

Employee Transportation Coordinator

What is an Employee Transportation Coordinator?

One of the most important elements of a company's Commute Options program is the person selected to perform the role of Employee Transportation Coordinator (ETC). An ETC is a company representative who promotes transportation options within their company.

The ETC will serve as the point of contact between:

- Your company's management and employees to implement, promote and administer your organization's commute option program; and
- Your employer and local jurisdiction to track and report your employer's progress in meeting CTR requirements.

What type of tasks may an ETC perform?

- Meet with management to determine program elements
- Work with the local jurisdiction and transit agencies regarding transportation services and products
- Complete quarterly and annual reporting requirements
- Coordinate the distribution and collection of biennial employee CTR surveys
- Evaluate the CTR program and survey data and recommend Program enhancements deemed necessary to improve results
- Assist employees with ridematching to form carpools or vanpools
- Meet with employees to talk about the benefits of carpooling, walking, bicycling or riding the bus
- Promote the commute option program to employees by producing and distributing information pieces
- Track employees' participation in specific program elements
- Help monitor employee parking in designated HOV parking spaces
- Distribute subsidies and incentives to employees
- Brief management on the CTR program's progress and request resources



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Providing support to the ETC

ETC's are most effective when they receive support from upper level management. This may include an annual budget for the commute options program and creating time for that person to spend on program projects. Support may also need to come for other resources and departments from within the company.

It can be helpful to form a commute options committee within your company. Committees provide helping hands, creative minds and the means to build broad-based support for your commute option activities.

Other important staff and internal resources may include:

- Budget and Finance Departments for help with processing subsidies and applying for B&O tax credits
- Webmaster to create a commute options website
- Newsletter editors for publishing commute option articles
- Print shop for printing promotional materials
- Parking management to maintain HOV spaces and bicycle parking
- Facilities to maintain pedestrian and bicycle routes on-site, showers, clothes lockers
- Wellness Coordinator and Sustainability Coordinator to build common goals

The Pierce Trips Team is also available to provide training, employer network sessions, marketing materials, ridematching tools, assist with vanpool formation, bus trip planning, promotions and answer questions.

Who Should Become an Employee Transportation Coordinator?

An ETC can be found at any level or in any company department. Since many of the ETC functions relate to personnel management and employee benefits, in many cases an ETC is a member of the human resources department. Or, in some organizations, ETC's work in facilities or parking management. What is most important is the ETC's interest to support balanced transportation, the ability to work with other employees, and manage the elements of a worksite transportation program. The most successful ETC's share many of the following abilities and characteristics:

- Ability to work well with people
- Excellent communication and listening skills
- Interest in commute alternatives, especially someone who already commutes by bicycle, carpool, vanpool, walking or bus
- Flexibility in work responsibilities and schedule to implement and promote a work site program
- Access to management and other employees
- Superior organizational skills
- Interest in environmental issues
- Ability to attend trainings and networks