

# Commute Options Training – Website Voiceover Script and Notes

Slide 1:



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Music

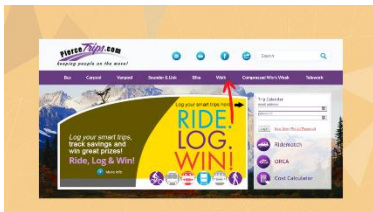
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PierceTrips.com is your one stop center for transportation options in Pierce County. There are many great resources for you to educate yourself and help others find the commute that best suits them. Let's take a tour!

Slide 3:



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On PierceTrips.com, the purple bar shows your main smart transportation options. You can click on any mode to learn more about it.

Below that on the left, you will see a slideshow of images that highlight current campaigns, latest promos, and news. You can click on these images to learn more about them.

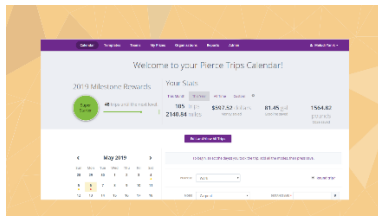
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To the right, you will find the Pierce Trips calendar login. The Pierce Trips Calendar is a way to track your trips. If you log a smart commute, you can see your cost savings, gallons of gasoline saved and how much air pollution you've prevented from being emitted. The calendar is also where ETCs can view employee trip reports.

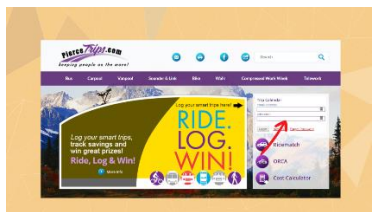
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The calendar is also used as the prize entry form for promotions and campaigns. Qualifying trips will be automatically entered into these various promotions in which you may win prizes such as gift cards.

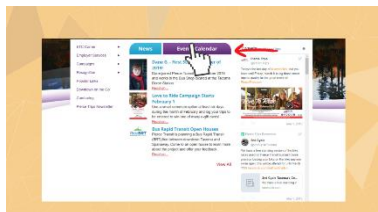
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You can also click on the three icons below to find ride matches, learn about ORCA, the payment card to rid transit around the region, and a commute cost calculator.

Slide 7:

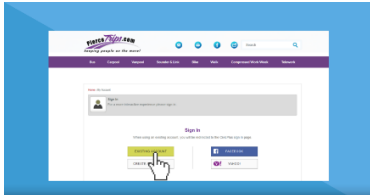


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When you scroll down, you will see the latest news on our website. If you click on Events Calendar, you can see all upcoming events relating to smart transportation in Pierce County.

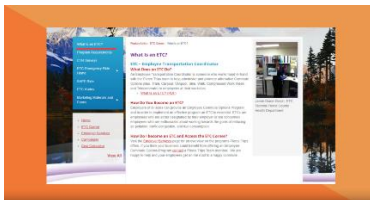
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Now, let's click on ETC Corner. You will be prompted to sign in. ETCs should already have a login set up, so click on "Existing Account." Enter your information and click on "Sign in."

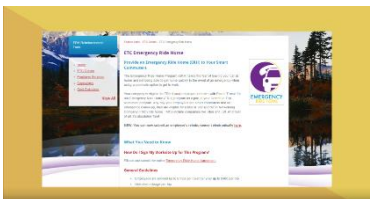
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Once you're logged in, you can review pages regarding what an ETC is, program requirements and Commute Trip Reduction surveys.

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You can also learn about the Emergency Ride Home Program and find the Emergency Ride Home Reimbursement form.

Let's go back to the ETC Corner.

If you are a state agency, you need to become familiar with your emergency ride home program called SAFE-Ride.

Slide 11:



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You can also view the ETC Kudos of the quarter and Marketing Materials and Forms.

Let's look around the Marketing Materials and Forms section.

Slide 12:



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Under "Customized Emails," you will find sample text you can send to your employees to introduce yourself as the new ETC, inform employees about commute options and whichever emergency ride home program applies to you.

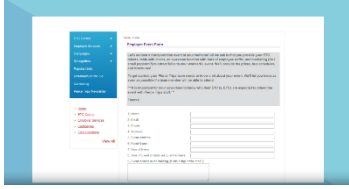
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Under "Downloads," you will find a variety of files you can use to build and strengthen your transportation program. There are flyers, posters, slideshows and more, covering a wide variety of topics. Please take some time to check out the files and see what you can use at your worksite.

Slide 14:



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On the Employer Event Form, you can request the Pierce Trips team, Pierce Transit team, and/or Vanpool team to support you at your staff meetings or host a transportation booth with you at your employee benefits fair.

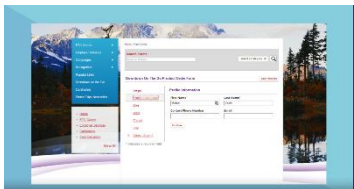
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On the Product Order Form, you can order a wide variety of materials such as posters, brochures, bus books, carpool/vanpool parking signs, display centers, promotional items and prize packs. Order and delivery are free.

Slide 16:



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On the Downtown on the Go Product Order Form, downtown Tacoma employers can find bike guides, walk maps and other pamphlets. Order and delivery are also free.

Slide 17:



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Time for a pop quiz. Where can you find posters to download for your worksite?

Slide 18:



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On the “ETC Corner”, click on “Marketing Materials and Forms,” and then “Downloads”

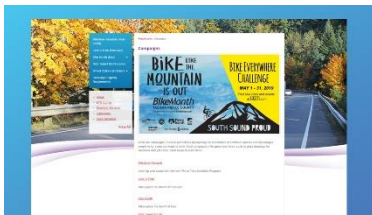
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Let's go back to the main page. Under “Employer Services,” you can learn about how we can help employers create transportation plans for their worksites, and why it matters.

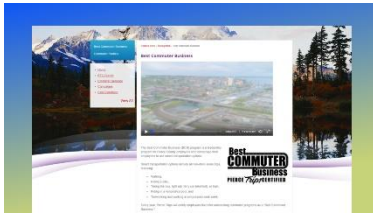
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Under “Campaigns,” you can learn about campaigns Pierce Trips regularly hosts such as Bike Month and Wheel Options. Please take a couple minutes to become familiar with these campaigns, they offer great incentives to encourage employees to try a smart commute.

Slide 21:



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Under “Recognition,” you can find information about the Pierce Trips annual leadership program, Best Commuter Business, and Commuter Profiles, which periodically recognize star commuters in the area.

Slide 22:



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You will also see links to “Popular Links,” Downtown on the Go’s website, carsharing options in Pierce County, and the quarterly Pierce Trips newsletter. Pierce Trips distributes these newsletters to ETCs by email, you do not need to subscribe to anything.

Slide 23:



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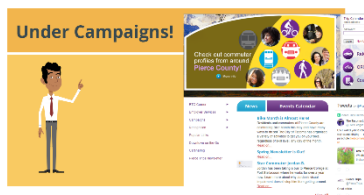
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Time for another pop quiz. Where can you find information about the Bike Month campaign?

Slide 24:



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You can find it on the main page, under “Campaigns.”

Slide 25:



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Here's an action item: Visit the Campaigns page. Are we getting close to a campaign? If so, think about how you can promote that campaign at your worksite. If not, can you think of a small-scale campaign you can host on your own?

Slide 25-27:

Questions, Contact, Completion form