

# Outreach Strategies

Winter 2025

# Overview

- Strategies for employee outreach
- Communication channels and tools
- Best outreach practices
- SmartMOVE by Emma Calvert

**What feedback was most shared by employees in your CTR survey?**



# Strategies for employee outreach



- **Set clear goals:** Determine what you want to achieve with employee outreach.
- **Target audience:** Understand the different groups within the organization, including remote employees, office workers and teams from various departments.

# Strategies for employee outreach



- **Frequency:** Decide how often to engage with employees, whether through emails, surveys, meetings or events.
- **Feedback mechanism:** Ensure there's a way for employees to respond, whether it's via surveys, focus groups or open-door policies.

# Strategies for employee outreach



## Gamification:

- Use of game design in non-game contexts fuels imagination, boosts creativity and encourages problem-solving abilities.
- Examples:
  - Leaderboards
  - Competition
  - Social connection and collaboration
  - Player control
  - Immediate feedback

# Strategies for employee outreach



## Gamification:

- Cater to different personality types and their motivations.
- Examples:
  - Leaderboards and ranks
  - Recognition for achievements
  - Reaching less obvious conclusions
  - Making new contacts

# Communication channels & tools



- Ensure Intranet platforms are up to date with current information and resources.
- Examples:
  - Is there a webpage on commuter options and benefits that could be refreshed?
  - Do you have display cases around your worksite with outdated outreach materials?

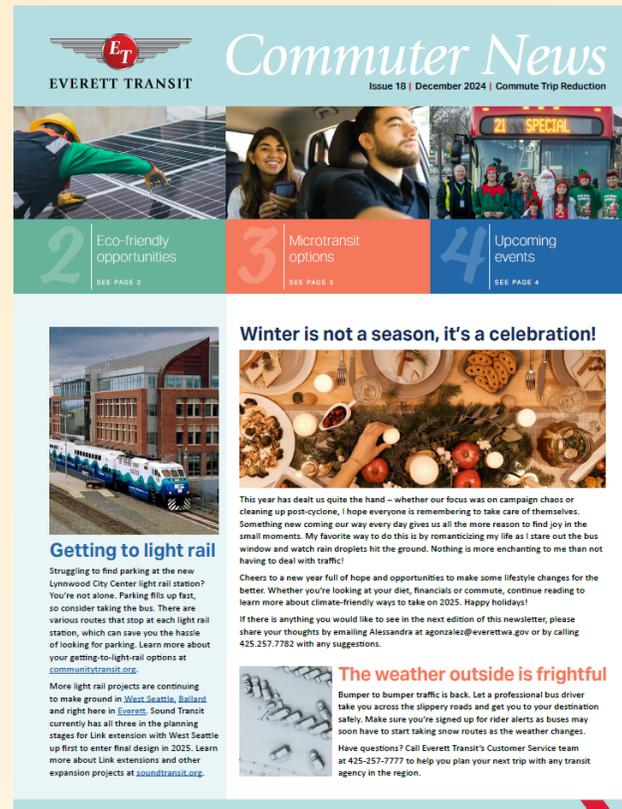
# Communication channels & tools



- Use Slack/Microsoft Teams for quick updates, virtual team bonding and casual outreach.
- Examples:
  - Create a Teams “Team” to share information without adding to their email inbox.
  - Send your coworkers a fun, interactive climate related quiz.
  - Share funny transportation posts with coworkers.

# Communication channels & tools

- Submit a commuting topic consistently to regularly distributed email newsletters or bulletins.
- Examples:
  - Feature a commute mode.
  - Highlight your employer program and employee benefits.



