

# EMPLOYER TRANSPORTATION COORDINATOR TOOLKIT



Point2point

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**PART I**  
first steps

# INTRODUCTION

## Welcome!

Welcome to the Point2point Employer Transportation Coordinator (ETC) Toolkit!

This is your one-stop resource for commute options information in the Eugene-Springfield area. We've included different sections covering transportation modes, our Emergency Ride Home program, Surveys and Assessments, Events and Campaigns, and much more. Your role as an ETC is important and we want to make it easier!



## What does an ETC do?

ETCs help their co-workers save money on commute costs and improve their health, while helping our region improve air quality and reduce congestion.

Here are some of the things you might do as an ETC:

1. Encourage and facilitate alternatives to driving to work alone.
2. Promote the use of the Emergency Ride Home program.
3. Survey your employees about their transportation habits.
4. Schedule visits from Point2point to talk about transportation options at your workplace.
5. Have fun and feel good about all the work you do to make your workplace a happier and healthier place!

## What is in this Toolkit?

This toolkit was created to help make your job as an ETC easier. It includes:



1. A checklist to help guide you through your ETC adventure.
2. Links to requests for help and materials from Point2point.
3. Examples from other businesses with successful commute programs.
4. Much more!

For a quick glance at all the resources available to you in this toolkit, please refer to the Table of Contents.

## WHAT IS POINT2POINT?

Point2point at Lane Transit District is our region's comprehensive transportation options program. Our mission is to reduce single occupancy vehicle (SOV) miles by supporting and promoting travel choices like walking, biking, busing, and carpooling. Our work is paid for through Surface Transportation Local Urban (STP-U) funds and various Oregon Department of Transportation (ODOT) funds.



## Quick Access Links

[Table of Contents](#)

[Emergency Ride Home](#)

[Surveys and Assessments](#)

[Events and Campaigns](#)

[Printable Materials](#)

[Employer Spotlight](#)

[Order Materials](#)

[Service Request](#)

[Need Help? Request a Consultation.](#)

# ETC ESSENTIALS

## ETC Basics

You may find it useful to start with our ETC checklist for a quick overview of the tasks this toolkit can help you accomplish. If you need an even faster and easier path, try these four simple steps.



### Information Center

A simple way to reduce drive-alone commutes at your workplace is to provide your co-workers with a one-stop hub of information about what alternatives are available to them and the core benefits of taking advantage of those options.

Your information center could be a physical acrylic display, a bulletin board, a page on your company intranet site, or anything else that makes sense for your organization.

You may use our materials request form to order all or part of the physical information center elements we offer, and see our ETC website for helpful links.

After you create your information center, remember to let people know it's there.

### New Hire Info Sheets

A particularly good time to set new commute habits is right when a new employee begins working with you. You can include our customizable new hire info sheet in your orientation or on-boarding materials.



### Commute Pledge

If you get your fellow employees to commit publicly to trying a new commute using a commute pledge, they will be more likely to follow through.

### Overcoming Objections

There are many common barriers to using commute options that ETCs typically hear from fellow employees. We've created a list of answers to common commuter concerns you might want to keep on hand.

## Quick Access Links

[Sample Emails](#)

[Resource Documents](#)

[Printable Materials](#)

[Helpful Links](#)

[Order Materials](#)

[Need Help? Request a Consultation.](#)

# EMERGENCY RIDE HOME

## What is it?

The Emergency Ride Home Program (ERH) offers employees who have commuted to work without their car up to four (4) free taxi rides home per year in event of personal or family emergency. Any employer in our area can register for the program, and it is free to both the employer and the employee!

## Why Enroll?

1. By providing a FREE Emergency Ride Home, we can increase the number of people in our community who feel confident commuting without their car.
2. It is a simple and easy way to provide a benefit to employees that will make them feel valued and cared for.

## How does it Work?

Here are the steps involved in order for employees to receive ERH program benefits:

1. The employer must enroll in ERH.
2. Employees need to create an account and join their employer network at [GetThereOregon.org](http://GetThereOregon.org).
3. If an employee experiences a qualified personal or family emergency on any day that they have commuted to work without a car, they can log into their account at [GetThereOregon.org](http://GetThereOregon.org), and click on Programs > Rewards > Emergency Ride Home Program to redeem their voucher.
4. Employees will then print the voucher, contact one of the taxi providers listed, and give the completed voucher to the driver. That's it!



