



Employee Transportation Coordinator Training

Winter 2020

Why CTR?



**Because our world is
better in color!**

Clean Air Act of 1991

The goals of this act are to reduce the following:

Congestion



Consumption



Climate change



Why reduce congestion?

- Allow for faster movement of goods and services
- Reduce transportation infrastructure costs



Why reduce consumption?

- Save resources
- Reduce dependence on fossil fuels
- Save money



Why reduce climate change?

- Preserve crops and the agriculture industry
- Reduce illness and death due to pollution
- Take care of our planet for future generations

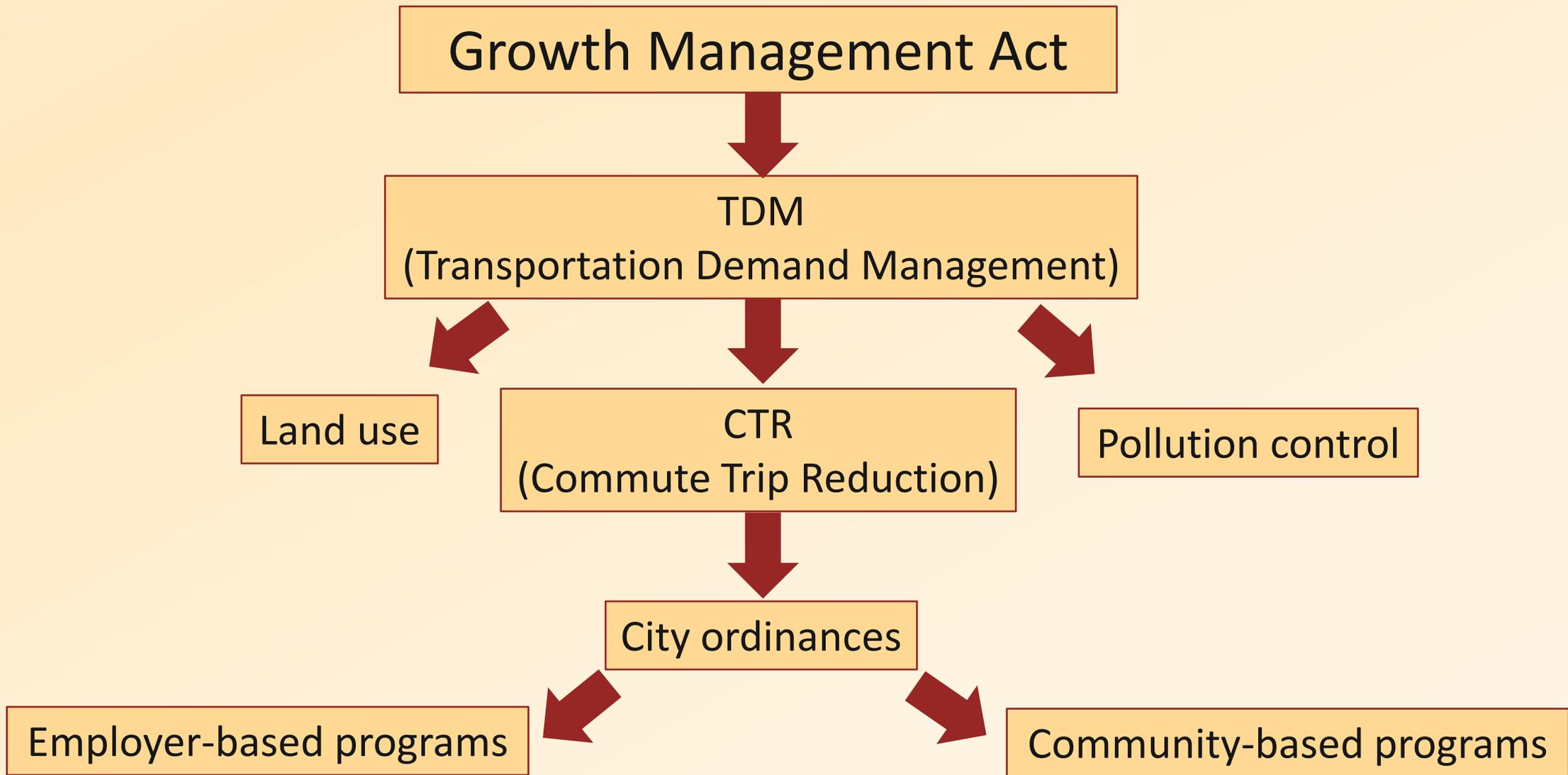


“We have not inherited this earth from our parents to do with it what we will...

...We have borrowed it from our children, and we must be careful to use it in their interests as well as our own.”

