



Employee Transportation Coordinator (ETC) SUCCESS TOOLKIT



A Service of the Bellevue Downtown Association



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Bellevue Downtown Station

ABOUT US

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Created in 1986 to confront the transportation challenges of a growing downtown, Connect Bellevue (formerly TransManage) is one of the country's longest-standing Transportation Management Associations (TMAs).

We forge great partnerships with local jurisdictions and transit agencies to achieve downtown mobility through sound transportation demand management (TDM) strategies.

As a service of the Bellevue Downtown Association, we leverage our close ties with property managers, employers, and businesses in the Eastside to educate commuters and businesses on the benefits of transit, walking, bicycling, ridesharing, and working from home.



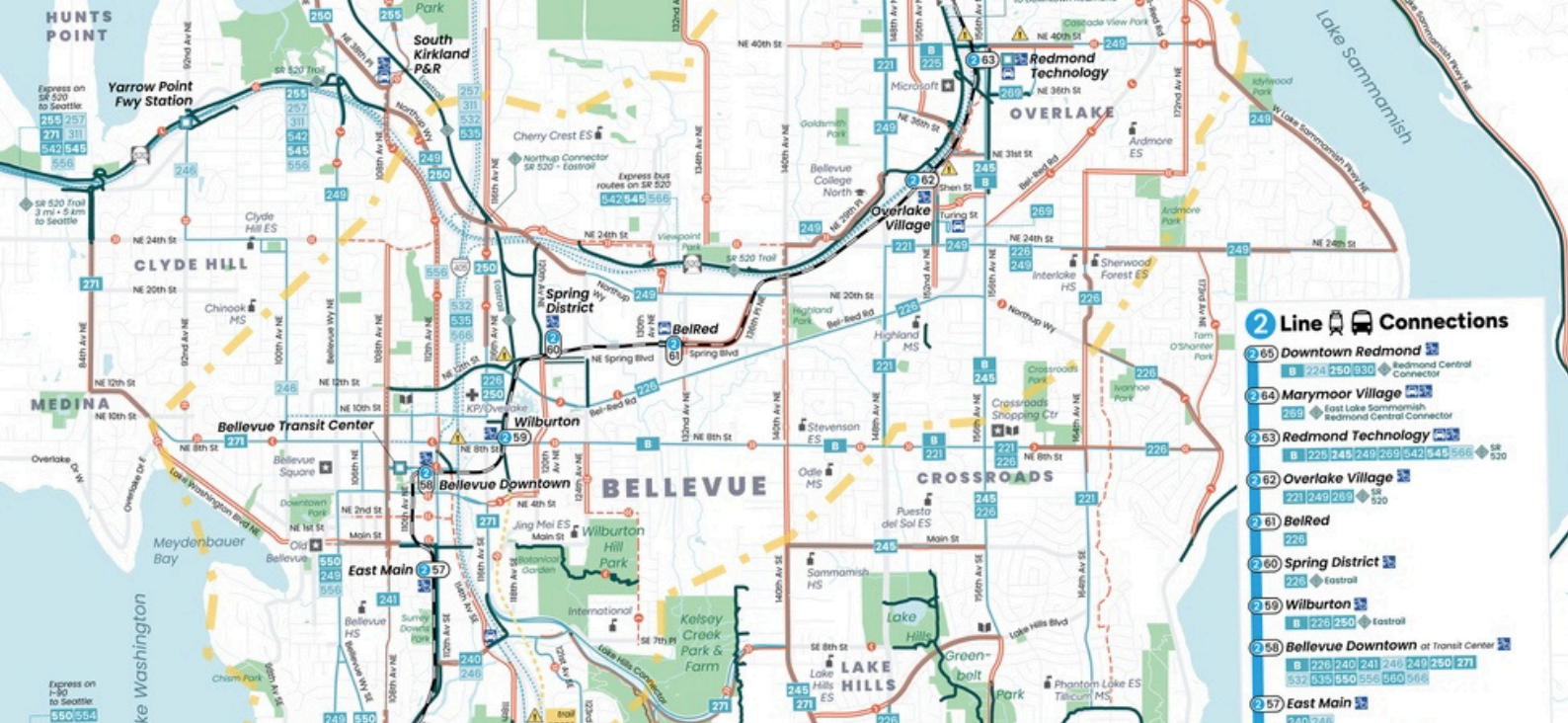
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INTRODUCTION

The commute can be a source of stress for employees, and stressed employees are less productive and more likely to leave. Employers who recognize this have found that offering transportation benefits and commuter support can help with recruitment and retention.

Investing in employees' physical and financial well-being saves employers time and money over time. Employees need to know where to turn for help with commute challenges and benefits.

Many employers find that hiring an employee transportation coordinator (ETC) is a simple way to get started. A full-time employee or a transportation specialist organization that takes on the ETC workload can help employees get the most from existing transportation benefits programs.



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What is an Employee Transportation Coordinator (ETC)?

ETCs are the designated point person for promoting transportation options and coordinating transportation benefits programs, completing mandated CTR surveys, and serving as the point person with the city.

Here are some of the things an employee transportation coordinator may do:

- Learn about employees' transportation habits and needs.
- Work with the local Transportation Options provider to offer transportation resources and programs to employees.
- Encourage and facilitate transportation options to reduce the number of employees driving to work alone.
- Promote the use of existing programs and benefits.
- Administer benefits programs and keep records.
- Encourage employees to take the biennial CTR survey mandated by the city.
- Attend ETC trainings and required meetings from the city.
- Host a transportation fair once a year or more if needed.
- Answer all transportation options questions from employees and create custom commute plans.
- Create and/or implement the required CTR program for the organization.

What is Transportation Demand Management (TDM)?

Transportation Demand Management (TDM) is a transportation planning specialization approach that promotes environmentally sustainable transportation options and more efficient use of transportation infrastructure. Strategies include promoting and incentivizing carpooling, vanpooling, transit, walking, biking, teleworking, and flexible work hours.

