

# CHAPTER 1

## COMMUTE TRIP REDUCTION BASIC INFORMATION



commute seattle



**Seattle**  
Department of  
Transportation



# COMMUTE TRIP REDUCTION (CTR) OVERVIEW

In 1991, the Washington State Legislature passed the **Commute Trip Reduction (CTR) Law** requiring employers to work with employees to reduce the number and length of drive-alone commute trips made to the their worksite.

## What is CTR?

The CTR Law (RCW 70.94.521 - 551) was adopted in 1991 as part of the Washington Clean Air Act. The purpose of the law is threefold - to reduce:



Emissions of greenhouse gases and other air pollutants



Traffic congestion



Energy consumption



## Does CTR work?

The City of Seattle's CTR Program is a partnership connecting large employers to resources and tools to support the use of travel options that keep businesses and the economy thriving. Employers participating in the CTR program have contributed to a **11% reduction in the city's drive alone rate (DAR) since 2007.**



**For more than 20 years**, this partnership has helped over 250 employers city-wide provide transportation benefits for more than 139,000 daily commuters whose travel choices make significant contributions to reducing air pollution, traffic congestion and energy consumption. Recent survey results show that 64% of commuters traveling to CTR-affected worksites choose to get to work by transit, biking, walking, ridesharing and modes other than driving alone. The city aims to grow this partnership with businesses and continue to reduce the number of commuters driving alone.

## What does the law require?

The law requires major employers to develop and implement a commute trip reduction program. The program must be designed to reduce the number and length of drive alone commute trips made to the worksite. The employer must submit a regular employer program report to SDOT and/or Commute Seattle for review and approval.

Every two years, the employer must conduct an employee commute survey - or supply equivalent data - showing employee commute behavior and the worksite's progress toward commute trip reduction goals. If the employer does not meet reduction goals, the jurisdiction can require the employer to change or modify its program.



## What is a major employer and a CTR affected employee?

A major employer is a public or private employer that employs 100 or more CTR affected employees. A CTR affected employee is a full-time employee at a single worksite who is scheduled to begin their regular workday between 6 a.m. and 9 a.m., on two or more week days, for at least 12 continuous months during the year. A full-time employee is one who is scheduled to work an average of at least 35 hours per week.

## What are the CTR goals?

The City of Seattle's CTR program's success is grounded in the contributions made by large employers. Building on this success, the City of Seattle has set a new city-wide goal to reduce the city's DAR an additional 10% by 2017.

In order to meet this reduction, the city has adjusted goals and programming for large employers based on available infrastructure and travel options at their location. Eight geographic areas, called networks, have a specific DAR goal that employers within that network will work to achieve by 2017.

Local networks will foster stronger relationships between peer employers and encourage sharing of best practices to leverage commuter habits and trends. By focusing on specific geographies, the new CTR goals and programming are more responsive to local conditions that employers face and will help Seattle achieve greater reductions in commuters driving alone.



## What this means for employers:

As a CTR affected employer you become part of a network of similar employers who are working towards the same trip reduction goals. You will have access to local resources and other employers within your geographic area and will receive programming to help you achieve your reduction goals.

## City of Seattle Program Requirements – SMC 25.02

An affected employer is required to make a good faith effort to develop and implement a CTR program that will encourage its employees to reduce drive alone commute trips and vehicle miles traveled (VMT) per employee. The CTR program must include the mandatory elements outlined below:

