

ETC Basic Training

Your role as an Employee Transportation Coordinator

2021

Agenda

ETC Basic Training

- About Commute Seattle
- The CTR Law
- Your Role as an ETC
- CTR Outcomes

Further reading:

- CTR Tactics to Consider



About Commute Seattle

Commute Seattle fosters mobility partnerships and services to keep Seattle moving and thriving for all

- Transportation Management Association (TMA)
- Public-Private Partnership
- Business and government working together



Seattle
Department of
Transportation



King County
METRO



SOUNDTRANSIT



Downtown
Seattle
Association

Commute Seattle's Services

Commute Seattle offers free business services to help employers create safe and efficient commutes for their employees

- Commute Trip Reduction (CTR)
- Transportation Management Programs
- Event & Neighborhood Based Campaigns
- ORCA for Business
- Commute Benefits Ordinance
- Fee for Service Consulting

The CTR Team:



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The Washington State CTR Law

“Commute Trip Reduction”

Passed in 1991, the [CTR Law](#) requires employers to work with employees to reduce the number and length of drive alone trips.

The CTR Law stems from the Washington Clean Air Act and Climate Action Plan. These aim to:

- Improve air quality
- Reduce traffic congestion
- Reduce the consumption of fossil fuels



Who Is Affected by the CTR Law?

The CTR Law affects Seattle worksites with 100 or more full-time employees

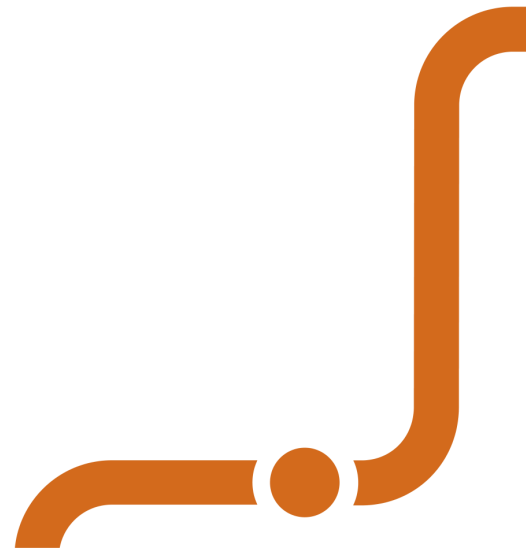
- How does the Law define a “full-time employee” (FTE)?

Those who:

- Work 35+ hours/week
- Arrive at the worksite 2+ days/week
- Anticipate being employed for 12+ months

Note: your worksite is given an “E-Code” by WSDOT – a unique identifier specific to your worksite

- Example: E82388
- If your workplace has multiple locations (worksites), each worksite has its own E-Code



What Are the Requirements of the CTR Law?

Under the CTR Law, worksite with 100+ employees must:

1. Designate an ETC
2. Conduct a Commuter Survey every two years to measure employees' commute habits
3. Submit a Program Report every two years about the commuter benefits your workplace offers employees
4. Inform employees of commuter benefits (2x per year, or via an intranet)
5. Exercise a good faith effort by collaborating with the City in its implementation of the law

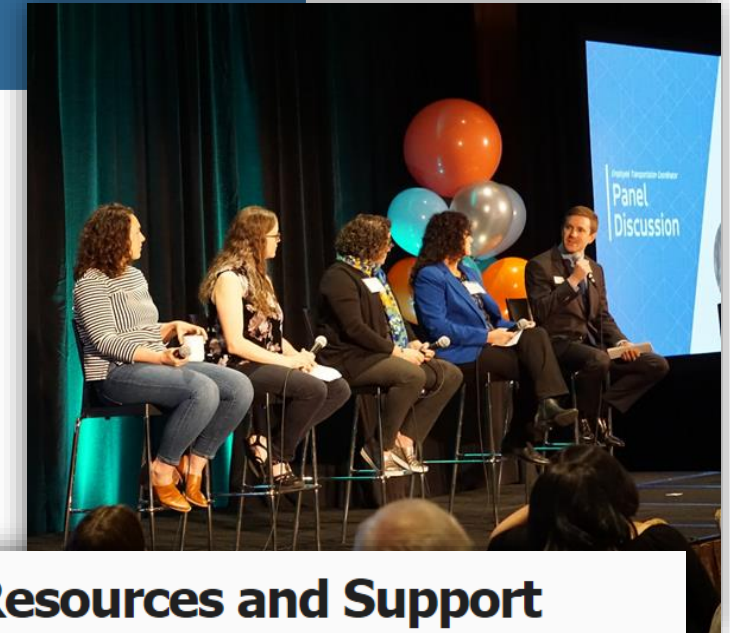
Commute Seattle is here to help you with these requirements!

