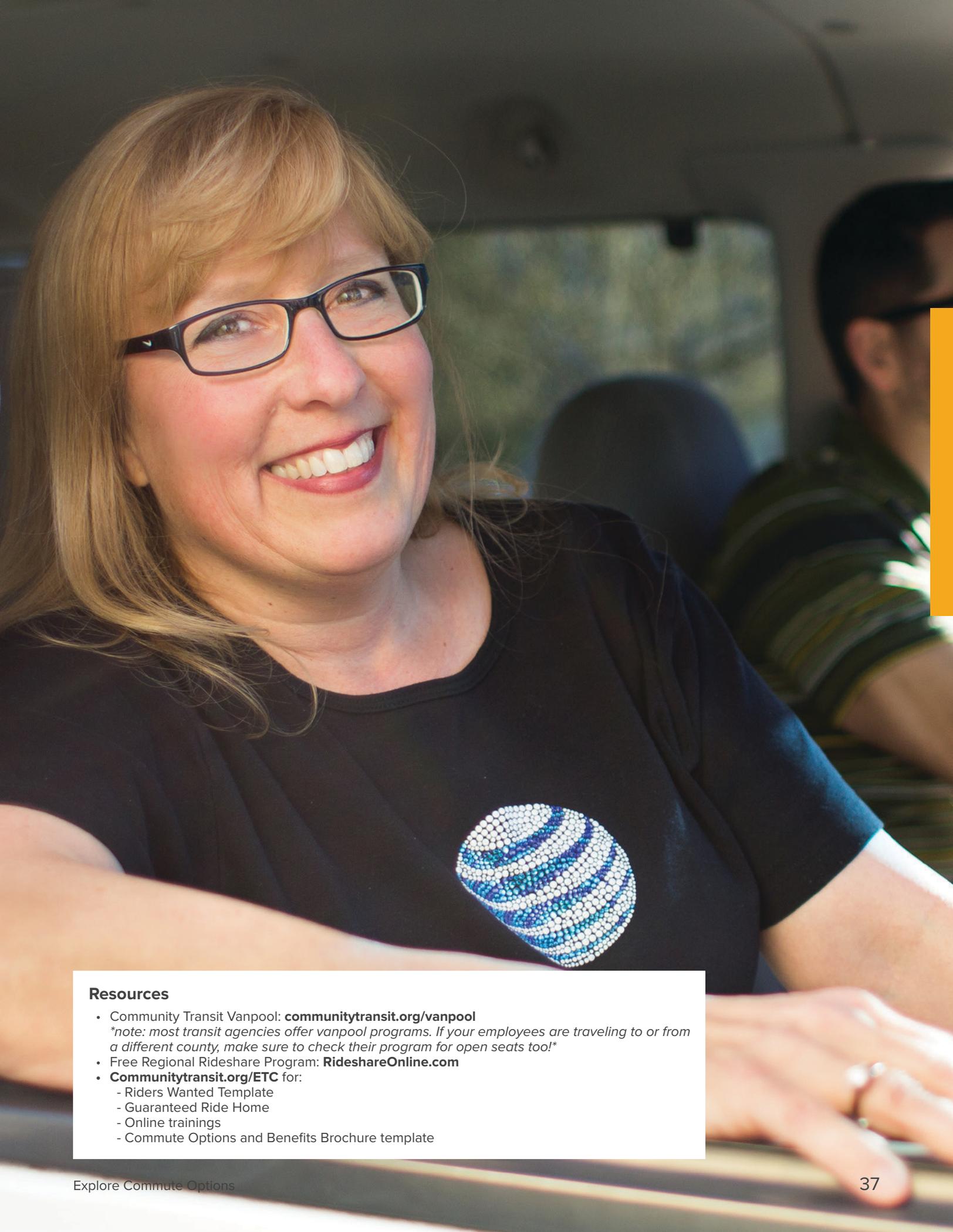
Third Zip Code: _____; # of employees: _____

Fourth Zip Code: _____; # of employees: _____



Ideas for Promoting Vanpool

- Ask your facilities department or property manager about providing priority parking for vanpools. Community Transit has signs and hang tags available to you for free.
- If you have paid parking, consider reducing the rates for vanpoolers. Be sure to communicate this to your employees.
- Set up or increase a vanpool subsidy. Remember, the average cost of a vanpool seat is \$90/month.
- Set up an internal webpage or bulletin board for employees to post about starting or joining a vanpool. Community Transit has a Riders Wanted template you or an employee can fill out and post to find carpool partners.
- Register on RideshareOnline.com and familiarize yourself with the ridematching system so you can promote and help employees find matches.
- Work with HR to pull an anonymized list of zip codes for all employees, send to Community Transit to have a zip code map made.
- Host a Ridematching Event or Lunch-and-Learn with the zip map to facilitate vanpool formation.



Resources

- Community Transit Vanpool: [communitytransit.org/vanpool](https://www.communitytransit.org/vanpool)
note: most transit agencies offer vanpool programs. If your employees are traveling to or from a different county, make sure to check their program for open seats too!
- Free Regional Rideshare Program: [RideshareOnline.com](https://www.RideshareOnline.com)
- [Communitytransit.org/ETC](https://www.Communitytransit.org/ETC) for:
 - Riders Wanted Template
 - Guaranteed Ride Home
 - Online trainings
 - Commute Options and Benefits Brochure template





Mobility On Demand

Technology has stepped forward to fill some transportation gaps that the other modes can't. The options below are on the leading edge of transportation options.

Carshare

Individuals may not own a car, or choose not to drive, but need access to one for personal errands during the day. Carshare companies allow users to use a car by the minute, hour, or day to move around a designated area. Current examples of carsharing include car2go, SHARE NOW, and Zipcar which allow users to borrow cars in Seattle and Bellevue, among other areas.

Currently carshare has not yet expanded to Snohomish County, but your employees may be experienced or interested if they live or travel in King County or elsewhere.

Bikeshare/e-scooters

Bikeshare has undergone an evolution in recent years, from a system of docking stations to the new "dockless" bikes that are rented via an app. Depending on the company, bikes are rented by the minute or hour, and are generally very inexpensive for short one-way rides. Recently, electric bikes have been added to provide even greater mobility and range of rented cycles.

Electric or e-scooters are another app-based mobility tool, in many cases paired up with other mobility services, and structured in the same per-minute basic model. Short rides on an electrically-powered device can be very helpful overcoming last-mile or hilly terrain. Snohomish County and Bothell are leaders in exploring these innovative options.

Some companies have taken the step of purchasing and maintaining their own internal bikeshare system. This can be especially handy when a company has many locations or buildings within a relatively small area. A low-tech solution!





Dynamic Carpooling

For some commuters, committing to a regular carpool is unwanted, or a variance in schedules makes it impossible. In those cases, dynamic carpooling may be a solution. Typically app-based, users create a profile and request rides on the spot or in advance on a per trip basis. The app manages the payment from rider to driver (often using AAA's mileage rate) and there's no requirement or obligation from either party to share more than that one trip.

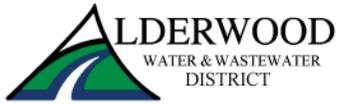
Three companies have taken the lead in Snohomish County— Waze Carpool, iCarpool, and Scoop. On the user end, they are very similar and offer the same on-demand ridematching. On the business end, contracts, payments, and administration varies. Subsidizing dynamic carpooling may be an easy way to promote carpooling for your company. Community Transit can facilitate conversations if interested.

Uber/Lyft

Transportation Network Companies (TNCs) like Uber and Lyft can be valuable first and last mile connections but should be considered a "last resort" as a full commute alternative. Getting to a transit center, running midday errands, or utilizing a Guaranteed Ride Home are all great ways to use TNCs. Many options offer a 'carpool' style mode, but do not guarantee commuter matching.

One benefit of TNCs is that they have revolutionized technology-based travel. Chances are your employees are familiar with these companies, and ordering/tracking/using app-based transportation. Agencies (including Community Transit) are exploring ways to incorporate TNCs in first/last mile and Guaranteed Ride Home programs.