## A NO-COST BENEFIT

All of the employers featured in our Employer Spotlight are enrolled in our free Emergency Ride Home Program, providing their employees with the peace of mind to leave their cars at home.

## Quick Access Links

[Printable Materials](#)  
[Sample Emails](#)  
[Employer Spotlight](#)

[Employer Registration](#)  
[ERH FAQ](#)  
[Order Materials](#)

[Need Help? Request a Consultation.](#)

# **PART II**

commute modes

# CARPOOL

## Carpool Basics



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:

1. Save at least 50% on daily commute costs like gas, vehicle wear and tear, and parking.
2. Reduce stress by sharing time spent behind-the-wheel.
3. Build community with co-workers and neighbors.

## How to Start

As an ETC, you can help your fellow employees find co-workers to carpool with by giving them these instructions:

1. Log into [GetThereOregon.org](http://GetThereOregon.org), click on the Dashboard tab, and add details about your route and schedule preferences under "My Commutes".
2. Click on "Carpool Options". A map will appear showing other commuters' starting and ending points.
3. If you find a match, click "Connect" to communicate your interest in ridesharing.



If you are looking for some lower-tech methods for ride-matching, you could:

- Create an excel file for your company intranet
- Provide bulletin board space for employees to print and post a Carpool Wanted Flyer or
- Host a carpool matching lunch or other event.

## Facilitating Carpooling

To help make carpooling easier and more attractive for your co-workers, you can:

1. Provide some Carpool Tips.
2. Ask your employer to designate priority parking spaces for employees who carpool and order carpool parking signs for those spaces.

## RIDEMATCHING MASTERS

SELCO Community Credit Union helps employees find carpool partners using a Carpool Tool on their company Intranet Site. Learn more about SELCO's commute options program on their employer profile.

## Quick Access Links

[Talking to Management](#)  
[Resource Documents](#)  
[Printable Materials](#)  
[Employer Spotlight](#)

[Carbon and Cost Calculators](#)  
[Order Materials](#)  
[Service Request](#)

[Need Help? Request a Consultation.](#)



# VANPOOL

## Vanpool Basics



A vanpool is a larger, more formalized type of carpooling. In a vanpool, groups of 5 to 15 people regularly travel to work together (at least 20 miles or more roundtrip) in a van leased from a third-party agency and subsidized in part by Point2point. Typically, riders pay a monthly fare, while drivers may ride at a discounted rate in exchange for driving and maintaining the van. Vanpoolers not only reduce their CO2 footprint and traffic congestion, they also:

1. Save money on commute costs like gas, vehicle wear and tear, and parking.
2. Reduce stress by either sharing driving duties, or not driving at all. Ever.
3. Build community with co-workers and neighbors.

## How to Start

ETCs can help their co-workers find or start vanpools by giving them these instructions:

1. Visit [ValleyVanpool.info](http://ValleyVanpool.info) and look at the list of current vanpools.
2. Contact the driver directly to make arrangements for joining the vanpool.

If there is not an existing vanpool that meets your employee's needs, Point2point can help them start a new one. You can tell them to contact us at [Vanpool@LTD.org](mailto:Vanpool@LTD.org) or 541-682-6183. You can also provide interested employees with:

- Information on vanpool roles and vanpool subsidy guidelines.
- Vanpool Riders Wanted flyers.



## Facilitating Vanpooling

To help make vanpooling easier and more attractive for your co-workers, you can

1. Provide some vanpool tips.
2. Ask your employer to designate priority parking spaces for employees who vanpool and order carpool parking signs for those spaces.

## Quick Access Links

[Talking to Management](#)  
[Carbon and Cost](#)  
[Calculators](#)

[Printable Materials](#)  
[Order Materials](#)

[Need Help? Request a Consultation.](#)

# TRANSIT

## Transit Basics



Public transportation in the Eugene-Springfield area is provided by Lane Transit District (LTD) via fixed route and rapid transit Emerald Express (EmX) buses. Public transit not only lowers a commuter's carbon footprint and traffic congestion, it also:

1. Saves money on commute costs like gas, vehicle wear and tear, and parking (especially if the employer is part of the Group Pass Program).
2. Reduces stress by allowing LTD do the driving. Commuters can use the extra time to do other tasks or simply relax.
3. Builds community with like-minded people who also use transit.