**Commuter News**  
Issue 18 | December 2024 | Commute Trip Reduction

**2 Eco-friendly opportunities** SEE PAGE 2

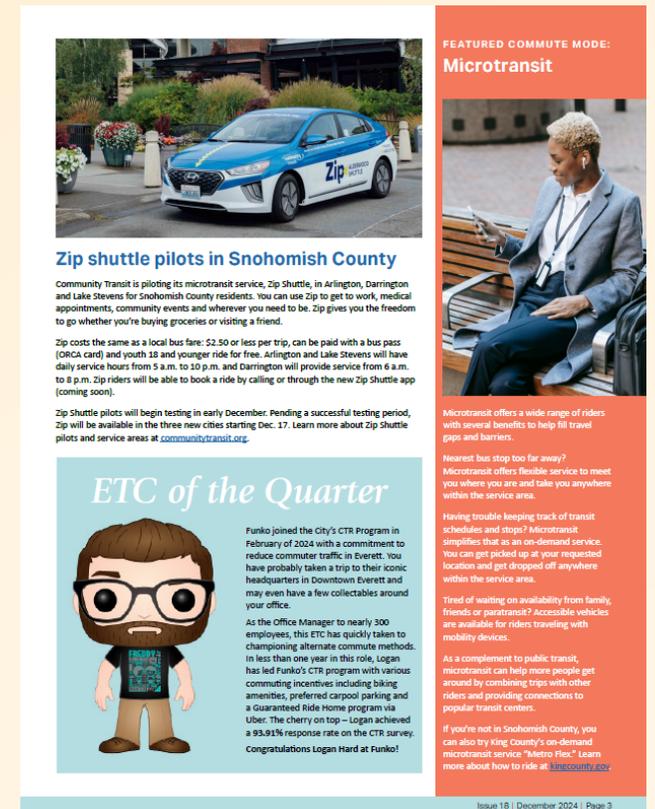
**3 Microtransit options** SEE PAGE 3

**4 Upcoming events** SEE PAGE 4

**Getting to light rail**  
Struggling to find parking at the new Lynnwood City Center light rail station? You're not alone. Parking fills up fast, so consider taking the bus. There are various routes that stop at each light rail station, which can save you the hassle of looking for parking. Learn more about your getting-to-light-rail options at [communitytransit.org](http://communitytransit.org).  
More light rail projects are continuing to make ground in [West Seattle](#), [Ballard](#) and right here in [Everett](#). Sound Transit currently has all three in the planning stages for Link extension with West Seattle up first to enter final design in 2025. Learn more about Link extensions and other expansion projects at [soundtransit.org](http://soundtransit.org).

**Winter is not a season, it's a celebration!**  
This year has dealt us quite the hand – whether our focus was on campaign chaos or cleaning up post-cyclone, I hope everyone is remembering to take care of themselves. Something new coming our way every day gives us all the more reason to find joy in the small moments. My favorite way to do this is by romanticizing my life as I stare out the bus window and watch rain droplets hit the ground. Nothing is more enchanting to me than not having to deal with traffic!  
Cheers to a new year full of hope and opportunities to make some lifestyle changes for the better. Whether you're looking at your diet, financials or commute, continue reading to learn more about climate-friendly ways to take on 2025. Happy holidays!  
If there is anything you would like to see in the next edition of this newsletter, please share your thoughts by emailing [Alessandra atgonzalez@everettwa.gov](mailto:Alessandra.atgonzalez@everettwa.gov) or by calling 425.257.7782 with any suggestions.

**The weather outside is frightful**  
Bumper to bumper traffic is back. Let a professional bus driver take you across the slippery roads and get you to your destination safely. Make sure you're signed up for rider alerts as buses may soon have to start taking snow routes as the weather changes.  
Have questions? Call Everett Transit's Customer Service team at 425-257-7777 to help you plan your next trip with any transit agency in the region.



**Zip shuttle pilots in Snohomish County**  
Community Transit is piloting its microtransit service, Zip Shuttle, in Arlington, Darrington and Lake Stevens for Snohomish County residents. You can use Zip to get to work, medical appointments, community events and wherever you need to be. Zip gives you the freedom to go whether you're buying groceries or visiting a friend.  
Zip costs the same as a local bus fare: \$2.50 or less per trip, can be paid with a bus pass (ORCA card) and youth 18 and younger ride for free. Arlington and Lake Stevens will have daily service hours from 5 a.m. to 10 p.m. and Darrington will provide service from 6 a.m. to 8 p.m. Zip riders will be able to book a ride by calling or through the new Zip Shuttle app (coming soon).  
Zip Shuttle pilots will begin testing in early December. Pending a successful testing period, Zip will be available in the three new cities starting Dec. 17. Learn more about Zip Shuttle pilots and service areas at [communitytransit.org](http://communitytransit.org).

**ETC of the Quarter**  
Funko joined the City's CTR Program in February of 2024 with a commitment to reduce commuter traffic in Everett. You have probably taken a trip to their iconic headquarters in Downtown Everett and may even have a few collectibles around your office.  
As the office Manager to nearly 300 employees, this ETC has quickly taken to championing alternate commute methods. In less than one year in this role, Logan has led Funko's CTR program with various commuting incentives including biking amenities, preferred carpool parking and a Guaranteed Ride Home program via Uber. The cherry on top – Logan achieved a 93.81% response rate on the CTR survey. Congratulations Logan Hard at Funko!