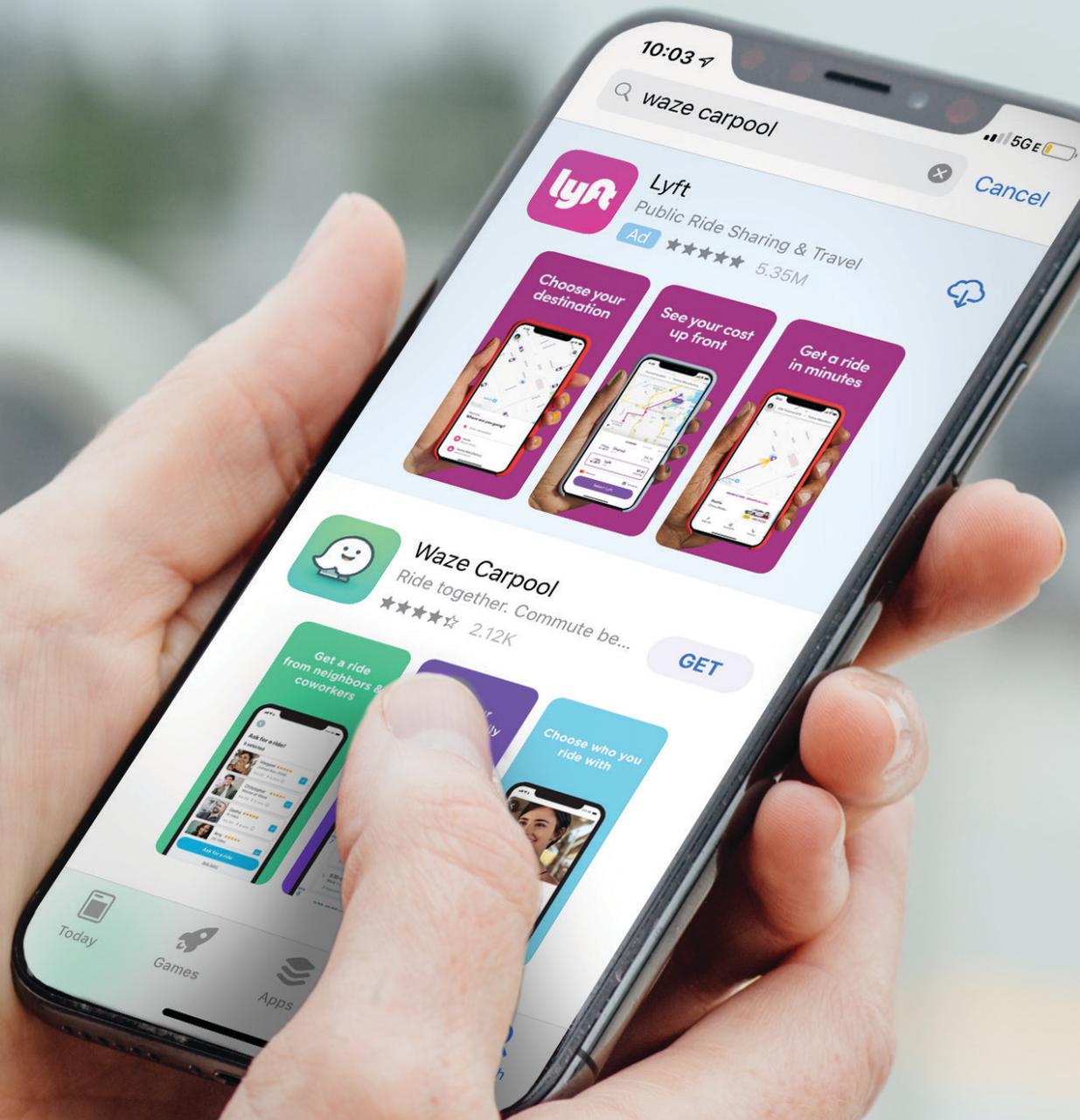
Company Highlight



Alderwood Water & Wastewater District provides water and sewage services for the greater South Snohomish County area. With 150 employees located at their three work sites in Lynnwood and Edmonds, AWWD sees the benefit of CTR and has joined as a voluntary worksite, working to improve employee transportation options between their locations as well as manage their limited parking.

AWWD purchased two bicycles for an internal bike share program to help employees get between their two primary locations which are located just four blocks apart, cutting down on the need for employees to either use their own vehicles or tie up one of their company vehicles for these short trips. Employees can check out either of the bikes (and a helmet) for free and have a healthy ride as part of their day.







Work It Out!

Complete the following activities to explore how Mobility on Demand could benefit your worksite.

1. **Do you have more than one building?** Yes No

2. **What's the nearest Park & Ride to your primary worksite?** _____

a. How far is it (miles)? _____

b. How long would it take to bike? _____

c. How long would it take to bus? _____

Tip: Google maps can provide estimated travel times for biking and transit

3. **Use an app to find out how much a one-way trip from the Park & Ride to your worksite would be on a Transportation Network Company (Uber or Lyft):**

a. Cost: _____

4. **Explore other options on the current Mobility on Demand Handout. What options are available near your worksite?**

Option 1: _____ Cost to/from Park & Ride: _____

Option 2: _____ Cost to/from Park & Ride: _____

Option 3: _____ Cost to/from Park & Ride: _____



Ideas for Promoting Mobility On Demand

- Check on the policies and procedures of your current carpool and bike subsidies. Do these options qualify?
- Explore the area around your worksite and download some of the apps. Are there Mobility On Demand options in your area?
- Find what options exist for your area and craft an email, newsletter story, or fact sheet introducing employees to these services.
- Contact Community Transit if interested in working with any of these Mobility On Demand companies directly on promotions or subsidies.



Resources

- Lime: www.li.me
- iCarpool dynamic carpooling: icarpool.com
- Waze dynamic carpooling: waze.com/carpool
- Scoop dynamic carpooling: takescoop.com
- car2go: car2go.com
- Uber: uber.com
- Lyft: lyft.com



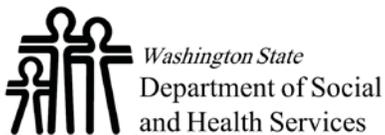
Bicycle

Evidence shows that biking to work is good for businesses and employees alike. Currently about 3% of employees bike to work in Snohomish County, and this number is growing rapidly. Biking to work can also easily be combined with taking transit, allowing commuters to skip past bottlenecks, dangerous intersections, or allow employees to take faster express buses over slower local buses.

Snohomish County has some major bike trails, such as the Interurban, North Creek, and Centennial trails. The on-street bicycle network is not extensive, but it's getting better every year. Get a copy of the Snohomish County Bike Map or view it online at communitytransit.org/bikes to see what it's like by your worksite.

Burn Calories Not Gas! Many cyclists choose this mode as part of a fitness or health focus

Company Highlight



The Washington State Department of Social and Health Services have branches in many cities. The Arlington location, DSHS Smokey Point, is particularly challenging, with very little transit service, but many employees living within 10 miles.

DSHS's ETC knew there weren't a lot of options for their employees, and elected to dedicate some effort to promoting bicycling. Despite having a small budget and no subsidies, in 2018 DSHS Smokey Point was able to hold one of the largest Bike to Work Day events in the county with activities, a gift basket, cupcakes, and giveaways—inspiring both new and returning bike commuters.

Advantages	Challenges
Only minor maintenance costs	Employee lives < 7 miles from destination
Pairs perfectly with fitness goals	Subject to weather
More reliable (less affected by traffic)	Requires some equipment to get started (bicycle)
Can be combined with transit	Requires good infrastructure
Easier to find parking	Requires education of rules, best practices

TIP

The annual **Bike To Work Day** (May) is a great way to begin promoting bicycle programs to your employees and encourage them to try biking to work in a supported, low-stress way.



Bicycling Top Three

1. Incentivize

Providing a bicycling financial benefit shows that your company values an active commute. Events like Bike to Work Day or giveaways can really show the love and encourage employees to give it a try.

2. Amenities

Bike storage, lockers, showers, on-site food—these amenities and more will make all the difference.

3. Provide information

New bike commuters may need help with route planning and rules of the road. Keep maps and tools on hand. Experienced bike commuters can also be tapped as mentors.

How to Promote Bicycling

Many of the same activities that promote bicycling also work for walking, and vice versa. That's why the two are often combined (sometimes along with transit) as "active transportation."

- Assess the area around your worksite. Are there bike trails or bike lanes? Are there hills? Lighting?
- Create signs or posters showing employees where there are safe, dry places for bicycles to be stored.
- Make sure there are plenty of bike maps or Travel Choices Guides available for employees. (See resource guide)
- Utilize national and regional events like Bike to Work Day or Wheel Options to celebrate those biking to work and encourage anyone else who is interested.
- Identify employees who would like to act as a bike team captain or mentor, answering questions and concerns of new bike commuters.



Work It Out!

Complete the following activities to get a head start on promoting bicycling at your worksite.