- **Employee Transportation Coordinator (ETC)** – Designation of an employee transportation coordinator to administer the CTR program and to act as a liaison for one or more worksites of an affected employer. The ETC's name and contact information must be displayed prominently at each worksite.
- **Information Distribution** – Distribution of the CTR program summary to affected employees at least twice a year and to each new affected employee when the new affected employee begins employment.
- **CTR Program Elements** – The employer's CTR Program shall include elements as needed to meet CTR goals. An affected employer's CTR program shall specifically identify **at least two** of the following measures to be implemented by the affected employer:
  - Provide bicycle parking facilities and/or lockers, changing areas and showers for employees who walk or bicycle to work.
  - Provide commuter ride-matching services to facilitate employee ride-sharing for commute trips.
  - Provide subsidies for transit fares.
  - Provide employer vans or third-party vans for vanpooling.
  - Provide subsidy for carpool and vanpool participation.
  - Permit the use of the employer's vehicles for carpool and/or vanpool commute trips.
  - Permit alternative work schedules, such as a compressed workweek, that reduce commute trips by affected employees between six (6:00) a.m. and nine (9:00) a.m. A compressed workweek regularly allows a full-time employee to eliminate at least one (1) workday trip every two (2) weeks, by working longer hours during the remaining days, resulting in fewer commute trips by the employee.

- Permit alternative work schedules such as flex-time that reduce commute trips by affected employees between six (6:00) a.m. and nine (9:00) a.m. Flex-time allows individual employees some flexibility in choosing the time, but not the number, of their working hours.
- Provide preferential parking for high-occupancy vehicles.
- Provide reduced parking charges for high-occupancy vehicles.
- Collaborate with transportation providers to provide additional regular or express service to the work site (e.g., a custom bus service arranged specifically to transport employees to work).
- Construct special loading and unloading facilities for transit, carpool and/or vanpool users.
- Provide and fund a program of parking incentives such as a cash payment for employees who do not use the parking facilities.
- Institute or increase parking charges for SOVs.
- Establish a program to permit employees to telecommute either part- or full-time, where telecommuting is an arrangement that permits an employee to work from home, eliminating a commute trip, or to work from a work center closer to home, reducing the distance traveled in a commute trip by at least half.
- Provide a shuttle between the employer's worksite and the closest park-and-ride lot, transit center, or principal transit street.
- Attend at least four meetings of a local transportation management association, transportation management organization, or employer transportation network group each year.
- Implement other measures designed and demonstrated to facilitate the use of non-SOV commute modes or to reduce vehicle miles traveled that are agreed upon between the SDOT Director and the affected employer.

**If you have any questions or need any information please contact:**

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# THE CTR LAW



In 1991, the Washington State Legislature passed the **Commute Trip Reduction (CTR) Law**. It requires employers to work with employees to reduce the number and length of drive alone commute trips. The CTR Law is part of the Washington Clean Air Act and a key component of the State's Climate Action Plan.

## What is the purpose?

- To reduce emissions of greenhouse gases and other air pollutants
- To reduce traffic congestion
- To reduce energy consumption

## How does it help businesses?

- Allows adding employees without increasing traffic congestion
- Providing commute options contributes to employee satisfaction and retention
- Tax incentives and credits are available for providing transportation benefits

## Who is required to participate?

Employers who have 100+ employees at a single worksite who:

