

# Commuter Trip Reduction Basic Training

An Introduction For Employee Transportation Coordinators (ETCs)



# Agenda

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- What is CTR?  
Section 1: Commute Trip Reduction Background
- How do I fit in?  
Section 2: Your Role as an ETC
- What are our commute options in Kitsap County?  
Section 3: Alternative Commute Modes
- How can my worksite encourage and support CTR?  
Section 4: Incentives, Subsidies, and Parking Management
- What now?  
Section 5: Next Steps



# What is CTR?

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## Section 1: Commute Trip Reduction Background

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# What is CTR?

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- CTR, or Commute Trip Reduction, is a program required by law for certain worksites in Washington
  - The program encourages employees to reduce the number and length of trips they make alone by car to work
- ETCs, or Employee Transportation Coordinators, are the CTR resource at each worksite
  - You are the point-of-contact that helps CTR get rolling at your worksite!





## Section 1: Commute Trip Reduction Background

# CTR Law & Goals

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- CTR law is part of Washington's 1991 Clean Air Act
- Goals
  - Reduce air pollution
  - Reduce traffic congestion
  - Reduce energy (fuel) consumption
- It is working?
  - Yes! CTR worksites statewide have 66% more non-drive alone trips than the national average (WSDOT, 2017)





## Section 1: Commute Trip Reduction Background

# What does CTR look like?

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CTR takes many forms!

- Biking
- Walking
- Vanpooling
- Carpooling
- Taking Transit (Buses & Ferries)
- Working from home/teleworking
- Working flex schedules



## Section 1: Commute Trip Reduction Background

**Why does CTR matter?**

**Kitsap Transit**  
Connecting Communities

- CTR is a win-win for employers and employees
- There are financial, environmental, and health benefits to employers and employees!
- Take a minute to answer these questions:
  - How do you benefit if your coworker commutes to work using an alternative mode?
  - How do you benefit if YOU commute to work using an alternative mode?

## Section 1: Commute Trip Reduction Background

# Thought Exercise

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How do you benefit if your coworker commutes to work using an alternative mode?

- Less cars on the road, so you are stuck in less traffic (if you are commuting in a vehicle)
- Easier to find parking at your worksite if needed
- Reduced greenhouse gas emissions that contribute to climate change

How do you benefit if YOU commute to work using an alternative mode?

- Regardless of mode, you save money
  - Less \$\$\$ on gas and vehicle wear-and-tear
  - Potentially lower insurance costs
  - Never pay for parking
- If you bike or walk
  - Physical health benefits
- If you telework or use transit, vanpool, or carpooling
  - More free time! Take a nap, make your grocery list, or play a game on your phone



## Section 1: Commute Trip Reduction Background

**How much road space  
do 60 commuters use?**

**How much road space  
do 60 commuters use?**



# How do I fit in?

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Section 2: Your role as an Employee Transportation Coordinator (ETC)



## Section 2: Your role as an ETC

# What is my primary responsibility as an ETC?

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Get the word out

- Prominently display ETC contact information at your worksite(s)
- Distribute information to employees about commute alternatives to driving alone at least once a year (hopefully much more)
  - Kitsap Transit can provide brochures for you.
- Promote [RideShareOnline.com](https://www.kitsaptransit.com/ride-share)



## Section 2: Your role as an ETC

# Other ETC Requirements – Program Administration

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- Attend Basic Training within one year of assignment (this is your basic training)
- Submit a Annual Report and Program Description
- Provide notice when making major changes to CTR program, such as a worksite move, a new ETC, or a significant change in subsidies and incentives
- Survey employees about their commute habits every two years or as required by the jurisdiction





## Section 2: Your role as an ETC

# Other ETC Requirements – Networking

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- Participate in the CTR network
  - Collaborate with neighboring CTR worksites
  - Attend any Networking Sessions that are scheduled
- The CTR network is also a benefit to ETC's
  - Get to know your regional partners
  - Learn new skills in a fun atmosphere



## Section 2: Your role as an ETC

# ETC Benefits

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- New skills
- Greater visibility within and outside of your organization
- Networking
- Generating positive publicity for your organization





## Section 2: Your role as an ETC

# Who is an affected CTR employer? What happens if you don't achieve a reduction of drive-alone trips?

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- The CTR law applies to all employers, including public and private, that have 100 or more “affected” employees who work at a single worksite
- “Affected employees” are employees who:
  - Work full-time (35 or more hours per week), and
  - Are scheduled to begin work between 6 and 9 a.m. on two or more weekdays for at least 12 continuous months at a single worksite
- Not achieving a reduction of drive-alone trips does not violate the CTR law
- Failing to develop, submit, and implement a CTR program is a violation of the CTR law

## Section 2: Your role as an ETC

# What is the Annual Report? (AKA “Program Report”)

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- Describes your worksite’s CTR program
- Every 2 years is a survey year – during survey years, the Annual Report is abbreviated and combined with the survey
- Completed by ETC and signed by management

The report includes details about...

