Chapter 3:
Craft a Successful CTR Program
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.
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

Enter ➔ Pre-contemplation ➔ Contemplation ➔ Determination ➔ Action ➔ Maintenance

Relapse

Exit and re-enter at any stage
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!
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!

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!
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?**

2. **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?**

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Craft a Successful CTR Program
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): wheelloptions.org
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.
Craft a Successful CTR Program
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

Check out: the *Regional Incentive Roundtable* for what’s available now.
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): _______________________

Craft a Successful CTR Program
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.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Requirement</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit</td>
<td>$90 or 100%</td>
<td>60% of work trips</td>
</tr>
<tr>
<td>Vanpool</td>
<td>$90 or 100%</td>
<td>60% of work trips</td>
</tr>
<tr>
<td>Carpool 2 Person</td>
<td>$40</td>
<td>60% of work trips</td>
</tr>
<tr>
<td>Carpool 3+ Person</td>
<td>$50</td>
<td>60% of work trips</td>
</tr>
<tr>
<td>Bike / Walk</td>
<td>$40</td>
<td>60% of work trips</td>
</tr>
</tbody>
</table>

*Learn more about ORCA programs on the next page
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.

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!
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.
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.

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!

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

*Craft a Successful CTR Program*
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.
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 lesager 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
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.

Tip

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

Resources

communitytransit.org/ETC for:

- Program Elements Survey
- Commute Options and Benefits Brochure Template

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