

# Employee Transportation Coordinator

## WHAT IS AN EMPLOYEE TRANSPORTATION COORDINATOR?

One of the most important elements of a company's CTR program is the person selected to perform the role of Employee Transportation Coordinator (ETC). An ETC is a company representative who promotes transportation options within their company.

The ETC will serve as the point of contact between:

1. The employer and its workforce to implement, promote and administer the organization's Commute Trip Reduction (CTR) Program.
2. The employer and Kitsap Transit to track the organization's progress in meeting CTR requirements.



## WHAT TYPE OF TASKS MAY AN ETC PERFORM?

- Meet with management to determine program elements
- Work with the local jurisdiction and transit agencies regarding transportation services and products
- Complete annual reporting requirements
- Coordinate the distribution and collection of biennial employee CTR surveys
- Evaluate the CTR program and survey data and recommend program enhancements deemed necessary to improve results
- Assist employees with ridematching to form carpools or vanpools
- Meet with employees to talk about the benefits of carpooling, walking, bicycling or riding the bus
- Promote the commute option program to employees by producing and distributing information pieces
- Track employees' participation in specific program elements
- Help monitor employee parking in designated HOV parking spaces
- Distribute subsidies and incentives to employees
- Brief management on the CTR program's progress and request resources

# PROVIDING SUPPORT TO THE ETC

ETC's are most effective when they receive support from upper level management. This may include an annual budget for the commute options program and creating time for that person to spend on program projects. Support may also need to come for other resources and departments from within the company.

It can be helpful to form a commute options committee within your company. Committees provide helping hands, creative minds and the means to build broad-based support for your commute option activities.

Other important staff and internal resources may include:

- Budget and Finance Departments for help with processing subsidies and applying for B&O tax credits
- Webmaster to create a commute options website
- Newsletter editors for publishing commute option articles
- Print shop for printing promotional materials
- Parking management to maintain HOV spaces and bicycle parking
- Facilities to maintain pedestrian and bicycle routes on-site, showers, clothes lockers
- Wellness Coordinator and Sustainability Coordinator to build common goals

## WHAT ARE THE QUALITIES OF A SUCCESSFUL EMPLOYEE TRANSPORTATION COORDINATOR?

An ETC can be found at any level or in any department in an organization. In many cases, an ETC is a member of the human resources department, since many of the functions of CTR are related to personnel management.

Experience has shown that successful ETC's share many of the following abilities and characteristics:

- Access to management and employees at all levels within the company
- Ability to work well with people
- Excellent communication skills
- Flexibility in work responsibilities and schedule to implement and promote a worksite CTR program
- Superior organization and coordination skills
- Ability to access and use a computer
- Interest in commute alternatives, or someone who already commutes by bicycle, carpool, vanpool, walking or bus
- Interest in environmental issues

### **Some common elements that many CTR programs in the Puget Sound have found successful:**

- Provide free or subsidized ORCA passes through ORCA Business Choice or ORCA Business Passport.
- Support bike commuting by providing secure bike storage, showers and lockers.
- Charge for parking, offer priority parking for carpools and vanpools.