

## 2020 CTR Program Planning Worksheet

1. What are your goals for 2020?

Ideas:

- 7% increase in non-drive alone trips goal
  - Will you think of this in terms of trips and/or # of employees?
- Number of employees participating in your program
- CTR survey response rate (Spring 2020)
- Host a Bike to Work Day Event, other promotions?

2. How will you get to your goal(s)?

Ideas:

- Form a CTR committee/identify internal champions
- Increase subsidies
- Host more than the required 1 event
  - Themed events around a specific mode
  - Ask internal champions to share the benefits of their chosen mode
- Partner with nearby ETCs
  - Share ideas
  - Gain riders for Vanpool/carpool