**Featured Commute Mode: Microtransit**  
Microtransit offers a wide range of riders with several benefits to help fill travel gaps and barriers.  
Nearest bus stop too far away? Microtransit offers flexible service to meet you where you are and take you anywhere within the service area.  
Having trouble keeping track of transit schedules and stops? Microtransit simplifies that so an on-demand service. You can get picked up at your requested location and get dropped off anywhere within the service area.  
Tired of waiting on availability from family, friends or paratransit? Accessible vehicles are available for riders traveling with mobility devices.  
As a complement to public transit, microtransit can help more people get around by combining trips with other riders and providing connections to popular transit centers.  
If you're not in Snohomish County, you can also try King County's on-demand microtransit service "Metro Flex." Learn more about how to ride at [metrocounty.gov](http://metrocounty.gov).

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# Best practices



- **Consistency:** Make outreach part of the company's culture, not just a one-time event.
- **Clear messaging:** Ensure all communication is clear, concise and inclusive.

# Best practices



- **Act on feedback:** Show employees that their input matters by implementing changes based on their feedback.
- **Celebrating successes:** Use outreach as an opportunity to recognize milestones, achievements and employee success stories.

# People-first mindset



- Empower coworkers with the tools and resources.
- People need to see it to believe it.
- Culture starts with you!

# Personal touch



- Not all outreach needs to be a formal survey or tool-driven process.
- 1-on-1 connections can help address concerns and be more personalized.
- Committees create a space to share ideas, encourage participation and gather feedback.

# ETC of the Quarter



The City of Everett, as an employer, has its own commuter program that rewards employees for choosing alternate forms of transportation to get to work.

Emma has recently led the charge in updating the City's "SmartMOVE" program using employee feedback from CTR survey results.

# City of Everett – CTR Survey



The City was split into two groups for the survey:



**Downtown: 647 employees**

Administration, Accounting, City Council, Clerk's Office, CPED (Community Planning and Economic Development), Fire, HR, IT, Legal, Library, Municipal Court, Police and Prosecutors



