

Commute Options Training - Employer Requirements

Voiceover Script and Notes

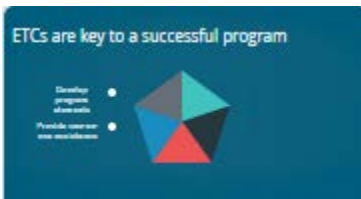
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Commute Trip Reduction would not be possible without Employee Transportation Coordinators, also known as ETCs. You are the on-the-ground implementers who:

- Develop program elements that will encourage employees to share the ride.
- Provide one-on-one assistance by meeting with employees to talk about commute options and assisting with ridematching.

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- ETCs maintain contact with your Pierce Trips team and complete the reporting and surveying requirements.
- Get the word out and host campaigns and events.
- And keep management informed with regular program progress updates.

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To have an effective program and be compliant with the law:

- Every program must have an engaged ETC who continuously promotes and provides excellent employee assistance.
- That ETC must also complete the Basic ETC training videos.

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One of the reasons for not using a commute alternative is the fear of an emergency—which is why we require all employers to provide an Emergency Ride Home program. You can create your own program or use Pierce Trips' free program. State employers have a free program called SAFE-Ride.

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You need to have to have a set of elements designed to encourage trip reduction. These elements will be tailored to your worksite and might include transit subsidies, carpool start-up incentives, front-door parking for HOVs, covered bicycle parking, maintaining a ridematch request list, and flextime or compressed work week schedules.

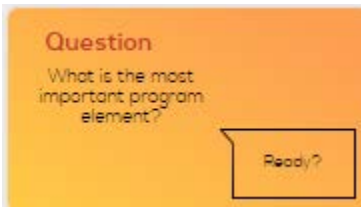
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Information on your commute option program must be promoted to employees at least once a month. This can be done through newsletter articles, web postings, posters, paycheck messages, e-mail, voicemail, and electronic reader boards or TVs. We suggest not depending on just email. Use a mix of communication formats.

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You need to participate in at least one transportation event a year. You can take advantage of the campaigns we provide such as Bike Month or Wheel Options. Or another option is to host a transportation booth at your company's benefits fair or annual BBQ.

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Information needs to be provided to all new hires. A good packet would include a brochure explaining your program, promotion of ridematching services, and a letter from your CEO encouraging commute option choices. Another great idea is calling or meeting with each new employee and personally offering your assistance.

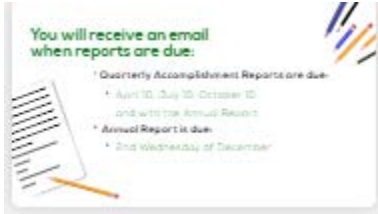
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All employers need to submit quarterly and annual reports. The quarterly report requires simple bullet responses of the work you completed last quarter. The annual report is a more comprehensive report of your program elements and worksite amenities. We suggest maintaining a binder of your work so that you can quickly complete the reports.

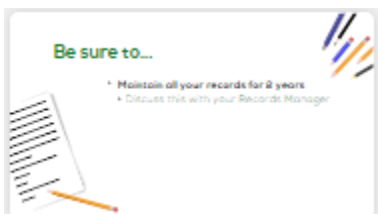
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Employers must survey every two years to measure progress toward shifting employees to smart commute options. Surveying takes place in the spring and training will be provided.

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You need to maintain all official records for two years. Every employer program is different, you will need to work with your Records manager to establish a retention plan.

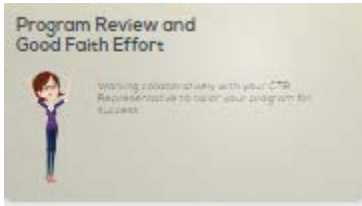
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If you are meeting the minimum base program elements...you are well on your way to ensuring you meet "good faith effort." Additionally, you must be implementing a program that will encourage employees to not drive alone. And of course, submitting truthful information.

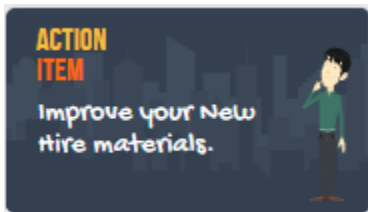
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Good faith is used during program review to determine if the current program is on target to reduce trips to the worksite. The collaborative process is about tailoring a program that works for your employer and when necessary fine-tuning the elements to create increases in trip reduction.

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Schedule a time to meet with Human Resources to review the new hire materials. How is the program being discussed with the new employee? How can the materials be improved? Can you offer new employees personal commute assistance?

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Questions, Contacts, Completion Form
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