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.
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: ________________________________

You’re Not In This Alone
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.