## How to Start

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

1. System Basics: Direct co-workers to LTD's website for information on riding basics, EmX basics, fare pricing information, and bus rules.
2. Trip Planning: Print the Mobile Trip Planning flyer or give them our Commute Planner and send it in to [point2point@LTD.org](mailto:point2point@LTD.org).

## Facilitating Transit

To help make taking transit easier and more attractive for your co-workers, you can:

1. Remind employees about Park & Ride locations as a convenient place to catch the bus.
2. If you are not a part of the Group Pass Program, request free day passes from LTD so co-workers can try transit at no cost.
3. If not already enrolled, advocate to your employer about LTD's Group Pass Program.

## LTD'S GROUP PASS PROGRAM

9Wood offers free bus passes to all new employees as part of their onboarding process. Learn more about 9Wood's commute options program on their employer profile.

## Quick Access Links

- |   |   |
|---|---|
| <a href="#">Talking to Management</a>     | <a href="#">Group Pass Program</a>          |
| <a href="#">Printable Materials</a>       | <a href="#">Carbon and Cost Calculators</a> |
| <a href="#">Employer Spotlight</a>        | <a href="#">Order Materials</a>             |
| <a href="#">Park &amp; Ride Locations</a> |   |



**Need Help? Request a Consultation.**

# WALKING & BIKING

## Walking & Biking Basics

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



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

## How to Start

ETCs can help their co-workers get started with walking and biking by:

1. Ordering bike maps for Eugene-Springfield.
2. Printing the Mobile Trip Planning Flyer which demonstrates how to use Google to navigate by any transportation mode.
3. Sharing our Walking & Biking Tips and Resources.

## Facilitating Walking & Biking

To help make walking and biking easier and more attractive for your co-workers:

1. Help them find a bikepool using GetThereOregon.org or via a lower-tech matching method.
2. Host an event at your worksite for National Bike to Work Day, or initiate recurring events like lunchtime walk 'n' rolls.
3. Ask your employer to invest in biking facilities and consider sponsoring PeaceHealth Rides bike share memberships. Both have the potential of increasing worker productivity and decreasing health care costs over time.



## A BIKE FRIENDLY BUSINESS

Mountain Rose Herbs supports employees who cycle with secure bike parking, bike repair kits, lockers, showers, and free bike tune-ups. Learn more about Mountain Rose Herb's commute options program on their employer profile.

## Quick Access Links

Events and Campaigns  
Talking to Management  
Resource Documents  
Printable Materials  
Employer Spotlight

Carbon and Cost  
Calculators  
Walking and Biking  
Resources  
Order Materials

**Need Help? Request a Consultation.**

# TELEWORK

## Telework Basics

Telecommuting allows people to work from home using a personal or employer-provided computer and phone.



Teleworking not only eliminates the environmental and societal costs of CO2 emissions and traffic congestion, it also has tangible benefits to the commuter:

1. Save on commute costs like gas, vehicle wear and tear, and parking.
2. Reduce stress from avoiding traffic and workplace related irritations altogether.
3. Feel in control over one's schedule or one's life.

## How to Start

As an ETC, the first step you can take is to find out if your employer allows telecommuting, and on what

basis. If it is allowed, you can help co-workers get started by:

1. Reviewing our teleworking resources and
2. Adapting example telework materials for your office, such as teleworking FAQs, flyers, and emails.

## Facilitating Telework

To help make teleworking more common in your workplace:

1. Host an event such as a teleworking orientation which explains telecommuting FAQ to interested employees.
2. Initiate recurring events aimed at connecting telecommuting employees like video lunches or dedicated virtual meeting spaces.
3. If not already allowed, advocate to your employer about telework. Remind them of the benefits of commute programs and provide a sample memo.



## WORKING FROM HOME

SELCO Community Credit Union runs a formalized telework program which can eliminate daily commutes for eligible employees. Learn more about SELCO's commute options program on their employer profile.

### Quick Access Links

Events and Campaigns  
Talking to Management  
Sample Emails  
Printable Materials

Employer Spotlight  
Carbon and Cost  
Calculators  
Teleworking Resources

**Need Help? Request a Consultation.**

# FLEXIBLE SCHEDULES

## Flexible Schedules Basics

Flexible work schedules includes any arrangement which differs from the typical 9 am—5 pm, 5 days-a-week schedule, and includes compressed work weeks and non-standard hours which avoid rush-hour commutes. 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:



1. Savings on commute costs like gas, vehicle wear and tear, and parking (if they are making fewer trips).
2. Reduced stress from avoiding rush-hour traffic.
3. A feeling of control over their schedules and lives.