TDM in Bellevue

- Since the mid-1980s, the **City of Bellevue** has implemented TDM strategies to **reduce reliance on drive-alone trips**.
- These efforts support mobility and accessibility in a growing city and align with **Bellevue's Environmental Stewardship Plan**, which aims to:
 - Reduce greenhouse gas emissions by 50% by 2030
 - Reduce greenhouse gas emissions by 80% by 2050

Commute Trip Reduction (CTR) Requirements

- In 1991, Washington State enacted the **CTR law** that requires employers with worksites of **100 or more employees** to develop **transportation programs** to reduce drive-alone commute trips.
- CTR programs include free/reduced-fare transit passes, carpool/vanpool subsidies, bicycle amenities (parking/lockers/showers), and pre-tax dollars for commute expenses.

Reporting, Compliance, & Penalties

- CTR-affected companies are **required** to report on program elements, measure results with state and city assistance, and change their programs if they are not making progress toward mode-share goals.
 - Governed by **RCW 70A.15.4020** and **Bellevue City Code 14.40**
- The City of Bellevue may issue a **notice of civil violation for noncompliance**, may impose monetary penalties of up to **\$250 per day per violation**. ([BCC14.40.110](#))
- Each day of failure to implement the program may be treated as a separate violation, subject to penalties as described in [Chapter 7.80 RCW](#).
- Employers with an **approved CTR program** that make a **documented good-faith effort** are **not penalized** for failing to meet drive-alone or vehicle miles traveled (VMT) reduction targets.

Need Support Navigating TDM and CTR Requirements?

Connect Bellevue's TDM specialists can help employers and ETCs coordinate transportation programs, support CTR compliance, and manage ongoing reporting and implementation.

2033 Bellevue TDM Drive-Alone Targets

Population	2033 Drive-Alone Targets
Citywide residents	43%
Citywide workers	53%
Downtown workers	44%

Source: [Bellevue Transportation Demand Management Plan 2024-2033](#)

Why is TDM Important?

As of 2023, Bellevue's population was 154,600 residents, and as of 2022, Bellevue's worker population totaled 154,400. Within the Bellevue Comprehensive Plan's horizon year of 2044, Bellevue is projected to add 70,000 jobs and 35,000 housing units – bringing the total jobs to 227,800 and housing units to 98,200.

Bellevue is a major regional job center with about the same number of jobs as residents, and it generates a significant number of commute trips to, from, and within the city.

Currently, Bellevue workers' and residents' sustainable transportation needs are served by 30 bus routes operated by Sound Transit and King County Metro to include ST Express Routes 532, 550 and 560, and KCM's RapidRide B Line service, Sound Transit's 2 Line light rail service (full opening in 2026 with service into Seattle); multiple employer shuttles; King County carpool and vanpool (share) options; over 140 miles of bike lanes and facilities; 325 sidewalk miles; 26 miles of multi-use paths (for pedestrian and bicycle use); and the Bellhop microtransit service that operates in Downtown Bellevue.

Bellevue's transportation options, especially with the introduction of the 2 Line, are expanding, providing more travel options for the city's workers and residents. As the city grows, its transportation system must provide new residents and workers with viable multimodal travel options to support a denser city.



How Can This Toolkit Help?

This toolkit is for employers and current ETCs: it will help you learn more about programs and resources to meet your employees' needs and your organization's. This toolkit can serve as a guide or reference for evaluating or improving existing programs.

Connect Bellevue, a transportation management association managed by the Bellevue Downtown Association, led the development of this toolkit with support from the City of Bellevue TDM program, Choose Your Way Bellevue.



GETTING STARTED

Transportation options programs work best when tailored to your workplace. Benefits and programs should meet employees' interests and needs and consider existing infrastructure and services.

The following four-step process will guide you through planning, implementing, evaluating, and strengthening your organization's program. **The guide covers these four steps:**

1

Assess Your Needs

2

**Develop Your
Transportation Options
Program Plan**

3

**Implement Your
Program**

4

Evaluate & Maintain



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STEP 1: ASSESS YOUR NEEDS

Before you can create a useful program, you need to know what transportation problem you are here to solve. The first step is to understand your employees' commute needs and the existing options available at and near your worksite. Below are links to surveys that can be used as is or modified:

- [Employee survey](#): An employee survey will help you understand your employees' commute needs. This survey will provide insight into how your employees currently travel, the options they think they have, and the types of incentives that may encourage them to try different options.
- [Worksite transportation assessment](#): A worksite transportation assessment will give you a clear picture of what benefits, facilities, and policies your workplace offers and how they might be improved. By comparing the results of this worksite assessment with those of the employee survey, you can begin to identify benefits, programs, and facilities that best serve your employees.



STEP 2: DEVELOP YOUR TRANSPORTATION OPTIONS PROGRAM PLAN

A good program will speak to the organization's culture. You know your workplace best.

Use the knowledge and findings from Step 1 to identify strategies to support your organization's goals.

We recommend **three components for your program plan**:

A. Goals

B. Strategies

C. Work Plan



A. Goals

Ask yourself: in the coming year, what should your transportation options program seek to accomplish? Are there longer-term goals that should be recorded (such as increasing reported employee satisfaction or attracting better candidates)?

Examples of goals may include:

- Improving employee retention
- Reducing employee transportation costs
- Increasing use of available transportation benefits
- Supporting a sustainability initiative
- Increasing employee morale
- Decreasing parking use and/or parking conflicts
- Increasing employee satisfaction with their commute





B. Strategies

This toolkit includes a menu of strategies to encourage and support your employees' use of transportation options. Not all strategies will work for every workplace.

We recommend choosing those that best match your goals, budget, and the level of effort your ETC can support. Start by reviewing the options to find ideas that best meet your needs.

Next, prioritize and adjust them based on your budget and time commitment.