—Moses Henry Cass





City of Everett CTR Ordinance

Affected employers are required to do *at least* the following:

- Designate an on-site **Employee Transportation Coordinator (ETC)**
- Visibly display ETC's **contact information**
- **Distribute information** to employees about alternate commute methods at least twice per year
- Implement a set of measures in order to achieve CTR **goals**

AND...



City of Everett CTR Ordinance

- **Survey employees** about their commuting habits every two years
- **Report regularly** about progress toward meeting CTR goals
- Make a “**good faith effort**” to meet the CTR goals
- Meet any applicable additional **local requirements**

What if we don't meet our goals?



PENALTIES!

What are the penalties for non-compliance?



Tickle
torture?



Being forced to listen to
a continuous loop of
Justin Bieber songs?

- Penalties range from \$50 to \$250 per day per violation
- No penalties if good faith effort is made

What about exemptions?



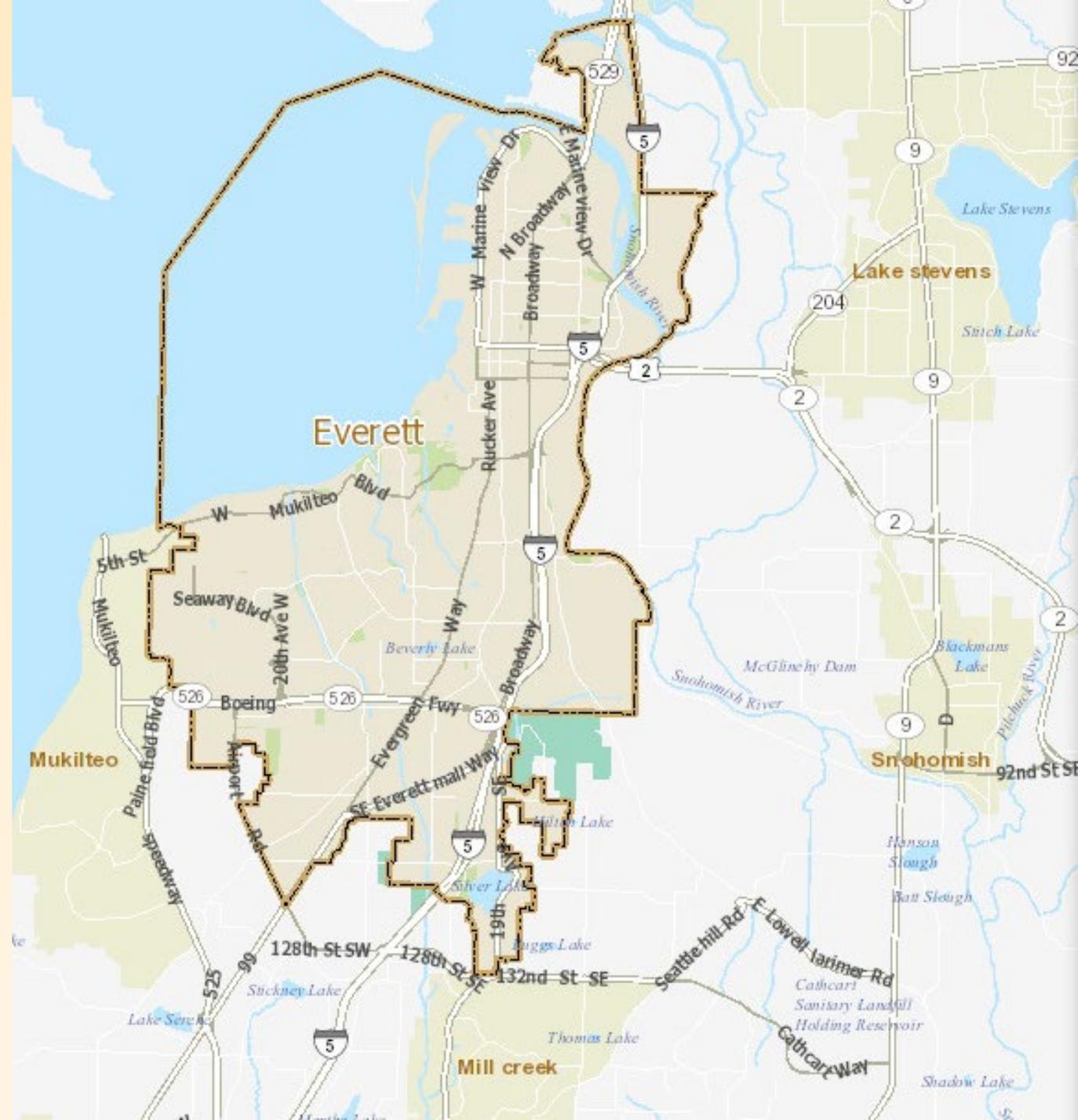
Employer exemption



Employee exemption

Worksites in multiple jurisdictions?

