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.
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.
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 ¼ 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!

**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.

communitytransit.org/ETC
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 ____________________
   Route ________ From ___________________ to ____________________
   Route ________ From ___________________ to ____________________
   Route ________ From ___________________ to ____________________
   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/tripplanner
• 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

Explore Commute Options
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.

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easiest to understand</td>
<td>Must coordinate with carpool partner</td>
</tr>
<tr>
<td>Most flexibility</td>
<td>Can be difficult to find matches</td>
</tr>
<tr>
<td>HOV Parking</td>
<td>Difficult to subsidize</td>
</tr>
<tr>
<td>Cuts commute cost in half (at least)</td>
<td>Some benefits require 3+ carpoolers</td>
</tr>
</tbody>
</table>
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: _____________

Explore Commute Options
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 carpoolers. 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 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

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 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.

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.

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
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.
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
  *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
- Communitytransit.org/ETC for:
  - Riders Wanted Template
  - Guaranteed Ride Home
  - Online trainings
  - Commute Options and Benefits Brochure template
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: takescoo.com
- car2go: car2go.com
- Uber: uber.com
- Lyft: lyft.com
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

Washington State
Department of Social and Health Services

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.

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

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.
Useful apps:
• Strava
• Google Maps- Bicycle
• MapMyRide
• Lime

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
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 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%.
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*
   
   **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.
Useful apps:
- Google Maps - Walk
- MapMyWalk

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

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

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.
Resources
- Telework Toolkit: teleworktoolkit.com
- Telework Virginia: teleworkva.org
- U.S. Federal Telework Programs: telework.gov

Explore Commute Options
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.

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