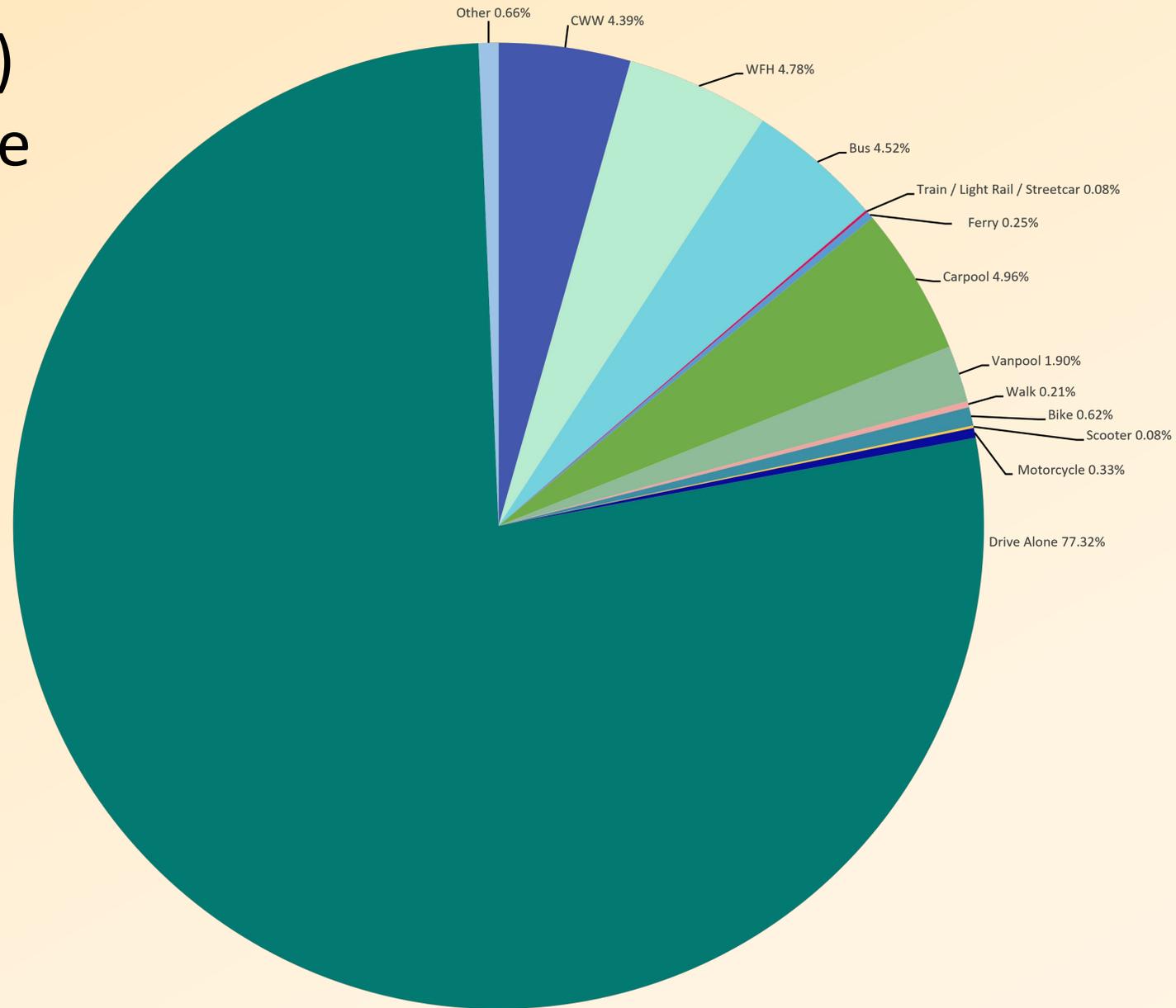
**Service Centers: 624 employees**

Animal Services, Facilities, MVD (Motor Vehicles Division), Public Works and Transit