C. Work Plan

Your work plan should include the steps and timeline for each strategy. The time needed to plan and execute a strategy can vary depending on its scale.

For example, some strategies may have a fixed launch date, such as Bike to Work Day or the Get There Challenge, while others may be ongoing programs like commuter benefits or reward programs. Regardless of the strategy, your work plan should include key milestones and the steps needed to reach them.

To create your work plan, consider:

Resources of Support Needed

How should management be involved in approving or implementing the strategy? How much will the program cost? What is your budget? Who needs to be involved with implementation? What roles will other departments or colleagues take on, and will they need training to fulfill these responsibilities?

Key Dates or Milestones

When will the strategy be implemented? What needs to be in place before implementation, and by when? (promotions, materials, event supplies, etc.)

How The Strategy Will Be Promoted

What are the best existing channels to communicate with your colleagues (i.e., email, bulletin board postings, posters, internal newsletter)? Can some communications come straight from management?





STEP 3: IMPLEMENT YOUR PROGRAM PLAN

Your plan is set, now it's time to bring it to life. You may need to modify your plan as you roll it out if unexpected issues arise. To get the most from your work plan, check in with it regularly and make adjustments as needed.

Collect data as you go; this will help with evaluation. You can track benefit uptake, event participation, materials distributed, or conduct informal interviews with employees to understand how they are responding to specific strategies and programs.

STEP 4: EVALUATE & MAINTAIN

You should measure your program's effectiveness to understand and improve its impact. This will help you decide which strategies to continue and how to refine them for lasting results. Management is often interested in the program's successes and plans for improvement.

Recommended steps for evaluating and maintaining your program include:

Conduct an annual review

1. Start by conducting another employee survey and worksite assessment.
2. Compare the results of the survey with those of the prior year(s) and see if any changes are working towards your goals.
3. Create an annual report to summarize program offerings and participation. Reflect on lessons learned
4. For each strategy implemented, consider: What worked? What didn't work? What could be improved?
5. Document your lessons learned each year so you can build upon your findings as you adjust your program plan. Adjust your plan for next year to improve your initiative
6. Initiate another conversation with management to share the successes, challenges, and lessons learned from the previous year.
7. Create a list of adjustments to make to your plan and prioritize which are most important to achieve.
8. Revisit [Step 2 \("Develop your Plan"\)](#), adjusting the goals, strategies, and work plan according to your prioritized list of adjustments.

Notes:

Hire Connect Bellevue as Your ETC.

Developing a transportation options program takes time and expertise. Connect Bellevue can manage this work for you or support key program components.



Schedule a meeting
to discuss your
needs!





MENU OF TDM STRATEGIES

The following strategies are common components of a workplace commute program. Review the list and see which ones might be appropriate and welcome at your workplace. You should keep in mind what you learned in your surveys and interviews



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EMERGENCY RIDE HOME

Provide employees who arrive to work without a car a way to get home of emergencies or unexpected late work. If you currently offer ORCA Passport, it offers the Home Free Guarantee (HFG) Program gives your employees up to 8 free trips home, per year, if emergencies or unexpected late work makes them miss their normal transit, carpool or bike ride home.

If you currently do not offer the ORCA Passport, but you are in a building with Connect Bellevue as the building transportation coordinator, your employees can get HFG if they have signed up for [the building benefits](#) on the website.

EMPLOYEE BIKE OR SCOOTER SHARE

Offer employees the opportunity to use a bike or scooter for trips during the work day. Consider establishing an employer owned bike or scooter fleet or if available, getting a membership with a local bike share.

EMPLOYEE CAR SHARE

Provide employees who do not drive to work with the option to take a company fleet vehicle or if available, a car-sharing service like Zipcar. Consider establishing an employer owned vehicle fleet or partnering with an existing car share provider.

Have Question About These Benefits?

Connect Bellevue's TDM specialists can walk you through these benefits options, help determine what makes sense for your workplace, and support implementation.

TELEWORK POLICY & FLEXIBLE WORK SCHEDULE

Provide employees who arrive to work without a car a way to get home of emergencies or unexpected late work. If you currently offer ORCA Passport, it offers the Home Free Guarantee (HFG) Program gives your employees up to 8 free trips home, per year, if emergencies or unexpected late work makes them miss their normal transit, carpool or bike ride home.

TRANSPORTATION OPTIONS BENEFITS

Employer Subsidized Transit Pass

Enroll in an [ORCA Business program](#) offered by King County Metro to subsidize all or part of an employee transit pass.

Secure Bike Parking

Provide secure bike parking options: bike lockers, bike rooms, or covered bike racks.

Commuter Pre-tax Benefits

Allow employees to pay for vanpools or transit passes using pre-tax dollars (up to \$340 per month). For qualified transportation fringe benefits, see Section 132(f) of the Internal Revenue Code.

Preferential Parking

Create dedicated parking spots for carpoolers/vanpoolers in a premium location. Consider setting a minimum number of passengers to qualify.

Commuter Rewards Program

Reward program participants through raffle drawings, monetary incentives, or special reward events. Consider testing different frequencies of raffle drawings and trying different reward structures to keep participants motivated. Also see [Choose Your Way Bellevue Rewards Program](#) which you can market to your employees.

Parking Cash-Out

Offer employees the option to accept taxable cash income instead of a free or subsidized parking space at work.

Parking Charge

The most effective way to reduce single occupancy vehicle trips is to charge for parking. Parking charges may vary depending on the amount available at your worksite and whether parking spaces are bundled with your base rent cost. Consider using parking revenue to fund other transportation options programs.



Feeling Overwhelmed?

Serving at an ETC can be rewarding, but it also requires time, coordination, and specialized knowledge.

Connect Bellevue can help manage and administer these programs, so you don't have to take it on alone!

