

## Gaining Management Support Voiceover Script and Notes

Slide 1:



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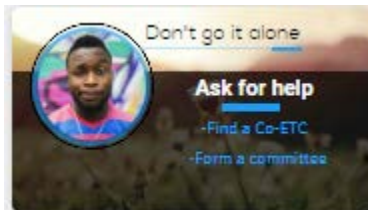
Slide 2:



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Your management team can provide resources, provide a budget, set the culture around using commute options, and help open lines of communication.

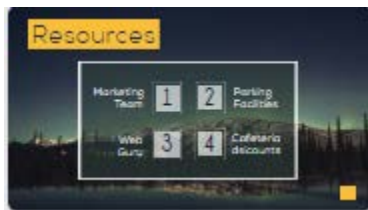
Slide 3:



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Most importantly, don't go it alone, select a Co-ETC or a small committee. By doing so, you can divide the workload, gather input and ideas, and your employees will have access to another expert.

Slide 4:



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You will need resources to support your program. Resources can include your marketing team, web guru, human resources, parking or facilities department for HOV parking and showers, or cafeteria discounts.

Slide 5:



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Mangers can help set expectations by endorsing that the use of smart commute options is how the company rolls, they can lead by example by using a commute option a few times a month and recognizing top commuters.

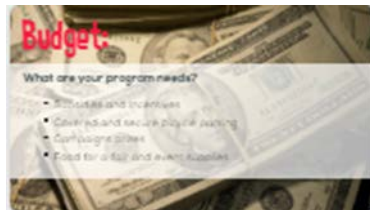
Slide 6:



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How can CTR help business needs? What issues are important to your company? Are there concerns about parking, meeting sustainability goals, recruitment and retention, tardiness, or expanding the labor pool or services hours?

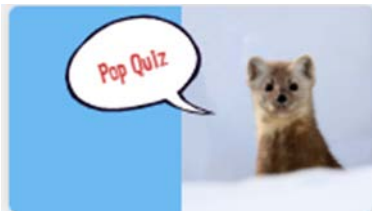
Slide 7:



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Begin by outlining what the budget will cover such as transit and vanpool subsidies, carpool start-up incentives, and bike parking and a fix-a-flat tire station. And don't forget about campaigns and event supplies.

Slide 8:



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Slide 9:



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Slide 10:



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Slide 11:



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Slide 12:



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So, how do you begin the conversation with management?

- Begin by explaining the importance of CTR and employer requirements.
- Identify business needs that CTR can address. How does CTR fit into your company's mission, vision and Strategic Plan.

Slide 13:



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- Identify what you need from management and be prepared to request a budget and outline what the budget will cover.
- Request other resources such as web support, Co-ETCs, or to be connected to wellness and sustainability committees.

Slide 14:



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Popular ideas for how management can show support include a welcome letter that highlights smart commuting, participating in campaigns, and mentioning program services or drawing prize winners at staff meetings.

Slide 15:



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Some fun ideas include managers holding a free car wash for carpoolers, breakfast with the CEO, donating company logo items for a prize drawing and honoring top commuters at the annual meeting.

Slide 16:



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Ask managers how they would like to stay informed. Would they like to receive quarterly one-page reports? Or how about supplying them monthly tips and information for them to pass along to staff?

Slide 17:



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Slide 18:



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It's time to request a meeting with your management team. Expect to provide background information on CTR. Do your research, understand how CTR can meet business needs, have a budget request outlined, and know which resources you need to support the program.

Slides 19-21:

Questions, contacts, completion form