- Posting of ETC contact information
- Basic training attendance
- How CTR information is distributed
- Relocation of worksite
- How management is updated
- Contact information for ETC and management
- What promotions are planned
- Subsidies and incentives for alternate modes: bus, vanpool, carpool, bicycle, walk
- Telework/flex schedules/compressed work week (CWW)
- Worksite amenities – bicycle racks/cages, lockers, showers
- Guaranteed Ride Home
- Parking – priority for carpools & vanpools, free or charged

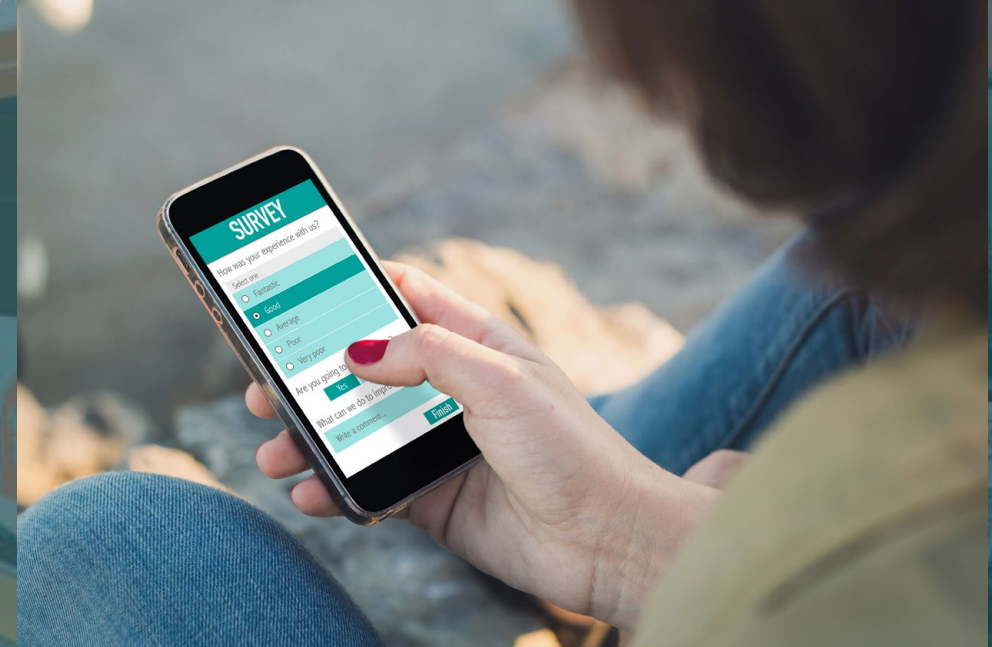


## Section 2: Your role as an ETC

# What is the CTR Survey?

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- Survey occurs every 2 years
- Asks employees about their commute patterns
- Like all aspects of CTR, the survey requires good communication
  - Kitsap Transit will send sample communications to ETCs
  - ETCs should communicate in advance with management and employees



# What are our commute options in Kitsap County?

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Section 3: Alternative Commute Modes

## Section 3: Alternative Commute Modes

# What are the alternatives to driving alone to work?

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- Carpooling
- Vanpooling
- Riding Transit
- Walking and Cycling
- Working a Compressed Work Week
- Teleworking



## Section 3: Alternative Commute Modes

### Carpooling

- Most popular choice
- May be suitable for individuals with safety concerns or mobility issues
- How can I help my employees find a carpool?
  - [www.rideshareonline.com](http://www.rideshareonline.com)
  - Host events to promote carpooling

## Section 3: Alternative Commute Modes

# Vanpooling

- A vanpool is a group of three or more people who share a similar commute
- Kitsap Transit will provide the van, fuel, insurance, and maintenance
- Users pay a low monthly fare based on daily round trip miles
  - Employer may cover or subsidize this
- [kitsaptransit.com/vanpool/join-a-vanpool](http://kitsaptransit.com/vanpool/join-a-vanpool)





## Section 3: Alternative Commute Modes

# Why I Vanpool

"Vanpooling – something I never imagined I would do. I was pleasantly surprised once I joined a vanpool. The other people in our vanpool are very kind, sweet and funny! The trip into work seems much more relaxed and somehow faster. And my local gas station misses me (HAHA) since I don't spend nearly as much time as I used to! The few and minor adjustments to my day have been negligible. Try it – you'll like it!"