We will contact you to remind you about the Commuter Survey (#2) and Program Report (#3)

Your Role: Education

Distribute Commute Info & Attend Events

- We make distributing info easy by sending you a weekly [ETC E-Blast](#) to share with employees
 - Outlines current impacts to commuting, travel tips, transit updates, etc
 - Each week, forward the email or post it on intranet, Slack, etc
- Attend Commute Seattle's [events](#) (online, sometimes in person) to learn about commute best practices and meet fellow ETCs



Employer Resources and Support



Seattle
Department of
Transportation



Your Role: Administer Requirements

CTR Program Report:

- Completed by you + team
- An in-depth [Survey](#) asking for details about the commuter benefits your workplace offers employees

When?

- Commute Seattle will reach out to begin this process in January 2022

CTR Commuter Survey:

- Completed by employees of your workplace
- You ensure your workplace achieves a 50% response rate
- A short [survey](#) that asks about their commute habits

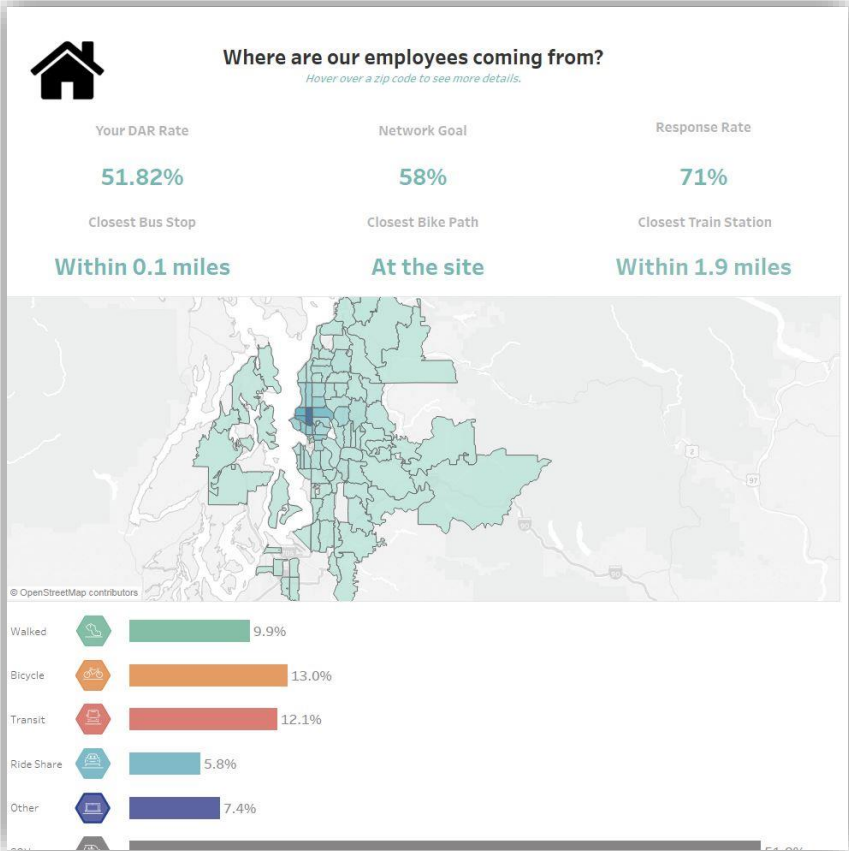
When?