1. Find what bicycle facilities are within 1 mile of your worksite

tip: visit communitytransit.org/bikes to view the countywide bike map

- a. Trails: _____
- b. Low-speed roads with bike lanes or shoulders: _____

- c. High-speed roads with bike lanes or shoulders: _____

2. What is the nearest bike shop? _____

Phone # _____ Website _____

3. Explore your worksite, looking for bike amenities. Do you have any:

- a. Bike racks- exposed Yes No
- b. Bike racks- covered Yes No
- c. Bike lockers Yes No
- d. Bike room Yes No
- e. Employees permitted to store bike in office Yes No
- f. Lockers/ Locker room Yes No
- g. Showers Yes No
- h. Other: _____



Ideas for Promoting Bicycle

- Ask your facilities department or property manager if your location already offers bicycle racks, lockers, and/or shower facilities. If so, do employees know about it/where they are located? If your worksite doesn't have these amenities, consider what might be needed.
- Promote established bike events like Bike Month in May, Wheel Options in October, and Washington Bike's Ride in the Rain Challenge in November.
- Provide benefits for bicycle commuters, like subsidies or giveaways.
- Work with your employee health/fitness group to incorporate active transportation challenges.
- Investigate your health insurance plans. There may be benefits for employees who bike regularly for their commute.



Resources

- **Communitytransit.org/bikes** for:
 - Snohomish County Bike Map
 - Bikes on buses
 - Safety tips
 - Online trainings
- Washington Bikes: **wabikes.org**
- Cascade Bicycle Club: **cascade.org**
- B.I.K.E.S. Club of Snohomish County: **bikesclub.org**

Useful apps:

- Strava
- Google Maps- Bicycle
- MapMyRide
- Lime



Walk

With many of the same perks of bicycling, walking can be the easiest way to commute, if employees live within a mile or two of the office. Employers use walking programs to promote employee health and well-being, reduce healthcare costs for both the employer and employee, and encourage creative thinking.

Walking is unique because it's also part of every other mode— whether your employees are walking to transit, getting to their bikes, or even going to the parking lot, every employee is reliant on the walkability of your worksite.

A good first step is to explore the area directly around your worksite. Check for sidewalks, lighting, and access. Next, examine the Walk Score of your site. Go to [walkscore.com](https://www.walkscore.com) and input your worksite address— that will give you a sense of just how walkable your area is.

Finally, promote it! Your worksite may have a fitness or wellness program— incorporating active transportation as an element can kill two birds with one stone and get you much-needed support.

Company Highlight



The City of Edmonds has a typical mix of employees for a city— administrative, police, fire, etc. However, one thing that differentiates Edmonds city offices from other locations is the proximity of housing.

Edmonds has made a concerted effort to encourage their employees to walk to work. Their ETC runs regular campaigns, assists new employees with finding housing, and incorporates wellness challenges. This has had amazing results. City of Edmonds employees walk to work at a rate double the national average— close to 5%.

Advantages	Challenges
Free!	Employee lives < 2 miles from destination
Pairs perfectly with fitness goals	Subject to weather
More reliable (less affected by traffic)	Requires good sidewalks, lighting
Pairs with transit	



Walking Top Three

Incentivize

Providing walking benefits shows that your company values active commutes. Some benefits—like fitness and health—can be integrated into your promotions. Don't forget about your wellness and health programs!

1. Amenities

Your walkers, more than other modes, are limited in what they can bring and errands they can run. Lockers, showers, on-site food—these amenities and more will make all the difference.

2. Housing

People can only walk so far—make sure new employees know of local housing. Consider subsidizing or setting up deals with local apartment buildings for employees to live by (and walk to) work.

How to Promote Walking

Many of the same activities that promote bicycling also work for walking, and vice versa. That's why the two are often combined (sometimes along with transit) as "active transportation."

- Assess the area around your worksite. Are there sidewalks? Are there hills? Lighting?
- Use existing fitness challenges to promote walking. You can get lots of steps walking to work or transit!
- Create signs or posters showing employees where the gym, locker room, or showers are.
- Make sure there are plenty of trail maps or Travel Choices Guides (based on location) for employees.
- More than any other mode, walking requires close housing. Keep a list of nearby apartment complexes and prices of housing for new hires.
- Utilize regional events like Wheel Options to celebrate those walking to work and encourage anyone else who is interested.



Work It Out!

Complete the following activities to get a head start on promoting walking at your worksite.

1. Visit walkscore.com and enter your worksite address. What's the Walk Score for your area? _____

2. Does your worksite offer a wellness or fitness program? Yes No

a. What are the details of the program? _____

b. Who manages that program? Name and contact info: _____

3. Explore housing within 2 miles of your worksite. What's the average rental/home price for:

**tip: use [zillow.com](https://www.zillow.com)*

Rent

a. 1 bedroom: _____

b. 2 bedroom: _____

Buy

a. 1 bedroom: _____

b. 2 bedroom: _____

An innovative way to promote active travel is to subsidize housing near your worksite. Contact Community Transit to learn more!

CTR@commtrans.org



Ideas for Promoting Walking

- Ask your facilities department or property manager if your location already offers lockers and/or shower facilities. If so, do employees know about it/where they are located? If your worksite doesn't have these amenities, consider what might be needed.
- Promote established events like Wheel Options in October.
- Provide benefits for walk commuters, like subsidies or giveaways.
- Work with your employee health/fitness group to incorporate active transportation challenges.
- Investigate your health insurance plans. There may be benefits for employees who walk regularly for their commute.



Resources

- Feet First: feetfirst.org
- Verdant Health Commission: verdanthealth.org
- Walk Score: walkscore.com

Useful apps:

- Google Maps- Walk
- MapMyWalk



Telework

Teleworking (i.e., telecommuting, working remotely) allows employees to work from a remote location, whether at home or satellite office, or sometimes even on their commute, within the framework and expectations described in standard policies. Telework is quickly overtaking carpool as the most popular non-drive alone mode in Snohomish County, which is great for CTR, as the commute trip is eliminated altogether.

Telework is great for business, with advantages for both your employees and worksite.

Employers offer the telework option to:

- Avoid absences or tardiness caused by regional construction, minor illness, adverse weather, or natural disaster.
- Potential to increase productivity.
- Continue standard levels of productivity during office relocations.
- Allow employees to work offsite when they are required to travel.
- Reduce demand for parking and office space, lowering overhead costs.
- Recruit and retain good staff.
- Support other departmental or employee specific needs.

Telework works best for a business if:

- Many or most of the employees have jobs that can be done remotely.
- Employees are reasonably technologically savvy.
- Management or corporate culture values product over process.

Company Highlight

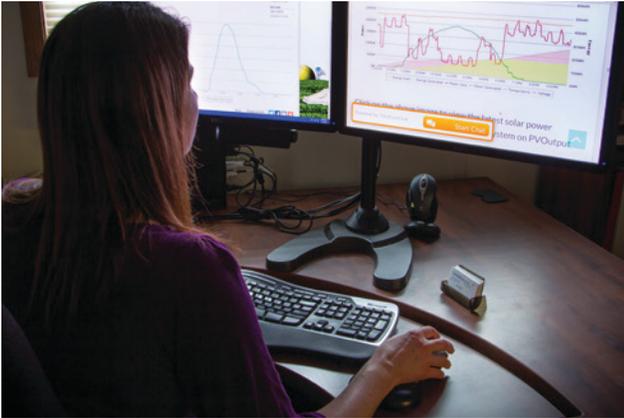


Comcast is a well-known company in the Puget Sound region. Their Lynnwood call center has over 1,000 employees to handle repair and billing customer service.

Did you know:

Teleworkers are 13-24% more productive than in-office counterparts

Source: U.S. News & World Report, 2015



Comcast maintains their customer service excellence by offering telework options for their employees. Comcast telework employees are provided with internet, computer, phone, chair and everything they need to do the job from home.

Telework Top Three

1. Policy

“At manager’s discretion” is a dangerous phrase that can make telework difficult to implement. Look at your policy and work to implement a system across the board.

2. Train Managers

Some managers are reluctant to embrace new workstyles. Train managers and supervisors on the benefits, oversight, and implementation of telework programs.

3. Get the Tech

The days of teleworkers having just a laptop and cell phone are over. Programs like WebEx, Skype, DropBox, and others offer your employees the same effectiveness as their in-office counterparts. Work with your IT department.

How to Promote Telework

Telework is an easy sell to employees, who immediately realize the personal benefit. Management can be tougher to get on board, depending on the company culture.

- If you already have telework policies, promote them through newsletters, staff meetings, and new-hire orientation.
- Get management on board. There are lots of benefits to telework, not just for employees, but for your company. Community Transit can help you with trainings or documentation.
- Explore the technology. Programs like Skype for Business and WebEx provide opportunities for off-site collaboration. Discuss with IT how telework would work.
- Work with Risk and IT to determine how privacy would be handled. Is off-site server access an option? Is technology provided and secured?
- Utilize regional campaigns like Wheel Options to promote and acknowledge your teleworkers.