NO PROBLEM!



Affected employer new to Everett?

**Within
90 days**

Identify yourself to
jurisdiction

**Within
180 days**

Baseline survey and
program
development

**Within
90 days of
jurisdiction's approval**

Implement CTR
program



So, you're an ETC!

What is that?

And what do you do next?



As an ETC, you will be:

Educator

Role model

Coordinator

Leader

Facilitator

Counselor

Planner

Promoter

Motivator



ETC Functions

Be a point of contact between....

Your employer and
its workforce

Implement, promote
and administer your
organization's CTR program

Your employer and
your local jurisdiction

Track your employer's
progress in meeting
CTR requirements



Qualities of a successful ETC



Getting help



Training and networking



Making the position work for you



Customize the program to your site and company culture



Tips for success

- Get the support of management
- Meet with management to go over how they can support you
- Determine what you can do without management's support





COMMUTE CHOICES

Carpooling





COMMUTE CHOICES

Vanpooling



EVERETT TRANSIT



COMMUTE CHOICES

Ride the bus



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COMMUTE CHOICES

Walking or bicycling





COMMUTE CHOICES

Compressed work
schedule or telework



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Making your CTR program work for your employees

Factors that affect our commute choices



Vehicle
availability



Time



Security



Cost



Convenience

Common program elements

Ridesharing

Guaranteed Ride Home (GRH)

Parking management

Flextime

Company fleet vehicles

On-site amenities

Subsidies and incentives





Creating and enhancing your CTR program

Understanding your situation
and learning about your
employees

Do your homework!



Analyzing your worksite



Understanding your corporate culture

Transmission
Corporate culture is the DNA of the company



Determining your budget

Considerations:

- Commute distances
- Travel time
- Proximity of employees in relation to each other
- Employee work schedules
- Common commute routes

Choosing the best program elements for your worksite



Program administration

Setting up policies and procedures

- Who is eligible?
- Registration system required?
- How/when will benefits be distributed?
- Penalties for program abuse?
- Procedure at separation?



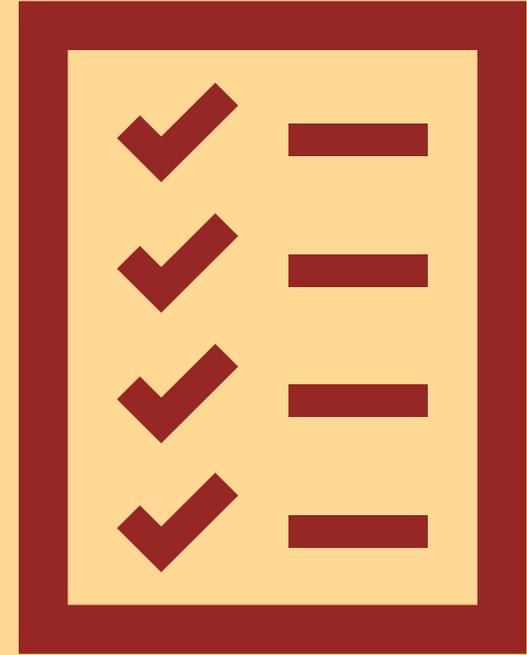
Tracking your success

Collect and maintain the information you need to monitor participation in your CTR program.

- ETC Training
- Survey results
- Parking management
- Subsidies and Rewards
- Participant list by program elements
- Information distribution and Program promotion
- Costs/ETC time



Measuring your success
One word: **surveys!**



Site for test

Section list **Financial Incentives and Subsidies (Question: 71 - 86)**[Return to management page](#)

Financial Subsidies

*Identify the monthly subsidies the employer pays per participating employee.***71 Do you offer transit passes to employees?
(including ORCA Pass, Puget Pass, U-Pass, etc.)**[Change](#) No, skip to next screen Yes2014:Yes
2013:Yes

Avg. # employees receiving each month #

2014:75
2013:75

Maximum face (trip) value on pass \$

2014:4.75
2013:4.75

OR

Maximum monthly value of pass \$

2014:
2013:[Add comment](#)**a How much of the employee pass cost is paid by the employer per month?**\$ OR % [Change](#)2014:
2013: 2014:100
2013:100[Add comment](#)**In addition to bus fare,
does the pass apply toward:**

Yes No

b train (rail) fare? 2014:Yes
2013:Yes[Change](#)[Add comment](#)**c vanpool fare?** 2014:Yes
2013:Yes[Change](#)[Add comment](#)**d vanshare fare?** 2014:Yes
2013:Yes[Change](#)[Add comment](#)[« Back](#)[Continue »](#)

The Annual Report



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CTR success story



The right ETC



The right program



Management support



Marketing



Thank you!



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