

Community Transit
**Commute
Options
Awards**



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Community Transit

Chris Paxton Marketing Logistics Supervisor



I would like to welcome everyone to the 23rd annual Commute Options Awards ceremony. It's great to see so many ETCs join us today. Although it's a different setting than what most of you are used to, we are pleased that we are still able to host this event.

It's an opportunity to remember that you all are a community and to celebrate the hard work from 2019, as well as recognize those in the community who promote commute options by choosing them every day.

Today, we will be recognizing some of our worksites who made big impacts on their programs as well as the Smart Commuters of the Quarters and announcing the Smart Commuter of the Year. And after the ceremony, we will be drawing three lucky winners from the ETCs who attended today to receive a very nice messenger bag, including a \$100 REI gift card, as well as some other fun stuff.

Thom Cerny, Vice President AECOM

***The Science of Persuasion
Applied to Transportation Options***

AECOM

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But before we get into the awards, we have asked Thom Cerny, Vice President, Practice Lead in Transportation Demand Management at AECOM, to share some best practices in behavior change in relation to transportation options – some tips on how to frame conversations with fellow employees in order to elicit change.

I wanted to take a moment to note that we recognize that things are different than what we're used to right now, and that is an understatement for many. While the specific examples in Thom's presentation may be difficult to put into action today, what we hope you take away are tools and tactics to help you position and reframe a conversation when working with your fellow employees when discussing their commute options in the future.

So, without further ado, Thom Cerny.

Queue Thom Cerny's presentation.

Peer Advisory Board



Brian Bellin, Boeing



Cindi Gyselinck, AT&T



Garrett Jensen, Mukilteo



Tim Rowe, T-Mobile



Dani Sissons, UW Bothell

Kevin Kullberg, Premera Blue Cross
Chair



Anita Marrero, City of Monroe
Vice Chair

The mission of the PAB is to provide a forum for discussing issues and developing recommendations for recognition and special projects regarding transportation demand management (TDM) programs in Snohomish County and the City of Bothell.



The Peer Advisory Board's mission is to provide a forum for discussing issues and developing recommendations for recognition and special projects regarding transportation demand management (TDM) programs in Snohomish County and the City of Bothell. In the past, the PAB worked in special committees to create the new ETC Program Guide, develop a successful Guaranteed Ride Home system, as well as a Rideshare Online incentive and awards program.

This year's PAB members include Board Chair Kevin Kullberg of Premera Blue Cross, Vice Chair Anita Marrero of the City of Monroe, Brian Bellin of Boeing, Cindi Gyselinck from AT&T, Dani Sissons from the University of Washington and Cascadia College, Garrett Jensen from the City of Mukilteo and Tim Rowe with T-Mobile.

The Board has already hit the ground running and is helping to drive some training decisions and direct the production of CTR materials that can better serve our ETC community during this time of uncertainty. Thank you all for volunteering your time!



Smart Commuter Rewards is a quarterly program that provides incentives for employees of large businesses to reduce their drive-alone trips and vehicle miles traveled. Winners receive a \$250 gift card and become a quarterly face for commute options. The quarterly winners are also eligible for the Smart Commuter of the Year All winners in 2019 were self-nominated and chosen, ultimately by the Peer Advisory Board based on their commute options story, which included frequency, commitment, advocacy, creativity and longevity.

The Peer Advisory Board ranked many self-nominations and members recused themselves when those nominated worked at their worksite or were a smart commuter themselves.

Here is a short video highlighting 2019s Smart Commuters of the Quarter.

And the winner is...



Lyndsi Stickles
Alderwood Water & Wastewater District



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And the Smart Commuter of the Year winner is Lyndsi Stickles of Alderwood Water & Wastewater District.

Lyndsi Stickles doesn't just commute using transportation options, she walks and rides the talk. From public transit to the Washington state ferries to hoofing it for her first and last mile, Lyndsi knows a few things about getting from where she is to where she needs to be without getting into her car.

Lyndsi has commuted throughout our region for more than 20 years. Today she commutes from her home in Freeland on Whidbey Island to Lynnwood daily using transit, ferry, walking and carpool. When she started with Alderwood in 2010, she suggested they adopt a Commute Trip Reduction program and they did. They are one of very few volunteer sites in Snohomish County, and we are happy to have them within our CTR family.

Lyndsi has served on the Peer Advisory Board for several years, and has been a valued voice for ETCs throughout our County and City of Bothell. We appreciate the commitment she has made to reducing congestion and air pollution in our region and her commitment to helping Alderwood Water & Wastewater District stand out as a model in our community.

And probably one of our best Lyndsi comments about using commute options is how she

values the friendships she's made along the way. Thank you, Lyndsi.



Community Transit works with 60 worksites in Snohomish County and the City of Bothell to provide transportation programs and strategies.

We'd now like to recognize the special individuals and companies who take the programs and services offered by Community Transit and turn them into action. They provide the vital link to connecting employees to their transportation options.

Their work over the year is impressive and we are proud of their dedication to Commute Trip Reduction.

Worksite awards are chosen by the Community Transit CTR Team based on quarterly reports and we award the winners based on annual accomplishments and program improvements.

Without further ado, we would like to honor these five outstanding worksites and ETCs that have shown dedication and innovation in their programs.

Engagement & Participation Champion

Employer provides activities and information that encourage employee engagement and participation in their transportation program.



The first award is the Engagement and Participation Champion.

The Engagement and Participation Champion employer provides activities and information that encourage employee engagement and participation in their transportation program.

Natural Factors



**natural
Factors**

Tracey Harder, ETC



The Engagement and Participation Champion for 2019 goes to Natural Factors. In 2019, Natural Factors started a carpool program at their Monroe location. They hired a lot of employees and added a third shift, then built a database of carpoolers to help with heavy promotion of carpooling.