- Commute Seattle will reach out to begin this process in July 2022

Your Data Outcomes: Interactive Tableau Dashboard

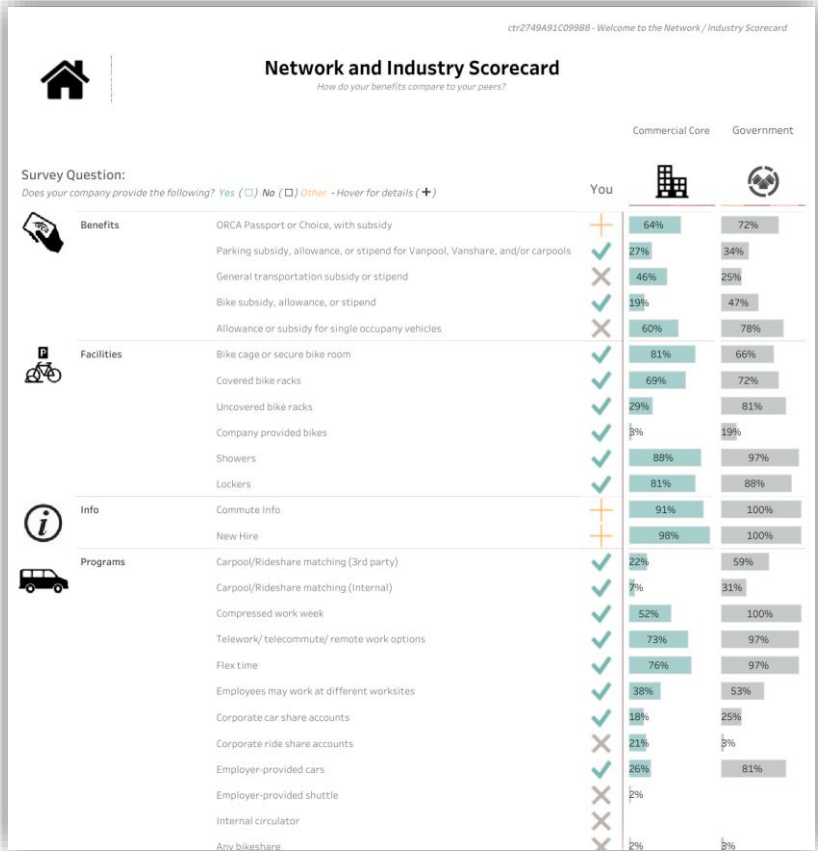
Commuter Survey Results

View your company’s survey results in an interactive manner.



Program Report Results

Compare your company offerings to your broader Network.



We’d be happy to schedule a time to review these useful tools & your company’s data!

City Wide CTR Outcomes

We find ways to improve commute options so that employees arrive at work happy, on time, and ready to succeed at their jobs.

These options also happen to:

- Improve air quality
- Reduce traffic congestion
- Reduce the consumption of fossil fuels

It's a win-win!