## A UNIQUE APPROACH

Venture Data allows employees to set their own schedules and change them weekly. Learn more about Venture Data's commute options program on their employer profile.

## Quick Access Links

Events and Campaigns  
Talking to Management  
Sample Emails  
Printable Materials  
Employer Spotlight

Carbon and Cost  
Calculators  
Flexible Work Schedule  
Resources

## How to Start

As an ETC, the first step you can take is to find out if your employer allows flexible work schedules (FWS), and on what basis. If they are allowed, you can help your co-workers get started by:

1. Reviewing our Flexible Work Schedule Resources.
2. Adapting example flex schedule materials for your office, such as Flex Schedule FAQs, flyers, and emails.

## Facilitating FWS

To help make Flexible Schedules more common in your workplace:

1. Host an event such as a flex schedule orientation which explains flex scheduling FAQ to interested employees.
2. If not already allowed, advocate to your employer about flex scheduling. Remind them of the benefits of commute programs and provide a sample memo.



**Need Help? Request a Consultation.**



**PART III**  
beyond the basics

# SURVEYS AND ASSESSMENTS

## Survey Basics

Point2point offers survey services free-of-charge to employers in the area who want to get to know their employees' commute habits and what might motivate them to change. This service includes initial and follow-up survey creation, distribution, analysis, and a \$50 gift card raffle for employees who participate in your survey. Being able to quantify their workforce's commute habits and the perceived barriers to using transportation options can greatly help ETCs:

- Use their time more efficiently by focusing on solutions that they know will resonate.
- Measure the effects of their efforts by comparing responses from their initial survey to the follow-up survey.



2. Submit a survey request to Point2point to administer the survey.
3. Send an email notifying employees about the survey.

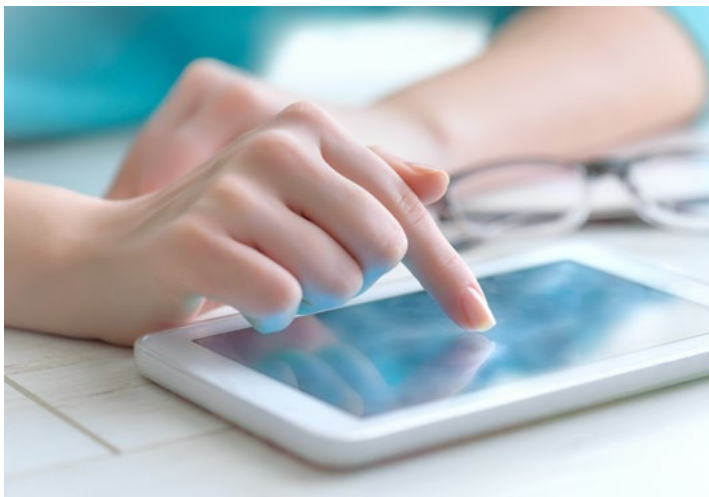
## Assessment Basics

In addition to learning about the thoughts and behaviors of your co-workers, it is important to get a clear picture of what amenities and policies your workplace offers and how they might be improved. Taking an inventory of your workplace amenities allows you to:

- Use your time more efficiently by focusing on areas that need the most attention.
- Simplify discussions with your employer regarding transportation program priorities.
- Track your progress by updating the checklist as improvements are made.

## How to Start

1. Complete our Transportation Program Checklist.
2. Prioritize improvements by comparing your checklist to the results of your employee survey.
3. Advocate to your employer for the prioritized improvements.



## How to Start

To take advantage of our survey service, ETCs should:

1. Talk to their employer about the benefits of conducting a survey of employee commute habits. Share a copy of our sample survey.

## Quick Access Links

[Talking to Management](#)  
[Sample Emails](#)

[Resource Documents](#)  
[Service Request](#)

[Need Help? Request a Consultation.](#)



# EVENTS AND CAMPAIGNS

## Event Basics

Hosting events can be a fun and engaging way to inform your co-workers about their transportation options. Point2point can provide a staffed table at any worksite. Our visit could be part of a larger event like a benefit or safety fair, or we could simply be stationed outside your lunchroom one day. You might also consider hosting other types of events as your time and budget permits. Transportation-related events can be an effective way to:

1. Expand enrollment in programs your employer offers like Emergency Ride Home.
2. Provide support to those considering new commutes.
3. Bring out “champions” who already regularly use transportation options.
4. Demonstrate company commitment to employee wellness and sustainability.