← **Schedule a meeting to discuss your needs!**



INFORMATION & RESOURCES

INFORMATION HUB

Create a one-stop hub of information about available alternatives. This could be a physical display, a bulletin board, and/or a page on your company intranet site. This is a low/no cost strategy that requires minimal staff time. Content should be reviewed regularly to keep it up to date.

CARPOOL & VANPOOL MATCHING

Employees can find carpool/vanpool matches at
<https://chooseyourwaybellevue.icarpool.com/en/Login.aspx>

NEW HIRE ORIENTATION

Include a commute options info sheet in orientation materials, offer a one-on-one session to discuss benefits, or create a customized commute plan.



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EVENTS & CAMPAIGNS

Choose Your Way Bellevue has multiple travel challenges with rewards up to \$300 and the annual Washington State travel challenge, Switch Your Trips, with multiple prizes of \$1500!

Make sure to [sign up for our newsletter](#) to stay up to date on all the ways to earn rewards.



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RECOGNITION

Choose Your Way Bellevue has the STAR program to recognize excellent ETCs.

BECOME A ETC STAR RECIPIENT

ETC Award Criteria:

- Attend all ETC Networking meetings within the 2025 phase timeline*
- Attend all classes offered by Choose Your Way Bellevue within the 2025 phase timeline*
- Participate in all promotional activities offered by COB or CYWB
- Complete the biannual CTR Survey within the deadlines specified.
Timeline designated by the city with at least 50% response rate (even years).
- Complete the biannual CTR Program Report within the deadline specified by the city (odd years)
- Bonus Points: Attend and/or participate in external CTR and/or Transportation Demand Management (TDM) related forums and meetings (i.e., WSDOT: TDM Technical Committee and board of director meetings, Pudget Sound Regional Council TDM stakeholders meetings, Washington State Rideshare Organizational annual meeting, etc)

ETC Star Recipients Will Receive:

A special plaque with your name, a gift card, and a mention in various trade and local newsletters and papers. The first ETC Stars will be awarded each year in January!



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COMMUTE MODES

Overview Public transit not only lowers a commuter's carbon footprint and traffic congestion, it also:

As an ETC, your role is to help co-workers understand their choices, identify what works best for their needs, and feel confident trying new ways to get to work.

Many commuters use more than one mode, for example, biking to transit, carpooling a few days a week, or combining telework with in-office days. Even small shifts can reduce stress, lower costs, and improve overall commute experiences.

The sections below outline the most common commute modes available to Bellevue workers, along with benefits, resources, and tips you can share to help employees get started.



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TRANSIT

Overview Public transit not only lowers a commuter's carbon footprint and traffic congestion, it also:

- Saves money on commute costs like gas, vehicle wear and tear, and parking (especially if the employer is part of ORCA Business Program).
- Reduces stress by allowing someone else to do the driving. Commuters can use the extra time to do other tasks or simply relax.
- Builds community with like-minded people who also use transit.
- Bonus: Public transit riders are, on average, healthier than people who drive. Get a few steps in!

Resources

ETCs can help their co-workers get started with riding transit by passing along information about:

- System Basics: Direct co-workers to the transit providers website. <https://kingcounty.gov/en/dept/metro> and <https://www.soundtransit.org/>

- Trip Planning: Most transit providers have a transit trip planner tool on their website. You could also point out mobile trip planning applications ([Google Maps](#) or [Transit App](#).)

Common Concerns

“I don’t know how to buy a ticket.”

Ask your ETC if your company provides a transit pass option. Check out your transit provider’s website to learn how to purchase a fare.

“I don’t know which bus to take.”

Most transit provider websites have a transit trip planner tool. You can also use Google Maps to learn about your options.

“It takes too long.”

You may be able to shorten your commute time by taking your bike on the bus or using a Park & Ride. Talk to your ETC about these options. On longer commutes, you can use your time spent following up on email, reading, or simply relaxing. You may find it to be a nice break before and after your workday.

ORCA Business Programs

ORCA Business Programs, offered through King County Metro, allow employers to provide transit benefits as a workplace benefit.

ORCA Business Passport

An annual all-inclusive benefit that provides employees with a yearly pass that covers unlimited access to regional transit at just \$171 per year per employee.

- Vanpool fares are included, along with emergency ride home options
- One annual contract with “set-it-and-forget-it” administration
- Helps employers meet Bellevue Commuter Benefits Ordinance
- Lower rates available with King Country Metro’s New Customer Incentive and Choose Your Way Bellevue’s rebate

ORCA Business Choice

The most flexibility at retail rates. Employers select which employees receive an ORCA card and assign the value. Choose from employee pre-tax, an employer e-purse subsidy, or a subsidized Puget Pass.

- No minimum participation requirement
- Month-to-month flexibility based on employee needs
- Employee cost-sharing options
- Can be paired with payroll deductions to reduce taxable income



Contact Connect Bellevue to Get Started with ORCA Business Programs!

Schedule a meeting with our TDM specialist to learn which ORCA Business Program is right for your workplace.

Schedule a meeting to discuss your needs!



VANPOOL

A vanpool is a larger, more formalized type of carpooling. In a vanpool, groups of 5 to 7 people regularly travel to work together in a van leased from King County Metro.

About Vanpool:

- **Basics** – Vanpool is a great way to share the ride with others who have a similar origin, destination, and work schedule. These consistent group members could include co-workers, friends or neighbors. There must be at least two drivers and one bookkeeper in each group, which collectively agrees on the route and meeting locations for a streamlined commute to the worksite location. The program includes everything; van, fuel, maintenance, insurance, 24-hour roadside assistance and the emergency ride home program.
- **Flexibility** – Enjoy reduced or alternating schedules available to vanpool commuters. Request a free bike rack for your van to combine biking with your vanpool commute.
- **Fares** – **Cost will vary but may be similar to a monthly transit pass.** Check with your Human Resources department for details about your transportation benefits.