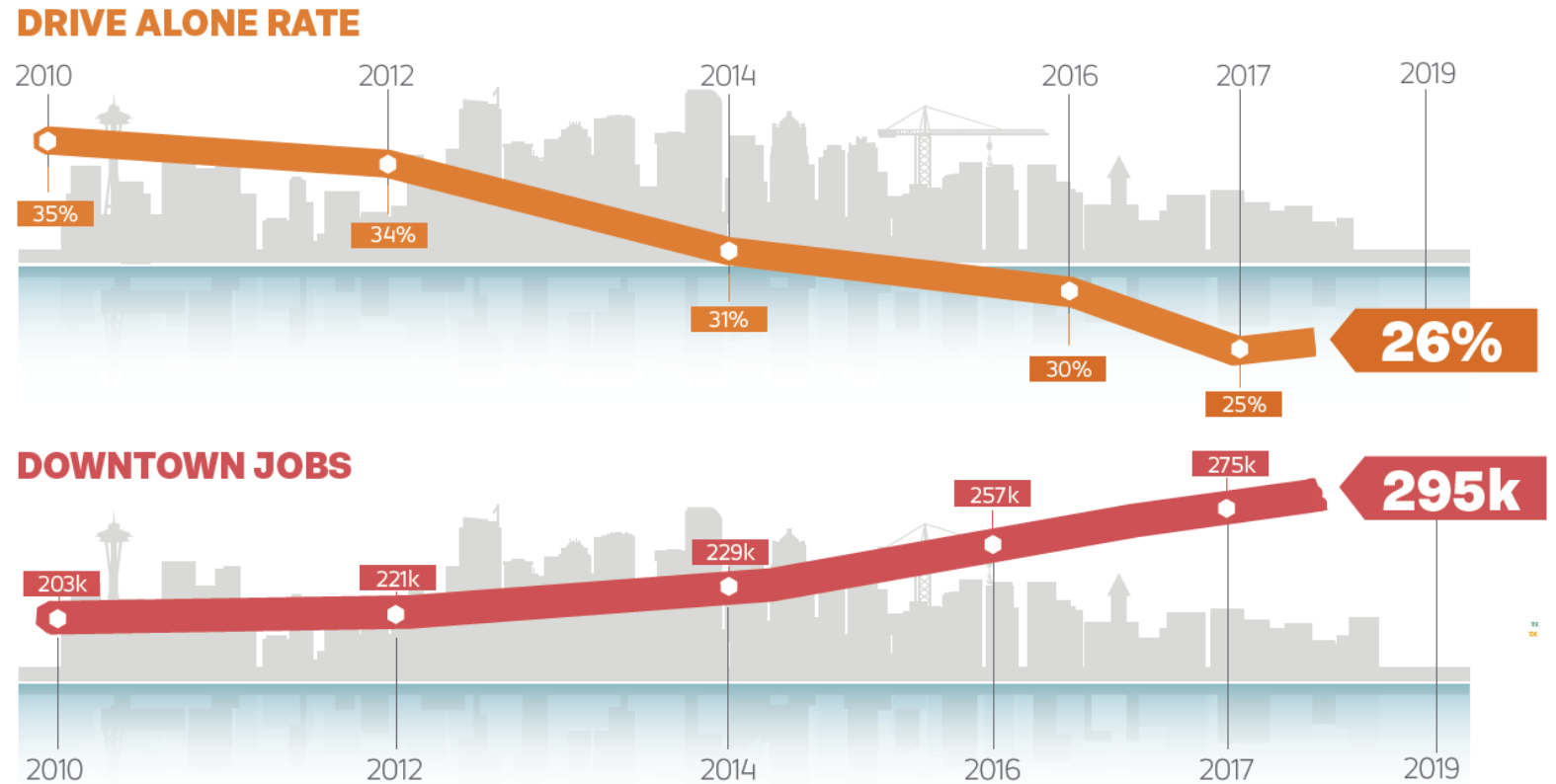


Commuter Survey Results

We are striving to reduce the “Drive Alone Rate” – it’s working!

Drive Alone Rate (DAR): the percentage of people who drive to work in a vehicle by themselves.