*-Kim R.*





## Section 3: Alternative Commute Modes

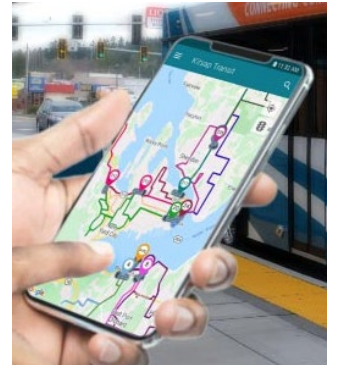


# Transit

- Routed Buses, Ferries, On-Demand/Dial-A-Ride, *ACCESS* & Vanlink, and Worker/Driver buses
- All buses in our Routed Service and many of our Worker/Driver buses have bike racks mounted on the front of the vehicle. Our ferries also hold bikes
- Ride to a bus stop, or park at a park-and-ride to use transit for a portion of your ride
- Kitsap Transit makes connections with other transit agencies: Mason Transit, Pierce Transit, Jefferson Transit & Clallam Transit.

## Transit Tools

- Kitsap Transit Route Planner through Google
- Kitsap Transit Tracker
  - Real-time arrival info on buses and ferries
- Transit GO Ticket
  - Allows you to buy tickets to ride public transportation with a credit card
- Ride Pingo
  - Book, track and pay for a shared ride on our BI Ride service
- Rides on Demand (launches Nov 28)
  - Kingston & South Kitsap on Demand - book and track your ride in real-time or schedule a ride later.



## Section 3: Alternative Commute Modes

# Transit - Addressing Unfamiliarity with Transit

- Using transit for the first time can be intimidating
  - Provide help with route planning, offer to do a ride-along, or look into a Travel Trainer: [Kitsap Transit Travel Training](#)
- There are lots of great resources to help people figure out how to plan their trip, get on/off the bus, and more – check out all of the helpful videos here: [Helpful Videos](#)



## Section 3: Alternative Commute Modes

# Why I Take the Bus

"I ride the bus to and from work every day. I live in west Bremerton and take the bus because it is super convenient and easy. The bus is a great resource for local commuters like me. I like not having to drive and search for parking downtown. It saves me a ton of time and money. The bus is always on time and the drivers are super outgoing and helpful. The morning and evening schedules work great for local commuters. Route schedules run at faster intervals, giving commuters more route options. I appreciate Kitsap Transit and the friendly service they offer."

*-Chris B.*





## Section 3: Alternative Commute Modes

# Walking & Cycling

- Kitsap County is getting more bike friendly with many roads now having bike lanes
- May is National Bike Month, with mid-May having a Bike-to-Work Day. You can help promote biking and walking to work by hosting an event at your site.
  - Combine it with a health and wellness program
  - Host a table at your Benefits Fair - I'll bring the free swag!
  - Get local bike shops involved to support local small business while promoting a healthy commute alternative.



# Walking & Cycling - Addressing Barriers

- Walking and cycling may not be appropriate for your worksite
  - Does your site have bike lanes nearby?
  - Are you right off a major thoroughfare that may be hard to walk or bike on?
- Safety is a common concern
  - Can be addressed through creating walking or cycling groups
- Workplace amenities can support walkers and cyclers
  - Changing rooms
  - Showers
  - Lockers or gear storage areas
  - Covered bike parking
- Combine strategies – for longer routes, bring your bike on the bus!



## Section 3: Alternative Commute Modes

### Why I Bike

"I have been commuting with an e-bike for about 5 months now and it has been fantastic! The pedal assist really helps with the hills, and I can definitely tell I'm in better shape. Not to mention the benefits of not driving a single occupancy vehicle and the associated costs and pollution that come with that. I highly recommend giving it a try if your commute will allow you to do so."

-Kevin C.





## Section 3: Alternative Commute Modes

# Guaranteed Ride Home

Take the stress out of your commute! The Kitsap Transit Guaranteed Ride Home (GRH) program will reimburse your emergency ride home for anyone who qualifies as a Smart Commuter and works or goes to college in Kitsap County.

- Things like illness of yourself or immediate family member, unexpectedly need to work late, etc.
- A common barrier to CTR is feeling comfortable without your car.
- These programs are not useful if your team members don't know about them – as an ETC, that's where you come in!



## Section 3: Alternative Commute Modes

# Working a Compressed Work Week/Flex Schedule

- Flex time: working a fixed schedule separate from 8am-5pm
  - Reduces congestion during peak times
- Compressed schedule: eliminate a full workday by working longer hours on the remaining days (4, 10-hour days is common)
- Use your role as an ETC to push management to allow and encourage these strategies!

1 Day  
off

## Section 3: Alternative Commute Modes

# Teleworking

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- Flex time: working a fixed schedule separate from 8am-5pm
  - Reduces congestion during peak times
- Compressed schedule: eliminate a full workday by working longer hours on the remaining days (4, 10-hour days is common)
- Use your role as an ETC to push management to allow and encourage these strategies!





