

Tell us about your CTR/TDM program and your role in it.

Community Transit is a program implementer for nine jurisdictions in Snohomish County. ETC development, marketing materials, worksite assessments, worksite strategies, reporting to cities and state. We do everything all the way around for the nine jurisdictions we contract with. I work directly with large employers in the development role for ETCs, including presentations, marketing materials, training anything they could possibly need. We also have the reporting piece to the state and executive team. Sometimes to jurisdictions executives. Curb the Congestion program. TDM strategies along busiest corridors in the county. Partnership with the county, CMAQ funding, King County Regional Mobility Grant funding. Different strategies in this program. Residential-based TDM. Direct mail, advertising, multifamily developments and buildings. Voluntary trip reduction program with Snohomish County. Mitigation for developments who have opted in to TDM. Six year commitment. Associated with Curb the Congestion. Must have a transportation coordinator, similar to TDM requirements for residential properties. UW Bothell, Everett Community College. Trying to develop local grant program for on-campus efforts to reduce SOV. For example, bicycle library. Working with small businesses along Curb the Congestion corridors. Consultations, transportation program set up, ORCA pass incentives. Just hired a staff member to develop that program.

What are the key barriers you need to overcome to make your program even better?

Need for additional resources, understanding of customers and what's driving their efforts. Focus groups, research into customers. Then resources to develop programs that better meet the needs of customers. Another barrier – we do a pretty good job with it – integration with jurisdictions, developers and other people who are key to making transportation options effective for people. Integration across all aspects of the transportation system and partners involved in it. We'll continue to have issues with manufacturing worksites and worksites with high levels of employees who speak English as a second language. Emerging technologies and trying to define when your audience is ready to use the new tech, is the timing right? Conversations we are beginning to have – automation, access to apps that can match people, trips and carpools. How does that all weave into our current program? Both an opportunity and a challenge. How do we explore it and make it enhance our program?

If you had some additional resources, what would you do with them to make your program better?

I would want for our worksites to provide more intense customer services. More staff and funding. More of an ability to really delve into what worksites need and the barriers for employees really getting on board with CTR programs. More materials in more languages. Everything customer service for our employers and worksites. Onsite kiosks. Anything to make the program more visible and recognizable for employers and worksites. Coworkers would add to this list. The needs differ between urban growth area and more rural areas. We're figuring out what our more rural employers need, what would work for them. Some additional incentives? Outreach designed for manufacturing and for people who don't have as much access to a computer. More hands-on incentives and training and support. More staff time in the rural areas. We'd like to focus more on person-to-person exchanges, personalized trip planning. Things where we could really track behavior changes. Learn about whether the change is sustainable. Not just sending out an email but increasing more direct engagement, more labor intensive but more likely to generate behavior change. We have a really great transit network but only for a certain population in our county. What alternatives are there for residents and businesses to connect to that network? We would like to move forward on first- last-mile connections faster.

What is the single most important thing the state provides to your CTR/TDM program?

Champions. Support. In the beginning it was more around leadership of developing the program, technical guidance. We have evolved in our maturity. At this point the state is the voice for CTR and legislature. For us it is a funding source, but a small fraction of our funding. Money isn't number one for us. Keeping the program present for people, for the legislature. Making TDM a priority. If we didn't have the law people wouldn't open the door and work with us. The law gets us in the door with employers. Consistency. Collaboration. Continuity. Leadership the state provides, strategic direction – statewide and regional – it gets back to jurisdictions and agencies. Our strategic planning department hearing that TDM is important to WSDOT has been really helpful for our program and how we fit within Snohomish County. Seat at the government table, too.

How do you and your customers use the information from the CTR Employer Survey Reports?

We don't use the survey reports. We use an optional report through RideshareOnline.com. Review it quarterly with ETCs from worksites. Assess trends and work with them to adapt, if necessarily. We use the real-time data from RideshareOnline.

How do you and your customers use the information from the Employer Annual Report & Program Description?

We don't use it. We had worksites complete a new survey that is static and is only updated when it needs to be. We talk with ETCs regularly. Our worksites do quarterly reporting, more key metrics on performance and narrative information about their work. We assess these quarterly reports. More frequent contact than once per year. We also send out periodic requests to get baseline information as needed.

What other methods do you use to measure the effectiveness of your program?

RideshareOnline.com. Trainings to ETCs gives us the ability to assess their needs. A lot of one on one conversations to assess programs. Quarterly networking meetings, ETCs on site engaging with us and each other.

Which subsidies and incentives that you have used are the most effective at helping people change their behavior?

All the ones that state won't let us buy anymore. Gift cards for walkers and bikers and teleworkers and compressed work week. More broad appeal incentives like Starbucks, Amazon, etc. More universally appealing gift cards. When you're initially starting to get someone engaged we need to grab their attention. We also need to provide incentives to get them from trial to form a habit. People don't necessarily need a commute-related incentive during the habit-forming phase. Subsidized transit passes don't work in many locations because they don't have great transit service. Conversely people in Curb don't need a transit pass because their employer already provides one. We had to move our money around to fit within funding rules and incentives, seems to be a factor in recent performance trends.

Is it important to have the state CTR law?

Yes.