Work It Out!

Complete the following activities to get a head start on promoting telework at your worksite.

1. Find your employee policy. Is telework or telecommuting mentioned at all? Yes No

tip: if you don't know where to find your policies, ask HR!

a. If yes, summarize it in a sentence (for example, "at manager's discretion") _____

2. Who at your company should you work with to develop or enhance your telework policy?

Name: _____ Department: _____

3. Let's find out if telework could work for your site.

a. How many total employees are at your worksite? _____

b. How many of those employees work "desk jobs?" _____

**tip: this could be sales, administration, planning— anything that could be done with a laptop and phone*

If 3b is at least 50% of 3a, a formal telework policy should be considered!



Ideas for Promoting Telework

- Make a case for telework based on current job descriptions and employee commute demands.
- Define the scope. Will your program start as a small pilot? In response to construction or other factors? Just ad-hoc to start? Or be a full company-wide roll-out?
- Determine program goals such as number of participating employees, employee retention, and employee satisfaction levels.
- Check your employee and company policies. Is telework mentioned? Where? How? Track and formalize these policies.
- Train managers and supervisors on employee eligibility, best-practices, and enrollment.
- Form a telework committee. Include members from departments that would benefit, HR, union representatives, and managers.
- Purchase any necessary digital (e.g., remote access tools, security software, etc.) or physical (e.g., laptops) resources.
- Launch program and communicate to all employees and new hires, and include as part of transportation benefits.





Compressed Work Weeks

Compressed Work Weeks (CWW) allow employees to work the same hours each week but longer hours each day, allowing a day off each week or every other week. This provides some of the same benefits of telework—reducing some commute trips entirely— while still providing “in office” time.

Other benefits:

- Daily coverage can be expanded. If the office needs to be open from 7am-10pm, employees with longer shifts can help with that coverage.
- The hours employees do commute can often be outside of commute hours, reducing commute time and stress of traffic.
- It can be a soft launch toward telework. Managers will realize that not having all employees in at a 9-5 schedule can still result in productive output.

TIP

Have a couple **‘black-out’ days** of the week that employees can’t flex out. That will allow managers to schedule meetings and in-person projects easier.

Company Highlight



As a local government, Mukilteo has to balance city needs with employee hours. Their 100+ staff includes police, fire, and administrative personnel. The need for emergency response staff to patrol for longer shifts has been the impetus for the city to institute a compressed work week policy for all staff.

Mukilteo staff operate under a number of shifts—4/10s, 3/12s, and 9/80s. This allows complete, 24/7 coverage of essential city services, and provide employees the benefit and flexibility of setting schedules that work for their lifestyle.



Compressed Work Week Top Three

1. Policy

“At manager’s discretion” is a dangerous phrase that can make compressed work weeks difficult to implement. Look at your policy and work to implement a system across the board.

2. Train Managers

Some managers are reluctant to embrace new workstyles. Train managers and supervisors on the benefits, oversight, and implementation of compressed work week programs.

Utilize ‘Change’

Promote Compressed Work Weeks at new hire orientation, and at other moments of change— worksite construction, changes in job roles, and employee housing moves.

How to Promote Compressed Work Weeks

Compressed Work Weeks are an easy sell to employees, who immediately realize the personal benefit. Management can be tougher to get on board, depending on the company culture.

- If you already have compressed work week policies, promote them through newsletters, staff meetings, and new-hire orientation.
- Get management on board. There are lots of benefits to compressed work weeks, not just for employees, but for your company. Community Transit can help you with trainings or documentation.
- Utilize regional campaigns like Wheel Options to promote and acknowledge your Compressed Work Week staff.



Work It Out!

Complete the following activities to get a head start on promoting compressed work weeks at your worksite.

1. **Would your worksite benefit from having longer or more flexible work hours?** Yes No
 - a. If yes, summarize it in a sentence (for example, “we interact with customers from 7 am to 6 pm.”)

2. **Who at your company should you work with to develop or enhance your compressed work week policy?**

Name: _____ Department: _____

3. **Let’s find out if compressed work weeks could work for your site.**

- a. How many total employees are at your worksite? _____
- b. How many of those employees work with customers? _____
- c. What are your hours of operation? _____



Ideas for Promoting Compressed Work Week

- Make a case for CWW based on current job descriptions and employee commute demands.
- Determine program goals such as number of participating employees, employee retention, and employee satisfaction levels.
- Formalize policies and forms (e.g., employee agreement).
- Train managers and supervisors on employee eligibility, best-practices, and scheduling.
- Launch program and communicate to all employees and new hires, and include as part of transportation benefits.



Resources

- Washington Department of Transportation- Compressed Work Weeks: wsdot.wa.gov/Choices/compressed.htm

3

Chapter 3: Craft a Successful CTR Program

Individual Behavior Change

Just as it sounds, behavior change is the term used to describe the steps and processes, both emotional and logistic, that a person experiences when trying something new. A common example would be when an employee tries bicycling to work for the first time.

How does it apply at the individual level?

While you may often focus on the overall rates of commute behavior at your workforce (e.g., 75% drive alone vs. 25% non-drive alone rate), any commute change begins at the individual level. An individual must feel empowered to choose a transportation option by removing barriers through education, incentives, and peer support.

How can an employer manage individual behavior change while providing transportation options?

There are many ways to manage individual behavior change. Generally one identifies the type of change required, the tools needed to facilitate that change, and the barriers (emotional or logistic) to the success of that change.

Company Highlight



City of Bothell™

The City of Bothell has over 300 employees, both downtown and off-site. Like many workplaces, employees have different motivations and barriers when choosing how to get to work.

Their ETC knows the value of personalizing the transportation experience for employees. From providing one-on-one assistance, to walking them through the trip logging process, to periodic check-ins, Bothell's ETC is focused on behavior change on the individual level.



Bus Plus

Schedules & Route Maps
Effective March 11 through September 22, 2018

Service within Snohomish County and commuter service to King County

www.communitytransit.org



Reduce • Re-use • Re-read • Please take only one book or visit our website.

2018 Everett Aquosox Schedule

Work It Out!

Complete the following activity to better understand and implement individual behavior change.

For the below activity we'll be focusing on one specific commuter— YOU!

1. How do you get to work most days? _____

2. What mode are you interested in? (for this exercise, only choose one)

carpool vanpool bike walk transit telework

3. Why are you motivated to try this mode? e.g. save money, get out of traffic, get healthier

4. What information would you need to get started? e.g. bike routes, transit schedules, company policy, know who else works my shift/hours

5. What physical items would you need to get started? e.g. bike helmet, umbrella, laptop

6. What are the barriers for you choosing that mode? e.g. big hill by work, have to drop kids at school, time it takes

Barrier 1: _____

Barrier 2: _____

Barrier 3: _____

7. What is a sustainable solution to these barriers that you or the worksite could implement?

e.g. find a bike mentor, guaranteed ride home, spouse can pick up kids some days

Barrier 1 Fix: _____

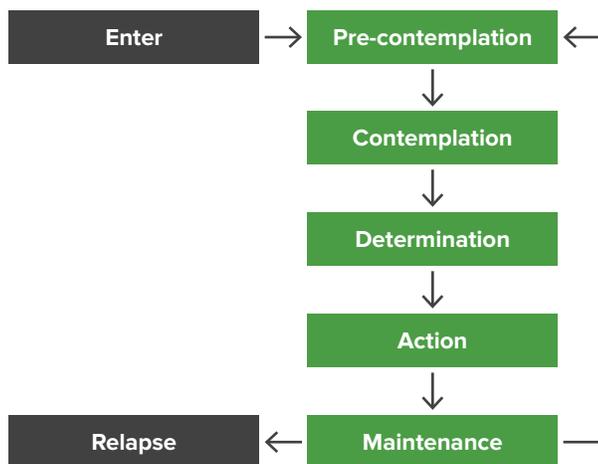
Barrier 2 Fix: _____

Barrier 3 Fix: _____

Individual Behavior Change Checklist

- Assist employees through the behavior change process:
 - Identify the behavior change desired.
 - Understand the motivations that drive behavior change.
 - Identify the tools and resources needed.
 - Identify the barriers to the success of the change.
 - Provide sustainable solutions to the barriers.
- Identify ways to incorporate individual behavior change techniques into program. Are there opportunities to have 1-on-1 interactions with employees to go through the process with them? New Hire Orientation? Transportation Fairs?

The 5 Stages of Change



Exit and re-enter at any stage

Sharing Program Information

One of the basic requirements (and most successful elements) of a CTR program is to share transportation options information with your employees.