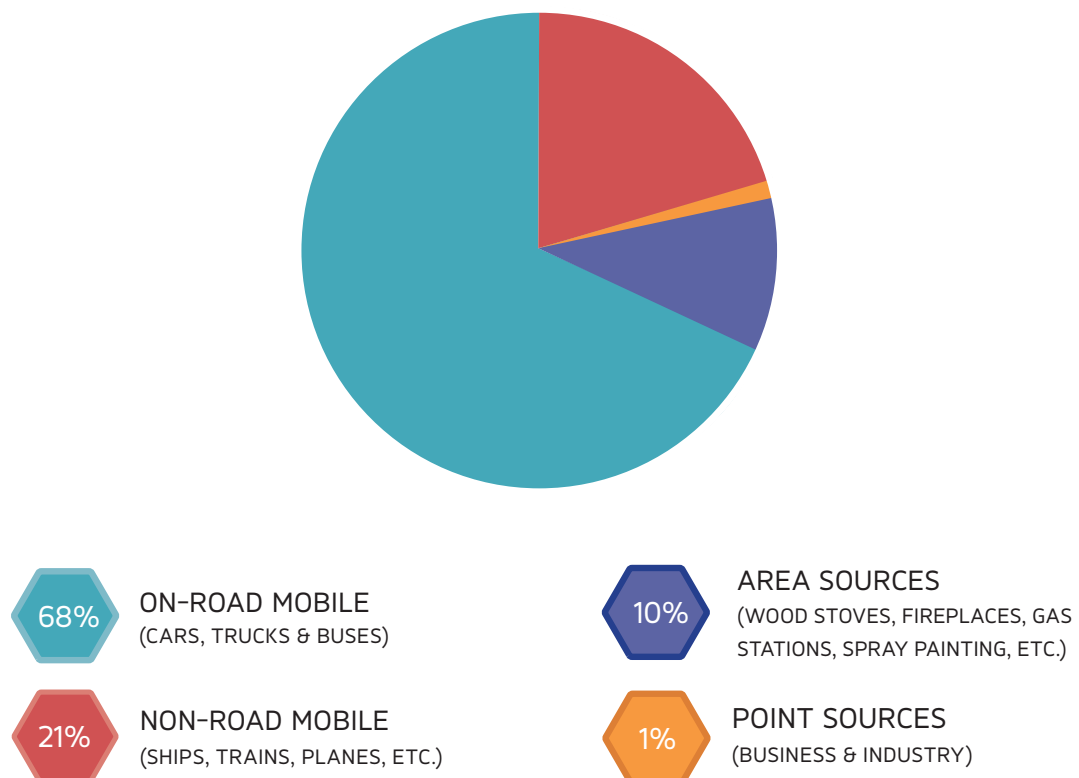
- Arrive between 6-9AM, 2+ weekdays for 12 continuous months of the year
- Full-time: scheduled 35+ hours per week



## Clean air facts

Personal transportation, including commuting, is responsible for the majority of air pollution in the Puget Sound area. Transportation emissions from employees commuting to work are business' second highest energy use after electricity. In Washington state, transportation accounts for nearly 45% of GHG emissions.

## 2006 Sources of Air Pollution in Puget Sound Area







# THE CTR LAW CHECKLIST

- ☐ Appoint and maintain an individual to act as an Employee Transportation Coordinator (ETC).
- ☐ Develop and promote a program that helps employees reduce drive-alone commute trips.
- ☐ Submit a transportation program report for review and approval every two years.
- ☐ Conduct a commuter survey to measure employees' commute habits every two years.
- ☐ Exercise a good faith effort by collaborating with the local jurisdiction in its administration and implementation of the law.

\*Specific requirements for work sites located in the Seattle city limits are described in greater detail on the Seattle CTR Program Requirements document.

## Resources

- **Seattle Municipal Code Chapter 25.02**
- **WA State Commute Trip Reduction Law**



# CTR IN SEATTLE

## Basic Facts:

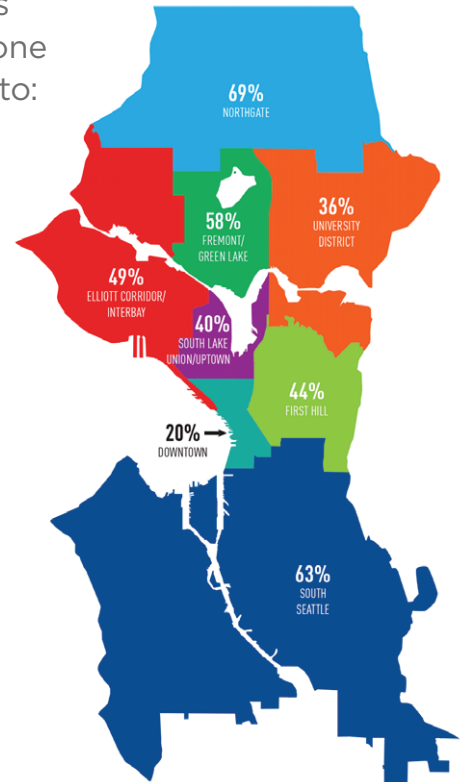
- **Over 250** CTR employers in Seattle
- Represent **over 139,000 daily commuters**