## How to Start

To take advantage of our tabling service, ETCs should:

1. Submit a tabling request to Point2point.
2. Put up flyers and send an email notifying employees about the event.



## Campaign Basics

Another great way for ETCs to promote commute options is by joining in on Point2point’s two yearly campaigns:

- The Business Commute Challenge, a friendly competition between businesses that happens for one week each May.
- The Get There Challenge, a statewide competition between individuals that lasts for 15 days every Fall.

Campaigns can be uniquely useful because:

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

## How to Start

To encourage co-workers to join in on one or both of our yearly commute challenges, ETCs should:

1. Start checking the BCC website in April to sign up your business and request promotional materials.
2. Start checking the Get There Challenge website in August to request information.

## Quick Access Links

[Sample Emails](#)

[Get There Challenge](#)

[Printable Materials](#)

[Service Request](#)

[Resource Documents](#)

[Business Commute Challenge](#)

[Need Help? Request a Consultation.](#)

# REWARDS & RECOGNITION

## Reward Basics



For ETCs who have the time and the budget, incentives can be an effective way to encourage the adoption and continued use of commute options. Reward types can vary greatly, but even the most humble programs can be successful in spurring behavior change. Once your co-workers give transportation options a try, they will begin to see the intrinsic benefits to their pocket book and stress level. Until that time, creating an incentives program can:

- Motivate employees to try new commutes.
- Sustain new commute behaviors until they become habitual.
- Reward dedicated employees who regularly use transportation options, creating a culture of recognition and appreciation.
- Demonstrate your business's dedication to sustainability and wellness.



## COMMUTE INCENTIVES

Every IDX employee who declines a monthly parking pass is placed in a drawing for a \$25 gift card. Learn more about IDX's commute options program on their employer profile.

## How to Start

To start administering rewards for commute choices, ETCs can:

1. Talk to your employer about the benefits of starting an incentive program.
2. Decide what type of reward you would like to offer and with what frequency.
3. Decide how you would like to track commutes and award prizes. You can contact Point2point to learn how to do so using Get There, or try an alternative method. Make sure the rules are simple and clear.
4. Regularly promote the program and any prize or award winners. See our Employer Spotlight for ideas of how to do so!

## Quick Access Links

[Talking to Management](#)  
[Resource Documents](#)

[Employer Spotlight](#)  
[Service Request](#)

[Need Help? Request a Consultation.](#)

# TALKING TO MANAGEMENT

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## The Basics

As an ETC, you may not have the authority to make changes to workplace facilities and policies or even to send company-wide emails. This leaves you with the difficult but important task of getting management to buy into reward programs, sponsored bus passes, and flexible scheduling. Having the permission, the vocal support, and leadership of management will help make your programs a success.

## How to Start

The most important things to remember when asking for management approval of a proposal is to be well-prepared with:

- A concise list of ways the company will benefit from your program and
- Responses to potential questions or concerns they may have.

We have compiled a general list of benefits you can draw from when creating your communication to management, which you can tailor to specific policy or facility requests.

## Persuasion Tips

Here are some additional suggestions for winning management support:

- Be specific in what you are asking for and what the costs may be.
- If you are proposing a new policy, bring examples of what it might look like.
- Propose a potential timeline for steps involved in creating and launching the program.
- Tailor your communications to the needs and challenges of your company, and the results of your employee survey.

- Mention competing companies with similar programs.
- Demonstrate enthusiasm!
- Ask for feedback and suggestions.
- Secure a clear commitment to the project.

## Following Up

Once you've gotten management support, make the most of it! Ask your manager to:



- Publicly declare their support in a memo (you can draft a sample company memo), newsletter, or company meeting.
- Take part in training or promotional events for your initiative.
- Participate in the program themselves and lead by example.

Make sure you are monitoring your progress and filling management in on your successes!

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## Quick Access Links

[Surveys and Assessments](#)

[Flexible Schedules](#)

[Rewards & Recognition](#)

[Sample Emails](#)

[Resource Documents](#)

[Employer Spotlight](#)

[Group Pass Program](#)

[Need Help? Request a Consultation.](#)

# EXTERNAL RECOGNITION

## Recognition Basics



There are several local and national-level programs that recognize businesses who strive to improve their transportation options programs. ETCs can spearhead company efforts to meet program requirements, providing a clear target to focus your attention and an attractive goal to gain management buy-in. External recognition programs also provide:

- Marketing value to your company in attracting and retaining loyal customers and employees.
- Valuable 3rd party feedback on how to improve your programs.