What Should I Be Sharing?

At the very least, you need to include your contact information as ETC. The employers with the most success also tend to include the following information:

- Call to action encouraging employees to explore their transportation options
- Statistics and examples to provide context for how employees get to work
- Exact subsidy amounts and how to apply for, receive, or use subsidies
- Detailed instructions for accessing on-site amenities such as bike lockers, showers, or HOV parking spaces
- Links to online tools like **RideshareOnline.com** and resources such as agency websites and transportation apps

Community Transit can help! We produce and/or distribute posters of various programs: quarterly CTR Champions, Wheel Options, and incentive campaigns that vary depending on the month. Check **communitytransit.org/ETC** or check the CTR e-newsletter to see what's available.

We also have bus, bike, local maps, and brochures or information on travel options, apps, and helpful transportation tips on a variety of topics. Fill out the Transportation Information Order Form to stock up!

TIP

We'll do the work! Community Transit has newsletter and brochure templates, posters, digital slides, transportation boards and displays, and more. If we don't have something, we can work with you to create it. Just plug in your info and go!

How Should I Be Sharing?

There are lots of ways at your worksite to share transportation options information to your employees. Examples include:

- PDF/emails
- Physical fliers/posters
- Digital slides
- Intranet site
- Transportation boards
- Newsletters
- Events
- Conversations

When Should I Be Sharing?

Mix it up! Don't just send one email in January and wait for change. Newsletters, regional campaigns, and quarterly posters are all opportunities to keep your transportation program in the front of mind and tailor for different audiences, pushing for that all-important individual behavior change.

Company Highlight



Premera Blue Cross is no small operation. Nearly 2,500 employees and an entire corporate campus to operate makes communicating about the transportation program difficult. This is compounded by extremely tight security: on-site fairs and physical posters are hard to get approved and need to serve all buildings equally.

What they did have were lots of info screens. Premera's ETC had a solution. By working with Community Transit, a set of digital slides and screen-friendly posters were created. These can be displayed and updated quickly and have greater reach than the traditional fairs and posters could, without the need to walk building to building!

Work It Out!

Complete the following activity to discover the best way to share information at your worksite.

1. **Where are your transportation boards located?** _____

Which of these items are in or on your transportation board?

- Bus schedules
- Bike maps
- Rideshare information
- Incentive information
- ETC contact information
- Local maps
- A regional campaign (Wheel Options, Bike Month, etc)
- Posters (Smart Commuter, other)
- Other _____

3. **Where can you post information at your worksite?** Ex. Lunchroom, hallways, elevators

4. **What ways can you share transportation information at your worksite?**

- Emails
- Company intranet
- Digital slides
- Posters
- Staff meetings
- Other _____

5. **How do employees at your worksite like to receive information?**

Sharing Program Information Checklist

- Restock your transportation board and make sure your contact info is posted. Let Community Transit know if you need materials.
- In a month, revisit your transportation board. Note what is taken the most. This will help you plan restocks and target promotions. If a lot of bike maps are missing, you have a lot of interested potential bike commuters!
- Fill out the Commute Options and Benefits Brochure template and stock your transportation board with them.
- Create a communication plan for your program so you know when you are going to post information. Keep in mind transit service changes (spring and fall) and regional events and campaigns.



Resources

communitytransit.org/ETC for:

- The most recent regional promotional materials
- ETC Poster Template
- Commute Options and Benefits Brochure Template
- Transportation Information Order Forms

Wheel Options regional campaign resources (October): wheeloptions.org

Try Swift
on us!

LEADERS



Community

Transportation Fairs & Other Events

Similar to, and often combined with wellness or benefits fairs, transportation fairs are a great way to provide your employees with the latest commuter information. They often include different transportation options available to employees and new services, tools and technology. In addition, it is a great opportunity to encourage individual travel behavior change by talking to employees in person.

Community Transit is happy to host a table at your event, providing real-time trip planning and assistance. We can also provide information and connections for other related vendors.

While one “fair” is required per year, Community Transit can work with you to determine what fits best for your worksite. Options include:

- Bike to Work Day event with additional materials
- A booth at the HR benefits fair
- Ridematching events
- Lunch & Learns
- Displaying transportation information in a public place for a week (known as the “static board” or digital display)
- Presentation at a staff meeting





Company Example



Fujifilm Sonosite is a leader in portable ultrasound technology, in addition to other medical technology. The office in Canyon Park in Bothell has nearly 500 employees with a variety of administrative, engineering, and manufacturing jobs.

Gathering all employees in one place is difficult, but Fujifilm has an answer: their annual Health & Wellness Benefits Fair brings in dozens of vendors. Free items, raffle prizes like gift baskets, and the all-important allure of free food brings a majority of employees to the event, and a passport/raffle card system ensures they stop at every vendor table. Transportation information is given priority placement, front and center.

Work It Out!

Complete the following activity as we plan a transportation fair.

1. Does your worksite hold an annual all-staff fair, like an HR Benefits Fair? Yes No

a. When is that fair? _____

b. What season is that fair? This could help you determine a focus or theme!

Spring (Environmental 'earth day' focus, Bike to Work day, transit service changes)

Summer (Bike, walk, and transit information)

Fall (Wheel Options regional campaign, transit service changes)

Winter (transit and rideshare information)

c. Are outside vendors allowed? Yes No

d. What other vendors attend? _____

e. Who is the contact that could get you space?

Name: _____ Email: _____

2. Are there any other events this year that have a transportation, health, or related focus? Yes No

a. Event 1: _____

b. Event 2: _____

Transportation Fairs & Other Events Checklist

- Talk to your Human Resources department to see if there is a benefits or wellness fair already scheduled.
- Consider the type of fair. Which is best? For example, classic tabled event, static display board, or digital slides.
- Decide who you want to invite to the fair. Would your employees benefit from information on bus route changes? Ridesharing? Other groups? Go to **communitytransit.org/ETC** to look at resources including *Transportation Events Best Practices* and *Transportation Fair Checklist*.
- Complete the *Commute Options Benefit and Brochure* template at **communitytransit.org/ETC** and print enough copies for the event.
- Be sure that tables are provided for presenters. Promote the fair to employees in advance and also day of.
- Keep a tally of the number of attendees and share with Community Transit if their staff did not attend.



Regional Campaigns

Check out:

the *Regional Incentive Roundtable* for what's available now.

Don't feel like you have to recreate the wheel. Many local government agencies and transportation organizations will launch and manage marketing campaigns, free for anyone to participate, with prizes and resources to incentivize people to try alternative modes of transportation.

What are some of the most popular campaigns?

Wheel Options



Primary Sponsor: Washington State Ridesharing Organization (WSRO)

When: October

Mode: All (commute only)

Bike Everywhere Challenge



Primary Sponsor: Cascade Bicycle Club

When: May

Mode: Bicycling

Ride Transit Month



Primary Sponsor: Transportation Choices Coalition

When: June

Mode: Bus, Train, Light Rail, Ferry, Water Taxi, Vanpool

Notable Dates

- Earth Day, April
- PARK(ing) Day, September
- Walk to School Day, October

Work It Out!

Complete these activities to make regional campaigns your own.

1. Go to wheeloptions.org. There you'll find examples of the most recent Wheel Options statewide campaign.

- a. What's the theme? _____
- b. What's the grand prize? _____
- c. What does it take to qualify? _____

2. Think about your worksite. Is October a good time for promoting a campaign? Yes No

3. Where could you place Wheel Options posters or digital slides? _____

4. Let's develop a quick-and-dirty communications plan. Look at your own schedule for this fall.

tip: you don't have to make these from scratch! wheeloptions.org/employer-toolkit has pre-written emails and newsletter articles you can repurpose

- a. Date to place posters (first week of September): _____
- b. Date of first email (last week of September): _____
- c. Date of second email (first week of October): _____
- d. Date of third email (second week of October): _____
- e. Date of fourth email (third week of October): _____
- f. Date of final email (last week of October): _____

Regional Campaigns Checklist

- Read the Commute Trip Reduction newsletter or sign up directly to the primary sponsors to receive campaign toolkits and invitations to participate.
- Share communications with employees and instructions on how to log trips and participate.
- Participate yourself and share your experience.
- Gain management endorsements and participation in challenges.
- Create and promote internal challenges between departments and teams.
- Create and promote external challenges between industry peers or neighboring employers.

Employee Incentives and Subsidies

An incentive is anything that motivates someone to take a particular action, in this case exploring their transportation options. This is different from a subsidy, which directly lowers the cost of a commute.