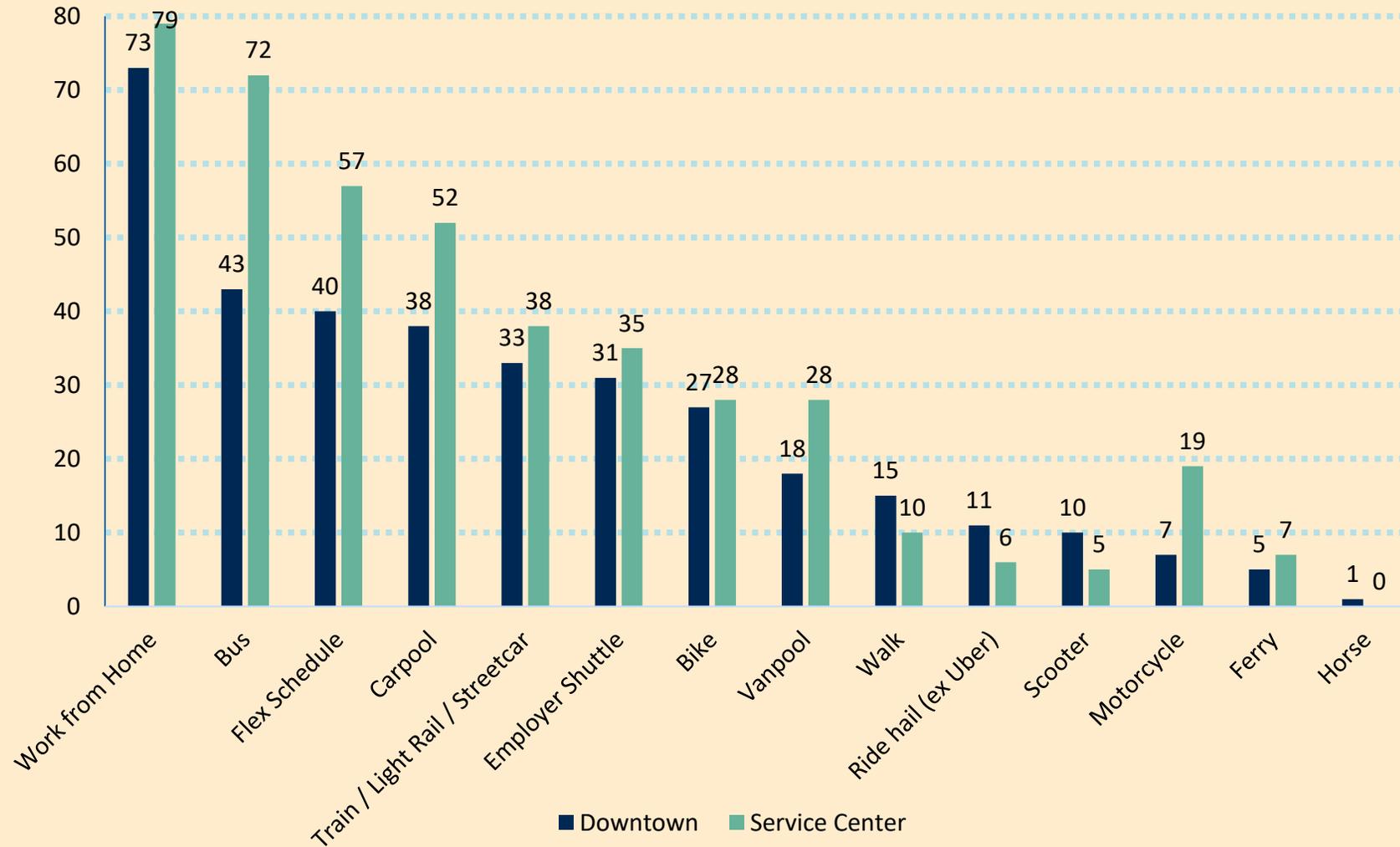
38.39% (488)  
response rate



CWW 4.39%   WFH 4.78%   Bus 4.52%   Train / Light Rail / Streetcar 0.08%   Ferry 0.25%   Carpool 4.96%   Vanpool 1.90%   Walk 0.21%   Bike 0.62%   Scooter 0.08%   Motorcycle 0.33%   Drive Alone 77.32%   Other 0.66%



# Employee Interest



75% of employees are CTR affected, but only 9% participate in CTR programs.

The interest is there!

Employees are telling you what they want – now it's your job to make sure the program meets their needs.



# Utilize your resources, find inspiration

ETC isn't my only role, and it probably isn't yours either!

## People:

- Coworkers
- Other ETC's
- Previous ETC's
- Existing (or prior!) program participants
- Friends and family

## Knowledge:

- Existing and prior job training
- CTR survey data
- Previous/historic CTR data
- Other CTR programs

*Your most important resource is yourself!*

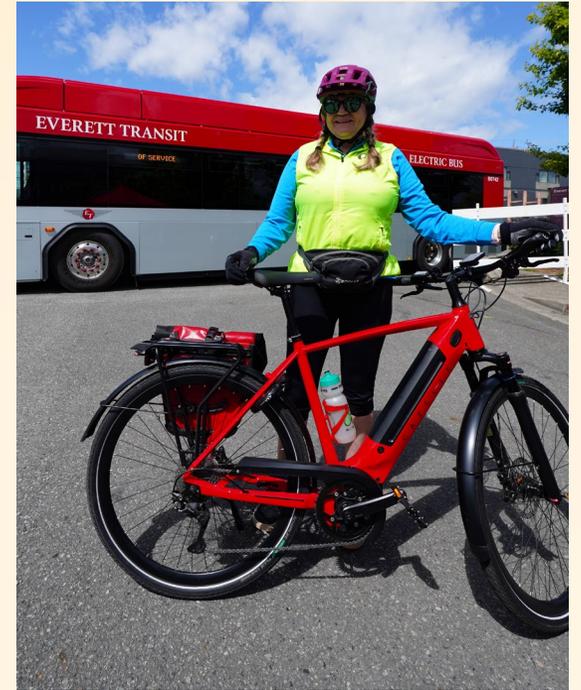


# Questions?

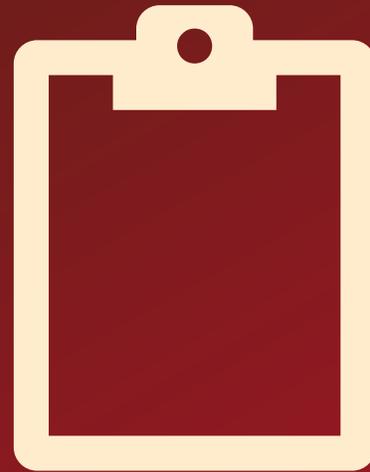


# May is Bike Month!

Save the date for Friday, May 16 at 3 – 6 PM!



# Survey



# Thank you!



EVERETT TRANSIT