Vanpool Guaranteed Ride Home Program Benefits:

An active King County Metro vanpooler is eligible for emergency rides home. King County Metro asks that, if you do have employer-provided benefits, you exhaust those before using your GRH trip provided by King County Metro.

Get Started:

- Learn how to find an existing vanpool with this [infographic](#) and submit your [application here](#).
- Learn how to start a new vanpool with this [infographic](#) and submit your [application here](#).

If you need assistance in finding individuals with similar commutes and schedules, we recommend setting up a free account within our [Choose Your Way Bellevue portal](#) to the RideshareOnline regional ride-matching service.

Looking to try out a vanpool for free for up to three trips? Fill out [this form](#) for your free Test Ride!



Live or work outside of King County?

For commuting to or from Bellevue, you have vanpool options in:

- [Island County](#)
- [Kitsap County](#)
- [Pierce County](#)
- [Snohomish County](#)
- [Skagit County](#)

See a list of all vanpools coming to Bellevue:

<https://chooseyourwaybellevue.icarpool.com/widgets/data/VanpoolNetworkResults.aspx?city=bellevue&state=wa&showRidersWantedOnly=False>



CARPOOL

When two or more people of legal driving age share a ride, they are carpooling! While carpooling has many benefits to our community, like reducing CO2 pollution and traffic congestion, it also helps the individual employee to:

- Save on daily commute costs like gas, vehicle wear and tear, and parking.
- Reduce stress by sharing time spent behind the wheel.
- Build community with co-workers and neighbors.

Getting Started

The best resource for Bellevue commuters is [RideShare Online](#). **Help employees find a carpool match by following these instructions:**

1. Log into RideShare Online portal on [Choose Your Way Bellevue](#) and enter your starting location and destination into the Trip Planner box. A list of available carpool partners and trip preferences will be listed to the right.
2. Click the carpool you're interested in, then click "Connect". Full instructions can be found at:
[https://chooseyourwaybellevue.org/sites/default/files/inline-files/How%20to%20Find%20a%20Rideshare%20\(2019\).pdf](https://chooseyourwaybellevue.org/sites/default/files/inline-files/How%20to%20Find%20a%20Rideshare%20(2019).pdf)

In addition to using RideShare Online, consider promoting carpooling through company channels, such as:

- Creating an excel file for your company intranet to encourage those who are interested in carpool to record starting locations and arrival preferences
- A bulletin board space for employees to print and post a Carpool Wanted Flyer.
- A carpool matching lunch or other event
- A map of employee home locations, where interested employees can identify nearby colleagues and fill out a form to show their interest in carpooling.

Provide employees interested in carpooling with tips like the ones below:

1. Draw up a schedule for driving responsibilities.
2. Establish a method for reimbursing driving expenses. If all members of the carpool do not share the driving equally, come to an understanding of how the costs will be shared and agree on payment dates.
3. Establish policies. Smoking or non-smoking; music and volume; food and drinks?
4. Establish a chain of communication. Exchange cell phone numbers.
5. Discuss back-up/contingency plans and emergency protocols.





WALKING, BIKING, & ROLLING

The three most common forms of active transportation are walking, biking and rolling on a scooter, but could include any form of human-powered movement. An active commuter is not only being environmentally friendly, they also:

- Save money on commute costs like gas, vehicle wear and tear, and parking.
- Get exercise, which greatly improves physical and mental health.
- Experience the community in a new way and at a new pace, which can be eye-opening and rewarding.

Resources ETCs can help their co-workers get started walking, biking or rolling by ordering and providing local bike maps to employees or sharing tips, such as:

Walking Tips

- Use crosswalks. Remember: every intersection in Washington is legally a crosswalk
- Be alert. Avoid texting or wearing headphones while crossing streets
- Be seen. Wear light or brightly-colored clothing or reflective materials and make eye contact with drivers before crossing the street

Biking & Scooter Tips:

- Find a comfortable route. Try out a route on a weekend before using it to commute
- Make a rain plan. Consider using waterproof gear or using the bike rack on a bus
- Follow the rules of the road. Use proper signaling, follow traffic laws, and ride with a white headlight and red rear reflector at night

Common Concerns

“I’m out of shape.”

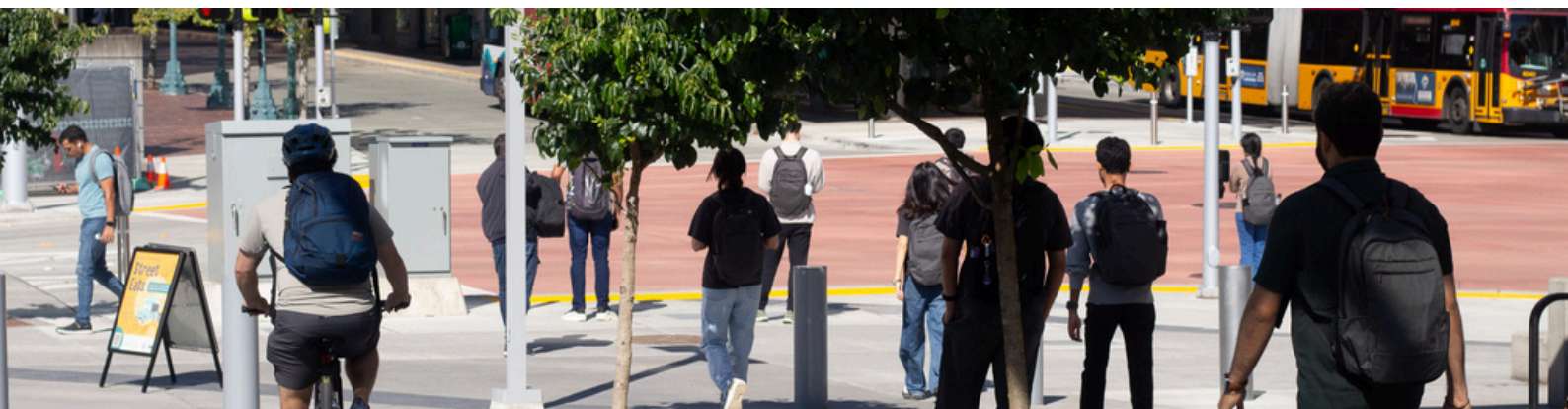
The best way to get in shape to walk/bike is by walking/biking/rolling! Try it out on weekends, or shorten your commute by driving or taking the bus part of the way. Your fitness level will increase the more you walk/ride.