Financial

Subsidies, reimbursements, and tax-free commuter options incentivize employees in a positive way to choose transit or other transportation choices as the most cost-effective option.

Removing parking subsidies or charging for parking further incentivizes employees to use alternative commute modes when they can (every carrot needs a stick).

Some examples of financial incentive programs:

- Log at least 8 days a month and receive a \$50 gift card
- Take a pledge and get a free pre-loaded ORCA card
- ORCA cards for all employees
- Recruit a new vanpool rider and get a \$50 voucher
- \$5 Starbucks Gift Cards for every carpooler once a month

Take a look at this year's Regional Incentive Roundtable for programs your employees may be eligible for.

Programs like RideshareOnline.com, Luum, and LoveToRide can help you implement an incentive program (just provide the eligibility requirements and prizes), including challenges between individuals or departments. Contact Community Transit for help setting one up at your worksite.



What should my company offer?

The most effective commute subsidies are dependent on the worksite: culture, available transportation options, and budget all need to be considered. That said, we've included an example based on local research that would be very effective in promoting non-drive alone modes.

For ease of administration, the below table is structured in monthly subsidies.

	Benefit	Requirement	Payment
Transit	\$90 or 100%	60% of work trips	ORCA*
Vanpool	\$90 or 100%	60% of work trips	ORCA*
Carpool 2 Person	\$40	60% of work trips	Paycheck
Carpool 3+ Person	\$50	60% of work trips	Paycheck
Bike / Walk	\$40	60% of work trips	Paycheck

*Learn more about ORCA programs on the next page

ORCA Business Accounts

An ORCA business account is a great benefit for your employees, and a proven way to incentivize transit commutes. ORCA accounts, like the ORCA card, are valid on Community Transit, Everett Transit, Kitsap Transit, King County Metro Transit, Pierce Transit, Seattle Streetcar, and Sound Transit (including rail!). Other services, like the Seattle Monorail, are being added.

ORCA Business Passport provides a cost-effective, comprehensive, annual transportation pass program that gives employees choices for their commute. More than just a bus pass, Business Passport gives every full-time, benefit eligible employee at your business access to transit, rail, and vanpool. Per-pass cost is a tremendous savings over market rate. The value is incredible, often 1/10 of the cost of monthly local bus passes.

- Unlimited rides on six regional transit agencies.
- Unlimited access to the Sounder Commuter Rail, Link Light Rail and the Seattle Streetcar.
- Monthly subsidy towards a vanpool or vanshare.
- Guaranteed Ride Home – 6 per year.

Passport can be a great way to get your employees to explore transit for non-commute trips too!

ORCA Business Choice provides you with a flexible option for providing your employees with a transit benefit. With Business Choice you can provide ORCA cards to as few or as many cardholders as you choose and you can load the cards with a variety of product options:

- A menu of monthly transit passes that provide the service your employees need on six regional transit agencies.
- E-purses that allow employees to pay on a per-trip basis.
- E-vouchers that allow a business to provide a set value that their employees can convert to an e-purse or monthly pass. If the voucher goes unused for 30 days, the value is refunded to your company.

Want to get started or find out which option would work best for your company? Go to communitytransit.org/ORCAforBusiness or contact Community Transit to learn more!

Company Policy

Implement institutional policies and benefits that emphasize transportation options over driving alone. Some examples:

- Provide a pre-loaded ORCA card (or instructions to retrieve an ORCA card) to every employee on their first day
- Locate HOV parking in prime spaces and drive alone spaces further back
- PTO days for using commute options
- Company swag as commuter giveaways
- Special events for commuters (doughnuts for carpoolers, bike breakfasts)

Company Example



Alder BioPharmaceuticals is a clinical-stage biopharmaceutical company focused on migraine treatment and based out of the North Creek area of Bothell. Employee types include scientists and technicians. While they're relatively small (but growing!) at around 150 employees, they have a substantial number of bike commuters.

Once a year Alder BioPharmaceuticals puts on their Bike Month challenge. A challenge between office teams is held in-house with prizes, giveaways, and happy hours. They've also located their bike parking, a nice covered shelter, right in front, taking what used to be vehicle spaces.



Work It Out!

1. What is your budget for incentives? _____

2. Who would you work with to set/increase a budget?

Name: _____ Department: _____

3. Where in your employee personnel manual / policy is Paid Time Off mentioned?

4. Is PTO offered as an incentive for any other program? Yes No

a. If so, what programs? _____

2. What other committees or initiatives regularly incentivize employees?

e.g. wellness program, employee association

Employee Incentives Checklist

- Research and document what transportation incentives are offered at your worksite.
 - If none exist, work with management to find opportunities to add an incentive or subsidy.
- Research and document what institutional transportation incentives are offered at your worksite.
- Take note of the incentives on the *Regional Incentive Roundtable* that apply to your employees, and promote them.
- Include incentive information in new hire orientation.
- Promote incentive information annually, through transportation boards, emails, and/or newsletters.

Guaranteed Ride Home

One of the largest barriers to exploring transportation options is the fear of being stranded at work when an emergency arises.

Guaranteed Ride Home (GRH) provides employees with a ride home in case of an emergency. This program further encourages employees to use transit, carpooling, and other transportation options by easing anxiety over transportation needs in case of one-off emergencies.

Community Transit has contracted with transportation service providers to provide your employees up to 6 free one-way trips from work to home.

Guaranteed Ride Home How-To Guide

Step 1: Contract. Community Transit provides the trips and pays for the service, the worksite is only responsible for any trips taken that don't meet eligibility. If you're a brand new worksite, you'll need a contract, otherwise chances are you already have one in effect! Double check with us.

Step 2: Authorization Form. Have some printed forms ready for employees to fill out. After they're finished, fill in any notes and verify it's an eligible trip. Make a copy for your records.

Note: If you have multiple shifts make sure authorization forms are available for all employees.

Step 3: Call. Call one of the approved providers and tell them it's for Community Transit's Guaranteed Ride Home Service.

Step 4: Trip. Employee gives the completed authorization form to the driver and takes the trip.

In addition to the trip home, employees can take one approved stop— to a daycare, pharmacist, or other 'drop-by' locations.

What's Eligible	What's Not
Illness of self or family member	Anyone who drove alone to work that day
Unexpected overtime	Anticipated overtime or off-site meetings
Problem with mode (bus trip cancelled, carpool driver leaves, etc)	Pre-scheduled doctor or other appointments
Terminated Employee	Major medical situations requiring an ambulance



Every employee gets at least **6 GRH trips per year**- and if they are in a vanpool, ORCA program, or some regional campaigns, may have even more!



Work It Out!

Complete this activity to hone your Guaranteed Ride Home skills.

1. Does your worksite have a Guaranteed Ride Home contract with Community Transit? Yes No

If no, stop here, and contact Community Transit to set one up. It's free and a great benefit!

2. Check which of the below are approved uses of Guaranteed Ride Home

- a. Bob took the bus in to work and got sick
- b. Sue's carpool driver has to work late
- c. Randy walked to work and there's a blizzard
- d. Louis vanpooled in and had a heart attack
- e. Sharon learned at work that she has to work late and miss her bus
- f. Joe biked to work and got a flat tire
- g. Karen's son forgot his cleats for the big game

3. If an unapproved use of GRH is taken, how will your worksite deal with the bill?

- Work pays, bills employee
- Work pays, reprimands employee
- Work has supplemental program (explain)_____

Example: some worksites offer in-house reimbursements or expand what is 'eligible' at their own cost.

Guaranteed Ride Home Checklist

- Check to make sure you have a GRH contract signed with Community Transit.
- Find out what the internal procedure currently is. Does the ETC manage all requests? HR? What about third shift?
- Print some paper authorization forms and have available for employees. Forms are available at **communitytransit.org/ETC**.
- Create a plan to manage misuse. Though rare, Community Transit does not cover ineligible trips— how will your worksite handle this if it happens? Charge the employee? If so, how? Think through those details.
- Promote the benefit. We have Guaranteed Ride Home brochures we can provide you.

Parking Management

The single most effective way to inspire behavior change is to charge for parking. Free parking incentivizes employees to drive to work rather than consider their best commute options for the day. Worst of all, parking is never ‘free,’ which means that you’re indirectly subsidizing drive alone commutes!

Surface lot parking spaces cost between \$10,000 and \$14,000 a space to build, and up to \$500/year to maintain— each!