# **How can my worksite encourage and support CTR?**

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Section 4: Incentives, Subsidies, and Parking Management

## Section 4: Incentives, Subsidies, and Parking Management

# Incentives



- Incentives are CTR strategies designed to motivate employees not to drive alone
  - Preferential parking for carpools and vanpools (I can provide signs)
  - Promotional items with your organization's logo (mugs, pencils, etc.)
    - I can provide KT branded swag prizes - just ask!
  - Monthly or quarterly drawings
  - Many organizations offer \$1-2/trip for using an alternative mode
  - Prize drawings for campaigns such as the Switch Your Trips campaign (previously Wheel Options)
- Get creative!
- Use the ETC network and Kitsap Transit to help brainstorm imaginative incentives

## Section 4: Incentives, Subsidies, and Parking Management

# Subsidies

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- Subsidies are one way a worksite can support CTR
- Subsidies reduce the employee's overall commute cost on a regular basis. An example is a monthly vanpool or transit subsidy. Many worksites offer subsidies, but not all do
- Look into ORCA business accounts - [www.myorca.com/business/](http://www.myorca.com/business/)
  - Passport
  - Choice
- Your role as an ETC
  - Learn about the subsidies your worksite offers
  - Get the word out!



## Section 4: Incentives, Subsidies, and Parking Management

# Parking Management

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- Parking management strategies balance the supply and demand for parking
- Commuter travel choice is often influenced by the cost, availability, and convenience of free parking
- Sample strategies
  - Preferential parking for carpools/vanpools
  - Reducing the supply of parking
  - Charge for parking
- To learn more about why free parking poses several problems, check out this video:  
[https://youtu.be/Akm7ik-H\\_7U](https://youtu.be/Akm7ik-H_7U)



# WHAT NOW?

Section 5: Next Steps



## Section 5: Next Steps

### Where do I start?

- Step 1: Learn about the CTR program
- Step 2: Gain management support
  - Consider CTR part of your core duties. While it may not take up that much of your time, make it a habit to inform your team or supervisor about CTR at any regular check-ins you have
  - Find someone on your management team that likes to bike on the weekends or use public transit. Use them to help encourage others to love CTR!
- Step 3: Understand your audience
  - Does your worksite have safe bike lanes nearby? Are you far from bus stops? Do your employees have a place to shower and/or change at work?
  - Every worksite is different, and you should focus on strategies that would work for your organization
- Step 4: Learn your commute options
- Step 5: Stay in touch
  - Get it, give it! When you receive CTR encouragement and other materials, make sure to post them at your work and/or distribute them by email
  - Work with Kitsap Transit to complete your annual report and survey. We are here to help!





## Section 5: Next Steps

# What tools do I have access to?

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- The CTR Network – don't be a stranger!
  - Kitsap Transit - aka ME!
  - Peer networking - reach out to fellow ETCs
- Online resources
  - Commute Trip Reduction - [kitsaptransit.com/CTR](https://kitsaptransit.com/CTR)
  - Smart Commuter - [kitsaptransit.com/SMART](https://kitsaptransit.com/SMART)
  - Guaranteed Ride Home - [kitsaptransit.com/GRH](https://kitsaptransit.com/GRH)
  - Ridematching - [RideshareOnline.com](https://RideshareOnline.com)
  - Kitsap Transit's Blog - [ktheadways.com](https://ktheadways.com)
  - ORCA - [myorca.com](https://myorca.com)
  - Kitsap Transit Apps, like the Tracker - [kitsaptransit.com/apps](https://kitsaptransit.com/apps)
  - [Subscribe to Rider Alerts](#)



# How do I get my team excited about CTR?

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- Publicize the benefits
  - Lower stress
  - Save \$\$\$
  - Read, listen, shop, relax
  - Legal cellphone use
  - More physical activity
  - Health benefits
  - Reduce greenhouse gas emissions that contribute to climate change
  - Network within your organization



## Section 5: Next Steps

# How do I get my manager excited about CTR?

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- Talk about the benefits to them
  - Increased employee satisfaction
  - Recruitment and retention
  - Reduced lateness/absenteeism
  - Reduced demand and cost on infrastructure
  - Alignment with your agency's mission
  - It's the law!
- Keep bringing it up on a regular basis



*—congrats!—*  
YOU DID IT

Congratulations! You are almost done with basic training. Please email Lindsay Kuiphoff ([lindsayk@kitsaptransit.com](mailto:lindsayk@kitsaptransit.com)) at Kitsap Transit once you have completed this training.

Let me know if you'd like to be scheduled for a one-on-one meeting to discuss your organization's CTR program.