## How to Start

Here are a few simple steps ETCs can take to work towards gaining external recognition:

1. Choose a program from our suggestion list that best fits the needs and values of your company.
2. Set a timeline of tasks for reaching your goals, working backwards from the application deadline.
3. Approach management to garner their support.
4. Notify employees of the company's efforts, especially if their participation is required to receive the award.

If you are awarded recognition—congratulations! You can display your designation at your worksite and on external communications, and write press releases to local news outlets. Many awarding agencies will help provide marketing and publicity tools to advertise your success.



## GET THE SEAL OF APPROVAL

Mountain Rose Herbs earned a Silver Level Award from the League of American Bicyclists for creating a welcoming atmosphere for employees and customers who bike. Learn more about Mountain Rose Herbs' commute options program on their employer profile.

## Quick Access Links

[Talking to Management](#)   [Employer Spotlight](#)  
[Resource Documents](#)

[Need Help? Request a Consultation.](#)

# GETTING INVOLVED

## Involvement Basics



If you are particularly passionate about transportation options, you may decide you want to advocate for safe and accessible options on behalf of your business and/or your community. Point2point has compiled a list of volunteer opportunities with groups in our area who are working towards the same vision. Getting involved in transportation groups and issues outside of your own business can serve you both personally and professionally by:

- Increasing your expertise and credibility with fellow employees and management.
- Helping you network with other like-minded people who can provide inspiration for your programs.
- Improving your ability to see how your efforts at work fit into a bigger picture.

## How to Start

If you're interested in getting involved, you can:

1. Consult with our Volunteer Opportunities list.
2. Make a simple one-time commitment to an event or meeting and see how it goes!
3. Continue to participate as you feel comfortable or try something different.

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## Quick Access Links

**Resource Documents**

**Employer Spotlight**

## ACTING LOCALLY

PIVOT Architecture is passionate about encouraging transportation options. They provide bus passes instead of parking passes, shared indoor bike parking, and are involved in advocacy groups like Better Eugene Springfield Transportation. Learn more about PIVOT's commute options program on their employer profile.



**Need Help? Request a Consultation.**



# **APPENDIX A**

sample emails

# SAMPLE EMAILS

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1. Transportation Options Info Hub Email
2. Staffed Point2point Table Email
3. Commute Survey Email
4. New Commuter Benefit Email
5. Emergency Ride Home Email



## 1. Transportation Options Info Hub Email

Subject: New Commute Information Hub!

Dear Co-Workers,

[Your Organization] wants to help you save money, time, and avoid the unhealthy stress of sitting in traffic. We have partnered with Point2point at Lane Transit District to provide you with an information hub of commute options information you can visit any time, located [location]. If you've ever considered walking, biking, carpooling, vanpooling, or taking the bus to work, even if only once a week, check out our info hub or contact me – your Employee Transportation Coordinator – for all the information you might need.

It's never too late to try it out. Why not tomorrow?

[ETC Name]

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## 2. Staffed Point2point Table Email

Subject: Commute Information, Raffle, Free Stuff!

Dear Co-Workers,

On [event date and time], representatives from Point2point at Lane Transit District will be on-site to answer your questions on how to save money and reduce stress from your commute. Stop by their table at [event location] to get free information on biking, walking, busing, carpooling, vanpooling, and trip planning help. They will have fun swag and you will also have the opportunity to enter a raffle to win a [\$50 Fred Meyer] Gift Card!

We hope to see you there,

[ETC Name]

**Need Help? Request a Consultation.**

### 3. Commute Survey Email

Subject: Fill out our commute survey for a chance to win!

Dear Co-Workers,

[Company Name] has partnered with Point2point at Lane Transit District to learn more about your commute habits and to gauge your interest in learning more about alternatives to driving alone to work.

Please take this short survey to let us know about your current transportation habits and what other modes you might be interest-ed in learning more about.

[Survey Link]

At the end of the survey, you will have the opportunity to enter a prize drawing for a [\$50 Fred Meyer] gift card!