Victoria Transport Policy Institute

Unlike Seattle, Snohomish County businesses and residents are not used to the struggles of finding and paying for parking. Converting your lots to a pay-per-use system may be difficult, both to find support and finance a monitoring system. However, there are intermediate steps you can take:

- Priority parking for carpools and vanpools
- Remove “Reserved For” spaces (easier driving should never be a reward)
- Utilize the nearest spaces for handicapped, HOV, fleet vehicles, and bicycle parking
- Reduce the total number of parking spaces, using the land for green space, bicycle parking, or other benefits
- Parking “Cash Out.” Employees pledge to ‘give up’ their parking space in return for a transportation subsidy or financial benefit
- Work with your building manager or leaser to “unbundle” parking from rent. Even if you don’t charge employees, seeing that line item separate from other overhead will make a big impact on management

Company Highlight



Headquartered in Everett, ATS provides support for military, commercial and regional aircraft operators— including airframe maintenance, component repair, engineering support, fuselage painting, and business jet services.

A How-to on Charging for Parking

Want to improve transportation at your company? Here’s a rough guide on the steps to take. Every situation will be different so reach out to Community Transit to brainstorm.

- 1. Pick spots**
You could lease your entire parking supply, or just the lots close to the front door.
- 2. Survey employees**
Survey your employees, informally or online, on what people would pay to lease the spots.
- 3. Set the price**
Using the survey results or your best judgment, pick the price. (Daily rates are a best practice if possible.)
- 4. Paint spot numbers**
For a monthly parking program your employees will need to know which spot is theirs (and it’ll change), so number your spots.
- 5. Take requests**
Ask employees to commit to leasing a spot. Total participants should be as close to number of spots possible.
- 6. Create subsidies**
Funnel the money collected into your transportation options program, ideally with employer match.
- 7. Charge parkers**
Give your HR/payroll department the list of names that will/are leasing spots and need pre-tax payroll deductions.
- 8. Adjust prices**
Were all spots sold? Not enough sold? Lower or increase prices according to match supply and demand.

Adapted from Evan Goldin
nextcity.org/daily/entry/how-changed-commuting-culture-company-parking-lyft

The Peculiar Parable of the Lyft Lot:
bloomberg.com/features/2017-lyft-parking-experiment

TIP

Charging employees for parking, even just a few dollars, can also be a great way to help fund your transportation program!



Core to their CTR program is parking management for their more than 1,200 employees. ATS utilizes tools from Community Transit (HOV parking signs and hang tags) in a creative way. Colored balloons are placed on the parking signs quarterly to remind employees that they need a new parking permit and what color is needed to utilize the HOV parking spaces.

Work It Out!

In this activity you'll explore some opportunities to manage parking at your worksite.

1. Talk to HR, facilities, or building management. Find the following data:

- a. How many total employees are at your worksite? _____
- b. How many total parking spaces? _____

1b should be fewer than 1a. If so, you're especially primed for parking management!

- c. How many of those spaces are HOV? _____
- d. How many fleet vehicle parking spaces? _____
- e. How many bicycle parking spaces? _____
- f. How many "Reserved For" parking spaces? _____
- g. Other specialty spaces (explain) _____
- h. Other specialty spaces (explain) _____

2. How easy is it for an employee to find a space?

- Very easy Takes a few minutes Difficult Very difficult

3. Look at your 'prime' spaces, the ones closest to your worksite entryways. Besides handicapped spots, which of these apply?

- HOV "Reserved for" General use Bicycle Company fleet

4. What are some ways you can make general use spaces less appealing and HOV/fleet/bicycle spaces more appealing?

Parking Management Checklist

- Evaluate your current parking situation. Who manages the parking? How many spots do you have? How are HOV or general parking passes currently structured?
- Work with your property manager, parking management company, or facilities department to install HOV signs, necessary pay stations, parking arms or other physical amenities if possible. Community Transit can provide you with HOV signage, hang tags, and stickers.
- Work with your leasing or management company to “unbundle” parking as a separate budget item.
- Work with HR to replace “reserved for” spaces with a different benefit, such as PTO, a transit pass, or other subsidies for transportation options.
- Work with third party mobility services like Luum or T2 Systems to address next steps in your parking management program.

Onsite Transportation Amenities

Getting employees to work is only half the battle. One major barrier to exploring transportation options is the perception that they will need a vehicle during the day for business or personal errands. This can be solved by developing, installing, or even just promoting current worksite transportation amenities.

Some things you may not even think of as transportation amenities help people to use transportation options:

- Direct deposit
- On-site food options
- ATMs
- Mail and package pickup
- Day care
- Dry cleaning
- Gym
- Showers and locker rooms
- Fleet vehicles
- Fleet bicycles

Remember, you don't have to offer every amenity— if you're in a location near restaurants, just letting employees know what's available (or even better, arranging for a staff discount) can work just as well.



Company Highlight



Collins Aerospace in South Everett is a leader in technologically advanced and intelligent solutions for the global aerospace and defense industry. Over 600 employees provide engineering, sales and production services in the growing aerospace industry.

Collins Aerospace knows the value of providing key amenities for their employees. One of those amenities is an onsite market where employees can purchase fresh sandwiches, salads, and snacks thereby reducing the need for a vehicle at work to go get lunch.

Work It Out!

Complete this activity to see what transportation amenities (or opportunities) exist at your worksite.

1. Are there restaurants within walking distance? Yes No

a. Which restaurants? _____

2. What restaurants deliver to your worksite?

Restaurant 1: _____

Restaurant 2: _____

Restaurant 3: _____

3. Does your worksite offer any of the following:

- Direct deposit
- On-site food sales
- ATMs
- Mail and package pickup
- Day care
- Dry cleaning
- Gym
- Showers and locker rooms
- Fleet vehicles/bicycles for business use
- Fleet vehicles/bicycles for personal use
- Other _____

4. Who would you work with to discuss adding missing amenities?

**tip: usually this will be a building or facilities manager or HR*

Onsite Transportation Amenities Checklist

- Complete the online *Program Elements Survey*.
- One common request is for lockers and showers. Work with management to plan a future install. If space or funds are limited, consider partnering with a nearby worksite or gym.
- Create a master list of restaurants, stores, and services within ¼ mile.
- Reach out to local restaurants, stores, and services to negotiate staff discounts or delivery.
- Create and maintain an amenity 'wish list.' Whenever new or updated office facilities are considered, make a case.



Resources

communitytransit.org/ETC for:

- Program Elements Survey
- Commute Options and Benefits Brochure Template

LEED Green Building Certification: new.usgbc.org/leed

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Chapter 4:
You're Not In This Alone!

Community Transit Support

Community Transit is here to help you every step of the way. However, we also provide some specialized services beyond commute option and program assistance:

Incentives

In addition to the *Regional Incentive Roundtable*, Community Transit also offers incentive programs and targeted rewards for your employees who explore their transportation options. Check out what's available this year!

Program Recognition

You or your worksite could be recognized for the amazing work you do to meet CTR goals and advance your transportation programs.

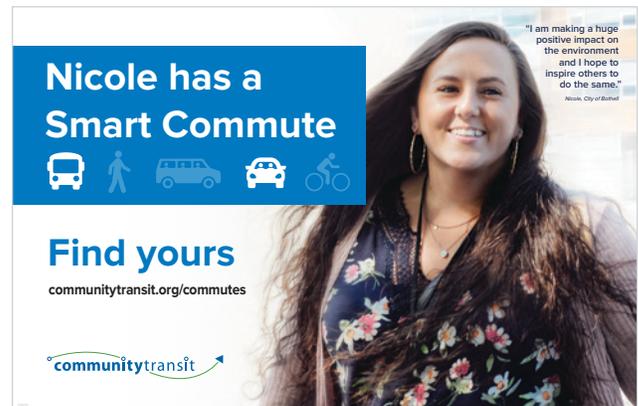
Every year, Community Transit celebrates and publicly acknowledges employers who have done outstanding work in implementing their CTR programs. We particularly highlight innovative promotions, benefits, and outstanding ETCs.

In addition, Community Transit also recognizes individual commuters who have inspired their peers through their dedication to transportation options.

Program Materials

Posters, templates, maps, schedules, and transportation materials of any type are yours for the taking. Fill out the *Transportation Information Order Form* to stock up! If there's something you want that's not on the list, just let us know— our team of expert in-house designers can help make it for you.

In addition to outreach materials, we can also provide HOV signs, hang tags, stickers physical display boards for information, and zip code maps.



Trainings

Want to hone your skills? Community Transit offers online and in-person trainings— lots of trainings! Many are also recorded and provided online at **communitytransit.org/ETC**. Trainings include:

- ORCA Programs
- Hosting a Successful Event or Fair
- The Last Mile from transit to work or home
- No Budget? No Problem!
- Marketing and Starting a Vanpool

If there's a topic we haven't covered, just let us know. Our team is always looking for new ideas to best educate and train you.