## What makes Seattle's program unique?

Seattle has allocated CTR-affected worksites into 8 geographic networks and set drive alone rate (DAR) goals by network. This allows us to:

- Set goals that are responsive to local conditions
- Identify trip modes that are most successful in the area
- Provide clear expectations based on peer performance
- Provide resources and programming that meet employer needs

Our CTR Champions program supports worksites in their development of transportation programs that provide employees with healthy commute options. The annual Champions awards event gives special recognition to our strongest performing work sites.



## What results has Seattle seen so far?

- Between 2007-2012, CTR employers contributed a **11% reduction in the city's DAR**
- While results are still being tallied, we anticipate reaching the goal of a further 10% reduction by 2017

## Resources

- **SDOT CTR**
- **Commute Seattle CTR**



# CTR CHAMPIONS

CTR-Affected Employers that have distinguished themselves by:

- Reducing drive alone commuting
- Offering transportation benefits to employees
- Actively engaging in the CTR program

These employers are celebrated and publicly acknowledged at the annual Champions breakfast. They are the strongest performers in their Network Areas and usually have Drive Alone Rates that are better than the goal set for their Network Area.

**Platinum Level Champions have earned the highest level of recognition. They demonstrate the following:**

- Current Drive Alone Rate (DAR) meeting or exceeding the network area goal
- Current DAR lower than that of their neighbors and/or your previous cycle
- Offer transit subsidies, ORCA Business Passport
- Promote walking or biking to work
- Offer telework or compressed work weeks
- Offer a pre-tax option for transit
- Offer free rides home in case of emergency
- Attend a ETC educational seminar or event during the previous 3 months
- Promoted a transportation campaign such as Bike Month or Ride Transit Month

## Resources

- **SDOT CTR**
- **CTR Champions Profiles**
- **CTR Champions Best Practices by Award Level**
- **CTR Champions Awards 2015 and 2016 programs**



# ETC JOB DESCRIPTION

The CTR Law **requires** affected employers to appoint an Employee Transportation Coordinator (ETC) to implement, promote and administer the CTR Program on an on-going basis. Our experience with over 250 organizations affected by the CTR Law has shown that selecting the appropriate staff is critical to the success of your program.

While an ETC can be placed at any level or in any department in your organization, the following list outlines the factors that can affect your ETC's success.

## **ETCs need the professional skills to complete the following legally mandated requirements**

- Develop the CTR Program and Report
- Implement the approved CTR Program
- Coordinate the distribution and collection of the biennial CTR measurement surveys to all employees at your worksite
- Promote the CTR Program to employees through production and distribution of informational pieces



## **ETCs succeed in the right environment**

Generally speaking, organizations that manage parking for large numbers of employees tend to develop transportation programs closely associated with their facilities departments. In contrast, organizations that do not manage parking for employees to develop programs more closely related to their Human Resources department.

While ETCs can be located anywhere in your organization, our experience has shown ETCs have more leverage if they work directly in the center of their transportation program.



## Common Characteristics of ETCs

To fulfill these duties, our experience has shown that the most successful ETCs share the following abilities and characteristics:

- Flexibility in schedule and duties to implement and promote your program
- The ability to work well with people and have access to all employees
- Good computer skills
- Excellent communication and organization skills



## Select a CTR Program Manager (Optional)

Although you are not required by law to appoint a separate CTR “Program Manager,” the broader, more complex tasks of developing a program and policies that fit with your organization’s culture may best be facilitated by someone other than your ETC. A Human Resources or Personnel Manager is often an appropriate CTR Program Manager. A Program Manager may help to ensure ongoing compliance with the CTR Law, particularly for larger organizations. In addition to the characteristics of ETCs, Program Managers generally share the following characteristics:

- Policy and budget authority
- Access to your management team (or a member of the team)
- Access to facilities and internal communications staff
- The ability to understand how employee transportation programs benefit the organization
- Skills and background necessary to develop and manage an employee transportation program

Once again, these staffing decisions are key to the success of your CTR Program. If you have questions on these positions, please call your CTR Specialist, **Patrick Green at 206-613-3126 or email [patrickg@commuteseattle.com](mailto:patrickg@commuteseattle.com)**.



