Outline

- Business Case
  - Employee Benefits
  - Review Program
- Management Support
  - All the Basics
  - Best Practices
  - Addressing Challenges
- Get Going
  - Community Transit can help
  - Short Scenario
  - Group share out/brainstorm
Set the stage for the conversation with some of the numbers and data.

They are predicting there will be 20,000 boardings per day at Lynnwood City Center. That's the most boardings of any link station.
Some of the messages to use to sell your program to management. We can help you expand on them if needed, as well.

If your business faces any of these challenges, the payoff for an employee transportation program can be substantial.
Employee Benefits

- Saving money
- Reducing stress
- Creating more me time
- Making life more livable

Most employees consider their commute to and from work as part of their workday.

These are more messages to use from the employee side.
These are the six steps of a successful CTR program.

Use surveys to find out more about your employees habits.

Take an inventory of your company’s culture, existing transportation options and how they are promoted.
Now Management is on board, Right?
What is Management Support?

Management support is getting the support for your CTR program from:

- Your Immediate Supervisor
- Department Managers
- Company CEO or President
Some of the most successful programs have managers that use transportation options or support it because they understand the value and benefits of transportation options.

A letter or memo from the director or president gets read! Offer to draft those communications for them.
Sell Your Program to Management

Gather all of your key information
- Who needs to hear your proposal?
- Who will be the Decision Maker?
- How does this audience prefer to receive information?

Questions to ask yourself.
Alleviate any fears by describing possible transportation options program elements and providing examples of successful programs. We can help if needed.

If this is the first time you’re presenting to management, ask others who have done it. Some organizations and managers have certain ways to present to information.
Tell The Story

- Make it memorable.
- Make your point interesting.
- Ground your case in current issues relevant to your business.
- Show your own commitment and enthusiasm.
- Keep your information concise and well-organized.

What will they be interested in? Bottom line? Parking? Employee recruitment/retention?
Get management involved by asking them their ideas and suggestions. Use a steering committee. Find policy statements.

What Not To Do

Say “This is the way it is.”
- People want to be a part of the decision.
- People need to feel valued and included.
The approach is not universal as some managers want the problem and not the solutions. Ex. Traffic Engineers.

Be prepared for management questions and practice how to answer them succinctly. Site case studies, research and data.
Case Studies

- Association for Commuter Transportation (ACT)
  - Getting to Work Employer Spotlight Report
- Best Workplaces for Commuters
- League of American Bicyclists
  - Bicycle Friendly Businesses


https://www.bestworkplaces.org/

https://bikeleague.org/business
Identify the Risks

- There are *ALWAYS* risks.
- Enlist the help of others in identifying risks.
- Be ready to address these risks.
- Show how risks can be minimized.
Ask managers to participate in trainings, events and promotions.

Launch a pilot project for a program element like teleworking, compressed work week, or bike share.
Community Transit Can HELP!

Contact Community Transit for help:
- To present programs or ideas to your management staff.
- To help educate your employees about transportation options.
- To help you develop a transportation strategy for your worksite.
- This service is FREE.
Scenario

Bike pumps at each of our buildings

1. Bike riding employee request
2. Gathered Data – How many people ride or are interested?
3. Researched costs and developed a plan to pitch the idea to management. We thought of questions needed to be addressed.
4. Scheduled meeting with management (perhaps include bike riding employee)
   • Explained problem and proposed solution.
   • Asked for management’s thoughts.
   • Proposed next steps. (timeline, evaluation plan)
5. Gather stats and evaluate how program is working.
Your Management Scenarios, Successes/Challenges

Any of your own management related scenarios, successes or challenges you want to share or workshop today?
QUESTIONS?

[Community Transit logo]