Community Transit CTR Services

Community Transit also offers a variety of other services to kick your CTR program into high gear:

- Meetings with management
- ORCA Business Account programs
- Transportation consulting
- Trip planning
- Transportation Fair development
- Presentations for staff
- And much more

Peer Support

You're not alone! Community Transit is always here to help, but so are your fellow ETCs. If you're struggling to start or enhance your program, chances are another ETC has had that same issue.

Networking Meetings

Every quarter, Community Transit hosts ETC networking meetings. While there's usually an agenda around a theme, the main purpose of these meetings are to hear from ETCs and give opportunities to network. Often these meetings will be held at worksites themselves, giving opportunities to share and learn about other programs.

Peer Advisory Board

The crème de la crème of ETCs serve on the Peer Advisory Board. This group has a number of responsibilities, including choosing the award winners and are often a sounding board for new programs or ideas. If you're interested in taking your role as ETC to the next level, consider serving on the Board.



sit



Regional Partners

Community Transit is your go-to for help, but we're not the only game in town! Transportation demand management has a regional, statewide, and national focus and a number of organizations are available for assistance, training, and conferences.

WSRO



The Washington State Ridesharing Organization (WSRO) is a group of transportation demand management professionals and employee transportation coordinators in Washington State. Though "Ridesharing" is in the name, their focus goes beyond just car and vanpool to the exploration of transportation options and overcoming challenges specific to Washington state.

You may know WSRO best as the primary sponsor of Wheel Options, the annual transportation campaign. However, they also host an annual conference that highlights success and innovation of transportation projects and programs statewide, including a conference track just for ETCs.

Become a member or learn more at wsro.net

ACT



The Association for Commuter Transportation (ACT) is an international association and leading advocate for commuter transportation and transportation demand management. They are best known for their annual conference which moves around the country and draws over 500 ETCs and transportation professionals,



highlighting the cutting edge of TDM. They also host smaller conferences including a TDM forum, as well as a number of free webinars throughout the year. They are all great opportunities to keep up with what is going on in the industry.

ACT provides information on statewide and national policy, has an Employer Council specifically for ETCs, as well as regional chapters, of which ours is the Cascade Chapter.

Become a member or learn more at actweb.org

Work It Out!

Complete this activity to discover all the support you have to get started.

- 1. Look at the Regional Incentive Roundtable. What are the top 3 programs that apply to most of your employees?**

Program 1: _____

Program 2: _____

Program 3: _____

- 2. Visit communitytransit.org/ETC. Which 2 upcoming or recorded trainings sound interesting to you?**

Training 1: _____

Training 2: _____

- 3. Visit communitytransit.org/ETC. When is the next ETC Networking Meeting?**

Put it on your calendar!

- 4. Visit wsro.net. Identify one of the members you think you could get value from connecting with.**

Organization: _____

Program Support Checklist

- Promote the current Community Transit incentive program.
- Attend at least one ETC Networking Meeting per year.
- When you're ready, consider joining the Peer Advisory Board.
- Explore the benefits and costs of joining WSRO or ACT.
- Attend a transportation conference.

Tip: Ask Community Transit about potential scholarship opportunities.

- Notify Community Transit of any struggles you're having with your program.



Communitytransit



Resources

Communitytransit.org/ETC for:

- Trainings, both upcoming and recorded
- Program materials
- Transportation Information Order Forms

Washington State Ridesharing Organization (WSRO): wsro.net

Association for Commuter Transportation (ACT): actweb.org

Washington State Department of Transportation: wsdot.wa.gov/transit/ctr

Glossary

Affected Employee

Under the Commute Trip Reduction (CTR) law, an affected employee is a full-time employee who regularly begins work between 6 a.m. and 9 a.m., at a single worksite, on two or more weekdays for at least 12 continuous months.

Affected Employer

An employer is an affected employer under the CTR law if there are at least 100 “affected” employees at a single worksite. Affected employers must develop, submit and implement a trip reduction program to increase the non-drive alone trips to work by employees.

Alternative Work Schedules (AWS)

AWS programs offer alternatives to the typical eight-hour work day. Options include flex-time, a compressed work week (CWW), and staggered work hours.

Baseline

The CTR law requires affected employers to complete a baseline measurement of their employees commuting habits. Future trip data will be compared to this baseline data to determine progress the site has made in achieving its CTR goals. This is completed using data from the CTR Survey.

Carpool

Two or more people age 16 and older, sharing the ride in a personal automobile to and from the workplace.

Commute

The trip made by an employee between their home and work location, regardless of the distance or mode used.

Commute Trip Reduction Board

The governor-appointed board that directs overall policy and funding for the program and reports to the Legislature every two years on how Commute Trip Reduction is working. The board represents diverse perspectives of citizens, businesses, state agencies, transit agencies and jurisdiction around the state.

Commute Trip Reduction (CTR) Program

A CTR program is comprised of strategies used by an employer to increase employee use of non-drive alone trips to the worksite.

Employee Transportation Coordinator (ETC)

The CTR law requires employers to appoint an employee transportation coordinator (ETC). This person is a personal change agent who provides the “human touch” needed to help remedy traffic congestion and air pollution problems. An ETC is the organization’s key contact person providing commuting information to employees and liaison activities with Community Transit. The ETC creates marketing strategies, administers employee ridesharing programs, and measures results.

Good Faith Effort

The employer has undertaken a good faith effort if it has met the minimum requirements of the CTR law, and is working collaboratively with Community Transit to continue its existing CTR program or is developing and implementing program modifications likely to result in program improvements over an agreed upon length of time.

Guaranteed Ride Home (GRH)

Guaranteed ride home is a service that provides a free emergency ride home for employees who do not drive alone to work that day and have an illness or emergency.

High Occupancy Vehicle (HOV)

An HOV is any vehicle that carries two or more people. HOVs can include carpools, vanpools and transit.

Incentive

A “commute incentive” is a reward the employer provides to employees on a periodic basis that encourages them to use commute options other than driving alone. Rewards include things like prizes, gift certificates, and merchandise such as t-shirts or travel mugs.

Non-Drive Alone Trips

The trips that are made by an individual using a mode other than driving alone.

Parking Management

Parking management is a set of strategies to make ridesharing more attractive than driving alone by managing available parking facilities. Parking management can range from setting aside preferential parking for carpools and vanpools, to imposing parking fees on drive alone commuters.

RideshareOnline.com (RSO)

RSO is a free system that promotes car- and vanpool matching and provides a trip calendar that records trip activity. The trip information collected in the RSO system allows for comprehensive reporting. In addition, by using RideshareOnline.com to measure non-drive alone trips, Community Transit and employers have access to up-to-date trip data that will provide information that supports data-based decision making. RSO is also used for various regional incentive programs.

Ridesharing

Ridesharing is any cooperative effort of two or more people sharing a motor vehicle traveling to a common destination, such as a worksite. Carpools and vanpools are common forms of ridesharing.

Single Occupant Vehicle (SOV)

An SOV is any motor vehicle that carries only one person traveling between home and their destination. Commute Trip Reduction (CTR) programs seek to reduce the number of SOVs by increasing the number of High Occupancy Vehicles (HOVs) and other transportation options to a worksite.

Subsidy

A “direct commute subsidy” is a financial benefit the employer provides on a regular basis to individual employees, or employees who commute together that directly lowers the cost of the commute. Examples include ORCA programs or money to those who carpool or take transit to work.

Transportation Demand Management (TDM)

TDM seeks to alter the demand for roadway capacity and increase transportation system efficiency by moving more people in fewer vehicles. It is a series of strategies used to decrease SOVs and encourage the use of transportation options such as transit, carpooling, vanpooling, bicycling, walking, teleworking and alternative work schedules. TDM applies to a variety of trip types including work, shopping, school and recreation.

Teleworking (telecommuting)

Teleworking involves the use of telephones, computers and other technology to work from a location other than the conventional office. This off-site location may be the home or an office close to home, or even the commute itself. This is also known as telecommuting, although teleworking is broader in scope, in that the employee is able to work from any place at any time.

Vanpool

A vanpool consists of five to 15 people sharing their commute in a passenger van, generally riding to the same place of employment. One-way commuting distances typically begin at 10 miles, but frequently operate at much greater distances. Driving is done by one or more approved volunteer drivers. Operating costs are covered by monthly passenger fares. In Washington State, many transit agencies also operate a public vanpool program including Community Transit.

Voluntary Worksite

A worksite with fewer than 100 employees that participates in the CTR program and fulfills all program requirements.

Worksite

The individual location(s) where employees report to work.



[communitytransit.org/ETC](https://www.communitytransit.org/ETC)



communitytransit.org/ETC