“It’s too far.”

Shorten your commute by driving or taking the bus part of the way.

“I don’t feel safe.”

Wear bright, reflective clothing and invest in some good lights you can place on your body, bike or scooter. Familiarize yourself with biking and pedestrian laws and safety practices.



“What if it’s raining/cold/too hot?”

You don’t have to use active modes every day, but you can invest in rain/cold weather gear for your bike/body that will make it much easier. You can also bike/walk/roll during the nicer part of the day and take transit or carpool for the part of your commute that’s colder/hotter/wetter.

“I have to wear nice clothes.”

You can keep an extra set of clothes at work to change into once you arrive, or bring them with you in a backpack, bike basket, or pannier bag. Use an ankle strap to keep your cuffs clean, install a chain guard and fenders, and/or ride a bike with a step-through frame to accommodate different outfits.

“I don’t want to get sweaty.”

If you allow enough time to travel at an easy pace, you may not get all that sweaty. Check with your ETC to see if your workplace has showers!

“I don’t want my bike to get stolen.”

Invest in a sturdy U-Lock and cable. Lock your bike frame and tires to each other, and lock the frame to a bike rack.

“I have too much to carry.”

Invest in a bike basket, rack, panniers, backpack, or bike trailer. Make use of any storage space available at work.





TELEWORK & FLEXIBLE WORK SCHEDULES

Flexible work schedules include any arrangement which differs from the typical 9 am-5 pm, five days-a-week schedule, and includes compressed work weeks, non-standard hours, and working from home.

Employees with flexible work schedules not only reduce their carbon footprint by cutting commute days altogether and/or by decreasing their contribution to peak hour idling in traffic, they also enjoy:

- Savings on commute costs
- Reduced stress
- A feeling of control over their schedules and lives

The employer also benefits from:

- Increased employee productivity
- Improved recruiting and retention
- Business continuity: Employees can continue to perform their jobs even during disruptive weather or traffic events



Getting Started

1. **Build the business case:** Consider what benefits flexible work arrangements could provide your organization to make a case to management about why it should be implemented.
2. **Develop a policy:** Identify program goals and draft a policy to address eligibility, location requirements, and equipment requirements. Collaborate with departments across the organization in these conversations.
3. **Draft an agreement:** Managers should work with their employees to draft a flexible work arrangement agreement including schedule, performance metrics, and equipment needed.
4. **Conduct trainings:** Managers and employees should attend program training prior to participating in the program.
5. **Assess and maintain:** Keep track of program performance to help determine if adjustments are needed.
6. **Communicate successes:** Highlight success stories of people working with a flexible schedule or telecommuting.



ADDITIONAL RESOURCES

RECOGNITION PROGRAMS

There are several programs that recognize businesses striving to improve their transportation options program, including:

- Best Workplaces for Commuters (bestworkplaces.org)
- The League of American Bicyclists Bicycle Friendly Business (bikeleague.org/business)



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EVENT PLANNING BASICS

Hosting events can be a fun and engaging way to inform your co-workers about their transportation options. Transportation resources could be part of a larger event like a benefit or safety fair, or be the focus of the event.

TIPS

- Provide snacks or swag at your table to entice people to come over.
- Identify champions who already regularly use transportation options.
- Avoid overwhelming people with transportation resources - simply start the conversation by asking them about what is and isn't working about their current commute.



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- Offer support to those considering new commutes by helping them reflect on their goals/values and current actions.
- Listen with empathy and ask open-ended questions for a more meaningful conversation.
- Encourage people to come up with their own solutions.

EXAMPLES OF EVENTS:

- Information Fair
- Lunch 'n' Learns
- New Employee Orientation
- Potluck or Ice Cream Socials
- Carpool Matching Lunch
- Lunchtime Walk 'n' Rolls
- Bike Tune-ups or Classes
- Challenge Promotion (see Campaign Basics)





CHALLENGE BASICS

Another great way for ETCs to promote commute options is by joining in on Choose Your Way Bellevue and Washington State annual challenges:

- The Washington Switch Your Trips Challenge (<https://switchyourtripswa.com/>), a statewide competition between individuals that lasts for month every fall.
- CYWB events including Bike Everywhere Month, Transit Month, End of Summer, and Bellevue After Dark.

Challenges can be uniquely useful because:

- Key messages are reinforced multiple times.
- They make it fun!
- They create shared experiences and build office community.

To encourage co-workers to join in on one or both commute challenges, ETCs should sign up for the Connect Bellevue newsletter so you can receive all the promotions and marketing toolkit.



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WORKPLACE-SPECIFIC CHALLENGES

Offering spontaneous workplace challenges throughout the year can be a great way to increase participation and maintain engagement among employees using transportation options.

Challenges could be hosted for one-day, one-week, or more. Themes can add to the fun and employee engagement, and result in exciting photographs for use in future challenges. Themes could revolve around holidays or existing employee events.



Need support with challenges or incentive programs?

Connect Bellevue can plan, coordinate, and manage commute challenges and incentive programs for your workplace.

Schedule a meeting to discuss your needs!



WE'RE HERE TO HELP

Serving as an ETC can be rewarding, but it can also be complex, time-consuming, and highly technical. Between coordinating commute benefits, managing CTR requirements, running challenges, tracking results, and communicating with employees, the role often extends beyond a single job description. **You don't have to do it alone.**

Connect Bellevue supports employers at every stage of their CTR efforts. Whether you need help with a specific task or want a dedicated partner to manage transportation programs from start to finish.

