State Agency CTR Advisory Group

Action Plan

January 2022 – January 2023

Goals
- Increased mode shift away from single occupancy vehicle (SOV) commutes at state agencies
- Widespread executive management support at state agencies
- Widespread supervisor/middle manager support at state agencies
- An engaged advisory group that contributes meaningfully
- Stronger CTR culture at state agencies by marketing program to employees including new hires

Key Strategies
Deliver and improve existing program by:

- Expanding state agency rider benefits to Twin Transit
- Locating a funding source for incentives and subsidies for state agencies
- Encouraging incentives for telework in state agency guidelines
- Finding SAFE Ride transportation options other than taxi service
- Updating and maintaining guidelines, educational, and marketing materials
- Pilot project/grant program for agencies to try CTR strategies

Engagement:

- Engaging the TDM Technical Committee for ideas and feedback
- Recruiting additional members including union representative and Rock Stars for the group
- Enlisting CTR Champions to use their sway to help the program get results
- Engaging with decision makers for support and ideas
- Engaging with WSDOT Execs for program support
- Providing a feedback loop for information gathering and networking opportunities

Recognition of ETCs, managers, and others including:

- Giving Employee Transportation Coordinators (ETCs) the opportunity to make a difference and influence change
- Providing opportunities for ETC recognition through internet stories, certificates of excellence, or other cost-effective ways
- Acknowledging managers who support CTR

Performance Measures

- Increased participation in developing strong worksite specific CTR strategies
- CTR survey data: positive changes to mode split, VMT, NDAT, and GHG at state agencies
- ETC satisfaction
Feedback from ETCs and others

Initiatives (through January 2023)

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Objectives</th>
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<tr>
<td>Recruit a union representative</td>
<td>More productive advisory group</td>
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<td>Work with members of WSDOT and TDM Tech Committee to expand STAR Pass to Twin Transit</td>
<td>Expand use of transportation options by state workers past driving alone to work</td>
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<tr>
<td>Update and adopt CTR Guidelines for State Agencies</td>
<td>Provide current guidance for ETCs and others to better utilize CTR options</td>
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<td>State Agency CTR Report to the Legislature</td>
<td>Engage the advisory group in producing a meaningful report to gather additional leg support</td>
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<td>State Agency CTR Advisory Group work plan development</td>
<td>To define the work of the group and give a sense of direction</td>
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<td>Improve state agency web pages</td>
<td>Make information clearer and easier to find</td>
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<td>Share marketing and outreach tools that ETCs can use</td>
<td>Supports ETC turnover and ensures that materials are consistent</td>
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<tr>
<td>Work with TRPC and others to identify funding sources for incentives and subsidies or to obtain guidance for state agencies from OFM on subsidies and incentives that are more consistent</td>
<td>Supports consistency amongst state agency programs</td>
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<td>Pilot project/grant program for state agencies to try CTR strategies not otherwise</td>
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<td>[TBD]</td>
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Specific Goals by Stage

**Short-term goals:**
- Adopt updated guidelines
- Establish a detailed, one-year work plan

**Midterm Goals:**
- Change incentives or create an incentive pilot program to improve performance
- Determine the feasibility of using Uber or other alternatives for SAFE Ride (as opposed to taxis)
- Update guidance to provide clarity and consistency

**Long-term (lofty) goals:**
- Create policy and fund incentives for walking, biking, and carpooling at all sites affected by SB6088
• Mandate on ETC positions depending on workstation size (e.g., large worksites need a full-time, engaged ETC)