# COMMUTE TRIP REDUCTION PROGRAM – EMPLOYER SERVICES

The City of Seattle's CTR Program is a partnership connecting large employers to resources and tools that support the use of travel options and keep businesses and the economy thriving. As a CTR affected employer you become part of a network of similar employers who are working towards the same trip reduction goals. You will have access to local resources and other employers within your geographic area and will receive program assistance to help you achieve your reduction goals.

As an affected employer involved in the CTR program you will receive:

- Company and network specific mode split data
- Customizable employer transportation program summary brochure
- Transportation fair planning support
- Company specific RideshareOnline.com network
- Employee zipcode mapping to match up ridesharing partners
- Commute options promotional posters
- Invitations to education seminars covering transportation issues and programs
- Annual Wheel Options campaign
- Access to neighborhood CTR events
- Transportation alerts and notifications
- Trip reduction and CTR program consultative services
- Scholarships for transportation conferences
- Annual CTR Champions awards celebration

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# COMMUTE SEATTLE CTR SERVICES

Commute Seattle is SDOT's service delivery partner for Seattle's citywide CTR Program.



## Who is Commute Seattle?

Public-private partnership of SDOT, King County Metro, Sound Transit and the Downtown Seattle Association. Provides resources and services to make commuting more convenient, affordable, and sustainable.



### **Serves:**

Seattle employers, property managers, and commuters

### **Vision:**

Create a more livable, sustainable, and economically competitive Seattle

### **Mission:**

Help downtown users live more and drive less by improving access and mobility to and within downtown



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**Commute Seattle's CTR Services Specialists support our CTR Affected Employers and voluntary CTR work sites by providing the following services:**

- Regulatory compliance with the Washington State Commute Trip Reduction Law and Seattle Municipal Code Chapter 25.02
- Employee Transportation Coordinator (ETC) outreach and coaching
- Educational seminars and networking opportunities for ETC's and their employees
- Customized transportation consultations to help create and manage a successful employee commute program
- Information on commute options, resources, and incentives, including emerging technologies
- Information on transportation infrastructure and service changes such as new light rail and bus route changes improving access and mobility to and within downtown

## **Resources**

- **Commute Seattle CTR**
- **Commute Seattle ETC email alerts**  
(to subscribe, email [info@commuteseattle.com](mailto:info@commuteseattle.com))
- **Commute Seattle monthly newsletters**
- **Commute Seattle seminars and trainings**





# CTR PROGRAM REPORT

A standard report completed by CTR-affected worksites that describes transportation programming and amenities, especially the actions taken to promote alternative commute modes (i.e., non-drive alone).

## How often must an employer submit a CTR Program Report?

The City of Seattle requires CTR-affected employers to submit a Program Report biennially, online, on even years. Newly affected work sites must complete their first Program Report within six months of becoming affected by the Law.

## What is the Program Summary?

The Program Summary is any piece of communication used to describe transportation benefits and options to employees. Examples include a flyer, brochure, intranet site, and website.

Example question from Program Report



# CTR PROGRAM REPORT CHECKLIST

- ☐ Locate the most recent Program Report completed for your work site.
- ☐ Find out how transportation benefits and amenities are communicated to employees.
- ☐ Ask Human Resources and Facilities whether any transportation benefits or amenities have changed.
- ☐ Annually assess transportation benefits and amenities employee communications.
  - Is everything covered
  - Is it clear how to access benefits and amenities
  - Is it clear who can answer questions about benefits and amenities
  - Are supervisors aware of transportation offerings
- ☐ Revise employee communications as needed.
- ☐ Attend a Commute Seattle Program Report/Summary training.