How Connect Bellevue Can Support Your Workplace:

Commute Benefit Consulting

Serve as your Employee Transportation Coordinator (ETC)

Host Transportation Related Virtual & In-Person Events

Create Customized Commute Plans

Carpool & Vanpool Coaching & Registration Support

Try it Tours

ORCA Business Program Assistance

Relocation Assistance

Leave It to the Professionals

Transportation programs are most effective when they are well-coordinated, compliant, and consistently maintained and optimized. Partnering with Connect Bellevue helps reduce administrative burden, minimize compliance risk, and ensures your program delivers real value to employees.

With over 38 years of experience, Connect Bellevue is here to help.



Ready to Get Started?

Reach out to Connect Bellevue to discuss how we can support your transportation programs.



Schedule a meeting to discuss your needs!

 connectbellevue.org

 hello@connectbellevue.org

 [@connectbellevue](https://www.instagram.com/connectbellevue)

 [linkedin/com/company/connect-bellevue/](https://www.linkedin.com/company/connect-bellevue/)



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APPENDIX

- A. Sample Employee Survey
- B. Worksite Transportation Assessment
- C. Transportation Program Benefits Info Sheet
- D. New Hire Information Sheet
- E. “The Value of Commute Benefits” Handout
- F. “Benefits of Vanpool Handout”
- G. “Share Your Commute. Vanpool!” Flyer
- H. Share Your Commute. Carpool!” Flyer
- I: “Take Transit for a Better Commute” Flyer



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APPENDIX A: SAMPLE EMPLOYEE SURVEY

1. What days do you normally work? *(Select all that apply)*

☐ Sunday ☐ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐ Friday ☐ Saturday

2. What time do you normally arrive at work? _____

3. What time do you typically leave work? _____

4. Would you be willing or able to adjust your work schedule for commuting purposes?

☐ Yes, by the 15 minutes

☐ Yes, by the 60 minutes or more

☐ Yes, by the 30 minutes

☐ No

Comments

5. Please tell us how you commuted to work in past 7 days. If you used more than one mode, please select the mode you used for the longest distance of your trip. If you did not work, please indicate.

	Travel Mode
Sunday	_____
Monday	_____
Tuesday	_____
Wednesday	_____
Thursday	_____
Friday	_____
Saturday	_____

6. In thinking about the last week, did you use transportation options (bus, bike, walk, carpool, vanpool, telework) at least two days?

☐ No, and I have no intention to

☐ Yes, but it was difficult for me

☐ No, but I intend to

☐ Yes, and it was easy for me

7. Please indicate how likely you would be to try each of the following modes of transportation for part or all your trips to work. Please answer for each type of transportation. For modes you currently use, please make “Do Now.”

Carpool	Unlikely	Neutral	Likely	Do Now
Vanpool	Unlikely	Neutral	Likely	Do Now
Bus	Unlikely	Neutral	Likely	Do Now
Bike	Unlikely	Neutral	Likely	Do Now
Walk	Unlikely	Neutral	Likely	Do Now
Telework	Unlikely	Neutral	Likely	Do Now

8. What would encourage you to use transportation options to get to work? *(Select all that apply)*

- ☐ Free or discounted transit pass
- ☐ More frequent bus service to my work site
- ☐ A closer bus stop to my home
- ☐ Financial incentives or prize drawings
- ☐ Flexible work hours to accommodate options
- ☐ Customized information on **carpool**, **vanpool**, **transit**, from my home to work site
- ☐ Electric charging stations at work
- ☐ Emergency Ride Home program
- ☐ Shower/locker facilities
- ☐ Covered bike parking
- ☐ I already use commute alternatives to driving alone
- ☐ Nothing will make me consider alternatives
- ☐ Other (Please specify)

9. If you currently drive alone to work, please indicate why (Select all that apply)

- ☐ I need a car during work hours for business reasons
- ☐ I need a car during work for personal reasons
- ☐ I need a car before/after work for personal errands or childcare/family responsibilities.
- ☐ My work schedule is irregular
- ☐ I want my car in case of emergencies
- ☐ I've never considered anything besides driving alone
- ☐ I do not know anyone with whom to carpool or vanpool
- ☐ The bus trip takes too long compared to driving my car
- ☐ I'm too rushed in the morning to consider alternatives
- ☐ The bus travels too infrequently
- ☐ The bus stop is too far away from my home
- ☐ Carpooling and vanpooling require too much coordination
- ☐ I do not feel safe using the bus
- ☐ I am not familiar with bus schedules or fares
- ☐ Other (Please specify)

9. Do you have any questions or comments?

APPENDIX B: WORKSITE TRANSPORTATION ASSESSMENT

Use this inventory to help get a clear picture of what amenities and policies your workplace offers and how they might be improved.

Workplace Amenities

- ☐ Covered Bike Parking
- ☐ Employee Showers and Bike Lockers
- ☐ Repair Kit and Pump
- ☐ Preferential Carpool or Vanpool Parking
- ☐ Nearby Transit Stop
- ☐ Sidewalks Adjacent to Worksite
- ☐ Bike Lanes Adjacent to Worksite
- ☐ On-site or Nearby Carshare
- ☐ One-site or Nearby Bikeshare
- ☐ On-site or Nearby Amenities like Coffee Stand or Food Cart
- ☐ Employee Dot Map Posted On-site
- ☐ Transportation Information Hub or Kiosk
- ☐ Electric Vehicle Charging Station

Programs and Benefits

- ☐ Commute Options Incentives
- ☐ Emergency Ride Home
- ☐ Commute Tax Benefit
- ☐ Preferential Carpool or Vanpool Parking
- ☐ Bikeshare Membership
- ☐ ORCA Passport or Choice Program
- ☐ Telework Policy
- ☐ Telework Equipment Provided
- ☐ Employer-Supported Vanpool
- ☐ Employer-Supported Carshare
- ☐ Flexible Schedule Policy
- ☐ Carpool/Vanpool Matching
- ☐ Assistance Transportation Fair
- ☐ Health/Wellness Program
- ☐ Transportation Info for New Hires
- ☐ Free Bike Tune-Ups
- ☐ On-site Paid Parking or Parking Cash-Out
- ☐ Participate in Switch Your Trips Challenge

APPENDIX C: TRANSPORTATION PROGRAM BENEFITS INFO SHEET

Join hundreds of other local employers, large and small, who have already discovered the value of providing sustainable transportation benefits to their employees.

