

# State Agency CTR Advisory Group Charter

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## Mission statement:

State agencies will set the example for statewide commute trip reduction (CTR) success, with this advisory group helping to engender program investment and positive behavior change at the individual worksite level.

## Purpose of the advisory group:

This advisory group is an umbrella group responsible for developing and overseeing work focused on state agency commute trip reduction. This includes creating a shared vision for the future of the state agency program, standardizing guidelines across agencies, and identifying strategies to increase engagement between state agency and statewide CTR work.

## State agency CTR objectives:

- Increase mode shift away from single occupancy vehicle (SOV)
- Create widespread support from executive management and supervisors at state agencies
- Empower state agencies to take meaningful actions to invest in the success of their CTR programs
- Produce a stronger culture of transportation options at state worksites

## Desired outcomes:

- Engage champions, including legislators
- Update/develop CTR policies, FAQ documents, guidelines, et cetera, for the state agency program
- Design content for frequent employee transportation coordinator (ETC) turnover, including plain talk instructional documents, helpful online content, and an easily navigable website
- Seek feedback from ETCs about ways to improve CTR strategies and how to overcome obstacles
- Look for opportunity to use social marketing to influence travel behavior, including sample marketing emails, infographics, and vastly improved messaging
- Focus on a variety of strategies, tailored to individual worksites (e.g., wellness, telework, modern work environment, bicycle advocacy, carpool matching)
- Use awards and recognition to get executives and managers to direct ETCs to invest time in CTR efforts
- Increase presence at state agency employee events (e.g., Governor's recognition, CTR events, Pedal Power, health fairs, networking sessions)
- Focus on new products and services (e.g., STAR Pass expansion to Mason and Grays Harbor counties)
- Work with labor unions to provide information about prospective transportation benefits for state workers