

Ultimate ETC Training

Training the Trainer



Andrea Reiter
Western Washington University

Strategic, Relator, Analytical, Individualization, & Futuristic



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Developer, Empathy, Positivity, Adaptability, & Woo



Nikki WashingtonAlta 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"

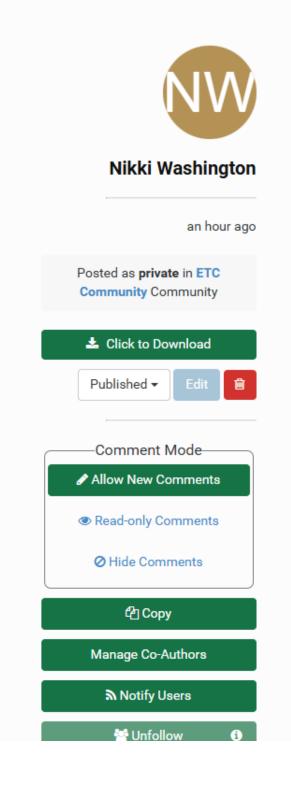


- Mentor new ETCs
- Coordinate resources across multiple worksites or organizations
- Participate in regional planning and policy development
- Driving innovation in TDM through pilots or research
- Candidates for ACT's TDM-CP training





ACT Connect -Community Toolkit



How to Train ETCs Toolkit





What's Inside

Background

Determining **ETC Levels**

Equip and Educate

Activate and Engage

Toolkit Attachments