Thank you,

[ETC Name]

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### 4. New Commuter Benefit Email

Subject: New Commuter Benefit

Dear [Company Name] Employees,

[Company Name] is committed to supporting employee health and wellness and contributing to a livable community. We know that having access to affordable, sustainable transportation options is part of achieving both of these goals. Therefore, we are pleased to announce that starting [Date] we will be offering [commuter program] to all employees.

To learn more about this new program, please contact [ETC name] in [ETC Department] for more details!

Thank you!

[Manager Name]

**Need Help? Request a Consultation.**

## 5. Emergency Ride Home Email

Subject: Free Emergency Ride Home Program

Dear [Company Name] Employees,

[Company Name] is pleased to announce a new benefit that should be of interest to all employees who've ever considered car-pooling, vanpooling, busing, walking, or biking to work to save money and reduce commute stress.

In cooperation with Point2point at Lane Transit District, we are offering a free Emergency Ride Home (ERH) program. This program will provide a free taxi ride for any employee who has used a means other than driving alone to work and has an emergency which requires them to leave work.

It's easy to use ERH. **Do not wait until you have an emergency to register!** You must be signed up in advance to use this program.

1. Create an account and join your employer network at [GetThereOregon.org](https://GetThereOregon.org).
2. When you need to access the ERH program, simply log into your account at [GetThereOregon.org](https://GetThereOregon.org), and click on Programs > Rewards > Emergency Ride Home Program to redeem a voucher. Participating taxi providers are listed on the voucher.

That's all there is to it. You'll provide the voucher to the taxi company who will then bill Point2point directly.

Please note that there is a limit of four rides per employee per calendar year.

We hope that this new program will give you peace of mind and allow you to use transportation options whenever possible.

If you have any questions on the Emergency Ride Home Program, please contact me or contact Point2point directly at 541-682-6213.

Thank you!

[ETC Name]

**Need Help? Request a Consultation.**



# **APPENDIX B**

resource documents

# RESOURCE DOCUMENTS

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1. ETC Checklist
2. Common Commuter Concerns
3. Worksite Transportation Events
4. Commuter Reward Programs
5. Recognition Programs
6. Volunteer Opportunities
7. Sample Survey—Print
8. Sample Survey—Web
9. Transportation Program Checklist

### 1. ETC Checklist



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### 2. Common Commuter Concerns

# Q&A

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### 3. Worksite Transportation Events



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### 4. Commuter Reward Programs



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### 5. Recognition Programs



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### 6. Volunteer Opportunities



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### 7. Sample Survey (Print)



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### 8. Sample Survey (Web)



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### 9. Transportation Program Checklist



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# **APPENDIX C**

printable materials

# PRINTABLE MATERIALS

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1. Commute Planner
2. Mobile Trip Planning Flyer
3. Transportation Fair Flyer
4. New Hire Information Sheet
5. Commute Pledge
6. Emergency Ride Home Poster
7. Emergency Ride Home Employer Fact Sheet
8. Valley VanPool Poster
9. Vanpool Roles Information Sheet
10. Vanpool Subsidy Guidelines
11. Vanpool Tips
12. Carpool Tips
13. Carpool Riders Wanted Flyer
14. Vanpool Riders Wanted Flyer
15. Transportation Program Benefits Info Sheet

Click the thumbnail or visit: [LTD.org/p2p-printable-materials](http://LTD.org/p2p-printable-materials) to download.

### 1. Commute Planner



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### 2. Mobile Trip Planning Flyer



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### 3. Transportation Fair Flyer



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### 4. New Hire Information Sheet



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### 5. Commute Pledge



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### 6. Emergency Ride Home Poster



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### 7. Emergency Ride Home Employer Fact Sheet



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### 8. Valley VanPool Poster



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### 9. Vanpool Roles Information Sheet



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### 10. VanPool Subsidy Guidelines



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### 11. Vanpool Tips



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### 12. Carpool Tips



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### 13. Capool Riders Wanted Flyer



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### 14. VanPool Riders Wanted Flyer



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### 15. Transportation Program Benefits Info Sheet



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# **APPENDIX D**

employer spotlight

# EMPLOYER SPOTLIGHT

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1. 9Wood
2. IDX
3. Mountain Rose Herbs
4. PIVOT
5. SELCO
6. Venture Data

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**1. 9Wood**



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**2. IDX**



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**3. Mountain  
Rose Herbs**



 | Point2point

**4. PIVOT**



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**5. SELCO Credit Union**



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**6. Venture Data**

**VENTURE DATA**

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