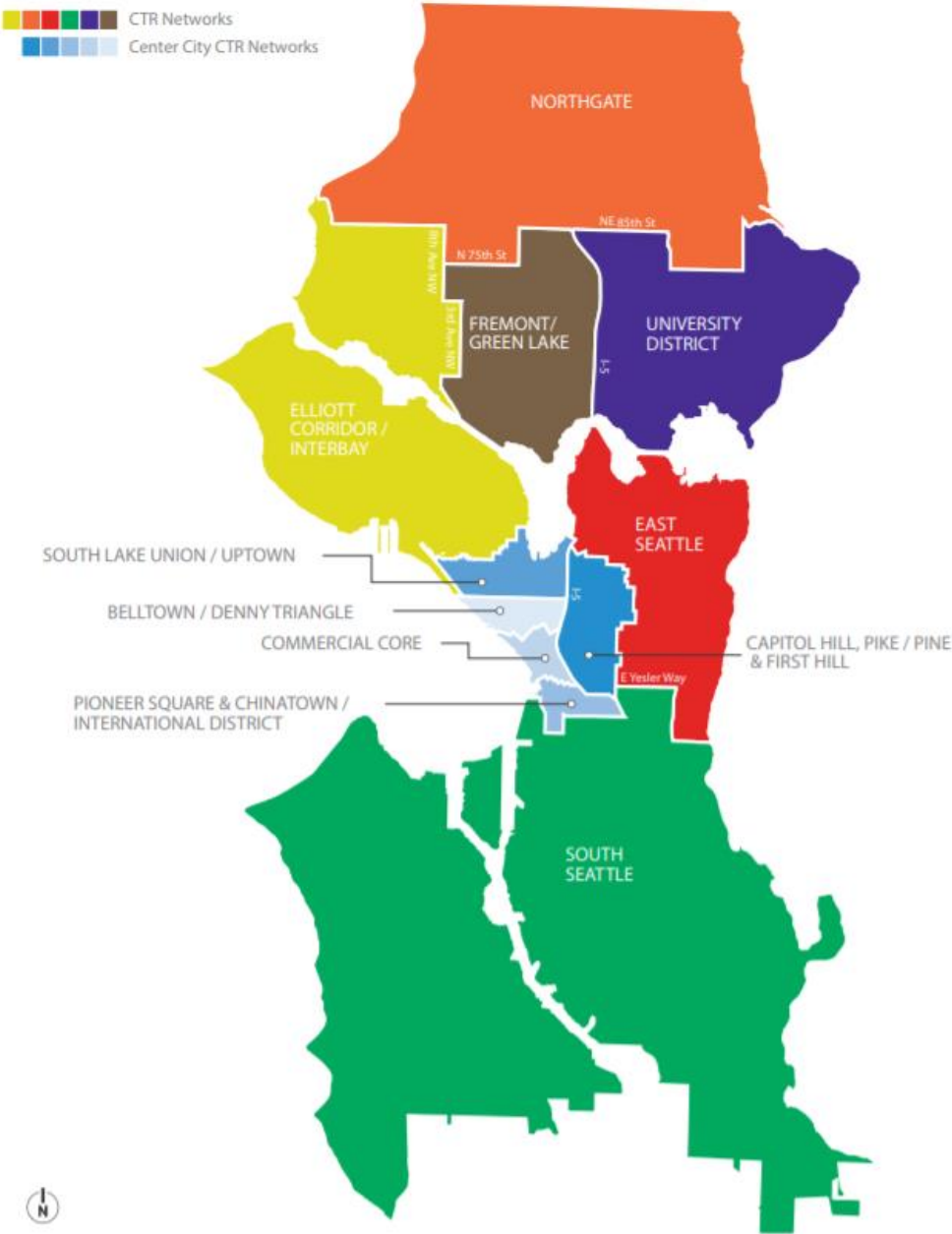
DAR is the primary data point the CTR program focuses on – you will see this acronym frequently.



Commuter Survey Results

Seattle is broken up into “Networks” which each have a designated DAR goal to strive towards

Network Area	2019/2020	2023/2024	2035/2036
Elliott Corridor/Interbay	52.0%	49.1%	42.4%
East Seattle	48.7%	47.6%	45.3%
Fremont/Green Lake	47.5%	46.2%	43.5%
Northgate	65.5%	59.4%	46.9%
South Seattle	63.5%	60.4%	53.4%
U District	30.4%	29.2%	26.6%
Pioneer Square & Chinatown/International District	21.4%	20.4%	18.1%
South Lake Union & Uptown	26.8%	24.5%	19.7%
Belltown & Denny Triangle	20.0%	18.0%	14.1%
Capitol Hill, Pike/Pine, & First Hill	42.9%	41.6%	38.9%
Commercial Core	15.6%	15.2%	14.4%
Citywide	30.6%	28.8%	25.0%








Commuter Survey Results

The Commuter Survey gives us a helpful breakdown of what modes commuters are using to get downtown

74%
All other modes

46% of commuters used transit to get downtown. Approximately 135,000 trips per day.

