

## 2021 CTR Program Planning Worksheet

### 1. What are your goals for 2021?

#### Ideas:

- Long term telework policy and program
  - Let CT CTR team know if you want to take advantage of a free telework consultant
- Devise plan in advance of employees returning to work to seize behavior change moment
- Action plans based on 2020 CTR Survey Results
  - What is your goals for the number of employees to change behavior from driving alone to commute options?
- Number of employees participating in your program
- Increase your engagement in the CTR program
  - Number of trainings attended

### 2. How will you reach your goal(s)?

#### Ideas:

- Devise strategy and plan to promote commute options upon employees return to offices
- Form a CTR committee/identify internal champions
- Increase subsidies
- Host more than the required one 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 vanpools/carpools