



Ultimate ETC Training

Training the Trainer



Andrea Reiter

Western Washington University

Strategic, Relator, Analytical,
Individualization, & Futuristic



Jenee Muller-Thym

Vanpool Alliance

Developer, Empathy, Positivity,
Adaptability, & Woo



Nikki Washington

Alta Planning & Design

Includer, Harmony, Achiever,
Empathy, & Consistency



Pedro Gonzalez

LuxBus America

Input, Consistency, Ideation,
Strategic, Restorative

No One Size Fits All ETC Training



Level 1: Starter/Compliance-Focused

“Fulfilling the Minimum Requirements or Other Duties as Assigned”



- Offer commute options
- Attend TDM mandated trainings
- Complete surveys & reports

Level 2: Engaged/Operational

“Managing the Program Day-to-Day”



- Proactive commute options with incentives
- Promote transportation benefits
- Reduce SOV & promote HOV
- Complete surveys & reports

Level 3: Strategic/Program Leader ETC

“Driving Culture & Policy Change”



- Advocate at the leadership level for transportation demand management
- Proactively support commute options, creating impactful solutions
- Utilize surveys and reports to enhance program offerings
- Candidates for ACT's TDM-CP training

Bonus Level: ETC Champion

“Inspiring Others & Scaling Impact”



- Mentor new ETCs
- Coordinate resources across multiple worksites or organizations
- Participate in regional planning and policy development
- Driving innovation in TDM through pilots or research
- Candidates for ACT's TDM-CP training

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Nikki Washington
an hour ago

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How to Train ETCs Toolkit

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ACT/40 YEARS
Association for Commuter Transportation

What's Inside

Background

Determining ETC Levels

Equip and Educate

Activate and Engage

Toolkit Attachments



Association for Commuter Transportation