-  Transit
-  Telework
-  Bike
-  Walk
-  Carpool & Vanpool



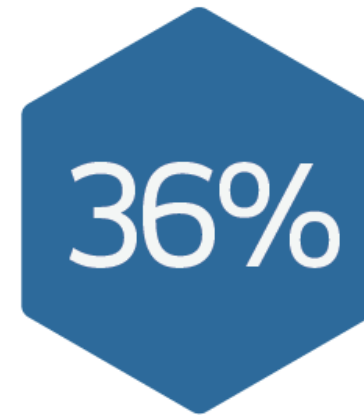
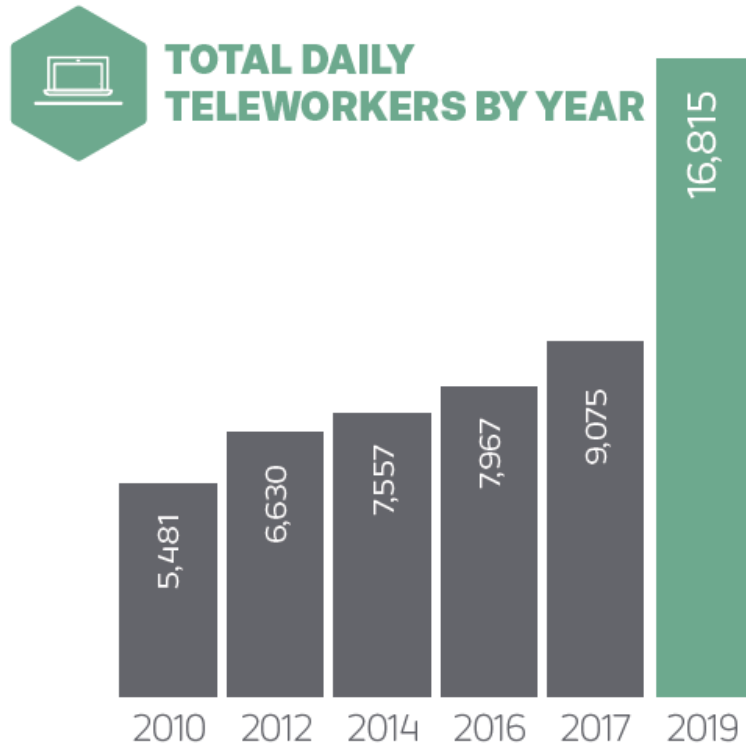
26%
Drive alone

Drove a personal vehicle to get downtown. Approximately 78,000 trips/day

-  Drive Alone

Commuter Survey Results

We love to see commuters utilizing multiple modes of transportation – including working remotely!



Used more than one mode of transportation during the week



Shifted travel patterns due to impacts of the Seattle Squeeze

Questions?

You can always email our team at ctr@commuteseattle.com

Further Reading: CTR Tactics to Consider

Tried and true best practices to help your company reduce your Drive Alone Rate.

The following slides include tips regarding facilities, benefits, communications, and more.



Parking



The single most effective way to reduce your company's DAR is to move away from monthly parking passes

- Switch from monthly rates to daily rates.
 - This prompts staff to stop and think “Do I really need to drive today?” when they pay by day.
 - In addition, when staff pay per month, they feel the need to “get the best bang for their buck” and drive more often.
- Allow employees who commit to taking an alternative mode into work the ability to park for free 3-5 days a month, giving them flexibility needed to commit to their alternative mode.
- Set parking policies and signage to encourage carpooling and vanpooling

Example: Seattle Children's Hospital

- By eliminating monthly parking, transitioning to a daily parking rate and adding incentives for employees who take alternative means of transportation into work, Seattle Children's Hospital reduced their company DAR from 73% in 1995 to 33% in 2017.
- Seattle Children's Hospital has embraced and continues to embrace many parking management strategies including variable pricing for employee parking (with employees who arrive during peak commuting hours paying the highest rates), to providing priority parking for carpools and vanpools, to providing shuttles from popular transit hubs to their campus.