Employer Benefits

- Reduce Health Care Costs
- Receive Tax Incentives
- Boost Recruitment and Retention
- Ease Parking Demand
- Enhance Company Image
- Enjoy Happier, Healthier Employee

Employee Benefits

- Lower Commute Costs
- Improve Health and Wellness
- Decrease Stress
- Raise Productivity
- Increase Job Satisfaction

Community Benefits

- Curb Congestion
- Breathe Cleaner Air & Reduce CO2 Emissions
- Lessen Impact on Infrastructure
- Better Movement of Goods & Services
- Vitalize Local Economy
- Heighten Quality of Life

APPENDIX D: NEW HIRE SHEET

Welcome to your new position! We're here to help you to **conquer your commute!** Start off your new job with a smarter commute.

Transit

Taking the bus to [COMPANY NAME] is easy and convenient/FREE. [Provide details about possible transit benefits provided by your company] Visit [Transit Provider] to plan your trip and find fare information.

Carpool

Log into RideshareOnline to view potential carpool matches, matched by origin, destination, and work hours. There is no obligation.

Vanpool

Want a more economical ride? Visit RideShare Online to see if there's an available vanpool in your area or start a new one!

Walking or Biking

Powering your own commute by walking or biking to work is a healthy and environmentally friendly choice. [Use our company showers and lockers to store your gear and arrive at your desk refreshed and ready to take on the workday.] Let me know if you're interested in a bike map.

Emergency Ride Home

[COMPANY NAME] is registered with an Emergency Ride Home program. You can receive a free taxi ride home in case of an emergency on days that you commute without your car. [Details on how to register: [website link]]

Your Employee Transportation Coordinator is: _____

APPENDIX E:

The Value of Commute Benefits

35% of employees would be more loyal to their employers if they had better commute benefits
(Source: WSDOT)

30% of commuters reported that transportation benefits would improve satisfaction with RTO requirements
(Source: Resume Builder)

Commuters who **drive alone** reported the **lowest satisfaction score** (Net Promoter Score=-43).
(Source: Commute Seattle)



23% of quitting employees left because of an unsustainable commute (Source: RideAmigos)



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Learn more and connect with a transportation specialist today!



[Download PDF](#)

APPENDIX F:

Benefits of VANPOOL



Cost Effective

The monthly fare covers everything: the van, gas, tolls, insurance, maintenance, and roadside assistance. Reduce wear and tear on your own vehicle and save on fuel.



Flexible & Convenient

Vanpools are available for any work schedule: Full-time, Part-time, Shift, and evening or weekends. Easily join one of 150 existing vanpools in Bellevue, or start your own.



Community Connection

Strong friendships are a top reported benefit for many current vanpoolers. Shared commutes mean less stress and more joy, on and off the clock. Sustainability benefits everyone!



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Learn more
about ridesharing
options today!



[Download PDF](#)

APPENDIX G:

Share Your Commute. VANPOOL!

Connect with coworkers who live nearby and start a vanpool!



Gas?
Included!



HOV Lane?
Use it!



Maintenance?
It's covered!



Insurance?
Included!

Include location here

Include time and date here



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Learn more about
Vanpool today!



Insert your logo here!

[Download PDF](#)

APPENDIX H:

Share Your Commute. CARPOOL!

Connect with coworkers who live
nearby and start a carpool!



Gas?
Share it!



HOV Lane?
Use it!



Costs?
Reduce it!



Parking?
Share it!

Include location here

Include time and date here



A Service of the Bellevue Downtown Association

Find a carpool today!
RideShareOnline.com



Insert your logo here!

[Download PDF](#)

APPENDIX I:



Take Transit for a Better Commute

More time for you,
less stress on the road

Transit helps you cut costs,
avoid traffic, and enjoy a
smoother trip to work.

Learn more at ConnectBellevue.org

Contact us at
hello@ConnectBellevue.org



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Transit Benefits:

- Save money on gas, vehicle maintenance, and parking
- Reduce stress from driving, traffic, and parking
- Enjoy more free time to relax
- Reduce CO₂ emissions and air pollution



Riding Transit Tips:

- Plan ahead:** Use tools like OneBusAway, Google Maps, or Transit Go to plan your trip ahead of time.
- ORCA Cards:** ORCA cards allow you to hop on a bus, train, or ferry and pay with a single tap. Order one online or grab one at a kiosk located at light rail stations and transit centers.
- Fares:**
 - Sound Transit: Light Rail (\$3.00) | ST Express Bus (\$3.00)
 - King County Metro: Single Ride (\$3.00) | Regional Day Pass (\$6.00)Discounted fares for seniors, and low income individuals are available. Youth ride for free!
- Bellevue Transit Center:** The Bellevue Transit Center is the largest transit hub in the City of Bellevue. It is located at 10850 NE 6th St, Bellevue, WA, 98004.
- Find a Park & Ride:** If you don't live near a transit center or bus stop, find a nearby Park & Ride location in your neighborhood.
- Stay up to date:** Visit the King County Metro website for schedule or route changes and delays.
- Rewards:** Get rewarded for your non-drive-alone trips with the Choose Your Way Bellevue rewards program.

[Download PDF](#)