And since launching, Natural Factors has eight carpool groups registered to date. They also created a Benefits Brochure and are including it in their new hire folders which helps promote the program at a key time for behavior change.

Congrats Tracey and Natural Factors! Nice work.

Special Events & Promotion Champion

Employer holds special events and promotions that encourages employees to choose transportation options other than driving alone to work.



Our next award is for the Special Events & Promotion Champion.

This awards goes to an employer who holds special events and promotions that encourages employees to choose transportation options other than driving alone to work.

Crane Aerospace & Electronics



Jenni Nafe, ETC



The Special Events & Promotion Champion for 2019 goes to Crane Aerospace & Electronics.

When integrating their Redmond team into Lynnwood, Crane took the opportunity to turn a stressful situation into a transportation options opportunity. They held in-person events to ease employee concerns and reworked their CTR program, including increasing their commuter incentives from 60 percent to 100 percent. This increase helped to double the number of carpools at their worksite.

Jenni Nafe, Crane's ETC told us in a quarterly report that, "We have had several new vanpool users from our Lynnwood site support existing vanpool groups that were traveling to our Redmond site. We also have almost doubled our carpool users due to the Redmond integration."

Big congrats to Jenni and Crane for a successful move of employees from Redmond to Lynnwood.

Benefits & Incentives Champion

Employer provides benefits and incentives that encourage employees to choose transportation options other than driving alone to work.



Our 3rd award is for the Benefits & Incentives Champion who provides benefits and incentives that encourage employees to choose transportation options other than driving alone to work.

FUJIFILM SonoSite



FUJIFILM
Value from Innovation

SonoSite

Lacey Handel, ETC



Our 2019 Benefits & Incentives Champion goes to FUJIFILM SonoSite.

FUJIFILM SonoSite's commute options subsidy and incentive program is one of the more robust of Community Transit's worksites helping their employees choose a travel option that works best for them.

Their program includes ORCA options for bus and vanpool and they are constantly adding employees who receive these benefits. Their annual health and wellness fair includes several vendors including Community Transit who gets a spot up front and center (thanks Lacey!) to talk to engaged employees asking questions about their travel options.

FUJIFILM SonoSite is also always open to new ideas and improving their program by working with neighboring worksites on carpools and trying to establish a short range vanpool connection from the Canyon Park Park & Ride.

Congrats to Lacey and the team at FUJIFILM SonoSite!

Business Champion

Company's core values encourage employees to choose transportation options other than driving alone to work.



The Business Champion award goes to a company whose core values encourage employees to choose transportation options other than driving alone to work.

T-Mobile



T Mobile™

Tim Rowe, ETC



Our 2019 Business Champion is T-Mobile.

Even though T-Mobile already offers a large suite of transportation options which include ORCA cards and incentives and subsidies for all non-drive alone travel options, they are always looking for and investing in new ideas. The company invests in technology such as Luum, Scoop and Waze Carpool to assist their staff in finding the best transportation options for their commutes. Tim Rowe is one of our more active ETCs who always exceeds on advanced training hours, contributes new ideas at networking meetings, and just joined our Peer Advisory Board.

Congrats to Tim and the team at T-Mobile for being our 2019 Business Champion.

Employee Transportation Coordinator Champion

Employee Transportation Coordinator that goes the extra mile to encourage employees to choose transportation options other than driving alone to work.



Our last award goes not just to a worksite and ETC team but to an ETC themselves.

The Employee Transportation Coordinator or ETC Champion goes to an ETC that goes the extra mile to encourage employees to choose transportation options other than driving alone to work.

Evalyn Thomas, Partner Therapeutics



PARTNER
THERAPEUTICS



Our 2019 ETC Champion is Evalyn Thomas with Partner Therapeutics.

Evalyn is always looking to improve Partner Therapeutics' program, learn and grow. Evalyn thinks creatively and takes initiative. Some examples include:

- Evalyn instituted a Transportation Corner to post program events and updates.
- She created a detailed program brochure with all of Partner Therapeutics transportation benefits.
- Evalyn put together an intranet site for employees and new hires to complete the Transportation Program policy outlining available benefits.
- She set up a vanpool workshop with Community Transit's Vanpool Department.
- And the list goes on.

Big congrats to Evalyn with Partner Therapeutics!



So with that, I'm all out of awards and another great year is in the books. Your awards are now growing in Sue's garden so you'll have to go "pick them" up there... just kidding. We will figure out how best to get them to you.

Thanks to Sue for getting some lovely photos of the awards. She recruited her husband to hold up a black umbrella in the background to reduce glare and they turned out great. Congrats again to all the winners and thanks to everyone for joining us to celebrate online today.

I'm going to hand it back over to Chris who will close us out officially.

Adventure Pack Drawing!



Thank you for joining us today! All ETCs who attended are eligible to win one of three Adventure Packs!

- Unisex Messenger Bag
- \$100 REI Gift Card
- Water Bottle
- Insulated Mug
- Reusable Straw
- Bike Safety Flasher
- Bike Seat Cover
- Notepad

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Again, thank you to all who attended. I hope you all had a nice break in your day to celebrate your colleagues.

Thank you to Thom Cerny from AECOM for joining us today to share his deep knowledge and experience with behavior change and Transportation Demand Management. I would like to also thank my team for putting all of this together. Sherry, Ross, Sue, you all have done an amazing job adapting this year's event.

THANK YOU for your hard work! ETCs: We will be drawing winners for the loaded up messenger bags soon and we will send everyone a notification. Thanks everyone!