Transit



In Seattle, these transit modes include [bus](#), [streetcar](#), [light rail](#), and [train](#)

- Think of using transit programs as a recruitment and retention tool, and to save money as an alternative to investing in parking infrastructure.
- Allow your employees to utilize pre-tax commuter benefits.
- Consider investing in [ORCA Business Passport](#) or [ORCA Business Choice](#).
- Engage employees at multiple times and levels: while onboarding a new employee, during infrastructure changes (for example: West Seattle Bridge Closure), via email, during all-staff meetings, etc.
- Ensure HR policies don't penalize employees who take transit.

Example: KPFF

- KPFF Consulting Engineers is a multi-office, multi-discipline engineering firm founded in Seattle in 1960, with a staff of 240 in their downtown Seattle office. As a leader in transportation engineering in the region, the goals of KPFF's employee transportation program reflect their organizational mission of improving transportation options in the future. Furthermore, improving quality and lowering costs of commuting is an important way to take care of their employees.
- Central to KPFF's transportation program is the ORCA Business Passport. With direct office access to the transit tunnel and located within blocks of the streetcar and other main transit stops, commuting with the ORCA card is very convenient for KPFF employees. Over 80% of employees use it regularly

Vanpool, Vanshare, Shuttle Service



For employees who lack direct or frequent transit service [vanpool](#), [vanshare](#), or a company shuttle may be a great option.

- Employees can easily sign up for an account at www.rideshareonline.com and search for existing Vanpools/Vanshares that fit their schedule
- If an existing route doesn't work, co-workers can form a group to start a new Vanpool/Vanshare
- Consider setting up an internal notification and new vanpool tracking system, making it easier for co-workers to find one another and build worksite-specific vanpools.

Example: Amazon

- Amazon has quickly become the undisputed king of Vanpools/Vanshares. With dozens of vans arriving to its South Lake Union campus every day.
- By promoting rideshareonline.com, and providing priority parking for vanpools and vanshares, employees who may not have easy transit access to South Lake Union are now reducing their impact on the environment and reducing congestion across the Puget Sound.

Active Commutes



Biking, walking, running, scootering (and more!) are cost effective and healthy ways to get around

- Providing showers and lockers is essential to make active commutes viable.
- Ensure employees have access to visible, secure bike racks or bike cages
- Offer cash-out options for employees who active commute to work.
- Ensure instructions are clear for how to access these facilities.
- Identify employees who would like to act as a bike or active commute team captain, answering questions and concerns of new active commuters

Example: Starbucks

- Surrounded by trucks and traffic from the Port of Seattle, the SODO headquarters of Starbucks doesn't look like an ideal place to bike. This hasn't stopped Starbucks from providing tremendous support for their dozens of daily bike commuters. Beyond the basics, Starbucks also offers a workbench and tools for employees to use, drying racks for wet clothing, a "bike buddy" program for new and aspiring bike commuters, and either a free membership to their on-site gym or a cash incentive for daily bike commuters
- Future plans to support bike commuters include doubling the number of racks and lockers available and installing a forced-air drying rack in the common area of their new bike facility.

Flexwork



A number of strategies help employees avoid peak commutes and shift their schedules

- Offer flex-schedules: allow employees to come to work during non-peak hours of traffic, making their commute quicker and less stressful while reducing traffic congestion for everyone.
- Allow compressed work weeks: allow employees to work the same hours each week but longer hours each day, allowing a day off each week or every other week.
- Identify teams and departments who could benefit from remote work or compressed schedules.
- Listen and work with executives who may be skeptical.
- Ensure managers know and support flexible schedules.

Example: The University of Washington

- The Human Resources and Transportation Services departments at the University of Washington have coordinated efforts to provide a robust and highly utilized flexwork policy. Flexwork is available to any employee who meets qualification standards, makes a proposal, and receives approval from a supervisor.