## Resources

- **Program Report Questions Template**
- **Completed Program Report**
- **Program Summary template**
- **Program Summary key elements**
- **Program Report and Summary webinar**



# CTR EMPLOYEE SURVEY

A survey completed by employees at CTR-affected worksites. Employees answer questions about how they commute. Responses are aggregated and measure progress towards work site Drive Alone Rate reduction goals.

The state-provided **Employee Questionnaire** is available in paper or online format and takes about 5 minutes.

## Who administers the Survey?

The designated work site ETC distributes and collects the surveys.

## How often must an employer complete a CTR employee survey?

The City of Seattle requires CTR-affected employers to administer an employee survey biennially on odd years. Newly affected work sites must complete their first employee survey within 90 days of becoming affected by the Law.

Worksites that do not obtain the minimum required 50% employee response rate will field the survey again at a date agreed upon with Commute Seattle & SDOT.

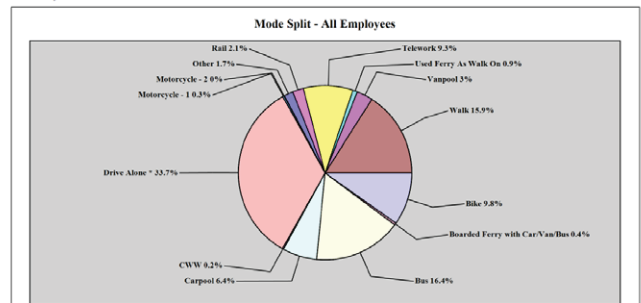
Section of paper CTR Survey

## What is the Survey Report?

WSDOT processes the surveys and Commute Seattle provides the results to ETCs. The Survey Report includes your worksite's overall Drive Alone Rate (DAR) and progress towards your DAR goal, how employees commute, why employees choose these commute options, where employees commute from, and responses to any supplemental questions requested by the employer.

### Commute Trips By Mode - All Employees

Q.4a: Last week, what type of transportation did you use each day to commute TO your usual work location? (Mode used for the longest distance.)



Mode	Trips During This Survey Week	% of Trips During This Survey Week	% of Trips During Previous Survey Week	Employees Who Used This Mode at Least Once During This Survey Week	% of Employees Who Used This Mode at Least Once During This Survey Week	% of Employees Who Used This Mode at Least Once During Previous Survey Week
Drive Alone *	1,411	33.7%	42.1%	414	46.3%	55.9%
Carpool	268	6.4%	8.7%	98	11.0%	15.4%
Vanpool	126	3.0%	2.6%	34	3.8%	3.4%
Motorcycle - 1	12	0.3%	0.5%	5	0.6%	0.8%
Motorcycle - 2	2	0.0%	0.0%	1	0.1%	0.2%

Section of Survey Report



# CTR EMPLOYEE SURVEY CHECKLIST

- ☐ Inform your leadership and supervisors of the survey at least two months in advance (some worksites will need additional time).
- ☐ Confirm a date to start the survey with Commute Seattle.
- ☐ Attend a Commute Seattle survey training.
- ☐ Revise employee communications as needed.
- ☐ Arrange for incentives for employees who complete the survey.
- ☐ If conducting the online survey, prepare the online account with either domain or individual email information.
- ☐ If conducting the paper survey, determine how you will distribute and collect paper surveys.
- ☐ The day the survey starts, send notification to employees, and plan time to respond to questions.
- ☐ The week of the survey, check the completion rate and send reminders to employees and supervisors.
- ☐ Notify Commute Seattle when you have reached the required response rate and are ready for the survey to be closed (if online) or collected (if paper).

## Resources

- **CTR Survey template**
- **CTR Survey Report**
- **Tips for getting employees to take the survey**
- **CTR Survey webinar**